

# BEST PRACTICES GUIDE

FontGenius Tips and  
Techniques for getting  
the best results

With the wide availability of so many different font designs, it can sometimes be difficult to identify particular fonts. There seems to be no easy way to identify fonts used in photographs, print, and on websites.

FontGenius is a font identification utility for Macintosh. FontGenius examines images and will identify the font family of text within a picture. The built-in features include advanced recognition technology that allows FontGenius to produce a list of fonts that most closely match selected characters within an image, previews of matched fonts, and internet search of matched results to locate, purchase, and/or download fonts from online font vendors.

The steps to identify fonts in FontGenius involve opening a picture, using the tools in FontGenius to adjust the image and select the characters to want to identify, then reviewing the results.

This guide provides best practices tips and examples of how to get the results you want.

For more comprehensive help please see the online Help using the Help menu in FontGenius.



**FONTGEAR**<sup>®</sup>  
Professional font software

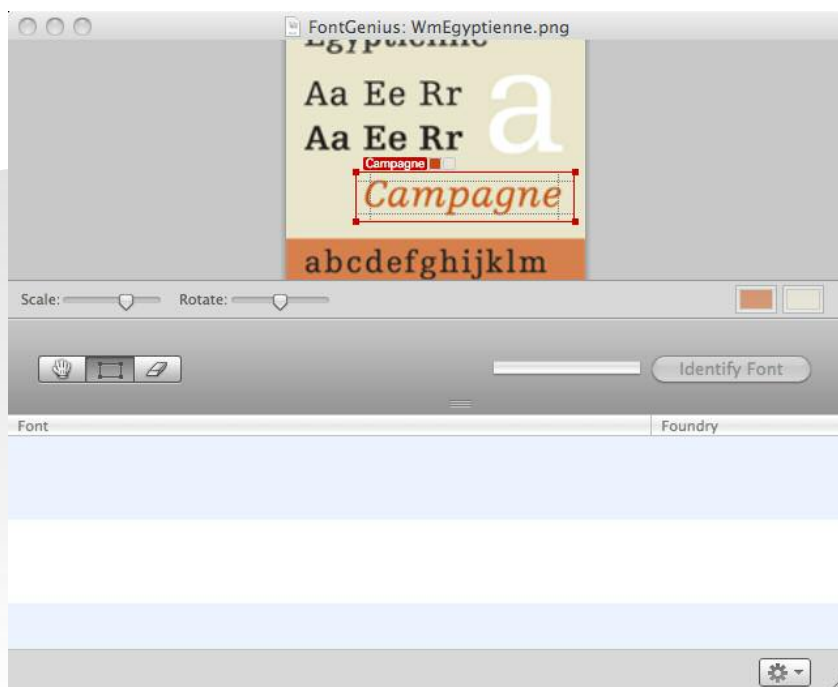
1-800-583-2917  
[www.FontGear.net](http://www.FontGear.net)  
[info@FontGear.net](mailto:info@FontGear.net)



## USE LARGE IMAGES WHEN POSSIBLE

Small pictures and low resolution pictures do not contain as much detail as larger ones. When there is more detail FontGenius can better identify what font is in your image.

If you must use a small image, always scale it up using the Scale tool in FontGenius before selecting the characters.



In this example, the image has been scaled to the maximum level in FontGenius (200%) and the selected characters are still very small, which can lead to less accurate results.



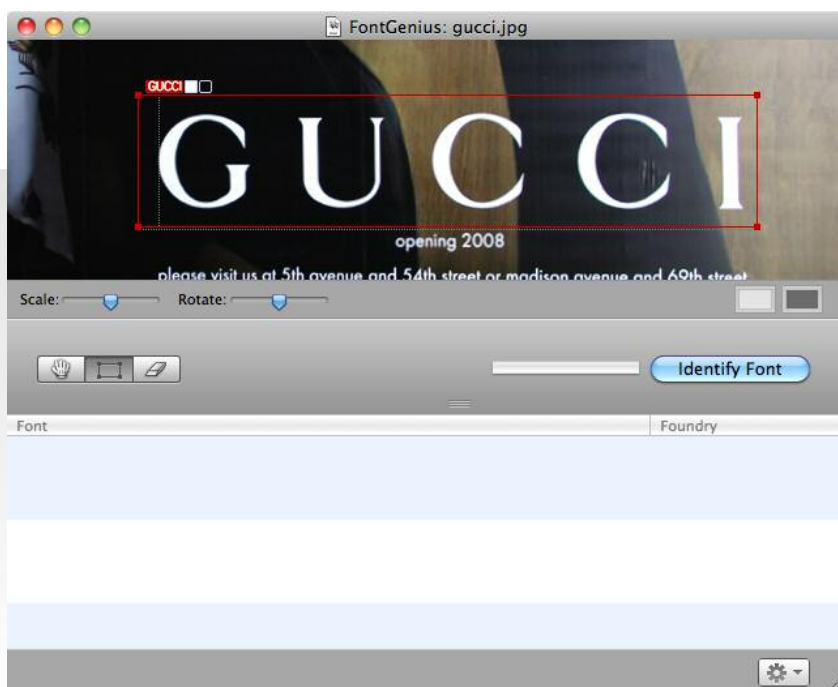
Here is a larger version of the same image. Notice that no scaling has been applied and the results are accurate.



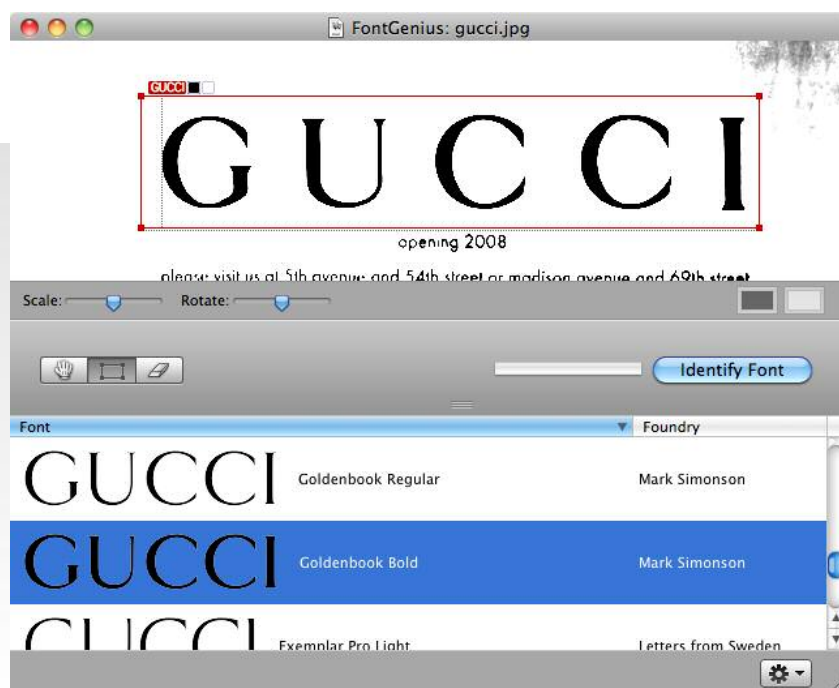
## CONVERT TO BLACK AND WHITE

Reversed and color images can present difficulties that may affect font matching results.

FontGenius provides several tools to help you work with image color. The Auto Adjust menu item will automatically convert an image to black and white and will apply Brightness /Contrast for better results.



In this example, the image has mixed background colors and a white character color, which may cause problems when trying to identify the font.



Here is the same image with the Auto Levels menu applied and then Adjust Brightness/Contrast was applied.

Notice that each selection rectangle has the correct character and background colors.



## ADJUST IMAGE ANGLE WHEN NECESSARY

Use the Rotate tool to adjust the image angle when the characters are not parallel to the bottom of the FontGenius window.



In this example, the image is set at an angle and FontGenius was not able to align the selection rectangles to match the angle.



Here is the same image with the image Scale set to 80% and the Rotation set to 13° (**Rotate > Custom**).

The Convert to Grayscale, Invert, and Adjust Brightness/Contrast menus were also applied.



## ADJUST IMAGE BRIGHTNESS/CONTRAST

Using the Image menu will help FontGenius separate the foreground from the background colors. A particularly useful tool is the **Adjust Brightness/Contrast** menu item.

This will allow you to sharpen the subtle color differences in an image.



In this example, the image uses colors that are very close in saturation, and this can create problems when trying to select text in the image.



Here is the same image with the Convert to Grayscale and Adjust Brightness/Contrast menus applied.