

Economic Characteristics and Type Face Production of Type Foundries in India

Diploma thesis

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DIPLOMA THESIS TOPIC

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Guides to writing a thesis:

1. Study the rules regarding writing the thesis.
2. Learn classification of type faces and related items from the theory and use of fonts.
3. Survey type foundries in India.
4. Find and analyse economic data of these entities.
5. Sort their production of type faces in the usual categories.
6. Prepare a collection of examples of type faces.
7. Give examples of practical use of the selected fonts prepared by the described entities.
8. Assess and discuss the possibilities of use of these type faces.

Selected bibliography:

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2. PORTER, M E. *Competitive strategy : techniques for analyzing industries and competitors : with a new introduction.*
3. *The Chicago manual of style.*
4. TURABIAN, K L. *A manual for writers of research papers, theses, and dissertations : Chicago style for students and researchers.*
5. Company documents, websites etc.

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Abstract

KUMAR, VIKAS. *Economic Characteristics and Type Face Production of Type Foundries in India*. Diploma thesis. Brno : Mendel University in Brno, 2017.

This thesis is about type foundry in India and it includes information about the indian types founders, which designed indian fonts. This work tell shows about the history of typography, how fonts are generated and according to time moderated in to electronic fonts. This work also have information about the Gurmukhi and Devanagri fonts, analysis of Indian fonts and latin fonts have done in this work. The most important thing is discussed about the economic condition of the Indian fonts through the economic data through the sources. Some practical examples of the fonts also explained in this work.

Key words

Type foundries in India, Classification of fonts, History of typography, Corporate design

Abstrakt

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This thesis is about type foundry in India and it includes information about the indian types founders, which designed indian fonts. This work tell shows about the history of typography, how fonts are generated and according to time moderated in to electronic fonts. This work also have information about the Gurmukhi and Devanagri fonts, analysis of Indian fonts and latin fonts have done in this work. The most important thing is discussed about the economic condition of the Indian fonts through the economic data through the sources. Some practical examples of the fonts also explained in this work.

Klíčová slova

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Contents

1 Introduction

The aim of this thesis is to examine Founders and sellers of Fonts in Indian Fonts markets. The growth and expansion of Font in India has been characterised with different trends across various markets, families and business clusters. This unhomogenous trend in the font industry makes it interesting to research and documents what account for the various narrative across the font market.

This research also have some Economic point of view and the reason behind is that it depends on the how much people are using fonts? Using font by the people can make impact on the demands of the fonts, if people will not use fonts then why designer and typographer will design fonts? The usage of fonts can make good impact on the sales of fonts and then demand of the fonts will be higher and people will be ready to pay for the fonts and some time some companies are selling font families on good package over the internet and these can be good for the business because if the price is low then demand is higher and but if price is already higher then people will not buy the fonts and they can try to buy from your competitors website. This Economic point of view regarding fonts is very rare because fonts are also also a product in the Internet market and also price can be down and high of the fonts in time of when people are interested not to pay in the case of high prices, because high prices do not attract people for the product. In the Internet market every competitors are giving different kind of offers to attract people for the fonts and trying to defeat their arrivals by making big sales of fonts. If we think in economic way, today every body needs fonts for their work and everybody ready to pay for the fonts even the prices are high also then we can say supply of the fonts is so much because fonts are helping peoples to do their works like office work, business advertisement etc.

Some designers of the fonts are designing fonts with some foreign partners also because lots of foreign designers are also interesting in designing Indian fonts and they work with Indian fonts. Some how they are sharing their knowledge and their experiences for the better work and better results. Foreigner designers are taking keen interest in Indian Fonts and they are having knowledge from the Indian designers.

Hindi and Punjabi fonts designing is little bit different from English fonts and it is very difficult to design for typographers or designers. In Hindi and Punjabi Fonts are also in the category of Latin fonts. These kind of fonts are not only used in India. But in the International Market these fonts demand is also so much. The reason behind is that, Some People are demanding of this fonts out of India and another foreign countries have to buy these fonts from the Indian Fonts Companies. These kind of fonts mostly used for advertising or in newspapers in India. Lots of companies are producing fonts in India and less of the fonts are registered and it is illegal to sell fonts. For the security of the fonts fonts are available in zip files and then it is more secure for the users for

using the fonts.

Hindi and Punjabi fonts classifications are almost same but somehow it is very difficult to recognize about Indian fonts because the reason is that Hindi and Punjabi fonts are designed with different techniques and tools. Some time it is very difficult to compare fonts if they are serif or sans serif. In the English fonts it is easy to recognize fonts. The reason is that both fonts scripts are different. Even Hindi and Punjabi fonts styles are different then each other also characters are also different that is why typographers are taking much time to design Hindi and Punjabi fonts.

Characters of the Hindi and Punjabi Fonts are much more than the English Fonts and every character of the fonts has a different style and different design than each other also some character movements are also different than each other. These things could not be found in English Fonts.

But one thing is still coming in the way is that why still less of the people are designing fonts in India and what are the reasons behind this? If the reason is demand then how can we improve this demand for the fonts over the Fonts Markets. These are questions. Which will be solved during this work and also will find out more things about this font, which will help for making the results of this work.

The history of the Typefaces when Typefaces was not electronic but they were in the manual way and it was very hard to use it, because the reason is that time Typefaces were available in the form of blocks, those blocks were in the form of metal and alphabet were stamped on the metal blocks, and it was very difficult to make an impact of alphabets on the paper and even not a good quality, and if needed to use then we had to use the black or blue ink and a metal stamp was pressed over that ink and then printed on to the paper, but slowly slowly technology developed and then the typewriter came and the main feature of the typewriter was moving printing element it was a little bit easy to use because now every alphabet was not on the single metal block now every alphabet was together on the different metal sticks on the typewriter and with black ribbon ink roll, which helps to print alphabet on the paper, and then after that technology developed more and then printers came and which helps to improve the printing of alphabets more accurately and also just because of the printers Typefaces quality improved much then before.

After telling you about the Typefaces or fonts history now I am going to discuss about some information about technical fonts or Typefaces, which are designed by typographers. The fonts are the characters, which are designed by typographers with the help of pixels, measurements or lots of instruments and it took a lot of time to develop these fonts. Every font is different than each other because every font is designed with a different technique by typographers. The typographers every time try to give a different look to their fonts and every time try to design better fonts than before one. These fonts are very helpful in lots of uses like Studying, Marketing, Advertising etc. . Fonts or Typefaces are same but Typefaces are the collection of fonts and fonts are individuals in Typefaces, that is why if we can say that Typefaces are a group of fonts and called Fonts Family.

Now I am going to tell more about the fonts or Typefaces types, which are classified in to four categories and also that is four categories also divided in to sub-categories and name of the fonts are Serif Fonts, San Serif Fonts, Decorative Fonts and Script Fonts and these fonts are further Sub-categorized. Every Single kind of fonts are different from each other. More information about fonts will be described during the chapters of this thesis. Chapters will be give you describe details regarding this Fonts and also the Sub-Categories of this fonts.

Marketing of fonts, like how designers and companies are selling their fonts through marketing process.? Mostly designers are putting lots of samples of the fonts and giving a visitors a option of download to use the fonts and also they are giving some little information about fonts for visitors knowledge and it is very easy for visitors for choosing the fonts for the right work. This is a way of designers of marketing of their fonts and visitors are using that fonts and if they liked it, then they are buying whole font family from that website. Some of the designers are giving some kind of options like comment option for getting feedback from the visitors about the fonts and from that feedback.

They can do some improvement in the fonts and also giving the options of sharing that website through Twitter, Facebook, In Share, kind of Social Networking website for more demand of fonts in the public. In today world, fonts are not even using for preparing documents, preparing books, preparing newspapers but it is also use for advertisement. The reason is that every company need advertisement for boosting their sales and it is very important to advertisement through some attractive fonts, which helps to attract people for buying the product. Designers are making kinds of some special Decorative fonts for some kind of social messages.

Lots of companies are designing fonts and but if the companies want to do the marketing of the fonts then they have to firstly describe about the two very important concept like visual language and verbal language and visual language terms means that displaying the fonts in the meaning way and second the verbal language terms means that literally meaning of the words, if these two concepts working together in tandem that allows marketers to successfully convey an impactful message to their audience. Behind reason is that if visitors to the companies website giving little bit knowledge about fonts before buying fonts then it will be easy for the audience to judge the right fonts for their work and companies are doing marketing about the fonts over the internet and out of these companies are designing fonts only for the knowledge sake without buying their fonts and they are providing free fonts and also giving information about how to download that fonts and also giving the instructions through a keyboard picture there, because these websites are social or donation websites. But not every company website are doing like that because now these days fonts trend are so much and Companies typographers are designing new kind of font families and putting these fonts over the internet and doing marketing of the fonts through some special offers like free fonts, download etc. It is very easy to attract audience through this offers because they are using firstly free fonts and then buying more updated fonts

from the companies website for the specific work. Marketing of the fonts is now world wide because the reason is that this fonts makes the business product more attractive and now days companies are investing so much for the advertisement and because advertisement of the product is very necessary and also without advertisement it is very difficult to attract people towards the product and if advertisement is not attractive then it can be reason of big losses for big companies.

The people who are only using the fonts on the regular basis for them it is very difficult for choosing, comparing and analysing the fonts. The reason is that Management of the fonts is not very easy, installing the fonts and uninstalling the fonts, Handling missing fonts and take care of fonts conflicts keep graphic designers and typographers on their toes. Mostly time hundreds or thousand of fonts activated in our system and which consume lots of considerable amount of the system resources and in a result, it reduces the efficiency and productivity of the system. Some of the system like Mac, Linux, Windows have their own fonts Management Utilities. Some kind of special software, which helps to manage fonts in a proper way and these kind of software's are sufficient to solve the problem regarding identifying, missing fonts and also taking care of fonts also. These kind of software's are doing deep level of analysis regarding this fonts like font family, font version, font author. Every kind of software's having different features regarding Fonts Management. Some of them having a ability of storing fonts anywhere and then share them over a network. Also these software are searching for the corrupt fonts and then integrate with the font guardian and through these software's we are able to access the third party font and some of them have a very powerful management and also these software's are sufficient for handling the missing fonts and organizing the fonts and also capable of doing auto-activation of the fonts. Auto activation of the fonts means that these feature, which enable you to decide for which application fonts will be used and for which not. In these software's you can also see the previews of this fonts. These software's are also cable of filtering the fonts and also showing the installed or uninstalled fonts. Some software's have the feature like preview and view of fonts together and also showing the fonts properties and contains with advanced tools for comparing fonts, and also able to manage fonts in the groups. Some of the software's able to identifying duplicate and corrupt fonts and also can activate or deactivate the group of fonts with one click and also examining the system for font errors and also Automatic activation of the missing fonts.

Through these software's, it is very easy to manage the fonts and also it is very easy to take care of the fonts. Fonts management is very necessary for the proper use of fonts and it gives us the opportunity to work in less time, because just because of Fonts Management everything is organized and it is very easy to find fonts and use them. By these software's we can identify corrupt and missing fonts and automatically recovered missing fonts. These software's makes work very easy for the designers or typographers and the reason is that by these software's designers can solve any kind of problem and these software's helps designers and typographers in grouping of fonts and also giving combine features like preview and view of fonts together. Font

Management is the part of typography and because typographers and designers are developing a lots of Fonts and Fonts families and to organize this fonts or fonts family Fonts.

Management is very necessary. It makes typographers work little bit easy because after Font Management, they can know which fonts is working, which is corrupt and which is missing. This kind of information is very useful for them. Font Management is very useful tool for the typographers which makes their work easy and in good a manner. This tool is helping typographers to solve problems regarding organizing the fonts in to the proper manner through softwares. The fact is that font management is really challenging and it is very hard to do it. The only the way to do it through specific softwares, which maintains fonts very well and give proper information about fonts. Every software, which is using for Font Management have different features than each other and every new software's having new features for the fonts and Some software's also able to recognizing about corrupt fonts and also got the features of review and preview of the fonts.

In this thesis, my main aim is to find the Fonders of the fonts in India and then also do deeply research about the Hindi fonts and Punjabi fonts. How much companies are producing Indian fonts in India and is it possible all the companies are designing fonts or only selling illegal fonts in the market? This question is little bit complicated about this I will do research in my work and will find out companies are really designing fonts. Because in India lots of authors of the fonts are available, those who designed Hindi fonts and some people are selling fonts in the market and some people are uploading fonts on the social website and giving the people to learn the language through the fonts and also giving useful instructions to use that fonts.

2 Corporate Designing

The aim of the corporate designing is that how fonts are being used for the marketing and management system and how fonts are beneficial for the companies those who are using this fonts for business purposes? Now I will discuss about the ways or techniques through companies are using fonts for the business. Fonts are mostly used for the product brand, logo, and for generate brand identity. Before going further, above definitions should be explained by me. Firstly lets know about the brand, what is brand? how It is helpful for the business.

2.1 Brand

“As competition creates infinite choices, companies look for ways to connect emotionally with customer, become irreplaceable, and create lifelong relationships. A strong brand stands out in a densely crowded marketplace. People fall in love with brands, trust them, and believe in their superiority. How a brand is perceived affects its success, regardless of whether it’s a start-up, a non profit, or a product.”

According to Marty Perineum (Designing Branded Identity): “A Brand is a person’s gut feeling about a product, service, or company”.

According to American Marketing Association(Heldi Cohen): “A Brand as a name, a term, symbol, design or other feature that’s identifies seller’s product or services different from others sellers. The legal term for brand is trademark.”

According to Jay baer with Amber naslund (The convince & Convert and The now Revolution)2008-2017: “A brand is art of aligning about what you want to think people about your company and what actually people do think about your company or vice versa.”

Brands have primary three functions:

1. Navigation: Brands helps people to choice right product from the lots of the product from the market.
2. Reassurance: Brand name identifies by the real quality of the product and reassure people that they made the right choice.
3. Engagement: Brands uses different kind of imagery language and, in associate with encourage customers to identify with the brand.

2.2 Brand Identity

“Brand identity is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, watch it move. Brand identity fuels recognition, amplifies differentiation, and make big ideas and meaning accessible. Brand Identity takes disparate elements and unifies them Into whole systems.”

“Design plays an essential role for creating and building brands. Design make brand differentiates and unique from another product and embodies the intangibles - emotion, context, and essence like feelings most important for consumers.”According to Moira Cullen (Designing of Brand Identity)

Brand identity is part of an organisation, an organisation is responsible for the creating different product with the unique characteristics and it is how an organisation identify itself in the market and it also represent that how an organisation want to be perceived in the market. An Organisation is communication it's identity to the consumers with the help of branding and market strategies. (Management School Guide) 2017

According to Laura Lake(Dec.19.2016): “ All the components related to product like service, company or person is brand identity and some of the items are included like name, logo, tone, typefaces and shape that create an appeal. Brand identity is different than brand Image.”

2.3 Logotype

“A logotype is word in determined font, which may be standard and modified or entirely redrawn. A logotype should not be different but it should be durable and sustainable. The best logotype are a result of careful typographic exploration. Designers consider the attributes of each letterform.

According to Dale Berkbile(May.28.2009):” An alphabetical configuration that is design to identify by a individual, product, company or service and publication.”

According to Ari Solman(2017): “logotype is name of the company designed in a visually unique way for the use by the company itself. It can be made by pre-exist font that is customized to some degree or another. It may be built with geometric shapes that abstract letters for a specific effect.”

The logo doesn't need to say what a company does for example Tiger woods logo is not golf club and Xerox logo is not a photo copier and the real thing is that logo have no relationship with work of the client. Just because of it's relevant but it does not mean you can't do better using a design that does not describe the product or service

which your client provides to you.

Sometime situations are like that your client need a professional logotype to identify its business. In that time, use of symbol can be a unnecessary thing. This is something you want to determine the outset of the project. Better to ask the client which kind of preferences he or she has, one way or another. If company is thinking about the new ideas for future expansion in the other markets, then different logotype will be a good option, because an identifying mark of symbol might prove restrictive. (Taken From love logo Design)

2.4 Positioning and differentiation of the product

In today world, every supermarket has single product but the companies are providing that product in different tastes and different colour and different offers and now today others markets like mutual fund markets, today an investors have more 8000 Mutual fund and also students have lots of business school to choose and study and the reason is that competition is growing in the market and every seller have to do something with that and to make new strategies, which will help them to stay in the market because if your product is similar with the seller product then strategies are not effectful and to improve this situation, companies must have relevant positioning and differentiation of the product. Each companies must have new big ideas for the target market and should provide new services, product, guarantees for the loyal users and also should provide conveniences and enjoyments.

Now companies get succeed in distinguish itself and but these differences are for the very short time because the reason is that competitors are good in copying ideas and takeover the target market. To get rid of this situation companies have to add some new features to the product and benefits of the product. This new features and benefits will attract customers for the companies product.

Companies normally change their market strategies and offerings several times and when economic conditions changes then competitors are preparing their new assaults, and product has to be changed according to buyer interest and their requirements. Consequently, strategies must be developed up to each stage of the product life cycle. The goal of this to maintain product sustainability and profitability and also keep in mind product will not last forever.

All markets strategy builds on STP, Segmentation, Targeting, Positioning. A company have to discover kind of need and groups in the target markets. Targets those need and groups that can be achieved in a superior way and then company is offering their positions so target market can recognized their offering and distinctive image. If the positioning is bad then market is confused how to recognizing the offers of the companies. If positioning is good then this will work out for the company rest of the

planning and differentiation from Positioning is defining as act of designing, in which companies offering and image to occupy a distinctive place in the mind of target market. The result of the positioning successfully creation of a consumer focused on value proposition.

2.5 Positioning

The word Positioning was popularized by the two advertising executives and name of the this advertising executives are Al Ries and Jack Trout. They see positioning like a creative exercise done with the existing product.

"Positioning starts with a product. A Piece of merchandise, a service, a company, an Institution, or even a person.... But positioning is not what you do to a product. Positioning is what you do to the mind of prospect. That is, you position the product in the mind of prospect." (Ries and Trout) Book name Market Management (philip kotler)

Michael Treacy and Fred Wiersema, proposed a positioning framework called value disciplines. Within the industry, a firm can expect about to being a product leader, or in the other form it wants to be operationally excellent firm, or customer intimate firm. In the market, there are three types of customers, some customer are in the favour of firm because they appreciate the firm that is advancing in the technological frontier; other customers believe in the highly reliable performance and still other customers want high responsiveness in meeting their individual needs.

Even they realised that this three values cannot help firm to be best in the target market and the reason behind is that lacks of sufficient funds and also each of value of discipline needs proper mind-set and investments which often conflict. For example Mc.Donalds performs good operational excellence and but also they can't afford to slow down their service and prepare different kind of burgers for each customers. Even Mc.Donalds is not producing new products soon because this can impact on the smooth functioning of the work. (Tracey and Wiersema)

Product positioning is kind of marketing which give information about the particular product to the target audience. Through market researches and focus on customer groups, marketers can determine about the group of people, those really attracted to the product and they can directly focus on that kind of audience.

2.6 Advertising

In today world, advertising is very important thing to do for the business and the

reason is that without advertising running business is not easy, In normal life we are watching lots of commercials on television and also watching lots of advertisement on Magazines and Newspapers. Lots of peoples are thinking that advertisement is just the way to selling the product, but in actual it is kind of market communication, which is broad term that refers to all communications techniques through marketers can reach to the customers and deliver their messages to the customers.

Advertising is also about Creativity. It is about generating big ideas and creative ideas through this ideas it is very easy to connect people with the product. This big idea and creative ideas are coming from the passion for the brand and the business.

Advertising is paid and effectful communication between sellers and buyers and it's uses mass and interactive media to connect with a broad audiences, in order to connect an identified sponsor with the buyers and provide information about the product and services and ideas about the product (Advertising principles and practice) Moriarity, Mitchell, Wells

Advertising is a way of bringing the attention of potential and current customers to a product. Advertising plans to make a product different than the another product and the sources used for advertising like signs, brochures, commercial, direct mailings, personal contact etc.

Advertising consists of all activities, which helps to spread sponsor identified message in the form of oral, non personal, visual to a group of people, that messages provides information about the product, service and idea.

This called advertisement and disseminated through different media's and is paid by the identified sponsor. (William Stanton)

2.7 Five basic factors of Advertising

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- Advertising is mostly paid by the advertiser, but some kind of advertisements like public announcements used donated space and time
- it is not only about the paying for the message but it's about the identifying the sponsor
- Advertising normally reaches a broad audience of potential customers or as a mass audience and also small groups
- Most advertising are in the form of awareness which gives right information about the product or company. This kind of advertisement tries to persuade consumer to something and this kind of advertisement may involve emotional messages as well as information.
- The message of advertising conveyed through the different kinds of mass media,

which are normally non- personal. In other words we can say that advertising is not for the specific person, although this characteristic is changing with the destruction of the internet and more interactive types of media.

2.8 The Components of Modern Advertising

- Advertising Strategy: The logic and planning behind the advertisement, strategy is about giving direction and focus. The advertiser develops the ad to achieve some certain objectives and it can be achieved by certain audience, advertiser create a message for the audience and disseminated this message through specific media like print, broadcast, internet for instance. By the help of this media's this message can spread all over the certain audience effectively. This message will give useful information about the product, which will help audience in using that product.
- Creative idea: The creative concept is idea about the creative ideas, which grab customer attentions and sticks in your memory. The word creative describes very critical aspect that helps in smooth running for the field of advertising. When strategy planned then it calls lots of imaginative problem solving. For this the researchers idea should be more creative, if an advertiser want to buy and placing the add in media require much more creative thinking.
- Creative execution: This explains about the how a product should be executed in the market and Effective adds are always well executed and this mean that in the creation of the ad sources used like printing, writing, the acting, the location where the ad is set and the way of product visibility. These kind of creative execution really help for the product to attract target audience and popularity of the product will be increased. Advertising often sets the budgets for printing, broadcasting, and the internet design, because the reason is that client demand the production which their budget allows.
- Media planning and Buying: Every message related advertising has to be delivered somehow, and lots of media are involved to broadcast this message to the broad audience, such as television, magazines, internet. Sometimes it is very difficult to decide, how message should be broadcasted and which media should be used for this. Choosing media for the message, which is being broadcasted is very creative.

Print media is also part of spreading promotional messages through the newspapers and magazines, brochures, and other printed surfaces and the main reason with this category is that all the media is attached with the print and also many of the media are appearing in electronic or digital form.

For the effectful information, print media is more useful because print media is giving useful information better than other media's. Customer can read more information about the product and also know about the benefits of the product.

Newspaper is widely use media for spreading useful information about the product and give knowledge about other things also. Mostly advertisers are trying to reach the local newspaper. Mostly newspaers are identified by the geography of the city or region. Newspaper primary function is to carry new from different areas. (advertising principle & Practice)

3 Methodology

My work would focus Indian major Fonts producers. As a result Punjabi and Hindi would be selected and study extensively. Firstly these companies will be described briefly and after that this companies will be categorized in to their original works and also will describe about the fonts styles and also will looks for lots of samples of Hindi and Punjabi fonts. These fonts will be further characterized and will be discussed why every font is different than each other. For this whole research more than one browsers will be used because it is not possible to find a lot of companies producing fonts of Hindi and Punjabi from a single browser. From different browsers will be easy to collective information about the companies and also will be useful for the research and also data will be collected about how many visitors of Punjabi and Hindi Fonts on the website. Fonts will be classified in to different categories and will do analysis about them like which style these fonts have and is it dynamic or static and to which category it is related?

4 Description of Companies

Typotheque

Typotheque is type foundry and design studio and this company is working on developing on the new typefaces and looking for the new idea to make quality typefaces and they have big contribution in historic typeface development. This company focus on extended language support has driven the development of fonts and they do not support only latin but Cyrillic, Arabian, American and Devanagri scripts. This company also working on technical innvoation and are also showing their effort on preparing Web Fonts and if this company want to be a commercial type foundry then they have to put all type library on the web.

This company set high standards, another type foundries fonts support only latin and this company produces only standard and pro version of their fontsand typotheque standard fonts support all latin based European language as well as advanced. Other typfoundries are far from open type features to complete Pro fonts. But typotheque pro fonts are advanced and supporting Latin, Cyrillic and Greek Scripts. (Typotheque, 2016)

White Crow

White Crow is a typefoundry and design studio. This company has searched his identity in multilingual branding, typedesign, and calligraphy. The team of white crow typedesigners focus on creating multiple customised typefaces in the all indian language scripts. For example, Devanagri, Oriya, Urdu, Tamil, Gurmukhi all with latin script. <http://whitecrow.in/>

Aksharaya

Aksharaya is a source to Indian letterforms for the people those are interested in this.

It is successful organisation of Designers, Educators, Researchers, Students, Those who has a passion for Indian script, Typography and Calligraphy. (Aksharaya, 2016)

Ektype

Ektype is a collaborative design studio in India and which specifically produce fonts in all Indian languages, mostly are multi scripts. If you will give appropriate importance to script grammer and script tradition, then we are able to produce fonts in stan-

standardised weight and suitable for multi software and wide range of applications. This company consists of experienced Typographer, Researchers, Academicians spanning a wide age group, whose varied skills important for each other. This company does not develop only fonts and sellings fonts, but this company creates documentation and awareness about typography. This company welcome upcoming typographers and engaged them in to the process of fonts development and after Give them a platform to show their work. This company provide and collaborative and open environment to produce and sell fonts and invite other to be part of it.

PRICES OF TYPE LICENCES FOR FONTS FAMILY Product Name Single User License (Print) 2 User License (Print) 3 User License (Print) 4 User License (Print) 5 User License (Print) E-bookembeddingLicense Ek Devanagari Family (7 weights) 21,000/- 25,200/- 27,300/- 29,400/- 31,500/- 40,000/- Ek Devanagari (1 weight) 4000/- 4800/- 5200/- 5600/- 6000/- 7,500/- Note : The above values are in INR`

Linotype

“The day Ottmar Mergenthaler demonstrated the first linecasting machine to the New York Tribune in 1886, Whitelaw Reid, the editor, was delighted: “Ottmar,” he said, “you have cast a line of type!” After that editor made some efforts for setting the company basis and that was the moment from where the success story of linotype has been started. After 100 years, this company was so much famous for high quality typefaces.”

Some foundations made this company moving toward to most extensive library of original fonts. This library contains some classic fonts for example:”Garamond”, “Fruitger” etc. Linotype have their own professional to make good fonts for success.

Desicreative

DesiCreatve is an Advertising Creative Blog and the main works of this website are shooting films and photography, But through this website blog, one famous typographer redefined the Indian Typography. His name is satya Rajpurohit and he is first typographer, who started the Indian Type Foundry, and from this he designed the first unicode Devanagri Fonts called Fedra Hindi. Indian Type Foundry is producing fonts for the Indian Market. The aim of this website to aware people about typography and provide well design fonts in to the market, and also to educate people about typography. Satya-rajpurohit is the only typographer, who did efforts for preparing the devanagri scripts and also so many devanagri font families and selling that fonts through some websites.

Seriff

Seriff is the famous font, which is very well known by mankind. This is an original

typface, which believed to be carved on stones during roman days. In past days, Seriff was used for clean writing and now in these days Seriff is now used as a worldwide font and also used for various medium like Newspaper, Magazine, Books, etc. Seriff is the base of all other typefaces and because it is a fundamental font, which is old school and classic and can be integrated to craft new and variety of fonts.

Acharya

Fonts are unique and it has their own ownership and some of the fonts are incompatible for across computer systems and lots of software applications. It seems like that less of non roman fonts are available for practical use and which supports only important applications. Some restrictions are prepared for not using indian language text for web display and also restrictions on arbitrary approach for designing the fonts. These fonts were not designed for only text processing but for good print and displays. These fonts cannot be used for web pages, because it's incompatible. In simple terms, Fonts provides for viewing the set of symbols through the specific and well designed shapes for each symbol. The symbol is general concept, but fonts are illustration for representing a set of symbols. In past times symbols were used as letter of alphabet and punctuation marks and special character and in that times crafts men and artist used to create fonts through printing machines that time fonts were created through movable blocks on that all the characters were printed, but now in these days these work have done by artist and designers through computer based tools.

DISTRIBUTORS

Sikh history

This website Contains distributors of Gurmukhi Fonts and this website also telling about how this fonts generated and this gurmukhi is name of the script and used in writing punjabi and sindhi language. This gurmukhi word sikh gained as a currency and most of words record were saying through the Sikh (Gurus). This letter obviously exist from past time Sikh (Gurus) Shri Guru Angad Ji, that time they had the origin of Brahmi Script and that time Guru Angad Ji were responsible for this Script and he not only modified and certain letters, but turned it in to script and and change the shape and new look to the script and made that script accurate.

Gurmukhi is the part of brahmi family and brahmi script was discovered by aryan and used it for local needs and this brahmi script was discovered between 8th and 6th centuries, it doesn't make any difference if this script was foreign or local.

Eductional Manual Gurbani Files

This manual provides for how to use the fonts in the computer system and also in the Mac computer and according to this manual in one Gurbani -CD all kind of in-

formatioin is there, like fonts families and their names and how to install and which software, you can use for this fonts and some of the fonts family names are “Amrit Lipi Type faces”, “Amar Lipi typefaces”, “Gurbani Akshar Typeface”, “Gurban Lipi Typfaces”. Some of the fonts families are classic and some of them are modern. In this manual every kind of the information regarding, how to use Gurmukhi fonts in the English Keyword and what are settings, which we have to do for using Fonts in the proper way.

If you are installing gurmukhi fonts in your computer system then you have to do setting according to computer system, is it mac system or is it window system, because both have different setting than each other. <http://www.gurbanifiles.org/other/Useful18.03.2016>

Pilcrow & Pilcrow soft

This is kind of fonts from San Serif family fonts and made by Satya-Rajpurohit and best things in this fonts is that the look of these fonts are harder and the contrast of these fonts are also good and these fonts spaces are well managed and Deep Junctures are the best features of this design. Just because of it's clean letterforms, it has legibility of increase on screen, that' why It can be used on websites, Newsticker, television.

Pilcrow's counters are large: in the lowercase 'a' and 'e', which are more closed than open, the negative space's size is still apparent. Counters are more open in 'K' or 'k', where the diagonals don't collide with the vertical. Some letters are almost dramatic, like the lowercase 't'. Because of strong diagonal strokes in the '6' and '9', there is no danger of these being confused with figures like '5' or '8'. (taken from the website)

Eductional and commercial website

lipikar

Lipikar: The mission of this website to make technology like that through This company can make typing methods very easy, which can be used universally, and this company taken a small step to make typing methods for monolingual and bilingual users. This tool is designed for encouraging users for extensive use of indic languages beyond remark and phrases. This company wanted to provide a methods , though it would be easier of simplest to use the indic languages without removing keyboard and thus it can also be used for web and desktop. Lipikaar is a tool which is supporting over 15 languages .

Example of unicode fonts Download Unicode Fonts for Devanagari Script Download Unicode Fonts for Bengali, Assamese Download Unicode Fonts for Punjabi

Fonts Server

Fonts hindi

This website is specially for hindi fonts, but another languages fonts are also available here, this website is providing you any kind of Devanagari, unicode hindi fonts, Marathi, Nepali, and Sanskrit Language and reason of lots of Devanagari fonts are available here is that hindi is the national language of India. Mostly people prefer to download only hindi fonts for their works and in this website, you can find a lots of fonts family and lots of categories of font, which are quite interesting. Lots of media, newspapers computer typist are using this fonts in some professional works. This website providing you, fonts converter, tools regarding fonts.

Modak

Modak is a Devanagari typeface and this font is designed by some indian typographers and this font is designed by some heavy hand sketched explorations. This font is cute and bulky in looking and in designing this font consistency and legibility was the one of the biggest matter. To make this font characters successive consonants and matras were overlapping. To make this font functional additional matras were designed match exactly with each every character and leave a thin space between.

Free Fonts

Online Punjabitool

This website is dealing with conversion, Image exporting, and Free fonts and This website is providing free fonts for users and this website shows to internet users, how to installed fonts in the computer system and this website is also telling about two kind of fonts about which I am going to tell you as follows:

Ascii Punjabi Fonts : Ascii punjabi fonts have no common structure for old fonts. In the market vendor is selling different punjabi fonts with different keyboard layout and it's a difficulty for the users. They need to Install different punjabi fonts for different websites

Unicode Punjabi Fonts: In the Opposite side, Unicode punjabi fonts are international and just download unicode fonts for your language and install to your computer system and use.

50 Fantastic Free hindi Fonts

Hindi is one of the very popular language in the asian countries. In the world web one of the very dominating language is english and now technology is changing and now the trend of hindi language is coming and on the world web hindi language demand is increasing and now you can see some time hindi poems put in the english language is a trend. The importance of hindi language you can be realized by the essence of the language. Most of the readers are more comfortable to read hindi language literature and getting some help from it. Now the use of hindi fonts are increasing and

you can see this hindi language fonts are using in movies and serial for subtitles. In the world web, there is a big demand of hindi fonts. Lots of web sites are providing hindi fonts and some of the websites are providing free hindi fonts

Non gnu organisation

This website is about an project of creating Bangla Fonts and this website project is about creating free and high quality Open Type Bengali Fonts. This project aim is to be the central resouce for getting and developing free Bangla fonts. The initial aim of this project to release all set of bangla fonts, and also this fonts can be converted in to unicode fonts for better use. These fonts are also available for free for the users, they can easily download and install to their systems and these font are specifically designed for bangladeshi people, who can type their own documents in bangla language and also these fonts can be used also websites not mostly but some websites are doing, because some of the bangladeshi people outside their countries and they can see their news on internet in bangla language and read text very easily.

Identifont

Identifont is free font portal, where every user can download different kind of fonts with their appearance, pictures, names, designers and publishers and also know about the system requirement for the fonts. This is first independent directory on the internet and it provides big range of fonts.

This is the easiest website to find the proper fonts for your system and from this website, you are able to find any kind of fonts by it's name and download it and you can install in your system and use it for your work. This fonts are absolutely free on this website and you can find information about the famous designers and know about the fonts designed by them.

Internet Consulting

Yemista

Yemista is a internet consluting website, which is specially fulfilling the needs regarding online design requirement and development process, for this this company has specialise people with several year expereince. With their expereince, this company is providing high quality design online to clients and this company is also taking project and handling through the specialised people and making customers design more attractive and making design more memorable for the clients. This designes are helping clients to attract customer to their product. The best design is important but up to dated development strategy is long term benefit to the users.

This company is giving new identity to new businesses through their designs and through this new businesses are able to attract more customers to their product and

it's beneficial for it.

Searching engine

Web Hub Tool

This website is working as searching engine for finding everykind of fonts and also work in assisting webmasters for adjusting and designing the websites. This website also have a information about how to install fonts in your Computer Sytem. This website is providing free services for webpages and also providing free fonts service, any user can download any kind of font from here and can use it.

In this website, also have a option like if some free lancer want to submit his fonts in this website then he can and also can see the another fonts for designing more another fonts.

Google

Google is one of the biggest Searching engine in the world, Millions of users are searching on this searching engine and this company has it's own fonts. If we will display the font families with extensive characters sets are rare with scripts and but if you will do the same with Indian typfaces then it's very less common. The Indian typfaces has some exception and one of the font name Sarpanch continue with this trend, this font is a open typface and support Devanagri and Latin scripts. This font was designed for point and pixel sizes. This typeface are made up of stroke and with a high contrast.

This sarpanch family consist of six fonts and arrange in weight from regular to black. Weight is increasig of the font along the family axis and vertical make it more thinner, but horizontal fonts remain the same thickness across each weight. This kind of fonts mostly used for newsticker on television for breaking news and name of this font based on the head of the village. <https://www.google.com/fonts/specimen/Sarpanch>
Cit 18.03.2016

Research & Development Organisation

Centre for Development of Advanced Computing

This is a government organisation, which is responsible for research and development in the area of advance computer technology and electronics and Ministry of Communications and Information technology take care of this R&D in IT. This Organisation is also doing some inventions in national technology and taking care of need of the market.

This organisation is not a typefoundry but this organisation is corporate because this organisation is working in not only in IT but also in the field of electronics, but this organisation also designed one font and it's name is Sakal Bharti Font and it's free

on this website. Any user can download and use this font. This font is a unicode font and it includes 13 scripts because it's open type.

Ezine

India Art and Design

This is an Ezine, which is mainly focus on countless and multifaced genres of art, design and architecture in the indian context and and trying to creating new designs, which will rapidly increase the globalised area of indian creative genius. This website is creating design furniture and they are designing interior of the houses. In the company mostly the Indian designers are working and all the designers are specifically qualified in the field.

Charity Websites

Sikh Zone

In the website is discuss about sikh religion and how it's discovered. I want to describe little bit information about Sikhism and Sikhism is the one of holy religion for sikhs and this is not blended religion and this religion was founded by the tenth Guru of Sikhs named Shri Guru Nanank Dev Ji and Guru Gobind Singh ji was the last Guru according to the holy book of sikhs, its called Shri Guru Granth Sahib ji. In this book all the holy script were written by all gurus and this script they gave to this holy book directly came from the god.

This was the basic information for this website, now I will tell you about this website, this website designing their own gurmukhi fonts and they are inspiring people to learn punjabi and use punjabi gurmukhi fonts for having better knowledge of punjabi. This Fonts are free on the website for every users but if somebody want to donate in this website then he can donate also, because this money they are investing for good works.

Sikh Net

This website is performing as a non profit organisation, the aim of this website to provide educational material for the users on Sikhism and also providing devotional music over the internet and this website also provide the spiritual education like how to survive in life and how to make your decision in your life.

This web site is also providing free fonts on the website and also guide you to how to install this fonts in the computer system. In this website they already shown the picture of punjabi keyboard, where all the alphabet are visible there, and also this helps you to improve your typing skills and make you better to type in punjabi fonts

Co- operative

Lanugage Magazine

This website is an actually a Language portal, where you can discover about the global fonts, global fonts and almost in every language and the fonts are in open type and It contains more than 65000 characters per styles and this all scripts with in in the global fonts should be harmonized in weight, and also indeed the aim of global fonts contains the features of open typen language for complex scripts like arabic and indic scripts. These global fonts are made because of the global band and great typographical image in all across the countries. In today world communication is happening through all most all the languages for this every kind of fonts needed for that, that's the reason every designer want to design the fonts in different language from that people can easily communicate with each other and feel more comfortable with this and it can also be used in commercial world. Mutlilingual fonts are made an important block of an architecture of the world.

Information Portal

Fedora Project

This website is information portal about fonts and this project aim is to provide high quality fonts to the community and The famous institute Red Hat released five Indian language fonts as open source and One of the name of the fonts is Lohit, Which mean Red in Sanskrit and this font family have more than 11 indian languages and this fonts are based on the command based during installation.This website is also providing some Free fonts for users to download and use it according to needs.

In actual, Fedra project is a partnership of free software community members around the globe and this project builds open souce softwares community and producing a linux distribution, which is called Fedra. The main achievement of this project to build free and open souce software for the collaborative community. This project is working on target audience , that's mean this project understanding the needs of the audience and strives to prepare software for the use of users.

5 Classification of Fonts

Classification of Fonts: Classification of fonts is system, which helps to choose, identifying and combining typefaces. In a Classification system typefaces are categorized in basic four styles like serif, sans serif, decorative and script styles. These styles also have some sub categories and these sub categories have different typefaces and every typefaces are different than each others and every typefaces are different designed by the Typographer. Every typeface has unique identity and it is easy for the users to choose this typefaces for their work. Most of the time classification of fonts is only way to maintain typefaces in a proper way. Just because of the classification of the fonts or typefaces it is very easy to use it for the proper work.

5.1 Classification of Latin fonts

Roman fonts classification mostly occurred according to the International Typographical Association, But this classification does not fits to all fonts and languages of National differences. It is used Czech Republic Classification typographer Jan Solpera quite famous for the chronological development of writing. He mostly focuses on the drawing elements, which makes us understand how fonts created in the past, So fonts are still arising. Now this time computer fonts are the valuable tool to use alphabets in a efficient way. Czechoslovak classification print font contains 11 classified groups.

1) Dynamic Antiqua: Includes Renaissance Antiqua which generated from Second half of 15th Century to the beginning of the 18th century and comes up with their modern modifications. Firstly it is used as book script for fiction and after that Renaissance fonts and their modern modifications are applicable all over.

a) Dynamic Roman Venetian: ???Rail with the letter "e" is always oblique.???

b) Dynamic Roman renaissance: Characteristics of drawings, The different variation in the thickness of the main route, which connecting them with various parts of different proportions, and it is very necessary part of morphology of the font. Axis shading rounded strokes are oblique (Inclined to the left). Serif fonts are always curved and unilateral upper serif are always Oblique. The font is different just because of the width proportions.

c) Dynamic Roman Late Renaissance: This font has increased average height and also has a great differentiation in shading typeface moves, and also expressing the efforts to maximize the legibility and versatility in the rate.

2) Transition Antiqua: It has included already antique baroque from the second half

of the 18th century and also with their modern modifications. The time and shapes have great contribution for the development and which creates a transition from dynamic forms of Antiqua. This font is mostly influenced by written fonts and Static Antiqua and Transition Antiqua are the fonts mostly used as book fonts with universal applicability.

3) Static Antiqua: Closes historical development of the book font Classicistic Antiqua from the late 18th and early 19th centuries. Besides them involves their modern modifications. Drawing all the scriptural moves a striking contrast in the form of a static drawing. Used primarily as a book script for fiction.

a) Static Roman Didotovksa (Slab Serif): A big difference in the thickness of main and secondary routes are that Axis shadows with round strokes is always vertical.

b) Static Roman English: It has vivid shape construction signs and pronounced serifs with rounded haunches to side strokes.

4) Linear Serif Typeface: This typeface included fonts based on the Egyptian 19th century and also based on their modern modifications. Two elements are combined named Antiqua (Serif) and Linear typeface (the basic skeleton of characters).

a) Clarendon: The thickness of the main connecting routes and is slightly different. Shadow axis is vertical rounded strokes, serifs are square, tabular, have rounded haunches.

b) Linear Serif font with Serifs Triangular: Significant wedge serifs horizontally mounted at different angles scraping.

c) Slab Serif: Slab Serif font was founded as jobbing font in the early 19th century and main characteristics are main and connecting strokes are not different at all only slightly and square serif are deployed without haunches.

5) Linear Static Sans Serif font: This font has included slapstick and their modern modifications.

a) Grotesk: This font's strokes are slightly differentiated and trailing arcs with "c", "e", "s" are tipped at an angle. The shadow axis is vertical and also showing the medium increased of heights and same width of the proportions.

b) Neogrotesk: Discontinued bars in the "c", "e", "s" conclude these fonts and shapes are completed horizontally.

6) Linear geometrically designed Sans Serif font: This font is based on Constructivism in early twenty. The shapes are designed in Geometric way.

a) Linear Sans Serif font derived from Quadrangle: This font's effect the appearance of the typefaces characters does not differentiate with width proportions

b) Linear Sans Serif font derived from the ring: in this font there is width proportions are not differentiated.

c) Linear Sans Serif font derived from a different geometric shape: In this font width is proportionally differentiated.

7) Dynamic Linear Sans Serif font: This font is built on the dynamic schema Renaissance Roman type fonts. This font is applicable universally.

a) Dynamic Linear Sans Serif font vertical axis: in this font there is no big difference

with width proportions but linear strokes characters have a slightly differentiation with the vertical axis the balancing and leading.

b) Linear dynamic Sans Serif font with slanted axis: Significant differences in the proportions of width, thickness moderate shielding typeface moves. Dimensional modeling of the shape follows the Renaissance Antiqua. Haunches and runs curved strokes have an open drawing. Shapes minuscule "a" and "g" are most commonly related skeleton Renaissance Antiqua.

8. Linear Antiqua: It included fonts, which are joined with the drawing and structural elements of Roman Fonts and Sans Serif font. Differences in Typefaces moves are so much significant, especially for the fonts like serif and also some hidden enhanced strokes with the fonts like delicate serifs are often negligible. Width proportions are not different, is often same.

a) Linear Antiqua with delicate serifs: It includes fonts, in which short serifs only visually enclose a drawing of font characters. Often they predominate monolinear shapes.

b) Linear Roman hidden serifs: It has slightly difference than delicate serifs and it shows that it has slightly difference in shading and width proportions of different characters. Typefaces characters ending point has a distinct enlargement.

c) Linear Antiqua with enhanced end-strokes: it included fonts which have differentiated width proportions and greatly against quality font strokes and that are ended by a clear extension. But less pronounced that they are hidden serifs.

9. Calligraphy Fonts: This fonts are based on the cultivated scripts and also significance difference in the thickness of the strokes.

a) Dynamic: It follows the Renaissance calligraphy from the 15th century. The shapes are derived from the calligraphic font written a flat pen built at an angle to the baseline.

b) Transition: It builds on a calligraphic font from the late 17th century. It is derived from a calligraphy pen flat built parallel to the baseline.

c) Static: It builds on writing, engraving and lithography scripts from the late 18th and early 19th centuries. Based on Calligraphic font written sharply bevelled pen with which achieves differences in the thickness of the strokes of letters pressure change.

10. Free Writing Fonts: This fonts are based on handwritten scripts and also Normally difference in the thickness of the strokes are written round and like a blunt instrument.

11. Angled fonts: this kind of fonts have scriptures from Gothic to the 19th century. New kind of fonts arise sporadically in present. This fonts have different kind of angle strokes with capital, which is often complicated. The thickness of the fonts is significantly differentiated. Example. Texture, rotunda.

5.2 Basic categories for Devanagari and Gurmukhi fonts

The reason for not describing the Classification of Gurmukhi and Devanagari fonts are that I did not find any source related to that and there is no information about classification of Gurmukhi and Devanagari fonts. These fonts are also similar with the Latin fonts that can also be the reason for preparing the basic classification for Gurmukhi and Devanagari fonts.

5.2.1 Serif fonts

Serif fonts are those, in which characters of the fonts are inclined from left to right or right to left or we can say characters have extra strokes and some classifications of this fonts are described below.

The image shows the characters 'l', 'j', 's', and 'f' in a dynamic serif font. The 'l' and 'j' are slanted to the right, while the 's' and 'f' are more upright. The 'f' has a long descender.

Font MG112

- **Dynamic:** Dynamic fonts are those fonts, in which characters axis is not stable and but characters are inclining from left to right and right to left.
- **Transitional:** "These typefaces include a more upright axis and a uniform stroke".

The image shows the characters 'r', 'D', and 'd' in a static serif font. The 'r' and 'd' are slanted to the right, while the 'D' is upright.

Font Barood

<http://www.designishistory.com/1450/type-classification/> 8.05.2016

- **Static:** Static fonts are those fonts, in which characters axis is stable but characters shapes are inclining from left to right and right to left.

5.2.2 Sans Serif

Sans Serif fonts are the fonts, which looks like a pillar without any extra strokes in the characters.



Font Aakriti

- **Dynamic:** These fonts are those, in which fonts characters axis is not stable, they are flexible in directions without inclining from left to right and right to left in the characters
- **Static:** These fonts are those, in which fonts characters axis is stable without any move.
- **Geometrical:** This fonts do not have any specific explanations, because this font names show it's definition and in this fonts every characters are designed in a geometric way. In the lower case 'o' is perfect geometric form.

Futura ?????

<http://www.designishistory.com/1450/type-classification/> 8.05.2016 <https://specky-boy.com/2010/11/02/the-classification-of-fonts/> 8.05.2016



Font devlys220

5.2.3 Decorative fonts

“Decorative fonts are easier to classify. They are the fonts that can't be included within any of the above categories. The main purpose of such letters is to create a mood or to try to be original and this is the reason why they are rarely used in print

or web content.”

<https://speckyboy.com/2010/11/02/the-classification-of-fonts/> 8.05.2016

flikgh

Font devlys070

5.2.4 Script Fonts

“Script typefaces are based on the forms made with a flexible brush or pen and often have varied strokes reminiscent of handwriting .”

<http://www.designishistory.com/1450/type-classification/>

lasm´

Font Ranjana lipi

5.2.5 Calligraphic

This font are more related to art of calligraphy, this font, which developed by their production can be classified as Calligraphic.

zdL

Font nani

5.2.6 Slab Serif

Slab serif fonts another name is Egyptian and this is the heaviest fonts of Serif and this fonts every character inclining, which is going right to left or left to right is very bold and heavy that's show the existence of this fonts.

5.3 Shapes

Shapes are also those, in which characters are moving fonts are changing for example Narrow, Deeper, Wider, etc.

- **Narrow:** This kind of fonts are taking less space and in this fonts characters width is equal to height ($H \doteq W$).
- **Deeper:** This kind of fonts are taking more space and in this fonts charactes width is smaller and height of the fonts are two times bigger than that ($H = 2W$).
- **Wider:** This kind of fonts are taking much more space than Deeper fonts and in this character fonts width is larger and height is smaller ($H = 1/2W$).

6 Characterization of Gurmukhi fonts

amarlipi

Amar lipi

These fonts are Sans Serif fonts. These fonts characters shapes are almost similar and also have a static design.

anmol

Anmol

These fonts are Sans Serif fonts . These fonts have problem with clarity and the reason behind are that it has problem with the pixels and also have static design.

gurkalmi

Gurbani Kalmi

These fonts are Sans Serif fonts and. These fonts have slim shapes and characters shapes are different than each other and also have static design.

Gurbani Raised: These fonts are a different typeface than others and It is coming in to category of decorative fonts. These fonts having a shadows behind the characters, fonts

Lmp Taran: These fonts are written by hands that are why it???s called Calligraphic and it???s also comes under the main category of Scripts fonts. These fonts shapes are almost simple no changes in the shapes, but clarity of the characters are so good.

Gurbani Web Thick: These fonts are Sans Serif fonts and. These fonts have bold design and also good view of the fonts and have static design.

Gurmukhi Lys 30: These fonts are Script fonts, These fonts belong to the main category of Script fonts. These fonts have a dynamic shapes and also every character movement are different than each other.

Gurmukhi Lys 40: These fonts are Serif fonts and These fonts belong to the main category and with static design. These fonts have a unique design on the top of the characters.

Sukhmani: These fonts are Sans Serif fonts and These fonts has a different shapes of characters than other fonts and have static design.

Gurbani Akhar: These fonts are Sans Serif fonts and also have similar design of characters and also have static design.

Gurmukhi Normal: These fonts are Sans Serif fonts and the characters have dynamic design and also characters are changing from top to bottom.

Web Akhar Slim: These fonts are Sans Serif fonts and also have static design. These fonts have thin shapes and also good clarity for viewing.

Gurbani Lipi: These fonts are Sans Serif fonts and also have a static design but at the top of the characters have some space between each other.

Prabhki: These fonts are written by hands that are why it???s called Calligraphic

and it??s also comes under the main category of Scripts fonts. In These fonts mostly characters have a shapes like a needle.

Anmol Raareed: These fonts are decorative fonts. These fonts comes under the main category of decorative fonts. These fonts are also showing some shadows in the back of the characters and also characters have some space between each other.

7 Characterization of Devanagari fonts

Akasha: These fonts are Transitional serif. These fonts come under the category of Serif fonts. Characters' shapes are different in these fonts and also in these kind of fonts characters have shapes similar like pillar.

Aakriti: These fonts are Sans Serif fonts and also it has static design. But the shapes of these fonts characters are dynamic and characters have a shape like pillar in the bottom or middle in the characters but pillar bottom are very thin.

Aalekh: These fonts are Serif and these fonts belong to the main category and with static design. In these fonts characters also have different shapes, some of the characters have a shape like pin and moving to right and some of the characters have shapes like square in the end.

Aaradhana: These fonts are Serif and also the main head of Serif fonts with dynamic design. In these fonts characters have a dynamic shape but the shapes are some times ending inside in the form of square and some time ending outside in the form of square.

Ayamica Gothica: These fonts are Square Sans Serif come under the category of the Sans serif fonts. These fonts have shapes like square cubs and also good quality view.

Abhinav: These fonts are decorative fonts. These fonts come under the main category of decorative fonts. These fonts shapes are like bamboo broken from one side and also on the other side.

Abhyudaya: These fonts are Serif and these fonts belong to the main category and with static design. fonts shapes are very heavy but the end of the characters shapes are like small needle.

Adarsa: These fonts are written by hands that are why it's called Calligraphic and it's also comes under the main category of Scripts fonts. **Agni Parikchha:** These fonts are Sans Serif fonts and just because of no movement in the characters It is static design. **Agra Bold:** These fonts are Serif and also the main head of Serif fonts with static design.

Ajay Normal: These fonts are Serif and also the main head of Serif fonts with static design. **Akbar Plain:** These fonts are Serif and also the main head of Serif fonts with static design. **Akal:** These fonts are written by hands that are why it's called Calligraphic and it's also comes under the main category of Scripts fonts.

Akshar: These fonts are written by hands that are why it's called Calligraphic and it's also comes under the main category of Scripts fonts.

Amaa: These fonts are written by hands that are why it's called Calligraphic and it's also comes under the main category of Scripts fonts. The shapes of characters are moving to right side like a sharp sword, and also happening same on the top of the

characters.

Aman: These fonts are Script fonts, These fonts belong to the main category of Script fonts. fonts have dynamic shapes and every characters have different shapes in the end.

Amit Normal: These fonts are slab serif and it comes under the category of Serif fonts. Shapes of These fonts are like also a pillar but These pillar shapes are more in round way. These shapes are on the start of the characters of the fonts and also in the end or bottom of the characters.

Amrit Kuruti: These fonts are Script fonts, These fonts belong to the main category of Script fonts. It looks like These fonts characters are made by painting brush. Characters shapes are different than each other and also unique.

Ananda 1 HV: These fonts are Sans Serif fonts and Shapes of fonts characters are static. Every characters have a different ending than each other,

Ananda Akchyar: These fonts are Script fonts, These fonts belong to the main category of Script fonts. Characters shapes are like a sharp needle and ending of the characters are also the same.

Ananda Lipi Bold Cn Bt.: These fonts are Square Sans Serif comes under the category of the Sans serif fonts. View of the characters are very clear and looking very good for reading and look like characters are designed by painting brush.

Anandta Sumitra Bold: These fonts are Script fonts, These fonts comes under the main category of Script fonts.

Anupama Bold: These fonts are Sans Serif fonts and has a dynamic design, and shapes of the starting of the characters are different and endings are different.

Arjun Bold: These fonts are Sans Serif fonts and it has static design and good view of the fonts and ending of fonts characters in a square shape.

Bahun: These fonts are Sans Serif fonts and it has static design and have bold characters.

Baarehali: These fonts are Serif and also the main head of Serif fonts with static design and also shapes of the characters in the ends like a wide pillar and pillar bottom are very thin. **Barood Plain:** These fonts are Transitional serif. These fonts comes under the category of Serif fonts. Shapes are so much dynamic and some characters are like pillars from up strong and base are weak.

Bhaktapur Regular: These fonts are written by hands that are why it called Calligraphic and it also comes under the main category of Scripts fonts. These fonts characters shapes are dynamic. **Chankya:** These fonts are Sans Sarif fonts and also some of the characters having double words and that shows one characters have a same form in half word attach with it in the down.

Chandrodaya: These fonts are Transitional serif. These fonts comes under the category of Serif fonts and with dynamic design. Characters have a shapes like pillar with a thin surface. **CV Akriti:** These fonts are Sans Serif fonts and just because of no movement in the characters It is static design..

CV Rabin bold: These fonts are Square Sans Serif and comes under the category

of Sans Serif fonts and with static design and also characters have cubic shapes. ???
 ???Dev Lys Vs 10: These fonts are Sans Serif fonts and it has a static design also characters shapes are stable.

Dev Lys Vs 20: These fonts are Calligraphic and it???'s also comes under the main category of Scripts fonts and also shapes of some characters are ending in square and some characters are like a sharp stick. ??? Dev Lys Vs 30: These fonts are Calligraphic and it???'s also comes under the main category of Scripts fonts. Characters have some gap between each other. ??? ???Dev Lys Vs 40: These fonts are Square Sans Serif and comes under the category of Sans Serif fonts and with static design. Characters shapes are square at the ending. ??? Dev Lys Vs 50: These fonts are Calligraphic and it???'s also comes under the main category of Scripts fonts. ??? ???Dev Lys Vs 60: These fonts are Square Sans Serif and comes under the category of Sans Serif fonts and with static design. Characters shapes are like cube and but ending of the characters in a square. ??? ???Dev Lys Vs 70: These fonts are decorative fonts and comes under the main category of Decorative fonts. Shapes of the characters are static but characters are moving from left to right. ??? ???Dev Lys Vs 80: These fonts are Sans Serif and characters are moving, that why It is with dynamic design. ??? Dev Lys Vs 90: These fonts are Transitional serif. These fonts comes under the category of Serif fonts and with dynamic design. Some of the characters are small and some of the characters are big in These kind of fonts. ??? Dev Lys Vs 100: These fonts are Transitional serif. These fonts comes under the category of Serif fonts and with dynamic design. Characters endings are not similar with each other some of the characters are ending like a pillar and some of the characters ending like a pillar. ???

Dev Lys Vs 110: These fonts are Serif and also the main head of Serif fonts with static design. Characters shapes in ending like a thin needles.

Dev Bys As 120: These fonts are Serif and also the main head of Serif fonts with static design. Characters shapes are little bit different but some characters ends are moving to right and closing with square shape.

De Lys Vs 130: These fonts are Transitional serif. These fonts comes under the category of Serif fonts and with dynamic design. ??? Dev Lys Vs 140: These fonts are Sans Serif fonts and it has static design . Dev Lys Vs 150: These fonts are Script fonts, These fonts belong to the main category of Script fonts. Some of the characters ending are very long and in a round shape. ??? Dev Lys Vs 160: These fonts are Sans Serif fonts and it has static design. Characters shapes are square during ending also characters are bold. ??? Dev Lys Vs 170: These fonts are Calligraphic and it???'s also comes under the main category of Scripts fonts. Shapes of the characters are dynamic and during characters designing characters have some empty spaces in itself ??? Dev Lys Vs 180: These fonts are decorative fonts. These fonts comes under the main category of decorative fonts. These fonts has static design.

???Dev Lys Vs 190: These fonts are Sans Serif and belong to main category of Sans Serif fonts with Dynamic design. Characters design are little bit different then other fonts because half of character design are thin and half of the characters design are

bold. Dev Lys Vs 200: These fonts are decorative fonts. These fonts come under the main category of decorative fonts. These font characters have a double word, one is thin and one is bold.

Dev Lys Vs 210: These fonts are Serif and also the main head of Serif fonts with static design. Character ends are moving to the right with the square ending.

Dev Lys Vs 220: These fonts are Sans Serif fonts and have a dynamic design of the characters.

Dev Lys Vs 230: These fonts are Serif and come under the main category of Serif fonts with dynamic design.

Dev Lys Vs 240: These fonts are Calligraphic and it also comes under the main category of Scripts fonts. But shapes of characters are ending in to left side like a sharp knife.

Dev Lys Vs 250: These fonts are Script fonts and belong to the main category of Script fonts.

Dev Lys Vs 260: These fonts Sans Serif and belong to main category of Sans Serif fonts with dynamic design.

Dipoday: These fonts are Serif fonts and come under main category of Serif fonts with dynamic design. Characters are bold and ending of the characters are like a tiny needle.

DV TT Surekh: These fonts are Calligraphic and it also comes under the main category of Scripts fonts.

Everest: These fonts are Serif fonts and come under main category of Serif fonts with dynamic design. Characters having deeper shapes also ending of These characters like a very tiny needle.

Fantus: These fonts are Sans Serif fonts and it has static design. Some of the characters ending are very long but finishings are square.

fantasy Himalayas: These fonts are Calligraphic and it also comes under the main category of Scripts fonts.

Ganpati: These fonts are Sans Serif fonts and it has static design and also comes under the main category of Sans Serif.

Ganesh: These fonts are Sans Serif fonts and it has static design, and also characters are in bold style.

Ganga: These fonts are decorative fonts and belong to the main category of Decorative fonts.

Guru Hindi: These fonts are Calligraphic and it also comes under the main category of Scripts fonts, and also have static design.

Gyan-B: These fonts are Serif and also the main head of Serif fonts with static design, and mostly characters have a ending like a sharp sword. Characters ending are moving from left to right side.

Harka: These fonts are Sans Serif fonts and it has static design.

Heera Bold: These fonts are Calligraphic and it also comes under the main category of Scripts fonts.

Hemant: These fonts are Transitional serif. These fonts come under the category of Serif fonts and with dynamic design.

Himalya Regular: These fonts are Calligraphic and it also comes under the main category of Scripts fonts.

Himali: These fonts are Calligraphic and it also comes under the main category of Scripts fonts.

Himchuli: These fonts are Calligraphic and it also comes under the main category of Scripts fonts. Characters are bold and mostly characters ending are same.

Image Sunil 01: These fonts are Calligraphic and it also comes under the main category of Scripts fonts.

category of Scripts fonts. Characters are so thin and static. ??? Jagahimali Regular: These fonts are Calligraphic fonts.

Kam: These fonts are Serif and also the main head of Serif fonts with static design. Characters ending shows the similarity like pillars with a solid base.

???Kanchan: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts.

Kanika: These fonts are Sans Serif fonts and Characters has static design with bold style.

Kasturi: These fonts are decorative fonts and belong to the main category of Decorative fonts. Characters are divided in two parts. One are thin and one are bold.

Kathmandu Regular: These fonts are Sans Serif fonts and with static design. Some characters are designed in These and design are coming out of the characters from the corners of the characters.

KCS Devanagiri: These fonts are Transitional serif. These fonts comes under the category of Serif fonts and with static design.

KF Kiran: These fonts are Sans Serif fonts and with static design.

???Khaki: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts.

Kheem Light: These fonts are Sans Serif fonts and with static design and bold characters.

Khukri: These fonts are Transitional serif. These fonts comes under the category of Serif fonts and with dynamic design.

???Khusbu: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts.

Kiran: These fonts are Sans Serif fonts and it has static design.

???Kitu: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts.

???Krarehna: These are Calligraphic and it???s also comes under the main category of Scripts fonts. Some characters are smaller than others.

Lalit B: These fonts are Sans Serif fonts and just because of no movement in the characters It is static design.

Lalit L: These fonts are Sans Serif fonts and it has static design. Characters have no variations at all

Liza: These fonts are Serif and belong to the main category of Serif fonts with Static design. Characters at the ending are like umbrella handle.

Mahadev: These fonts are Sans Serif fonts and it has static design with bold characters.

Mahanagar: These fonts are Serif and belong to the main category of Serif fonts with dynamic design. Characters are bold and ending of characters like a tiny needle.

???Maiya: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts. Characters are separated from each other from the top.

Makure: These fonts are Sans Serif and belong to main category of Sans Serif fonts

with dynamic design.

Manarehau Regular: These fonts are Sans Serif and belong to main category of Sans Serif fonts with dynamic design. Characters are in various shapes.

Manju Sunil: These fonts are Sans Serif fonts and it has static design

Mao Tse Tung: These fonts are Sans Serif fonts and it has static design. It seems like Characters ending are designed by Painting brush

Marathi Kanak: These fonts are Sans Serif fonts and it has static design. Characters are very straight and understandable.

Marathi Lekhani: These fonts are Calligraphic fonts and it??s comes under the category of Script fonts and also have static design.

Marathi Roupya:: These fonts are Serif and belong to main category of Serif fonts with static design. Endings of the mostly characters are almost same with the same pattern.

Marathi Saras:: These fonts are Serif and belong to main category of Serif fonts with static design. One of characters in These fonts have some blank space on the top and look like show the exact meaning of the word. . Marathi Sharada: These fonts are Sans Serif fonts and it has static design.

Marathi Tirkas: These fonts are Serif and belong to main category of Serif fonts with static design. Characters ending design are like a umbrella handle.

Marathi Vakra: These fonts are Serif and belong to main category of Serif fonts with static design. Some of the characters ending are very long and but mostly characters ending are same.

Matatirtha: These fonts are Serif and belong to main category of Serif fonts with static design. Characters are in the bold style.

Maya: These fonts are Sans Serif fonts and it has static design. Some of the characters have long ending.

Meena: These fonts are Sans Serif fonts and with static design and characters are in bold style.

Meera: These fonts are Calligraphic and it??s also comes under the main category of Scripts fonts. Characters have dynamic style.

Meghana: These fonts are Sans Serif fonts and with static design.

Meghanaz: These fonts are Transitional Serif and comes under the category of Serif fonts with static design. Some Characters ending design are like a Pillar with a solid base and we can see These design in the starting or in the middle also.

Meghu: These fonts are Sans Serif fonts and with static design.

Menaka: These fonts are Calligraphic and it??s also comes under the main category of Scripts fonts.

Mecantile Normal: These fonts are Calligraphic and it??s also comes under the main category of Scripts fonts.

MG 112: These fonts are Serif and belong to main category of Serif fonts with static design. All characters ending are with design like pillar.

Milan Bold: These fonts are Calligraphic and it??s also comes under the main cat-

egory of Scripts fonts.

Millenium Ameya Normal: These fonts are Transitional Serif and comes under the category of Serif fonts with dynamic design. Some characters has a design of pillar on both sides.

Millenium Deepak Normal: These fonts are Sans Serif fonts and comes under main category of Sans Serif fonts.

Millenium Ganesh Normal: These fonts are Sans Serif fonts and it comes under main category of Sans Serif fonts. Characters have various designs. .

Millenium Gauri Normal: These fonts are Script fonts and it comes under main category of Script fonts.

Millenium Priya: These fonts are Sans Serif and it??s belong to the main category of Sans Serif fonts with dynamic design. Some of characters are shown here with double words. In actual it has some meanings of These double words.

Millenium Shailesh Normal: These fonts are Sans Serif fonts and with static design.

Millenium Shridhar Normal: These fonts are Sans Serif fonts and with static design. Some characters ending are very long.

Millenium Varun Normal: These fonts are Sans Serif fonts and it has static design. Some characters spreading and attaching with another characters.

MKali Bold: These fonts are Sans Serif fonts and with static design.

MtEverest: These fonts are Serif and comes under the main category of the Serif fonts with dynamic design. Characters have deep shapes and and endings are like a tiny needle.

Nagarik: These fonts are Calligraphic and it??s also comes under the main category of Scripts fonts.

Naidunia: These fonts are Calligraphic and it??s also comes under the main category

of Scripts fonts. Some problem during the designing of These fonts.

Nani Regular: These fonts are Calligraphic and it??s also comes under the main category of Scripts fonts. Characters are in bold style.

Narayan 1: These fonts are Serif and comes under main category of Serif fonts with static design. Endings shapes are similar of each Character.

New Delhi Normal: These fonts are called Calligraphic and it??s also comes under the main category of Scripts fonts.

NHimali B: These fonts are Calligraphic and it??s also comes under the main category of Scripts fonts. Characters are in bold style.

Nhim B: These fonts are Calligraphic and it??s also comes under the main category of Scripts fonts. Some of the characters have long ending.

NPC Light: These fonts are Calligraphic and it??s also comes under the main category of Scripts fonts.

Nutan: These fonts are Sans Serif fonts and it has static design. Characters are in the bold style.

Pagal: These fonts are Square Sans Serif and comes under the category of Sans Serif

fonts with static design. Characters shapes are like a cube.

Pagali: These fonts are Square Sans Serif and comes under the category of Sans Serif fonts with static design. Characters are in a cubic shape.

Panuati Normal: These fonts are Serif and belong to main category of Serif fonts with static design. Characters ending are in almost same shape.

Pari: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts.

Parvati: These fonts are Sans Serif and comes under the main category of Sans Serif fonts with Dynamic design. Characters have a nice design, it???s not look like any meaning.

Patrika: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts. Every character has different ending than each other.

Pawan: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts.

Pks: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts.

Prachalit: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts. In These fonts characters are attached with each other. One are full character and other are half and both together make one meaning.

Prachin: These fonts are Sans Serif and belong to the main category of Sans Serif fonts with static design. Characters designs are like Poles attached with other and also characters are not so much flexible.

Preeti: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts.

Rajana Lipi: These are Serif fonts and belong to the main category of Serif fonts with dynamic design. Characters endings are long but designs are almost same.

Richa: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts.

Ritu: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts.

Roza: These fonts are Serif with static design. Mostly characters have same ending design.

Amr Hindi: These fonts are Serif and belong to main category of Serif fonts with static design.

Anmol Hindi: These fonts are Serif and belong to main category of Serif fonts with static design.

Arvinder: These fonts are Serif and belong to main category of Serif fonts with static design.

Gurbani Hindi: These fonts are Calligraphic and it???s also comes under the main category of Scripts fonts.

Kruti Dev 010: These fonts are Sans Serif and belong to the main category of Sans Serif fonts with static design.

Gur Hindi: These fonts are Serif and belong to main category of Serif fonts with static design.

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8 Discussion and Conclusion

This thesis is about Indian fonts analysis and discussing about how in India this fonts are developed and how fonts designer make the fonts better for the use of customers? And this work is mostly focused on the Indian fonts, all over India or overseas, how many companies are dealing with the Indian fonts and how these fonts are being used in the market or by the users? And this fonts are widely used for the advertising or Print Media. The companies are spending a lots of money on that and some social messages are developed through these fonts. In India most of languages are there but this thesis mostly focus on two languages Hindi and Punjabi. This two fonts are widely famous and being used for lots of purposes. Not even Indian designer are developing these fonts but also some foreigner designers are also showing their interests in the Indian fonts.

Mostly Hindi fonts are quiet famous in the market of India, because the reason behind is that Hindi is the national language of the country and people can understand it well, even this language fonts have more demand in the national or international markets also. Even from the economic point of view Hindi fonts sales are more than the gurmukhi fonts, the reason I already discussed above. The critics about this fonts is that this fonts are only designed by some designers and mostly companies are buying from them and selling in to the market. It seems like that less of the companies in India are interested in designing fonts. The reason behind is that less use of Hindi fonts in Hindi because now mostly peoples use English fonts for the work instead of Hindi fonts, but still in some areas Hindi fonts are being used. Now today in modern time mostly Indian people leaned to English fonts.

For this work, lots of companies have founded firstly then analysis has started about the companies are producing fonts or doing something else also, if these companies are producing something else, then also categories these companies according to their work and different product and also have to discuss about the companies description like what is the main business of the company. The Collection of the samples fonts of Hindi and Punjabi is also the part of the method after this characterization of the fonts are done according to typefaces categories and also discussed about the variation of fonts their styles, movements and classified the fonts according to their styles.

More than four internet Searching Engine have used for this work because from one Searching Engine wasn't enough to find lots of information about this area. Name of the Searching Engine are Google, Opera, Mozilla, yahoo, etc.

This searching engine's gives different information from each other because from one searching engine, it wasn't possible to search a lot of information about fonts and the different searching engine helps a lot to find different type founders and the companies, which are doing business in type faces or fonts. The data is collected through

the sources of internet, which describes about the situation of the market of Indian fonts and tells us about the weekly and monthly situation from last three years about the Hindi and Gurmukhi fonts. This data also describes about the visitors on the internet, those who are searching about the Indian fonts. In this work also described about Indian fonts, how these fonts are useful for the management and Marketing purposes and if it is true then which are sources or media's for these fonts are being used and this is also the part of this work.

After doing my analysis on this work, the result is saying that in India is not a big producer of Indian fonts like Hindi Punjabi Some of the designers are designing this fonts and trying to make it more better than before. But Big companies do not want to invest their money in this kind of business, because this business is not so much profitable. Some Companies are buying Hindi and Punjabi fonts copy right and they are selling this fonts in to market or selling over the internet. Mostly companies do not want to come in this business because the cost is so much and profit is less also designing fonts taking so much time. The buyers are so impatience in today time.

And also realise that Hindi fonts are more popular than Gurmukhi fonts and also Hindi fonts families are also more than the gurmukhi fonts. In my research, According to data interest base over time shows that people are taking more interest in Hindi fonts instead of Gurmukhi fonts up to know Hindi fonts demand is still going up in to the market. Lots of designers are working on the Hindi fonts and less of the designers are working on the Gurmukhi fonts. But some social website providing Gurmukhi fonts as free, because these websites want to give knowledge about the Punjabi Language and they want people to learn about their culture, this fonts are not mostly used for commercial purposes.

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Přílohy

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Abbreviations