

COGA Content Usable Illustrations Project – font selection

Feedback requested by Thursday, September 23, 2021

Goal:

Decide which font will be used in sample graphics that our visual designer is creating to illustrate examples of the objectives and design patterns on Content Usable. There are four fonts to choose from, two on each page.

Please keep in mind:

- There isn't a text alternative rendering for the images **in this specific document** because this particular representation is only relevant to the **visual experience**. There will, of course, be useful text alternatives for the examples themselves, when they are created and added to Content Usable.
- We are going to use a single font for all illustrations.
 - This is because we are not going to be making a font recommendation.
 - **There is no perfect font, so we are just trying to find one that is as good as possible.**

- The goal is to keep attention focused on the patterns. One font keeps the focus on the goal of each pattern. It also helps people understand that the particular font used is not part of the pattern.
- These will be static graphics to illustrate our objectives, so the font is part of an image, not actual text.
- Arial is the default font used by the W3C.
- Some fonts have spacing issues between certain letter combinations.

Examples:

- "F" followed by "o" can be too close, or too far apart.
- The two-story "a" has been reported by some individuals with complex difficulties with recognition and abstraction as looking like a 6, g, 8, or other symbol, and these individuals report a preference for the single story "a."
- The letters g, i, l (lower case L), I (capital i), j, J (capital J), q (lower case Q) and others can be particularly challenging and easily confused with other letters.
- Finally, we will not be blending fonts. We will only pick one.
 - Example of blending fonts: some will use Arial as a typically accessible font, but then replace all of the a's inside of the document in order to replace them with a single story instead of a double story a for readability. This is a huge time commitment, and also then implies that we are making specific font recommendations, which we want to avoid.

1

Font - Poppins

The Quick Brown Fox

Manage my insurance
benefits and records

The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times.

2

Font - Comic Neue

The Quick Brown Fox

Manage my insurance benefits
and records

The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times.

3

Font - Arial (w3c font)

The Quick Brown Fox

Manage my insurance benefits and records

The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times.

4

Font - Open Sans

The Quick Brown Fox

Manage my insurance benefits and records

The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times. The quick brown fox jumped over the lazy dog 4,5871 times.

