

® , ™ , and © Symbols

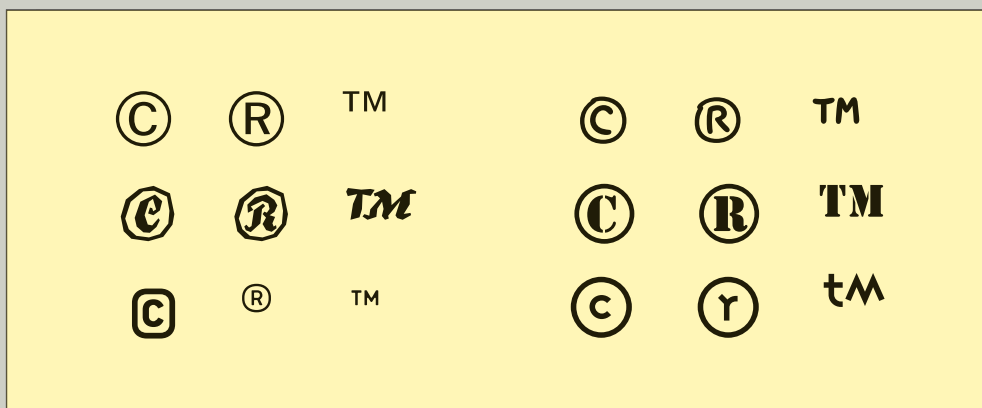
REGISTER, TRADEMARK AND COPYRIGHT SYMBOLS are important communicators. They help establish brand identities and protect creative work from theft or plagiarism. Despite their legal and symbolic power, these symbols need to speak softly, typographically speaking. Their tasteful and appropriate use is a small but significant part of good typography.

The design and size of register, trademark and copyright symbols vary widely from font to font. This gives you a lot of choices, and the good news is these symbols mix-and-match well with other fonts. Although many people prefer to use serif symbols with serif fonts and sans with sans, it is perfectly acceptable (and sometimes preferable) to substitute a clean sans symbol for text usage (such as those from Arial or ITC Franklin Gothic), as they tend to be more readable and print clearly at small sizes.

How big is too big?

Now let's talk about size, especially since these symbols vary so much from font to font. When using a ® or a ™ after a word, adjust the point size so the symbol looks clean and legible yet unobtrusive. Here are some general guidelines:

- At text sizes, set these symbols a little smaller than half the x-height of your text.
- As your text gets larger, the symbols should become proportionately smaller, especially in headlines.



These three symbols vary in size and design from font to font.

The copyright symbol is treated differently. When it appears before text (such as a company name), the size of the symbol should be somewhere between the x-height and cap height of the text.

When it appears before a year (as in ©1998), match the symbol size to the size of the first numeral. When using old style figures (as in ©1967), match the size of the one, rather than the other, taller numerals. ■

Calabash[®]
CALABASH[®]
Toycraft[™]
TOYCRAFT[™]

For text, set these symbols a little smaller than half the x-height of the adjacent word. At display sizes, symbols should become proportionately smaller, especially when setting headlines.

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When placed before a year, the copyright symbol should match the size of the numeral that follows it. When using old style figures, match the symbol size to the numeral one, not the other, taller numerals.