|  |  |  |  |
| --- | --- | --- | --- |
| Name: |  | Period:  |  |

**What the FONT?** For this activity, you will find 4 websites that you think make EXCELLENT use of Type and Font in their design. Look for 4 very different types of sites that use a variety of fonts and font styles. Using what you learned in the Typography notes to answer the questions and to explain why you chose each site and how all the fonts make sense for the type of business with supports from the notes. Please use screen shots of the fonts on the website and <https://www.myfonts.com/WhatTheFont/> to help you identify the fonts. You will include the images in the chart as well.

**Website 1:**

|  |  |  |
| --- | --- | --- |
| **Website Brand:** | **Type of Brand:** | **URL of website:** |
|  | **What is the font name?** | **How is the Font used on the website?** | **Font Type:** | **Sample of the Font (image):** |
| Font 1: |  |  |  |  |
| Font 2: |  |  |  |  |
| Font 3: |  |  |  |  |

Explain what you like about these fonts:

Do these fonts work well together? Why or Why not?

Why do you believe the web design choose these fonts for this brand?

**Website 2:**

|  |  |  |
| --- | --- | --- |
| **Website Brand:** | **Type of Brand:** | **URL of website:** |
|  | **What is the font name?** | **How is the Font used on the website?** | **Font Type:** | **Sample of the Font (image):** |
| Font 1: |  |  |  |  |
| Font 2: |  |  |  |  |
| Font 3: |  |  |  |  |

Explain what you like about these fonts:

Do these fonts work well together? Why or Why not?

Why do you believe the web design choose these fonts for this brand?

**Website 3:**

|  |  |  |
| --- | --- | --- |
| **Website Brand:** | **Type of Brand:** | **URL of website:** |
|  | **What is the font name?** | **How is the Font used on the website?** | **Font Type:** | **Sample of the Font (image):** |
| Font 1: |  |  |  |  |
| Font 2: |  |  |  |  |
| Font 3: |  |  |  |  |

Explain what you like about these fonts:

Do these fonts work well together? Why or Why not?

Why do you believe the web design choose these fonts for this brand?

**Website 4:**

|  |  |  |
| --- | --- | --- |
| **Website Brand:** | **Type of Brand:** | **URL of website:** |
|  | **What is the font name?** | **How is the Font used on the website?** | **Font Type:** | **Sample of the Font (image):** |
| Font 1: |  |  |  |  |
| Font 2: |  |  |  |  |
| Font 3: |  |  |  |  |

Explain what you like about these fonts:

Do these fonts work well together? Why or Why not?

Why do you believe the web design choose these fonts for this brand?