

Why Can't I Just Use the Font Style Bar?

When it's time to *italicize* or **bold** a font, do you just click the **font style bar**? It's much easier than going to the **flyout menu** and selecting the actual font — right? Well, yes indeed it is. But what happens when that type is run to film or goes direct to plate (ctp)? It's not the easiest thing to work with then!

A Problem of Quality

How your type is likely to print:

Bodoni Book (roman)

Bodoni Book (bolded using the style bar)

All you get is a roman font with a **slight outline**. See the difference below when the actual bold weight of **Bodoni Bold** is used:

Bodoni Bold (this is the actual **bold** font — not something outlined)

In many fonts, no bold weight exists — Problems occur when fonts that have no **bold** or *italic* weight are *stylized* using the **style bar**. They may appear on the laser printer to be bold — but when rasterized to film they may print as **courier**, error out and abort the job, or run with a slight outline that is barely visible. What if you use the **style bar** to bold Caslon 540 when there is no bold weight for it? What will you get on your printed job? You'll most likely receive extra charges for fixing your job, time delays and perhaps a missed deadline, and you may receive a printed piece that doesn't have the look you want.

A Problem with Type Reflow

Stylized bold: When a font is stylized, it appears as a **slight outline in the text**. Notice how the text reflows when the actual bold font is substituted.

Actual bold: When a font is stylized, it appears as a **slight outline in the text**. Notice how the text reflows when the actual bold font is substituted.

A Problem with Font Collection

When fonts are stylized, they do not collect properly when packaged for output with a printer or service bureau. Only the roman printer font is packaged with the job. When Flightchecked or RIPped, the file shows an error, the job must be aborted, and fonts substituted. Many times a client's unusable fonts must be closed and the prepress bureau's fonts opened. This exposes the job to errors and type reflows that must be corrected before the job can be processed to film or plate.

So, "Why not just use the style bar?" — the answer is delays, extra charges, and type that images incorrectly and reflows.