## Marfield Guide



## YOUR BRAND IDENTITY ADDS TO YOUR PUBLIC IMAGE...

Think of brands you trust. You can easily recall their logos, colors, and even distinct fonts. This is an example of **brand loyalty**. Customer's know the brand you present across all consumer touchpoints, so when something is off, shoppers take notice. Below are a few pitfalls companies should avoid.



Customers lose confidence in a company because of inconsistencies in messaging and branding.



56% of companies do not utilize uniform branding/typography across consumer touchpoints. This causes the buyer to doubt consistency in other business areas, which may lead to changes in consumer buying habits and retention.



Your company needs to develop an internal Brand Identity Guideline. Once established, strictly follow for all consumer touchpoints, and share with vendors who are responsible for the reproduction of collateral.



Typography selected for the brand is not mobile/web friendly, and some character attributes are invisible once on the screen.



During the design process, not all applications of print, mobile, and web are taken into consideration, leading to a brand designed with only one medium in mind. Once applied to other applications, the end result is not visually readable or satisfying.



Consider building your brand around a Sans Serif font family. These font styles are mobile-friendly, have simple shapes, uniform widths, and are easier to read on screen. Mobile accessibility is vital for businesses today!

Source: eTail B2C Cross-Vertical Report from Monotype.com 2019

Serif Fonts

Traditional style that includes decorative embellishments or "feet". **Perfect for print**.

Arial	al Times New Roman			
Calib	ori	Garamo	ond	Georgia
Montserrat			Baskerville	
Γ	Helvetica		Rockwell	
Futura C	Century (	Gothic		Cambria

Style excluding the use of serifs. Perfect for print or web/mobile.

Sans Serif Fonts

Script Fonts

Calligraphy or handwriting fonts. Perfect for marketing, invites, and a

Coneria Script

Playlist \_\_\_\_

Linotext

ROSEWOOD

ORGANA

BUFORD RUSTIC Stencil

**Cheltenham Handtooled** 

Freestyle Script

Sheller

Striking shapes, energetic and elaborate. Perfect for decorative use, and headlines.

## Display Fonts

Enjoy this infographic? Would you like to have one created that speaks to your business or industry? Contact us today, and see how we can make your brand stand out from the competition.



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touch of flare. Edwardian Script

Black Jack Regular