Design criteria for choosing the right font

A font that is firm but still soft enough in appearance to be restful on the eye. Letter shapes to be clear, regular and open for maximum user friendliness.

Fonts choices

My notes

Font: Arial Rounded MT Bold

SleepBabies

A nice roundedness but a little too minimal, rigid and functional for it to feel it has a personality

Font: Comic Sans MS

SleepBabies

Playful and personal though a bit too hand drawn for use as a display font

Font: Cabrito

SleepBabies

✓

Great combination of a soft roundedness yet sturdy in the letter stems giving a steady presence

Font: Hobo Std

SleepBabies

Lovely letter curves but I'm not a fan of the squashed feel in the 'B's and short descender in 'p'

Font: Myndraine

SleepBabies

Clean, clear and friendly looking but not convinced by the incline strokes on the e,a and b's

Mixing up the italic and normal styles.
Using light and dark shades to differentiate words in the name.

*sleep***babies**

sleep***babies***

· ·

*sleep****babies***

sleep**babies**

*sleep**babies***

sleep**babies**

A playful approach…tinkering with some of the letters to suggest resting and eyelids.

SleepBabies

SleepBabies

SleepBabies

SleepBabies

Sleep**Babies**

SleepBabies

Exploring traditional boy/girl colours in pale and pastel shades also with text reversed whiteout

Colour scheme swatches

SleepBabies · SleepBabies

SleepBabies · SleepBabies

SleepBabies · SleepBabies

SleepBabies · SleepBabies

Colour scheme swatches

SleepBabies · SleepBabies

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Final combination

A more vivid version of the blue/peach applied and 'ee' graphics integrated. Final logo chosen!

SleepBabies

SleepBabies ✓

SleepBabies

SleepBabies