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Milkshake Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

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Roboto by Google Android Design 7,777,315 downloads (2,222 yesterday) 168 comments 100% Free - 16 font files [Download](#)

Roboto

Top: free font from Font Squirrel; middle: free image from Pexels, David Dibert photographer; bottom: free font from DaFont

FONTS & PHOTOS

Free stuff

by Ellen Custer

Editor's note: We have a very special guest writer this month; none other than Ellen Custer of 2d – A design collaborative, who has been the graphic designer for this newsletter for the last decade. We think you will find her tips especially helpful as you go about designing your own publications.

It is said that nothing good is free. While that may be true in certain circles, it isn't true when it comes to graphic design. Thankfully, there are many great sources of free and low-cost fonts and images available to us. Since most of us have tight budgets but also want to produce first class publications, this is very welcome news. So let's take a look at what's out there.

Finding fonts

We will start by focusing on fonts. Maybe you'd like to add a bit of flair to a headline or infographic by using a font that is different than your body copy font. It would be nice to find a free font instead of paying for a font, but be careful! The very common but dangerous myth says that anything you can glean from the internet can be used without pay and without restrictions. There are literally hundreds of sites that offer free fonts, but many are not legitimate nor are they legal. They also can create huge headaches for your printer.

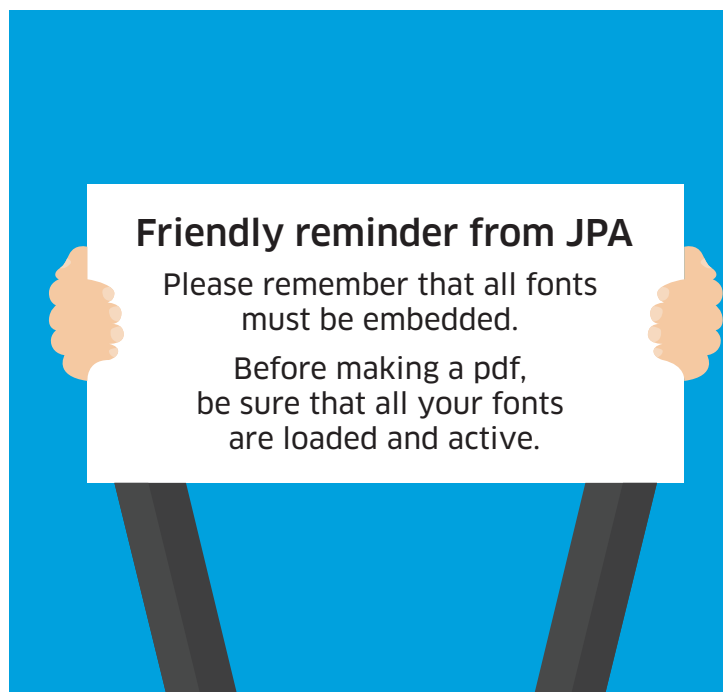
Stick with the reputable free font services such as Font Squirrel (fontquirrel.com), DaFont (dafont.com) and FontBundles (fontbundles.net/free-fonts). If you're working online only, you could also try free Google Fonts (fonts.google.com). These are web-optimized fonts, meaning they were designed to look good on screens but not necessarily in print. For printed publications, stick with desktop fonts that were designed to look good in print (the site will indicate this distinction before you download the font).

You will need to check out the licensing agreement prior to downloading a free font, because you need to make sure the font you want is licensed for commercial use, not just personal use. If you're on a site other than the ones listed above and you don't see a license, there's a good chance the font really isn't free and using it could pose legal problems.

Please also note that sometimes you will have to be patient when navigating the free font sites, but once you figure it out, it does get easier.

Cool photos

For photos and illustrations, I would recommend istock and Shutterstock; both offer paid subscriptions at a reasonable price. For example, Shutterstock has a package that allows you to buy



five images for \$50. Both sites require you to create an account before you purchase an image. Creating an account is free and, depending on the site, can get you some cool benefits.

istock releases free stock files when you create an account. Creative Market is another online source I would recommend, and it offers "free goods of

the week" when you create an account. Their prices for images and fonts are reasonable, but check their sales for even better bargains.

These sites also have blogs that cover design trends, design basics and do-it-yourself tutorials. Additionally, check out pantone.com for a ton of articles on color palettes and trends. They are experts on how to use color to create a mood or to evoke a feeling.

The most common term used for images that you purchase is "royalty-free," which means that you can use the images as many times as you like, even for multiple projects. As an FYI, you won't have exclusive rights to that image. Since you have paid for the image, it does not need attribution, whereas free images often require such acknowledgment.

As with fonts, there are tons of sites that offer free photos. Here are my favorites that have truly free, high quality images:

- Vecteezy (vecteezy.com). Attribution is required for free use, or you can pay \$9/month for an unlimited yearly subscription with no attribution required.
- Pexels (pexels.com). Truly free, with stipulations on what use is not allowed. Their blog is designed to inspire creativity.
- Unsplash (unsplash.com). Truly free, with stipulations on what use is not allowed. They also offer a blog for creativity.
- FreeImages (freeimages.com). Provides free images for both commercial and personal use.
- Pixabay (pixabay.com). Both free and royalty-free images are available.

If you are looking for vintage images, check out The Graphics Fairy (thegraphicsfairy.com). Their clip art is free, although they do offer a premium membership that gives you access to digital design tutorials.

As with fonts, check out the licensing agreement and terms of

service prior to downloading an image (whether you're paying for it or it's free) so you will understand any restrictions that are in place.

With a treasure trove of great design ideas and free or low-cost fonts and images, we can make our publications stand out from the crowd and become

known not just for great content, but for outstanding design style as well.



More beautiful free imagery, this time from Unsplash. Photographers from left to right: Fabian Burghardt, Matthieu Joannon, Ömer Haktan Bulut, Maarten Deckers.

Read this sidebar!

Another HUGE consideration regarding fonts concerns the Kodak InSite system JPA uses to process your jobs. Kodak is VERY strict about the licensing of fonts. If you use a font for which you do not have the proper license, the system will not process your file.

Along the same lines, if you do not have the proper license for a font so you simply outline the font in your file, the system will not process the file.

As the main article states, please review the licensing language carefully so your file will be able to go through JPA's system smoothly and without interruption.

You must stand firm

Editor's note: Sometimes graphic designers find themselves in sticky situations. Here's how one designer solved two thorny client issues.

What's wrong with this picture?

This was the question my savvy marketing client asked me as she presented her idea for a feature article layout using a photo she had downloaded from Shutterstock.

Since she had not purchased the image and had only downloaded the comping image, it had the big-as-life Shutterstock watermark clearly printed over the entire image. Obviously, she didn't want the watermark in the picture and really thought the best way to get rid of it was to have me clone it out using Photoshop tools.

I told her we couldn't do that, and that if she wanted the photo, she would have to pay for it. Using a watermarked image in a publication to be distributed throughout the city of Houston would brand her as a less-than-ethical publications editor, and she herself would end up being "watermarked."

Watermarks on photos exist for the very reason she was trying to escape — you need to pay for the image before you can download a watermark-free image. But for some reason this was a hard concept for her to grasp. She kept insisting I remove it, legal issues notwithstanding.

What finally convinced her was when I told her it would take me over an hour to remove the watermark and that I would bill her for my time. It would be much more cost-efficient to just buy the image for \$10. She finally agreed. (And for the record, I would never remove a watermark under any circumstance, but I felt I had to tell her that "story" because it was the only way to get through to her.)

In a different instance, a client sent me an illustration of a cartoon character that someone else had created as part of their company logo. My client really loved the image and wanted to use it for his company's sustainability mascot. His request? Just remove the other company's logo and put his logo on the character instead.

When I mentioned that the little character was already branded to the original company, he didn't see any problem with appropriating the same image and using it as his. Definitely not a smart move, particularly when the original image was the logo for a competitor. I solved the problem by finding another image similar to the one he loved and suggested he fall in love with the new character.

Understanding image guidelines is a crucial part of our jobs, and this knowledge saves all of us a headache and trouble with the law.
— Ellen Custer