



# Font development

# The Story Behind Founder Fonts

Chinese fonts have a very long history. The international archaeological community has identified Chinese fonts as one of the most important hallmarks of world culture. Chinese fonts have evolved for thousands of years. Gradually they have been improving. There are a very large number of Chinese fonts. These include 6,763 in the GB encoding simplified font library, 21,002 fonts in GBK encoding, and much more in other font libraries. Founder fonts include more than 120 different sets from ancient literati hand writing to Founder's own creative contemporary calligraphy. Every Founder font has a vivid story behind it including diligence and creativity.

Before fonts are created a large scale marketing research effort is made to guarantee the font will be competitive in the market. The process is as follows.

## 1. Creative Design of original font samples and font styles

There are three main sources of original font samples: designers, commercial market, and ancient Calligraphy. Collecting the original font samples is a large undertaking. It is extremely time consuming and difficult to unify thousands of Chinese characters with different strokes into a single font style.

### Example1:

**FZBeiWeiKaiShu**, designed by Founder design director Zhiwei Zhu(P20) according to *Calligraphy Wei*, a rubbing from a stone inscription has won a prize twice in the International Design Competition for Chinese fonts. In 1996, **FZBeiWeiKaiShu** won third prize in the 5th Morisawa Awards (Japanese) International Typeface Design Competition.

*FZBeiWeiKaiShu* refers to the “Square Stroke” in “Muzhi” and “Zaoxiang” in Northern Wei Dynasty. It is mainly suitable for sub-titles and text layouts.

## 私が今日、考えて 新業の発明品につ 私が今日、考えている新業の発明品 一コト語ってみたい。マイコンを

Fig 1-1



Fig 1-2



Fig1-3“Tian” “Sun” in Calligraphy Wei



Fig1-4 “Tian” and “Sun” in FZBeiWeiKaiSh

**Contrast:** The style of *FZBeiWeiKaiShu* comes from *Calligraphy Wei*, but there are many creative differences in this font's bold shape and structure., This makes it more suitable for use with computers. *FZBeiWeiKaiShu* is nearly a perfect combination of Chinese calligraphy and computer technology.

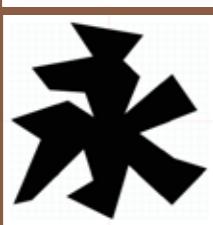
## 2. Scanning original font samples on paper into computer



2-1



2-2



2-3

Fig 2-1 Original font sample is scanned into computer and re-drawn.

Fig 2-2 The solid image is formed to reproduce the original font in an aesthetically pleasing image according to the original font contour.

Fig 2-3 Completed font.

## 3. Fitting Process

The digital images from the second step will be first converted into screen output by a fitting process using mathematical algorithms.

## 4. Font Adjusting is the key and time consuming last step. It is the creative work of font designers.

Fig 4-1 Font after fitting process still showing several stroke defects.



Fig 4-2 Font is adjusted stroke by stroke by designers.

Fig 4-3 Completed font stroke adjusting.

### Example2: Character "Ding"

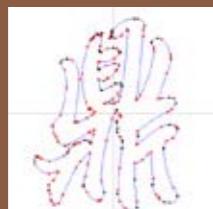
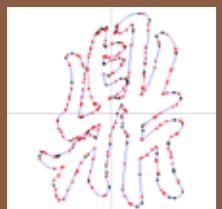


Fig 4-4 Font before adjustment. Fig 4-5 Font after adjustment.

**Contrast:** Font after complete adjusting is more aesthetically pleasing using less nodes which also greatly reduces memory size.

Font adjusting is a very long and difficult process for the huge Chinese character library. There are 6,763 fonts in GB encoding simplified font library, 1002 fonts in GBK encoding font library and much more in other font libraries. Many specialized tools are required to accomplish such a heavy workload. We will use Founder's own design techniques to help make the font and improve efficiency.

## 5. Combination

Chinese font is first combined and adjusted by different components.

**Example:** **FZJianZhi** was designed by designer Qi Li (P21), for which the character components research and development took half a year.



Fig 5-1 Components of FZJianZhi



Fig 5-2 Components of FZJianZhi

With these Chinese character components Chinese characters are created in combinations. The completed font is made into a proofing sample and compared with the original components to check and perfect.

### 剪纸书小样

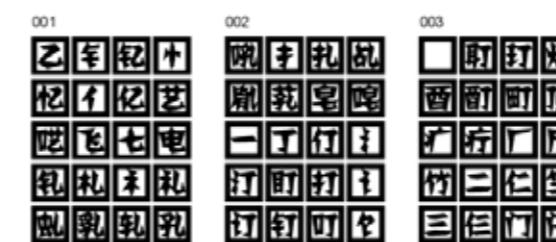


Fig 5-3 Combination of Characters.



Fig 5-4 Manual Check Needed After Combination.

Finally trim off the staggered part of the characters based on the font style and adjust the font shape if necessary. See Fig 5-5.



Fig 5-5 Completed Font



# Font development

AD



字体名称: 方正静蕾体  
英文名称: FZJingLeiS  
简短描述: Delicate handwriting style.



字体名称: 方正倩体  
英文名称: FZZhongQian  
简短描述: Luxurious, romantic and cozy.



字体名称: 方正少儿  
英文名称: FZShaoEr  
简短描述: Simulate children's handwriting.

A

B

C



字体名称: 方正启体  
英文名称: FZQiTi  
简短描述: Famous Chinese Calligrapher - QiGong's Calligraphy.

字体名称: 方正黄草  
英文名称: FZHuangCao  
简短描述: Easy to write and easy to recognize, Combines Simplified Chinese and Traditional Chinese writing.

D  
E



MAG

01 05 06

字体名称: 方正韵动黑系列

英文名称: FZYunDongHeiS

简短描述: Simple and fashionable.

02

字体名称: 方正超粗黑

英文名称: FZChaoCuHei

简短描述: Heavy, eye-catching with strong appeal.

03

字体名称: 方正稚意

英文名称: FZZhiYi - M12

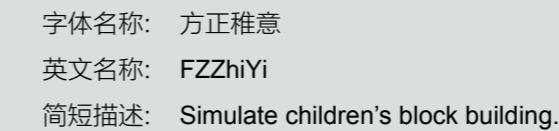
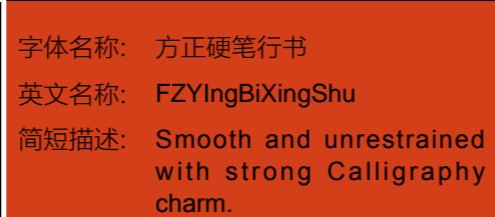
简短描述: Simulate children's block building.

04

字体名称: 方正水柱

英文名称: FZShuiZhu

简短描述: Unique style with sense of movement.



A



字体名称: 方正中倩

英文名称: FZZhongQian

简短描述: Luxurious, romantic and cozy.



字体名称: 方正少儿

英文名称: FZShaoEr

简短描述: Simulate children's handwriting

C



字体名称: 方正静蕾体

英文名称: FZJingLeiS-R-GB

简短描述: Delicate handwriting style.

D



字体名称: 方正毡笔黑

英文名称: FZZhanBiHei

简短描述: Simple and modern, with sense of movement.



字体名称: 方正艺黑

英文名称: FZYiHei

简短描述: Origin from Qing Dynasty Calligrapher - Kinnon's Handwriting, combine LiShu (vigorous and plump) and KaiShu (hard and robust).



POP

字体名称: 方正剪纸

英文名称: FZJianZhi

简短描述: Paper cut and strong decorative style.

B

字体名称: 方正小标宋

英文名称: FZXiaoBiaoSong

简短描述: Thin vertical stroke and thick horizontal stroke, regular and strict.



我们  
在  
起  
Together  
2008-2012

A

C

D

字体名称: 方正平和

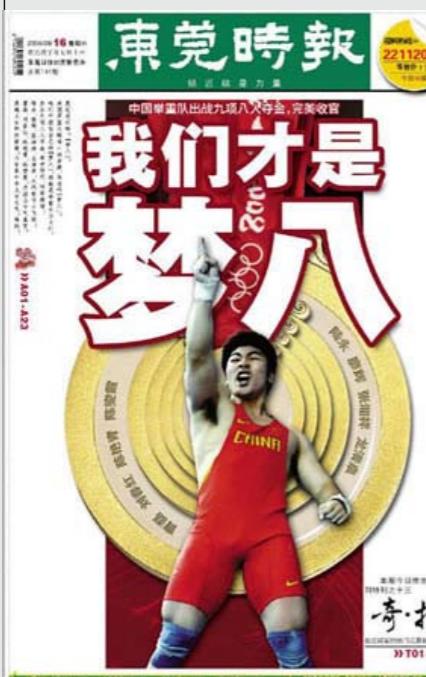
英文名称: FZHePing

简短描述: Varying structure, balance steady in variation.



# A

字体名称: 方正韵动黑系列  
英文名称: FZYunDongHeiS  
简短描述: Simple and fashionable.



# B

字体名称: 方正大标宋  
英文名称: FZDaBiaoSong  
简短描述: Regular and strict with dignified and steady structure.



# C

字体名称: 方正粗宋  
英文名称: FZCuSong  
简短描述: Sturdy, vigorous and stately with strong performance.



# D

字体名称: 方正小标宋  
英文名称: FZXiaoBiaoSong  
简短描述: Thin vertical stroke and thick horizontal stroke, regular and strict.



# E

字体名称: 方正报宋  
英文名称: FZBaoSong  
简短描述: Slim and delicate, perfectly clear for printing.



# BOOK



字体名称: 方正大标宋  
英文名称: FZDaBiaoSong  
简短描述: Regular and strict, with dignified and steady structure



字体名称: 方正小标宋  
英文名称: FZXiaoBiaoSong  
简短描述: Thin vertical stroke and thick horizontal stroke, regular and strict.



字体名称: 方正华隶  
英文名称: FZHuaLi  
简短描述: Example of Lishu's style by straight calligraphy, with mild structure.



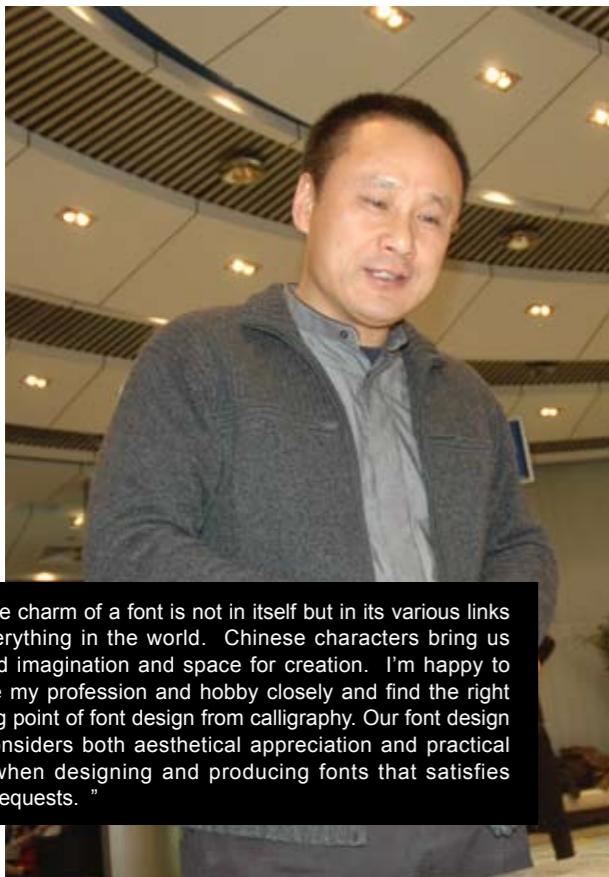
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# 设计师感言：

## ZhuZhiWei



"I find the charm of a font is not in itself but in its various links with everything in the world. Chinese characters bring us unlimited imagination and space for creation. I'm happy to combine my profession and hobby closely and find the right matching point of font design from calligraphy. Our font design team considers both aesthetical appreciation and practical usage when designing and producing fonts that satisfies market requests."

**Zhiwei Zhu** graduated from Capital Normal University, Beijing and majored in Calligraphy. As the Font Development Director of Founder Electronics Corp. Ltd., he started to produce printing fonts in 1971. With a great love for calligraphy he's been engaged in research and design combining calligraphy and printing fonts. His "FZBeiWeiKaiShu" font was awarded at the 5th Morisawa Awards (Japanese) International Typeface Design Competition in 1996. Three years later he got another prize from the Evaluation Committee of the 6th Morisawa Awards (Japanese) International Typeface Design Competition.

### Designed Fonts:

FZBoYaSongS, FZBeiWeiKaiShu, FZTieJinLiShu, FZShouJinShu, FZYaSongS, FZCuSong

#### FZBeiWeiKaiShu

Square, rigid and robust. Impressive in its stability and spirit. It does something with one's whole heart and expresses joy. A practical font with excellent readability.



#### 摄影的本体的淡化

赏心悦目首先成为商业摄影师和顾客共同追求的目标。而现代摄影的发展从技术上以较轻易地解决了很多前辈摄影家很难或无法解决的问题，因而使实现赏心悦目这一境界变得相对轻松一些，对于商业摄影来说。这一境界的人像摄影作品，除了对摄影师本身的素质提出要求之外，还依赖于一些客观因素，如：优秀的化妆师、美丽的服饰、精致的道具用光和构图的经营等等。

#### FZBoYaSongS

Specially designed for body text and newspaper headlines. It reinforces vision seeking in limited spaces so as to be read with more easily.

#### 当代艺术 艺术的魅力在于...



#### FZTieJinLiShu

Uniform and thin strokes but looks as rigid as iron. Fit for body text, prefix, and suffix, and picture illustration.



## QILI

**Qi Li** was admitted with excellent marks (the first of Fine Word Arts) to the Shanghai Institute of Printing Technology font Research Center. He started font design work full-time. Under the tutelage of the famous font designer Mr. Xie Pei Yuan, Qi Li studied systematic the movable type design theory, leading the research teams on many occasions.

### Awards won in Font design

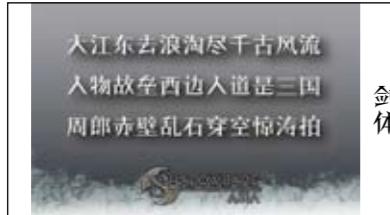
1. 1990, FZYingBiKaiShu won the Third prize by Morisawa Awards (Japanese) International Typeface Design Competition.
2. 1991, Font FZNewSong won the Masterpiece Award by Taiwan Hua Kang company's first session of the Chinese characters design competition.
3. 1991, Font FZMeiShuXingShu won the Masterpiece Award by Taiwan Hua Kang company's first session of the Chinese characters design competition
4. 1992, Font FZXiKai won the third prize of new design by the first session of the new printing fonts in Shanghai.

### Developed Fonts:

FZCuQian, FZZhongQian, FZXiQian, FZPangWa, FZZhiYi, FZJianZhi, FZLanTingSongS, FZLanTingHeiS, FZHeadingChaoXiHei

#### New Font \_FZHeadingChaoXiHei





"I have a passion for fonts. Fonts are everywhere in our lives. Fonts deliver information and feelings to people every second of every day in every part of the world. Every font stroke has an historical, lyrical, cultural, and emotional element intended by the designer. The actual design and creation of a font is not only difficult but time consuming and tedious. Thanks to many years of both difficult and rewarding experiences in this art I find my strong character has been defined by it and is my best asset."

#### FZJianTi

I designed FZJianTi because I found there was no specific game font for websites. I wanted it to be very vivid and interesting and impart a full expression of imagination. My purpose was to express its characteristics in a better way and use it in different fields.



剑体

"Calligrapher's strokes are very expressive. We need to grasp the essence of these strokes in order to reproduce them in printed form. The end result should be tested and researched in order to assure the effect is maintained. The depth and energy of each character can vary when a calligrapher creates strokes but digital fonts are consistent. The Xing Black font, for example, when used in digital printing must maintain the same personality and effect intended by the calligrapher. It must also be easily readable by the reader."

#### FZXingHei

FZXingHei breaks with the traditional effect of a black font by keeping the form and curve of the calligrapher's stroke while enlarging the heads and ends just enough. FZXingHei is suitable for both decoration and calligraphy with distinct characteristics and style.



藏意汉体

"Text is an important method of information dissemination. Accurate and rapid communication is the basic intention of a font designer. As an example of this, in the design work "Han-Tibetan forms", the characters are easy to identify and secondly the Tibetan culture comes through. Not only is the font easily read, but Tibetan culture is imparted as well."

#### FZZangYiHanTiS

I have seen a lot of Chinese characters designed by using Tibetan elements. Those Tibetan flavors can be described as beautiful, yet not very understandable. The font is hard to read and causes the reader to read slowly. To improve readability the font "FZZangYiHanTiS" was created. It is easy to understand and keeps the Tibetan culture feeling.



新仿宋

"The design and production of Chinese font is a very tedious work. Each font requires of the designer and producer many hours of hard work. There are at least 6,000 Chinese characters in each font. For every character each stroke must be just right. It gives us great satisfaction and pride to know that so many people enjoy the font without knowing the hard work it took to create it."

#### FZNew FangSong

Stroke style is invoking wood block prints while improved by some of the soft uniform strokes. The structure based on FangSong font, widens the traditional italic font. This keeps the original engraved form style, and maintains the strong layout character.

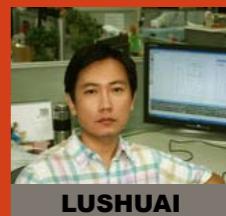


经黑

Chinese font characters are culture exhibited in black and white. Chinese calligraphy is a unique art showing much about China. Font designers dedicate their art to deliver innermost feelings through characters and images. Font design is an active process of pursuing aesthetic perfection.

#### FZJingHei

This font was inspired by Diamond Sutra. I used modern strokes to represent the grand form and smart structure of Diamond Sutra. The ancient charm of Chinese calligraphy comes through in this classic Hei Ti. It not only imparts a feeling of calligraphy but also aesthetic art. It is perfect for magazines, newspapers, children's books, advertisements and headlines.



悬针篆变

"The generation of a set of fonts is an arduous process from creation, modification, project establishment to production. It is not only a personal task but is a team effort. To bring a font to market is both physically and spiritually rewarding."

#### FZXuanZhenZhuanBianS

Inspired by "Stele on a Heavenly Augury" written by Huang Xiang of Three Kingdoms Soochow: Simulate ZhuanShu by LiShu, with ZhuanShu's connotation. This font not only keeps the charm of ZhuanShu, such as vertical fall, symmetry, regularity, but also combines the writing character of LiShu and KaiShui. It is the unity of three kinds of fonts: regular, delicate, and ancient but easy to read. It is perfect for the title of ancient style decoration, advertisement, video game and ancient book.

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