



International House of Fonts Design Guidelines

International House of Fonts (IHOF) is a subsidiary of P22 type foundry, Inc. (P22) that will showcase a select group of font designs from around the world. IHOF will be officially launched on September 1, 2001.

P22/IHOF seeks to develop long term relationships with independent designers. We offer international exposure and recognition for your work. P22 is a member of The Society of Typographic Aficionados (SoTA) and Association Typographique Internationale (ATyPI) and, consequently, is committed to upholding the highest standards of professional conduct in the field of typography.

How will IHOF fonts be chosen? P22/IHOF will choose a select number of fonts that typify the best in current type design rather than one particular style. The individual merit of a font's design, its completeness and its uniqueness will be the basis for each choice. While IHOF fonts will not be part of the P22 main collection, they too will exemplify a sensitivity to historical lettering and type design. Designers should, as far accurately possible, attribute the sources for their historical designs and revivals. We will also consider new, unique and contemporary type design aesthetics.

1. SUBMISSIONS GUIDELINES

Your Proprietary Rights

As an assurance that you can safely submit your designs for consideration, P22 will sign a non-disclosure statement that protects your designs from unauthorized copying. Of course, you should always ask for this protection whenever you submit your original work for review to anyone. P22 guarantees that it will not do anything to your work without your consent.

Completeness

We are most happy to offer early feedback and critique for the font ideas you are developing. You may submit incomplete designs; we will consider designs in which only the letters or, for some display types, just the caps are provided. If P22/IHOF thinks the idea or font has merit we will encourage you to complete the work required to make the font **FULLY MARKETABLE** and to give the designer the greatest possible **ROYALTY**.

What you need to submit

Please send specimens for evaluation as PDF, Macintosh font files or Macintosh source files via e-mail to fontsubmissions@p22.com. Or you can send Macintosh files on disk or printouts in the regular mail, to: P22 type foundry, Inc./IHOF Evaluation Board/PO Box 770/Bufalo, NY 14213. Please include a statement of rationale about your design process.

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2. FULL MARKETABILITY CRITERIA

Character Set

The P22/IHOF basic character set is basically equivalent to the Apple standard set. Display fonts may be acceptable without special symbols, but all fonts must provide full western European accents and standard ligatures.

The Standard Set contains the following characters:

0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % ^ & * + - ≈ ÷ = ± ~ ¨ i ™ £ ¥ ¤ € ¤ ∞ § † ‡ ¶ ª ° { [()] } fi fl
a â ã à á â ä å b c ç d e ë ê é è f g h i ï î ï j k l m n ñ o ö ô ó ò õ ø p q r s ß t u ü ú û ù v w x y z
A Ä Å Á À Ã Ä Å Æ B C Ç D E Ë Ê Ë È F G H I Î Ï Ñ Ò Ó Ô Õ Ö Ø P Q R S T U Ü Ú Û Ü V W X Y Z
Æ Ø æ œ ¤ © ® π - - - _ " ' “ ” ‘ ’ , „ % ‹ › ‰ • • • , : ; / / \ | ...

Other Types of Fonts

We are particularly interested in full font families, with true italic and bold styles, small caps and expert collections. P22 is known for its extensive “Extras” fonts and IHOF is always interested in special, extras, picture, pi font sets. We try to include at least 52 distinct extras in a specialty font to make it valuable.

We are also developing fonts that will take advantage of Microsoft/Adobe OpenType format, with features including extended ligature sets, lining and old style numerals, true fractions, small caps and other western European characters.

Exclusivity

Fonts that are licensed exclusively to P22 will be granted a higher royalty and will be marketed with the P22 prefix. There is equity built up in the P22 name after 7 years of marketing and success.

Spacing and Kerning

Fonts are required to be spaced (metrics) as evenly as the font allows, so that the most basic user can adequately use it. Once this is done then Kerning should also be done for the letter pairs that need special attention.

Beta Testing

Fonts need to be generated in TrueType and Postscript for Macintosh and Windows then tested and printed from both platforms in an array of applications. We will have to take your word on this. But we cannot stress enough that this work has to be done to ensure a quality font for the public’s use. We understand that some designers may have limited resources and P22 can do this work on their systems, however this will result in a lower ROYALTY.

Complete File Formats

Final fonts should be provided in Macintosh Fontographer or Macintosh FontLab native format for beta testing, debugging and future updating. This should accompany the final generated and beta tested Macintosh and Windows TrueType and Postscript (including AFM) files.

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3. ROYALTIES

Suggested Pricing

P22/IHOF single weight fonts will have a suggested retail price of \$19.95. As a font family contains more fonts, the package price will go up. The designer may set a different price if they opt to, but P22 has had much success marketing their fonts with their pricing format, so we would urge the designer to use our pricing scheme.

Distribution and Promotion

P22/IHOF will invest in the promotion and distribution of the font. IHOF will comprise part of the P22 online catalog, with its own separate homepage and URL. There will also be an annual print catalog to be mailed to our regularly updated mailing list of 20,000+ confirmed customers. P22 will then set up favorable Sub-distribution for these fonts.

Sub-distribution

Our sub-distribution channels will all have access to the P22/IHOF collection. In many cases, these channels pay us percentages that are less than 50%; consequently, IHOF designs handled by these channels will receive a proportionally smaller royalty but wider distribution. Abundance breeds demand, demand sells more fonts.

Designers Royalties

If your font is chosen for inclusion in the P22/IHOF collection, P22 will pay a royalty determined by how well it meets our FULL MARKETABILITY CRITERIA. The maximum royalty of 50% of sales for the product may apply for fonts that meet this criteria with little or no development investment on the part of P22/IHOF.

Fonts that require P22/IHOF to provide finishing, are less complex, with less design investment or are non-exclusively licensed will result in the IHOF Evaluation Board determining a smaller percentage for a royalty, typically in the range of 30 to 5%. In these cases, P22 will give the designer the option to complete the font up to the FULL MARKETABILITY CRITERIA for a higher royalty. P22 is much more interested in showcasing work, giving exposure, and giving the designer the highest royalty possible.

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