

*Terrific*  
Type

A COLLECTION OF TYPOGRAPHY EXPLORATIONS

---

**be bold**

be light

*be italic*

but never regular

---

This is a collection of projects by the students in Typography at Benedictine College during the Spring 2021 Semester. Projects include Type of the Week Bulletins, Type as Emotion, Type a Image and Screenshots of Animated Typography Self-Portraits.

*“No Stress. Just Design”*

SUE LEO

*Assistant Professor Graphic Design*

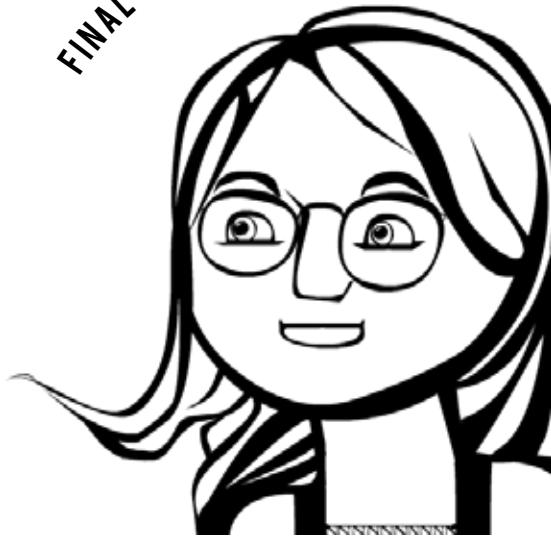
## TABLE OF CONTENTS

Connealy, Adeline R.	4
Jones, Emma E.	16
Kelly, Matthew N.	30
Mattingly, Juliet N.	44
McGovern, Monica	58
Smaldone, Philip J.	72
Walden, Benjamin J.	86

*Lezzylic*  
**TABLE**



FINAL FRAME: TYPE ANIMATION PORTRAIT



**ADELINE  
CONNELY**

---

# TYPES OF TYPES

## SERIFS

**Example Serif:**  
Decorative font tails.  
Harrington font shown.



**Example Non-serif:**  
No decorative font tails.  
Arial font shown.



VINCENT FIGGINS CREATED ONE OF THE FIRST  
COMMERCIALY AVAILABLE SERIF FONT IN 1815  
CALLED SLAB SERIF.

ONE REASON WHY SERIF FONTS ARE SO POPULAR IS  
THAT THE SERIFS MAKE THE TEXT EASIER TO READ.

THERE ARE MANY KINDS OF SERIF FONTS INCLUDING:

Times Roman  
*Apple Chancery*  
American Typewriter

SERIF FONTS ARE USED IN MANY PLACES TODAY  
INCLUDING LOGOS, MAGAZINES, AND NEWSPAPERS.



# Types of Types

## Firmin Didot

ABCDEFGHIJKLMNOPQRSTU  
 VWXYZabcdefghijklmnopqrstuvwxyz  
 xyz N° \$ £ € ¥ & ? 0 1 2 3 4 5 6 7 8 9  
 Ä Ç È Ñ Ö Ø Š Ů ß à á â ç ã ģ ĵ ĸ Ĺ œ ŕ ſ Ź  
 L j f i l l f t

Inspired by the Baskerville font

Created in 1784 by Firmin Didot

**VOGUE**

1950



Considered one of the first modern type faces

Has a high contrast of thick and thin strokes

Used in magazines like Vogue and other luxury products

# Types of Types

Frederic Goudy

**Bulmer**  
 Aa Qq Rr *a*  
 Aa Qq Rr  
*King John*  
 abcdefghijklm  
 nopqrstuvwxy  
 0123456789

**Goudy Old Style**  
 Aa Qq Rr *a*  
 Aa Qq Rr  
 Adirondacks  
 abcdefghijklm  
 nopqrstuvwxy  
 0123456789

**Deepdene**  
 Aa Cc Rr *e*  
 Aa Cc Rr  
 Wilbifling astro  
 abcdefghijklm  
 nopqrstuvwxy  
 0123456789

**COPPERPLATE  
 GOTHIC**  
 Aa Qq Rr *A*  
 Aa Qq Rr  
 SAVINGS &  
 ABCDEFGHIJKL  
 NOPQRSTUVWXYZ  
 0123456789

Fredric Goudy was an American designer of metal type who lived from 1865–1947. He made many fonts including the ones shown to the side. He wrote *Half a Century of Type and Design* about the different fonts he created through his life.





# Types of Types

Matthew Carter

## Miller

Gg Rr Tt a  
Gg Rr Tt a

*& Wilson, et al.*

abcdefghijklm  
nopqrstuvwxyz  
0123456789



Born Oct 1, 1937 in  
London England.

Received Chrysler Award  
for Innovation in Design,  
the AIGA medal and, Type  
Directors Club medal.

Made both physical and  
digital fonts.

Created the Yale typeface.

## Skia

Aa Bb Cc a  
Qq Rr Zz a

ATHENÆUM

abcdefghijklm  
nopqrstuvwxyz  
0123456789

## Tahoma

Aa Ee Rr a  
Aa Ee Rr a

Cascadia

abcdefghijklm  
nopqrstuvwxyz  
0123456789

## Georgia

ABCDabcd - Regular

**ABCDabcd - Bold**

*ABCDabcd - Italic*

***ABCDabcd - Bold Italic***

# TYPES OF TYPES

## CAROL TWOBLY

Born June 13, 1959

Educated at Rhode Island  
School of Design

Started her career working at  
Adobe 1988

Created Trajan, Lithos, Viva  
Regular, and Charlemagne

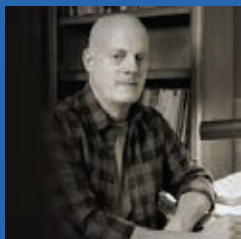
Winner of the Morisawa gold  
prize in 1984 and the Prix  
Charles Peignot 1994

Retired in 1999 from Adobe to  
pursue other design interests



# Types of Types

## Papyrus



*Chris Costello created Papyrus in 1982*

*Made to look middle eastern and old*

*Sold to Letraset for \$1045 (now \$2500)*

*Microsoft used and made Papyrus famous*



ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

# Types of Types

## Clarendon



**ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 ZÀÅabcdefghijklmnopghijklm  
 nopqrstuvwxyzàå&  
 1234567890(\$£.,!?)**

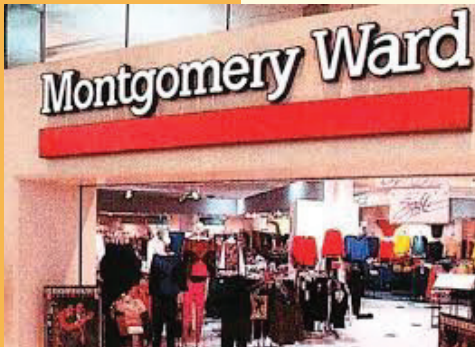
44

Slab serif with a thick body

Created in 1845 by Robert Besley at Thorowgood and Co.

Often used for dictionaries

Many tried to copy but they were not as successful as the original



# Types of Types

## Times New Roman



## THE TIMES

Made by Stanly Morison and Victor Lardent in October 3, 1932

Created for a British newspaper, The Times

Based on the font Plantin

Often used in professional settings and for papers

No real Roman origin

ABCDEFGHIJKLMN  
OPQRSTUVWXYZÀ  
ÅÉÎÏÏØÛabcdefghijkl  
mnopqrstuvwxyzàåéïõ  
ø&1234567890(\$£.,!?)

# Types of Types

## Park Avenue Script



Created in 1933

Robert E. Smith (who also  
Created brush script)

Not much known about  
the creator other than  
born 1910 Chicago

Decorative for invites  
or on menus

Not super wide spread

Small x-height for lower case

Thin ribbon like ascenders



# Types of Types

## Univers



*Created by Adrian Frutiger 1975*

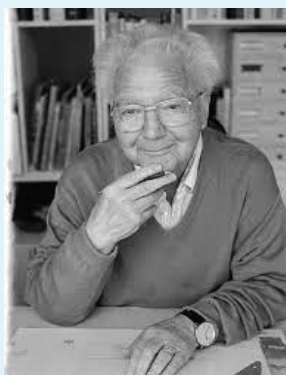
*Tried to be very consistent*

*Sans Serif*

*Technology of photo type setting*

*Used in subways, logos and at Disneyland*

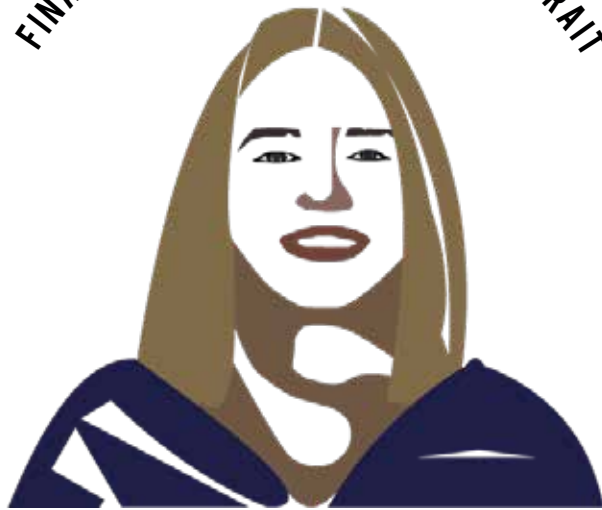
ABCDEFGHIJKLMN  
OPQRSTUVWXYZÀÁ  
abcdefghijklmnopq  
rstuvwxyzàáéîõü  
&1234567890(\$£.,!?)







FINAL FRAME: TYPE ANIMATION PORTRAIT



**EMMA  
JONES**

---



1816

# SANS SERIF

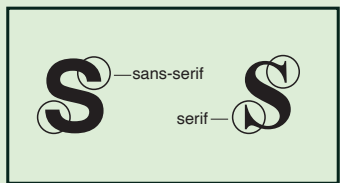
1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

In 1816, William Caslon IV created the first sans-serif typeface. However, it was not popular at the time. It did not gain popularity until the 1920s-1970s during the height of modernism. There are many different sans-serif fonts. Some of the most popular sans-serif fonts are Helvetica, Arial, and Futura.

- Arial
- Helvetica
- Futura



Sans-serif fonts convey simplicity and have a modern look. This font is generally a more digitally readable typeface than serif fonts. Many companies use a sans-serif font for their logos because it conveys a sense of honesty and sensibility.

1722

W

# WILLIAM CASLON

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Born in 1692 in England, William Caslon was a typefounder and engraver. After having instant success with his typefaces, Caslon opened up his own typefoundry. At the time, few books were printed in England that did not use type from his foundry. Caslon died in 1788 in London.



Caslon created Arabic, Hebrew, Coptic, Roman, and italic typefaces. His Roman typeface later came to be called Caslon. In 1734, Caslon issued his first specimen sheet, which included 38 fonts. He created all but 3 fonts on the specimen sheet. It was this specimen sheet that quickly led him to fame. Caslon was such a popular font that the first printed version of the United States Declaration of Independence used it.

“WHEN  
IN  
DOUBT,  
USE  
CASLON.”

R

Robert  
Granjon

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Born in 1513, Robert Granjon was a

French type designer best known for his

font called civilite. Civilite was a popular

font for the printing of poetry and

school books, and served as a

perfect model of handwriting.

Civilite was used until the early

19th century, and is now

considered a dead typeface.



1929

R

# UDOLF HELL

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Rudolf Hell was born in 1901 in Eggmühl, Germany. He was an electrical engineer who had many inventions. In 1929, he founded his own company where he created a teleprinter called the Hellschreiber. He then created an electronic typesetting system called Digiset. Rudolf Hell filed a total of 131 patents, and is known as “the Edison of the graphics industry.”

## “THE EDISON OF THE GRAPHICS INDUSTRY”

Although Rudolph Hell had many important inventions, one of his most important was the Digiset. Type from other manufacturers could not be used on the digiset, so Hell created an exclusive design program. In 1976, the first four commercially available digital typefaces were Marconi, Edison, Demos, and Praxis. Designing type for the digiset was a complicated process. The letters had to be drawn on a grid and then each pixel had to be drawn by hand. In the first release of the fonts, each typeface had four weights with about one hundred glyphs each.



F

1975

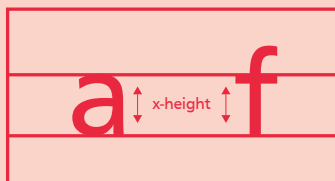
## FRUTIGER

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

In 1968, Adrian Frutiger was commissioned by the Charles De Gaulle International Airport in Roissy, France to create a font for their signs. Frutiger completed the font in 1975, and it was released publicly in 1976. The font was originally called Roissy, but is now known as Frutiger. Frutiger is known to be one of the easiest to read fonts. It can easily be read from far away, or at small sizes. This is due to the letters having a very high x-height, and wide open apertures. Frutiger is an extremely popular font and is used in many logos and transportation branding.



1991

M

YRIAD

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

In 1991, Carol Twombly and Robert Slimbach created a sans-serif font called Myriad. It was released in 1992 as part of the Adobe Originals series. Myriad is a general purpose typeface that can be used for a wide range of things. Myriad has a large range of weights and widths, and is characterized by its clean, open, and easy to read letterforms.

Myriad has become one of the most popular fonts and has been used in many logos including Apple, Walmart, LinkedIn, and a version of the Adobe logo.



A

RIAL

1982

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

In 1982, Robin Nicholas and Patricia Saunders created a sans-serif typeface called Arial. In 1992, Microsoft chose Arial to be part of a suite of system fonts for the Windows 3.1 operating system. It was because of this decision that Arial became very popular. Although it is a popular font, it is also very controversial because of how similar it is to Helvetica.

Arial matches Helvetica in proportion and weight. However, the ends of the strokes on some letters differ from Helvetica. Arial's letterforms also have softer and fuller curves than Helvetica.



Arial

a

a

Helvetica



1915

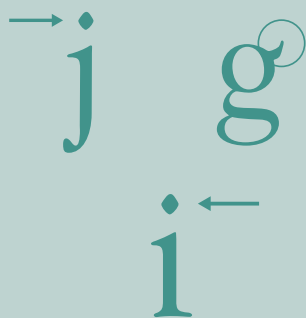
# G OUDY

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

In 1915, Frederic W. Goudy created a font called Goudy for American Type Founders (ATF). Goudy sold his design for \$1500, and received no royalties from ATF even though it was an instant bestseller. Goudy is currently one of the most popular typefaces ever made. It has been used in logos such as *Harper's Magazine*, J.Crew, and Blue Bell Ice Cream.



Goudy is an old style serif typeface that was inspired by the printing of the Italian Renaissance. It is a font that works well for large bodies of text and display text. It is characterized by the upward curved ear on the lowercase g, and the diamond shaped dots on the lowercase i and j.

1908

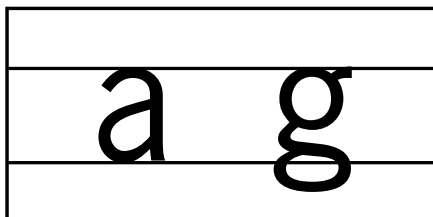
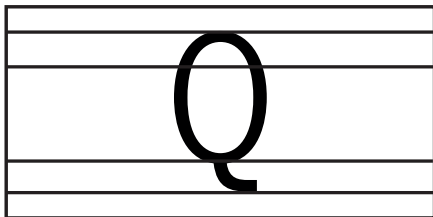
# N EWS GOTHIC

1 2 3 4 5 6 7 8 9 0

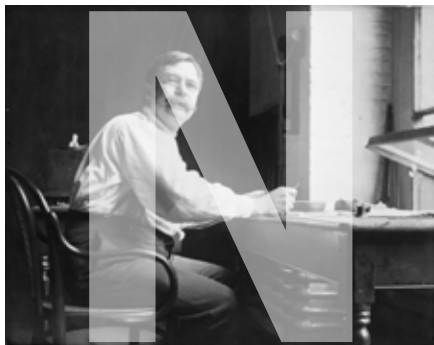
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

In 1908, Morris Fuller Benton created a font called News Gothic for the American Type Founders (ATF). It was originally developed as a lightweight font, however, heavier versions were later created in the 1940s and 50s. At the time, News Gothic was a popular font for newspapers and magazines. News Gothic is a sans-serif font that has organic shapes and subtle transitions of stroke width. News Gothic has been used for many different things including an old version of the Polaroid logo, ABBA's logo, the *Star Wars* opening scroll, and the title credits for Alfred Hitchcock's movie *Psycho*.



News Gothic is characterized by the two-story lowercase a and g. It also has a distinct uppercase Q where the tail is outside of the bowl.



T

# TYPE SPACING

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Good typography consists of proper spacing. The negative space in between letters and numbers is just as important as the letters and numbers themselves. In typography, there are three types of spacing, which are leading, tracking, and kerning. Leading is the space between lines of text. It is important to get the leading just right because it greatly affects the legibility of text. Tracking is the overall spacing of an entire word. Like leading, it is important to have proper tracking because it also affects the legibility of text. The tighter the tracking, the closer the letters are together. The looser the tracking, the farther apart the letters are together. Kerning is the distance between individual letters or characters. It does not affect the legibility of text as much as leading or tracking. It is most important when it comes to logos and bold text such as headlines.

## Leading

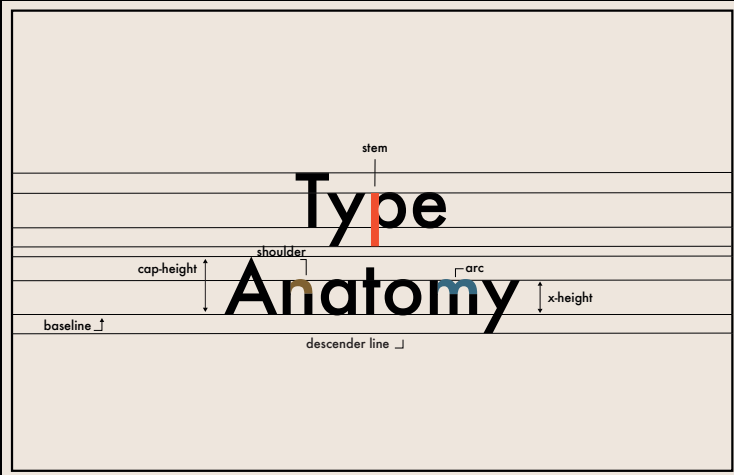
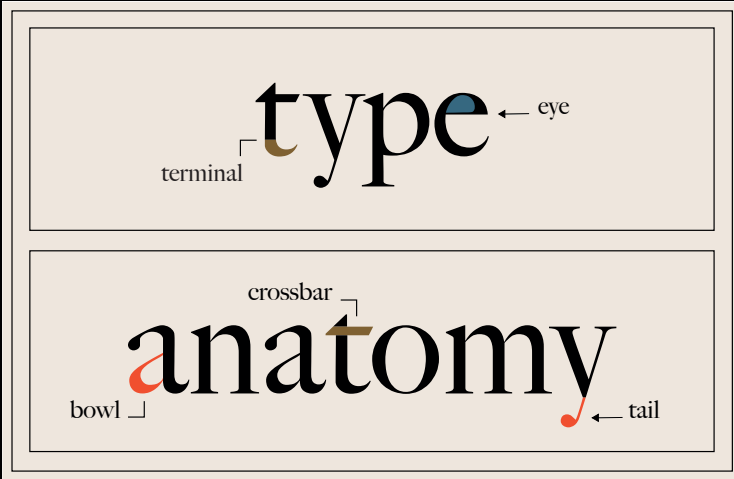
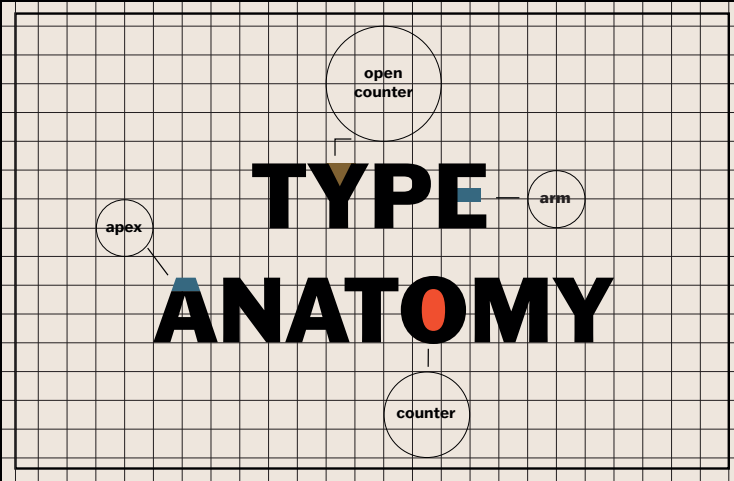
abcdefghijklmn  
opqrstuvwxyz  
bcdefghijklmno

## Tracking

abcdefghijklm  
abcdefghijklm  
abcdefghijklm

## Kerning

ker n



ATTRACGED

plaful

SHAKY

TYPE AS IMAGE



FINAL FRAME: TYPE ANIMATION PORTRAIT



**MATTHEW  
KELLY**

---

## Type of the Week

Matthew Kelly

### • History

- Made approx. 396 BC
- Named by Jean Mabillon and Scipione maffei



### • The Font

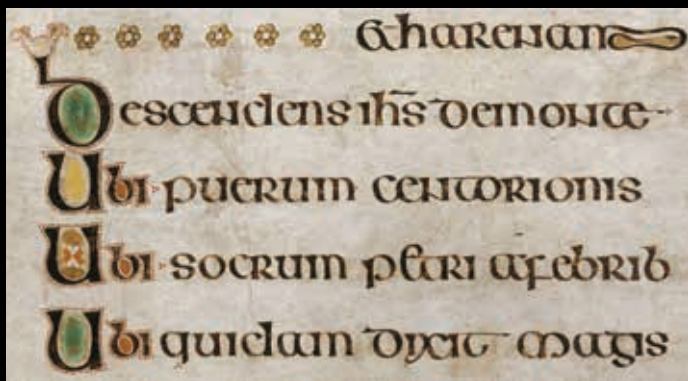
- Uncial Antiqua
- Uncial Animals
- Uncial Regular

### • Usage

- Church books
- Fantasy books, games, & movies



a b c d e f g h i j k l m n o p q r s t u  
 v w x y z  
 ! @ # \$ % & ' ( ) \* + , - . : ;  
 ~ 1 2 3 4 5 6 7 8 9 0





# MINUSCULE

Matthew Kelly

## ▪ ORIGINS

- 778 AD from the Benedictines of Corbie Abbey
- Developed by Alcuin of York
- Carolingian form took 3 centuries to develop
- Nearly died out until the Italian Renaissance

## ▪ THE TYPE

- Round shapes with clearly defined glyphs
- Question marks were used
- Has few to no ligatures
- Evolved into Blackletter

## ▪ USES

- Used to unify Charlemagne's empire
- Used for Church books and scripts
- Used as “Ancient Roman” script

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 ! ?



# Pilcrow, Tildes, and Ampersands

Matthew Kelly

## Pilcrow

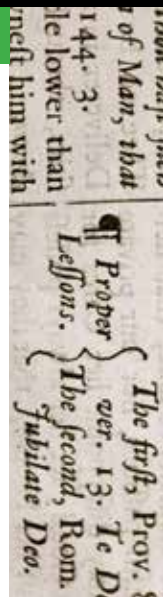


### ◇ Origins

- ▷ Comes from Greek “paragraphos” (paragraph)
- ▷ Various letters form the glyph

### ◇ Uses

- ▷ Fills space where an indent would be
- ▷ Died out after printing press
- ▷ Only used in legal writing, proofreading, web publishing



## Tilde



### ◇ Origins

- ▷ Comes from Latin “titulus” (title)
- ▷ Originated c.1000 BC

### ◇ Uses

- ▷ Shortened titles to save ink and vellum
- ▷ Indicate omitted words
- ▷ Used now to indicate/highlight a word



## Ampersand

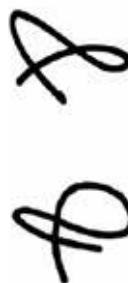


### ◇ Origins

- ▷ Comes from “and” and “per se”
- ▷ Ligature of E and T

### ◇ Uses

- ▷ Used to be “27th letter” of the alphabet
- ▷ Typical stand-in for “and” in cursive
- ▷ Used instead of “and” when being fancy



# EPHEMERA

MATTHEW KELLY

MATTHEW KELLY

## ~ What is it?

- ~ Items meant to be thrown away after one use
- ~ Ads, tickets, pamphlets, and other small items
- ~ Usually from earlier times
- ~ There's also video & audio ephemera

## ~ Origins

- ~ Print ads, tickets, etc.
- ~ Kept as keepsakes
- ~ Became collectors items

## ~ Examples

- ~ A train ticket from 1920
- ~ A ticket to the World's Fair in 1939
- ~ Ads for various devices
- ~ Greeting cards from 1930s



# Open Type

## HISTORY

- TrueType Open by Microsoft (1994)
- Adobe added Glyphs (1996)
- All Adobe fonts became OpenType
- Adopted as Open Font Format (2005)
- Every major font foundry makes OpenType (2006)

## DESCRIPTION

- Uses SFNT structure
- Has “smartfont” options
- Outlines use cubic bezier curves
- Accommodates 65,536 glyphs total
- Has unicode character encoding
- Files named “.ttf” or “.otf”
- Look for an “O” by the font name

## USES

- Useful for advanced typography
- Supports color glyphs
- Has extended language support
- Can be used across PCs and Macs



# Leader Lines

TOW 6

## →What is a Leader Line? □—————□

→→ A series of characters used as visual aids to connect items on a page that might be horizontally separated

→→ The characters are *usually* periods or special Unicode characters (., …, …)

## →Where is it used? □—————□

→→ Table of Contents

→→ Lists of items

## →Examples: □—————□

Thing X.....pg. X
Thing Y ○—————○ pg. Y
Thing X-----pg. X
Thing Y_____pg. Y
Thing X-----pg. X
Thing Y *****pg. Y



# Eric Gill

TOW 8

MATTHEW KELLY

## •Background

- Born February 1882 in England, died in November of 1940 from lung cancer
- Sculptor, typeface designer, printmaker, and writer
- Catholic by religion, literal pagan by practice

## •Career

- Started as a sculptor of semi-abstract stone figures
- Set up a printing workshop in 1928
- Known as the strangest and most original controversialist

## •Works

- Typefaces: Gill Sans, Perpetua, Joanna, Pilgrim, Jubilee/Cunard, Solus
- Essays on religion, art, and certain engravings
- Known also for erotic engravings and statues



Eric Gill

# Type Styles

TOW 9

## • What are Typestyles?

- Type Styles (Typefaces) are particular designs of type
- "A design for a set of display fonts, each for a set of characters, in a number of specific sizes."
- In short, it is the primary name of the font

## • Versus Font

- Not the same thing as font
- Type Style would be "Verdana"
- Font would be "Verdana 24pt italic"

### Typeface

Entire family of fonts (of different weights)

Helvetica

### Font

Member of a typeface

Helvetica Regular

*Helvetica Oblique*

Helvetica Light

*Helvetica Light Oblique*

**Helvetica Bold**

***Helvetica Bold Oblique***

# Type Styles





# Alignment

TOW 10

## • What is Alignment?

- It is the setting of text flow or image placement relative to a page or artboard
- It is also called text alignment or justification
- 4 basic types: Flush left, Flush right, Justified, and Centered
- Lines can either be "ragged" or "justified with last line"

## • Examples

### • Flush Left

"The quick brown fox jumped up over a rock and is now flying high in the sky with the ravens of benedictine."

### • Flush Right

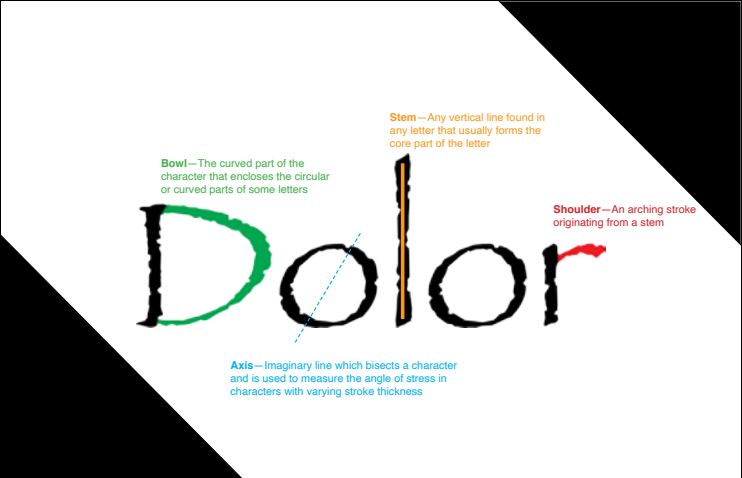
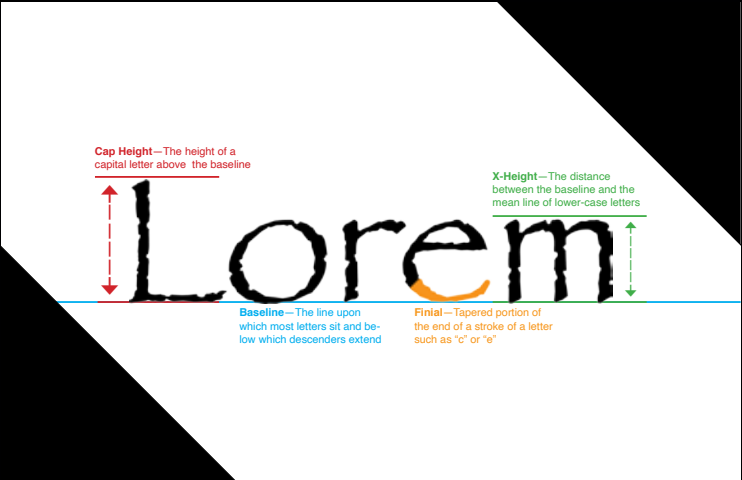
"The quick brown fox jumped up over a rock and is now flying high in the sky with the ravens of benedictine."

### • Justified

"The quick brown fox jumped up over a rock and is now flying high in the sky with the ravens of benedictine."

### • Centered

"The quick brown fox jumped up over a rock and is now flying high in the sky with the ravens of benedictine."



Touch

PROUD

PARROT

TYPE AS IMAGE



Verso l'alto

FINAL FRAME: TYPE ANIMATION PORTRAIT



**JULIET  
MATTINGLY**

---

# William Caxton

## Font of the Week I

### Entrepreneur, Translator, Printer



William Caxton was a man from Kent, England, born in 1422. Caxton began his professional life working in European wool trade before learning about printing in 1470. At that point, Caxton became a translator and printer of books. He credited with bringing the printing press and printing trade to Europe.

### Printing Accomplishments

Caxton primarily printed simple books, as opposed to beautiful ones, although he did occasionally take on more lavish projects for rich clients. Caxton's first printed piece of literature was a book called "Dictes and Sayenges of the Phylosophers." Caxton also printed the first illustrated book in English - an encyclopedia called "The Mirror of the Worlde" (see below).



# Baskerville

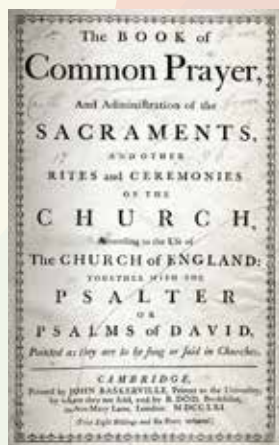
## Font of the Week II



John Baskerville was born in 1706 in England. He was a printer who supported his hobbies from the profits of his varnishing business.

“The bold quality of Baskerville’s print derived from his use of a high quality paper and a truly black ink that he had invented.”

- Encyclopedia Britannica



“Baskerville, designed in 1754, is most known for its crisp edges, high contrast, and generous proportions.”

- The Huffington Post

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Stanley Morrison

## Font of the Week III



Stanley Morrison grew up as a clerk. Morrison became interested in typography after reading a piece in London newspaper The Times called for raising the standards of printing. Eventually, he worked for the publisher Burns and Oats, making and designing books and publicity materials. In 1923, Morrison began working more specifically in type, as he was pointed as a typography advisor to Cambridge University. From there he moved on to work for the Times, where he developed the font Times New Roman. The font first appeared on October 3, 1932. Morrison died in October, 1967.

Times New Roman first appeared on October 3, 1932 in an issue of the London Times. The font has remained incredibly popular today. It is known for its versatility and is widely used, including for professional writing formats such as MLA.

Times New Roman

Aa Ee Rr a  
Aa Ee Rr a

**Publisher**

abcdefghijklm  
nopqrstuvwxyz  
0123456789



# Howard Kettler

## Font of the Week IV

Howard Kettler, from Lexington, KY, is most well known for creating the Courier font for the IBM typewriters in 1955. Courier has spacing typical of typewriters - that is, each letter has the same amount of space, whether it be an "i" or a "w." Today, it is well known as the typewriter font, and is widely available due to being in the public domain.

Courier (IBM)

Aa Ee Qq

Aa Ee Qq

a

Think.

abcdefghijklm

nopqrstuvwxyz

000123456789

A B C

# Avenir

## Font of the Week V



Adrian Frutiger, the creator of Avenir, was a Swiss type maker. He was born in 1928 and lived for 87 years. Frutiger always had an interest in type. When he was young, he designed different letters in class as a rebellion against the formal cursive that was taught to him. He spent most of his professional life in Paris, but returned to Switzerland for the last years of his life.

Avenir, created in 1987, was what Frutiger considered to be his masterpiece. The font takes inspiration from typefaces like Futura, and was meant to be an organic take on typical sans-serif fonts. The font was originally released with three weights, but the family has grown over time to include other branches such as Avenir Next.

Today, Avenir is used in a wide variety of places, including the Disney+ interface, the Snapchat interface, and the Bloomberg wordmark!

# Bloomberg



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

# Lucida Fonts

## Font of the Week VI

Lucida Font Family was developed in 1985 by Charles Bigelow and Kris Holmes, specifically for low-resolution digital printers and displays. Lucida Sans are the sans-serif of the Lucida Font Family, although the Lucida Font Family includes everything from serif to sans serif to blackletter, all the way to a specific font for math.

Lucida is known for it's large x-height and widely spaced letters, making it easy to read at a variety of sizes.

Lucida fonts are used in the Mac OS X operating system, is popularly used in Microsoft Word, and is commonly used for blogs due to it's even lettering.

### Lucida Sans

Aa Ee Rr

Aa Ee Rr

a

Informatica

abcdefghijklmnop

nopqrstuvwxyz

0123456789

The Quick Brown  
Fox Jumps Over  
The Lazy Dog.

g

abcdefghijklmnopqrstuvwxyz0123456789[](){}^/<>?



# Calibri

Calibri was designed in 2004 by Luc(as) de Groot, a Dutch typographer. The font was released to the public in 2007 with the release of Microsoft Office 2007. Here, it replaced Times New Roman as the default Microsoft Office font. There have been a few cases of the use of Calibri proving documents to be forgeries, as the supposed documents were dated before the release of Calibri, but were typed in Calibri.

Luc(as) de Groot was born in the Netherlands, but moved to Berlin to work. He resides there still today, working as a professor at a design college. He is known as “Luc(as)” as that is the name on his business card. He goes by “Luc” and “Lucas” interchangeably and found the design element of the parenthesis to be interesting.



Calibri comes in a handful of styles, including bold, light, and italic. The italic face in particular has received much praise, being referred to as “truly italic”. The italic typeface has influences from handwriting, which is an abnormal tactic for creating sans serif italic faces.



# Impact

Geoffrey Lee was born in Wimbledon, UK. His life in the workforce started with some years in the military. He began working for an advertising agency in 1950, where his exposure to typography began. Eventually, Lee worked for Pemberton's in London as their type director. Here, he created fonts, logos, and other branding materials for patrons of their patrons. In 1970, he opened his own type and design business. He died in 2005.



Impact was designed for posters and large advertisements. Lee stated that his goal when designing Impact was "to get as much ink on paper as possible in a given size with the maximum possible x-height". Today, the font is most commonly found in memes.






# Marginalia

Marginalia are marks made in margins of a book or piece of writing. It can be anything from doodles and notes to intricate drawings.

There are many writers known for the use of marginalia such as John Adams, Edgar Allen Poe, and Sylvia Plath. Marginalia is also common in the Bible.



# Design for Dyslexics

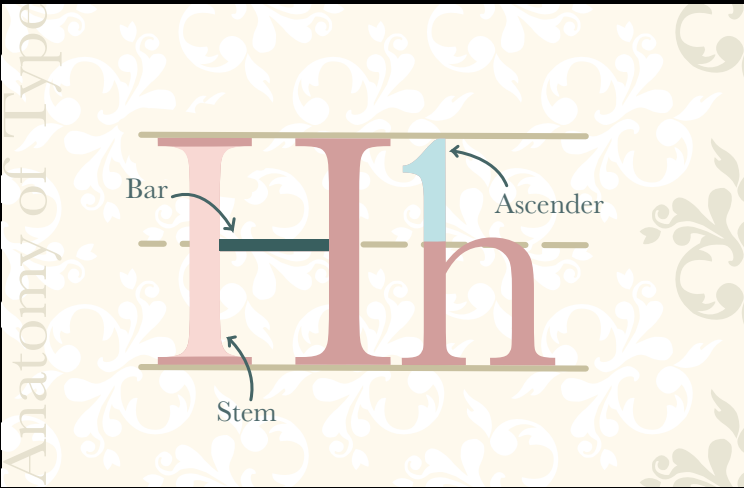
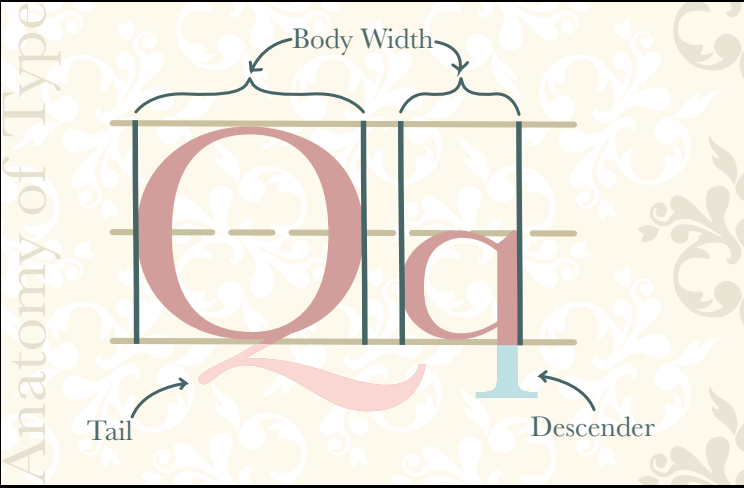
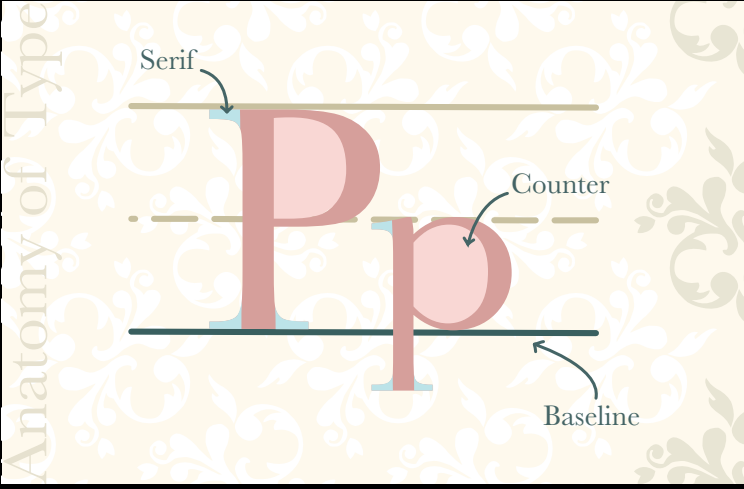
## What is Dyslexia?

Dyslexia is a language-based learning impairment. Various symptoms lead to a person having issues comprehending language. Usually this is a reading impediment but can also come into play with spoken language.

## Design for Dyslexia

In order to make things easier for someone with dyslexia, use a sans serif font. Serifs make the letters harder to read due to the extra shapes cluttering up the space. Larger gaps between letters, words, and paragraphs are also helpful. In addition, avoiding small caps and passages with multiple columns are other helpful choices. Finally, be sure to have black or dark text on an off-white background.

Open Sans  
Century Gothic  
Calibri  
Tahoma  
Verdana  
Arial  
Comic Sans  
Trebuchet





**Fire**

**broken**

**CARBONATION**

TYPE AS IMAGE



FINAL FRAME: TYPE ANIMATION PORTRAIT



**MONICA  
MCGOVERN**

---

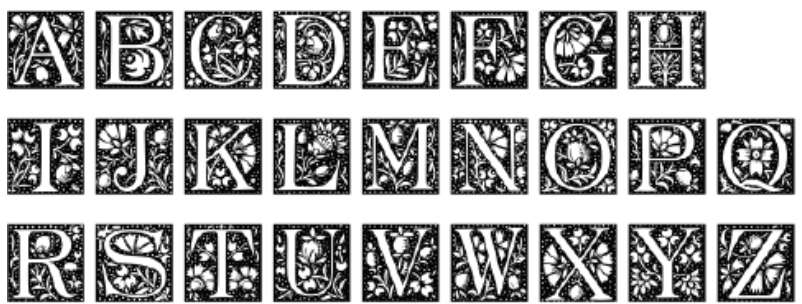
# Ornamental

Ornamental fonts were first introduced around the 19th century. Today ornamental fonts are most commonly used for decorative purposes. The typeface Dingbats is where you can find some ornamental type. There are also ornamental fonts that are used only on cards or posters that are used to grab your attention but would not be good for a body paragraph.

The designs for ornamental type and borders are often times inspired by modern decoration and architecture. Both types contain intricate patterns which make them stand out from regular kinds of type. The most common place to find ornamental type is in an illuminated manuscript. It is not a font that is used for long body text as it would make it incredibly hard to read. It is more commonly used today as decorative works or invitations.

Example:

LTC ORNAMENTAL



# Aldus Manutius



*Aldus Manutius, born in 1449, was a publisher and a printer from Italy. He was considered the leading figure in typography during his time due to his work with the press. Manutius is also known for his production of pocket sized editions of Greek and Latin classics.*

Albus Manutius worked with Francesco Griffo, a type cutter, who helped make the first italic font. The Aldus font that we know today is credited to Herman Zapf who designed it along with several others in 1954. The style is meant to be similar to Palatino and has a close resemblance to Roman fonts.

The anchor and dolphin was Manutius's printing emblem. It is meant to embody the proverb *festina lente* which translates to "make haste slowly."



## Example:

- "Hello World" — Palatino Linotype (Zapf)
- "Hello World" — Palatino (Zapf)
- "Hello World" — Pagella (Palatino clone)
- "Hello World" — Palatino nova (Zapf & Kobayashi)
- "Hello World" — Aldus (Zapf)
- "Hello World" — Dante (Mardersteig)

# HERBERT BAYER



Born in 1900 Herbert Bayer grew up loving the arts and became both a photographer and a graphic designer. He is well known for the work that he has in both fields. In his creation of the new font he focused on geometric shapes and created a design that is pleasing to the eye and simple.

One of the things that made this font so innovative was the fact that it focused only on uppercase letters for the font. They negated lowercase and serifs so that they letters would be easier to produce. This makes it an unusual font as it does not have lowercase. Today there are many digital variations of Bauhaus that contain lowercase letters in the font.

Example:  
Bauhaus 93

**THE QUICK BROWN FOX  
JUMPED OVER THE LAZY DOG.  
the quick brown fox jumped  
over the lazy dog. 0 1 2 3 4 5 6 7 8 9**

# Max Miedinger

Type of the Week



Max Miedinger was born in Zurich, Switzerland in 1910 and is known for creating one of the most popular sans serif fonts of the 20th century. This font, originally known as Neue Haas Grotesk was changed in 1960 to what is now known as the font Helvetica. It has been a staple for many brands such as BMW and Jeep.

Helvetica is a basic font that is versatile in use because of its simplicity. Many companies choose it because it is easy to read and pleasing to look at, while not being distracting. There are now several different variations of Helvetica such as bold, light, and condensed. Even though this font very simple people tend to have very strong opinions about it. They either love it or they hate it because of the fonts basic look. Take a look around you and you will be surprised how many places you see this font.

**Example:**  
**Helvetica Bold**

**A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z a b  
c d e f g h i j k l m n o p q r s  
t u v w x y z 0 1 2 3 4 5 6 7 8 9**

# Akzidenz Grotesk

## The unknown font:

### What we do know:

This font was created in 1896, Germany and was released by the H. Berthold AG type foundry. Its first name was Accidenz Grotesk and was later changed to what we know now. In 2006 a version was released online and since then there have been many different variations, as well as the addition of italic and bold to this typeface which are now available to buy.

-Ferdinand Theinhardt is credited on many cites with the creation of Akzidenz Grotesk.

-While he was a type cutter Theinhardt did not create this type and it is even possible that he never cut a sans serif typeface in his life.

-Ferdinand's attribution to this typeface was spread by Günter Gerhand Lange but since 2002 has been disproved.

-To this day many people still attribute the font Akzidenz Grotesk to Ferdinand Theinhardt.

Akzidenz was inspired by typefaces such as Walbaum and Didot. A precursor font is Royal Grotesk that was designed around 1880 that was used for scientific publications. Today Akzidenz Grotesk is used in logos such as the American Red Cross, for corporate companies, and subway signs until it was replaced by the more popular font, Helvetica.

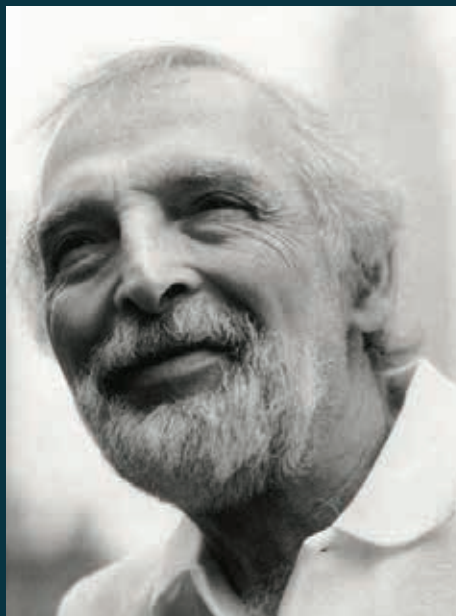
### Example:

abcdefghijklmnopqrstuvwxyz  
 0123456789



# Avant Garde

Avant Garde is a font that is reminiscent of the 1920's with many of its characteristics taken from fonts such as Bauhaus. It too, at its creation, only included uppercase letters. There are two different variations of this font that were first created. One that is very fancy with ligatures and special characters, this is the display font. The second is a simple version that can be used for long paragraphs of type. When the type was digitized they only included the text font and not the display version.



Designer: Herb Lubalin

A stylized logo for the Avant Garde font. The word 'AVANT' is positioned above 'GARDE'. The letters are bold and geometric, with a distinctive slanted, sans-serif style. The 'A' and 'G' are particularly prominent, with sharp angles and a consistent slant.

What makes this sans serif font stand out from others is the attention to geometric detail that some fonts do, but not as well. The way that the letters interact with each other was something that was given extra attention during its creation. Because of Avant Garde's specific design it often gets misused in designs and displays as people tend to ignore how the letters work together.

## Example:

Avant Garde Medium

The quick brown fox  
jumps over the lazy dog.

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.

# Walbaum

J E Walbaum started his type career by engraving weapons, but grew to become a type founder, designer, and cutter. Walbaum designed the typeface in the early 1800's. Walbaum intended to turn his type foundry over to his son but he died before this was possible and continued to work there himself. His typeface was popular for a while and was used for many books, but it was not used for long.

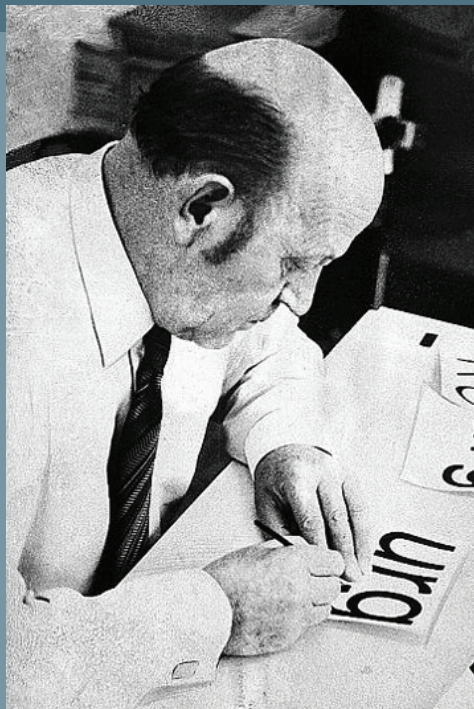


**THE QUICK BROWN FOX  
JUMPED OVER THE LAZY  
DOG. the quick brown fox  
jumped over the lazy dog.  
0123456789**

- Walbaum was created during the Didone era of type and is similar to Bodoni and Didot.
- Walbaum stands apart from these typefaces in several ways. One that is most noticeable is through its triangular serifs. Compared to other typefaces of the time this was not common.
- The Walbaum typeface has a wider and a taller x height than Bodoni or Didot and has a more dramatic variations of line weight.
- Today Walbaum has several different font variations such as italic and decorative that you can purchase and use.

# Helvetica

Neue Hass Grotesk was created in 1957 by a type designer, Max Miedinger. This typeface quickly became popular due to its simplistic design and legibility. In 1960 Neue Hass Grotesk was given a new name, Helvetica, which is Latin for Swiss. This switch was made to make the font more marketable in the United States. The simplicity of Helvetica makes it very versatile. Wherever you go, keep your eyes open for this typeface.



ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
0123456789

Since Helvetica's creation it has been used everywhere. From brands like Jeep and BMW to signs in the subway you will see this font. There have been several variations added to Helvetica making it an even larger type family. Because of its variety it is a safe typeface to use for whatever you may need, but be careful. Helvetica often gets over used.

# Coronet

Type of the Week

Robert Hunter Middleton was born in Scotland in 1898. When he was ten years old his family moved to America where he ended up studying at the Art Institute of Chicago. He began working on type and specifically making new type for the advancing printing presses that were being made at the time. There was a lack of new type specimens being made for presses and this is where Robert came in.



A B C D E F G  
H I J K L M  
N O P Q R S T  
U V W X Y Z  
  
a b c d e f g  
h i j k l m  
n o p q r s t  
u v w x y z

During the main part of his career Middleton designed more than 98 different typefaces in his time spend at the Ludlow type company, one of these being Coronet. His inspiration for this typeface was taken from baroque models which he added a more contemporary feel to. This typeface has clear

strokes and a smaller x-height similar to other type designed at that time. Today Coronet is not as popular but this script font can still be found on some books, album covers, and was even used on shows such as *I Love Lucy* and *Star Trek*.

# Font Sources:

There are hundreds of font sources online for anyone to use, the struggle is finding the right one. Many offer free fonts for personal use and others just include licensed fonts that you have to purchase. Each site comes with their own perks and flaws, hopefully you will be able to find one that you enjoy using.

## Free Font Sources:

### 1) Google Fonts:

- Open-source fonts
- More than 800 font families
- Downloadable

### 2) Font Squirrel:

- High quality free fonts
- Commercial licensing
- Web font generator

### 3) FontSpace:

- More than 32,000 free fonts
- Easy to find licensing
- Member perks

### 4) FontStruct:

- Allows you to build your own typefaces
- Features other created fonts
- Free to download

## Paid Font Sources:

### 1) Adobe Fonts:

- Includes more than 14,000 fonts
- Fonts can be used both online and on desktop
- No sync limitations
- Subscription based

### 2) Adobe Fonts Marketplace:

- Each font is individually priced
- Includes Adobe type foundry partners and more
- Same online rights as Adobe Fonts

### 3) Linotype:

- Contains classic typefaces
- More expensive to purchase

### 4) FontFont:

- Almost 3,000 fonts
- Contains a variety of experimental and contemporary fonts
- Is connected to FontShop

There are countless numbers of places where you can find fonts to download from licensed to free. There is no right or wrong site to use just the one that works best for your typographic needs.



# Courier | Mono-Spaced

Alphabet of Type Anatomy



Stem: The main vertical stroke in upright characters



Aperture: The opening between a counter and the outside of a letter



Leg: A portion of a letter that extends downwards, while still connected at one end



Joint: The point where a stroke connects to a stem

# Times Roman | Serif

Alphabet of Type Anatomy



Arm: A straight or curved portion of a letter that extends upward or outward



Serif: A short line at the beginning & end of a stroke



Spur: A small projection that veers off the main capital stroke



Bar: A horizontal stroke

# Myriad Pro | Sans Serif

Alphabet of Type Anatomy



Stroke: The main vertical diagonal line in a letter



Bowl: A stroke that creates an enclosed curved space



Terminal: The end of a stroke in a letterform.



Counter: The enclosed space that a letter makes

playful

SHAKY

ATTRACTED





Smaldone  
Smaldone  
Smaldone  
Smaldone  
Smaldone  
Smaldone  
Smaldone  
Smaldone  
Smaldone  
Smaldone  
Smaldone  
Smaldone  
Smaldone  
Smaldone



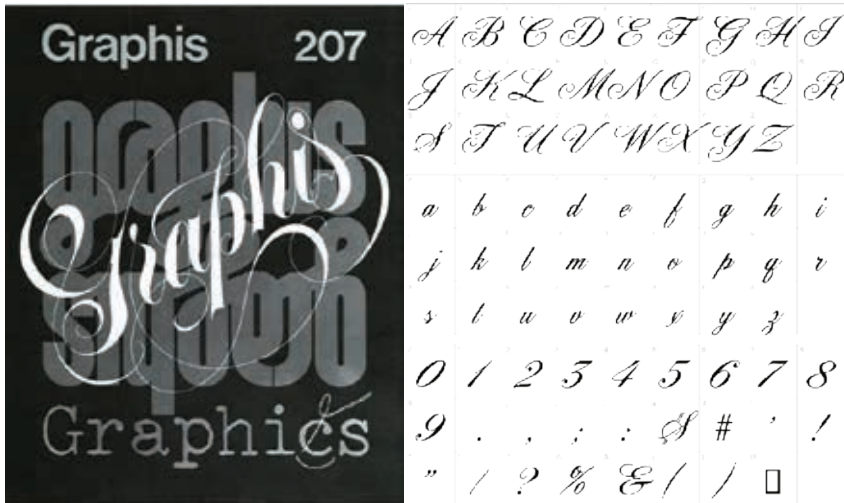
FINAL FRAME: TYPE ANIMATION PORTRAIT

# PHILIP SMALLDONE

---

# Type of the Week

# Script



- Script fonts all vary, but have a handwritten look.
- Script has larger bodies with small flourishes.
- The most notable features of some fonts are based on 18th century engravings and calligraphy.
- The flexible pen tips of the 18th century allow for varied line weight.
- Often used for wedding invitations, neon signs, and vintage designs.
- Ray Ban, Instagram, and the California license plate are examples of Script fonts.

# Type of the Week

# Claude Garamond



Garamond is a serif font

Serifs are rounded

Top serif is flag shaped

There is variation in line weight.

Serifs have slight scoop

Garamond has remained a very popular font

Used in Children's books novels, Google logo and Apple logo

1480 – 1561

Lived in Paris, France

In 1510 Claude trained and worked as punch cutter

Trained with **Simon de Colines** and **Geoffroy Tory**

In 1530 Claude's first type was used

Type published in *Paraphrasis in Elegantiarum Libros Laurentii Vallae*

**King Francis I** hired Garamond to cut Greek type

Published *Pia et Religiosa Meditatio* by David Chambellan

C	l	2	3	4	5	6	7	8	9
a	b	c	d	e	f	g	h	i	i
k	l	m	n	o	p	q	r	s	t
u	v	w	x	y	z	A	B	C	D
E	F	G	H	I	J	K	L	M	N
O	P	Q	R	S	T	U	V	W	X
Y	Z	~	~	@	#	\$	%	^	&
*	(	)					:	>	<

# Type of the Week

# Vincent Figgins

<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>	<i>F</i>	<i>G</i>	<i>H</i>	<i>I</i>
<i>J</i>	<i>K</i>	<i>L</i>	<i>M</i>	<i>N</i>	<i>O</i>	<i>P</i>	<i>Q</i>	<i>R</i>
<i>S</i>	<i>T</i>	<i>U</i>	<i>V</i>	<i>W</i>	<i>X</i>	<i>Y</i>	<i>Z</i>	
<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>	<i>e</i>	<i>f</i>	<i>g</i>	<i>h</i>	<i>i</i>
<i>j</i>	<i>k</i>	<i>l</i>	<i>m</i>	<i>n</i>	<i>o</i>	<i>p</i>	<i>q</i>	<i>r</i>
<i>s</i>	<i>t</i>	<i>u</i>	<i>v</i>	<i>w</i>	<i>x</i>	<i>y</i>	<i>z</i>	
<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
<b>9</b>	<b>.</b>	<b>,</b>	<b>;</b>	<b>:</b>	<b>\$</b>	<b>#</b>	<b>'</b>	<b>!</b>
<b>"</b>	<b>/</b>	<b>?</b>	<b>%</b>	<b>&amp;</b>	<b>(</b>	<b>)</b>	<b>@</b>	



Vincent Figgins is an English punch-cutter and type-founder. He lived from 1766 to 1844. Figgins apprenticed under Joseph Jackson and took over his foundry after Jackson's death. However, William Caslon III later bought Figgins out of the foundry. Nevertheless,

Vincent Figgins went on to publish several type specimen books.

He produced several Roman types. An entire type family sprung up from his work. He is known as "the Father of Slab-serif." Monotype ionic has been used by the news industry as their main body. Figgins is also known for coining the term "San-serif."

Type in the Figgins family is often used in art-deco styled designs. However, the fonts in this family have a wide variety of attributes and uses. Often these are used in the titles and headers of designs.

# Type of the Week

# Paul Renner



ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890



Born in 1878, Paul Renner was a German graphic designer, painter, teacher and type designer. Renner was educated in the liberal arts. He authored several type books and was seen as a bridge between the 19th and 20th centuries. Of his greatest works Paul supported the Bauhaus movement and create the type Futura. When The Nazi Party took over Germany, Renner was fired from his station at an Art school and labeled an intellectual subversive and cultural Bolshevist. Paul Renner was arrested but continued to work. He eventually created Futura and published several more graphic design books.

# Type of the Week

# Clarendon



## CLARENDON

1845

0123456789  
 ( 0123456789  
 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

## Robert Besley

! ? & @ # \$ % ' \* 1 2 3 / ( ) < > + = , . : ;

In 1845 Robert Besley created Clarendon. Clarendon is the first patented type. It is inspired by Antique created from Vincent Figgins. Soon it became one of the most popular toys of that time.

Clarendon is a slab serif. It has different thicknesses in the letter forms. The slabs are square but the brackets are soft and rounded. Clarendon started a family of similar fonts.

Type  
of the  
Week

# Optima



Optima

Aa Qq Rr  
Aa Qq Rr

a

MEMORIAL

abcdefghijklm  
nopqrstuvwxyz  
0123456789

Optima was designed by Hermann Zapf in 1958. It was later updated in 2002 by Linotype. New version is called Optima Nova. It's often said that optima feels like a serif font even though it's a San-serif. It is known for its elegance. Optima is inspired by Roman letters. Optima is notable for its stroke contrast, concaved terminals, and slanted shape.

Type  
of the  
Week

# Bembo



Bembo

Aa Qq Rr

*Aa Qq Rr*

a

VESUVIUS

abcdefghijklmnop  
nopqrstuvwxyz  
0123456789

Bembo is named after Cardinal Pietro Bembo, a Venetian poet during the Renaissance. It was created by Francesco Griffo, a punch cutter. Francesco worked for Aldus Manutius. Bembo is a Serif font. It eventually evolved into Times New Roman when it was adapted for print. It is Mainly used for scholarly and professional designs.



# Bodoni

Type of the Week

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890



Bodoni was designed by Giambattista Bodoni. It is known as a transitional type from older classic types to more modern type. Dione eventually evolved from Bodoni and became a modern type used for fashion and beauty products. Bodoni is a serif font. It has very exaggerated differences in line weight. Bodoni has either flat serifs or triangular serifs.



# STENCIL

Type of the Week



Stencils are an ancient technique to create prints by cutting the shape and painting over the hole. Earliest stencils are found in Japan and China. Stencils became so popular because they are easy to use and are a cheap way to print. Stencils are recognizable by slits in the stroke of the type. Stencils can vary greatly. Some have serifs and others are sans-serif. They are often associated with militaries, rebellions, and social movements but can be used in a variety of ways.

# Font PAIRING

Type of the Week



Font pairing is the process of combining fonts in a unified manner to evoke a specific emotion or style. Fonts are combined to be contrasting, but complementary. Usually only two or three fonts are combined. When font pairing, use contrasting fonts. Do not use similar looking fonts from different families. Change the weight and size for greater contrast. You can also pair serif fonts with sans-serif fonts for easy contrast. For a unified look, use fonts from the same typeface. Assigning different roles to different fonts is also helpful in organizing your fonts. Try not to mix fonts that express extremely different moods. Finally, remember that legibility is still important.

Et habitavit in nobis

**Arm**  
The stroke that extends out and up

**Ascender**  
Vertical stroke above the body of the letter

# Verbum

Et vidimus gloriam Eius

**Serif**  
A small line at the start or finish of a stroke

AaBb

Detailed description: This diagram illustrates the anatomy of the word 'Verbum' in a serif typeface. The word is centered in a large, bold font. Three callout lines point to specific features: 'Arm' points to the top-left stroke of the 'V', 'Ascender' points to the vertical stem of the 'b', and 'Serif' points to the horizontal line at the end of the 'm'. Above the word is the Latin phrase 'Et habitavit in nobis' and below it is 'Et vidimus gloriam Eius'. In the bottom left corner, the letters 'AaBb' are shown in a smaller font. The background features faint, large-scale text 'Ant' and 'esus'.

gloriam quasi Unigeniti a Patre

**Stress**  
Change in stroke thickness

# Caro

**Spur**  
Small outcropping separate from serifs

**Counter**  
Negative space enclosed by the stroke

AaBb

Detailed description: This diagram illustrates the anatomy of the word 'Caro' in a serif typeface. The word is centered in a large, bold font. Three callout lines point to specific features: 'Stress' points to the thick vertical stem of the 'C', 'Spur' points to the small horizontal line on the 'a', and 'Counter' points to the space between the 'a' and 'r'. Above the word is the Latin phrase 'gloriam quasi Unigeniti a Patre'. In the bottom left corner, the letters 'AaBb' are shown in a smaller font. The background features faint, large-scale text 'Design' and 'eritis'.

plenum gratiae et veritatis

**Shoulder**  
Downward curving stroke

# Factum Est

“He who wishes to paint Christ’s story, must live with Christ.” – Blessed Fra Angelico

**Bar**  
Horizontal stroke

**Spine**  
Curved shape within the S

AaBb

Detailed description: This diagram illustrates the anatomy of the word 'Factum Est' in a serif typeface. The word is centered in a large, bold font. Three callout lines point to specific features: 'Shoulder' points to the top curve of the 'F', 'Bar' points to the horizontal top bar of the 'F', and 'Spine' points to the curved shape within the 'S'. Above the word is the Latin phrase 'plenum gratiae et veritatis'. Below the word is a quote: “He who wishes to paint Christ’s story, must live with Christ.” – Blessed Fra Angelico. In the bottom left corner, the letters 'AaBb' are shown in a smaller font. The background is a solid red color with faint, large-scale text 'Typography' and 'S'.

**COLD**

**i**njured

**SUPR!SED**



FINAL FRAME: TYPE ANIMATION PORTRAIT



**BENJAMIN  
WALDEN**

# Blackletter

Ben Walden

## ORIGINS

◇ Blackletter is a classification of display fonts developed in the Middle Ages (c.1500)

◇ Characteristics of Blackletter can be traced back from Roman Cursive to Carolingian Minuscule

◇ Blackletter has origins in calligraphy and has four styles:

*Bastarda*

*Rotunda*

*Textura*

*Fraktur*



## HISTORICAL USES

◇ Blackletter has been used throughout history, good and bad

◇ The first printed Bible was done with Textura

◇ Fraktur saw widespread use in Nazi Propaganda



## TODAY

◇ Blackletter is used today as way to evoke an elevated traditional connotation coming from a source of authority

◇ Blackletter is used in logos such as The New York Times and Corona Beer

◇ Traditional Blackletter calligraphy styles are used in the modern day Calligraphitti art movement



  
Corona  
Extra

The New York Times



## TYPE OF THE WEEK

*Benjamin Franklin*

Ben Walden

### LIFE



◇Lived: 1706-1790

◇Ben Franklin was an American patriot and Founding Father

◇Known for being a prolific Typesetter and writer

◇Ben Franklin took over the *Pennsylvania Gazette* in 1729

◇Responsible for introducing Caslon typeface to America

### HISTORICAL MOMENTS

◇Utilized Caslon in printing the *Declaration of Independence*, "Common Sense" by Thomas Paine, and *Poor Richards Almanac*

◇Popularized Caslon to such a degree that the phrase "When in doubt, use Caslon" was coined in the 18th century



### LEGACY

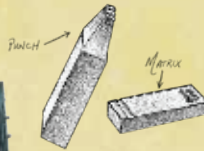
◇Ben Franklin's influence is seen today in fonts such as Franklin's Caslon, Poor Richard, and Franklin Gothic



# Gutenberg

Ben Walden

## LIFE



- ◇ Lived: c. 1390-1468
- ◇ German inventor, metalworker, gold smith, and gem cutter
- ◇ Credited for being the inventor of the movable-type printing press



## HISTORICAL MOMENTS

- ◇ Gutenberg's masterpiece was the first printed Bible, the Gutenberg Forty-two-Line Bible (c. 1455)
- ◇ Having skills in metalwork Gutenberg invented the first known instance of movable type called the Punch Matrix System
- ◇ Unfortunately due to legal reasons Gutenberg lost much of his life's work to Johann Fust



## LEGACY

- ◇ Because he lost his life's work to Fust, Gutenberg went several years without credit for his creations
- ◇ His name lives on and is heavily associated with print to this day
- ◇ His vision to make books widely available lives on in organizations such as Project Gutenberg, a entity that provides free public domain e-books on the internet

# Adobe® PostScript®

Ben Walden

## ORIGINS

Adobe  
PostScript 3  
*for Office Printing*

- ◇ Adobe PostScript was released in 1984 as Adobe's founding technology
- ◇ Created by John Warnock, one of Adobe's founders
- ◇ PostScript was so influential that it sparked the Desktop Publishing Revolution
- ◇ PostScript was the first device-independent Page Description Language

## USES

- ◇ PostScript was heavily used from the mid 80's to the early 2000's
- ◇ Adobe was approached by Steve Jobs to help drive the sale of early Apple Computer hardware, specifically the Apple LaserWriter
- ◇ The Apple LaserWriter included a built-in PostScript Interpreter



## TODAY

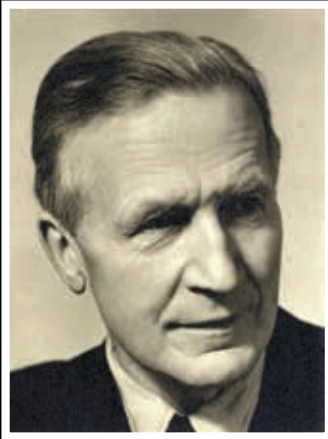
- ◇ The cost of implementing PostScript in computer hardware became too expensive and required ample memory space
- ◇ Due to this the graphics model used in Adobe PostScript was re-purposed in the development of the Adobe PDF and Acrobat



# Futura

Ben Walden

## ORIGINS



- Futura was designed by Paul Renner
- Created as a contribution to the New Frankfurt Project
- Futura was conceptualized in 1925 and released for use in 1927
- Futura is a sans-serif typeface that is based on geometric shapes, particularly the circle
- Futura was instantly popular

## USES

- Futura has been used in various logos through out its lifetime
- These logos include popular brands such as Nike, Supreme, and Calvin Klein
- Futura has also been used for IKEA, Volkswagen, and Crayola
- Futura is also praised for its legibility and as a result has been used for the controls in Mercedes-Benz vehicles and the Boeing 747



Calvin Klein



ABCDEFGHI  
 JKLPNOPQR  
 STUVWXYZ  
 abcdefghi  
 jklmnopqr  
 stuvwxyz  
 123456789

## TODAY

- Futura to this day is viewed as a strong combination of Classicism and Modernity
- Futura has influenced the design of many typefaces
- These typefaces include Gotham, Twentieth Century, and Spartan

# Gill Sans

Ben Walden

## ORIGINS



- Gill Sans was created in 1926 by British artist Eric Gill
- Gill was commissioned by his contemporary Stanley Morison to develop Gill Sans
- Gill Sans takes inspiration from Edward Johnston's 1916 "Underground Alphabet"
- Was made to compete with the German sans-serif fonts of the time

## USES

- Within one year of its release, Gill Sans became the official typeface of the London and North Eastern Railway
- It was adopted as the corporate typeface of the BBC in 1997
- It has been used in many logos, most notably including:
  - Roblox
  - AT&T
  - Tommy Hilfiger
  - The United States Agency for International Development



ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
abcdefghijkl  
klmnopqr  
stuvwxyz  
123456789

ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
abcdefghijkl  
klmnopqr  
stuvwxyz  
123456789

ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
abcdefghijkl  
klmnopqr  
stuvwxyz  
123456789

ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
abcdefghijkl  
klmnopqr  
stuvwxyz  
123456789

## TODAY

- Because of its popularity in England, Gill Sans has become known as the "Helvetica of Britain"
- Due to its popularity, Gill Sans has become a timeless typeface, especially in Europe

# Rockwell

Ben Walden

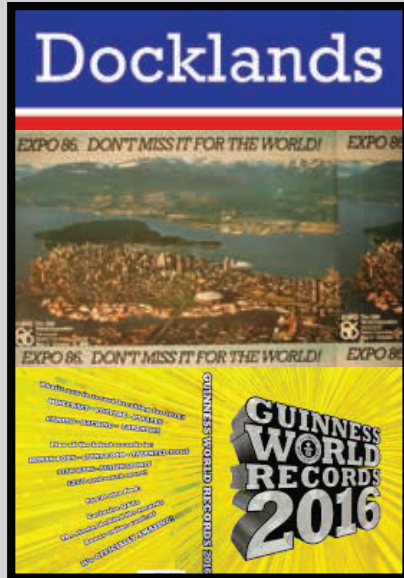
## ORIGINS



- Rockwell is a slab serif typeface produced by the Monotype Corporation in 1934
- The project was supervised by Frank Hinman Pierpont
- Because of Rockwell's line quality it has seen use predominantly as a display typeface

## USES

- Rockwell has seen use mostly as a supporting typeface
- Guinness World Records has used it for a handful of its book covers
- Docklands Light Railway utilized Rockwell as their company typeface in the late 1980's to the 1990's



## TODAY

- Rockwell to this day remains one of the most popular slab serif typefaces
- Rockwell's influence can be seen in the slab serif typefaces of Bitstream and the Rokkit typeface designed by Vernon Adams

<p>ABCDEFGHI          JKLPNOPQR          STUVWXYZ          abcdefghi          jklmnopqr          stuvwxyz          123456789</p>	<p><i>ABCDEFGHI          JKLPNOPQR          STUVWXYZ          abcdefghi          jklmnopqr          stuvwxyz          123456789</i></p>
<p><b>ABCDEFGHI          JKLPNOPQR          STUVWXYZ          abcdefghi          jklmnopqr          stuvwxyz          123456789</b></p>	<p><b><i>ABCDEFGHI          JKLPNOPQR          STUVWXYZ          abcdefghi          jklmnopqr          stuvwxyz          123456789</i></b></p>

# Garamond

Ben Walden

## ORIGINS



- Garamond is a family of typefaces named after sixteenth-century French designer and engraver, Claude Garamond
- Garamond tends to be represented as old-style serif letter typefaces
- Garamond has an upright and ordered handwritten aesthetic

## USES

- Garamond has seen many variations and uses throughout its lifetime
- Apple Computers used a condensed version of ITC Garamond on the first Macintosh, Apple Logo, and early branding
- Neutrogena uses Garamond for their company logo



ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
abcdefghi  
jklmnopqr  
stuvwxyz  
123456789

*ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
abcdefghi  
jklmnopqr  
stuvwxyz  
123456789*

ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
abcdefghi  
jklmnopqr  
stuvwxyz  
123456789

*ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
abcdefghi  
jklmnopqr  
stuvwxyz  
123456789*

## TODAY

- Because of its reputation Garamond lives on through the growing family of Garamond style typefaces:

*ITC Garamond*

*Cormorant*

*Claude Sans*

*EB Garamond*

*etc.*

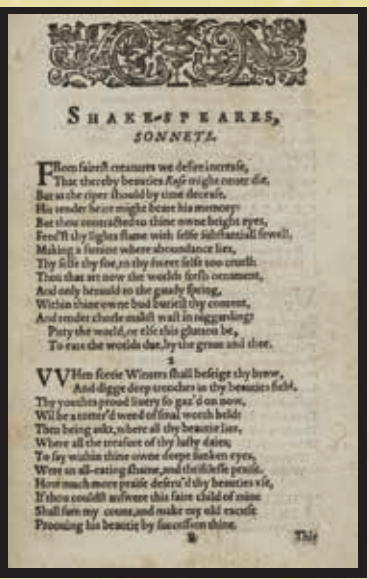
TYPE OF THE WEEK



Ben Walden

ORIGINS

- Drop Caps, also called Initials come from the Latin word *initialis* meaning: “Standing at the beginning”
- Drop Caps originated from the Insular art of the British Isles
- Drop Caps started showing up in illuminated manuscripts since the 8th century

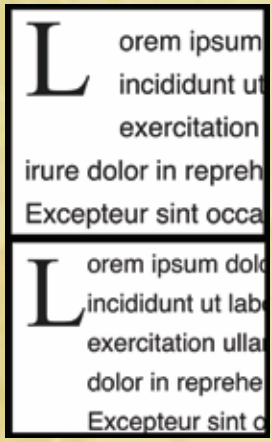


HISTORICAL USES

- Since their creation, Drop Caps have been used to reflect the importance of documents and writings
- Drop Caps were used in William Shakespeare's *Sonnets*
- Drop Caps have been used in countless religious texts and works of literature

TODAY

- Drop Caps still see use today in Bibles and other important documents
- Recently there have been Drop Cap variations such as the Left Margin Drop Cap





## HANDWRITTEN

Ben Walden

## ORIGINS



- HANDWRITTEN IS ANY TYPOGRAPHIC ELEMENT MADE BY HAND
- HANDWRITTEN IS ALSO ANY TYPEFACE OR FONT MADE TO LOOK LIKE IT WAS MADE BY HAND

## USES

- HANDWRITTEN IS USUALLY USED IN LOW BUDGET SIGNAGE AND ADVERTISING MATERIALS
- HANDWRITTEN CAN ALSO BE FOUND COMMONLY IN MURALS

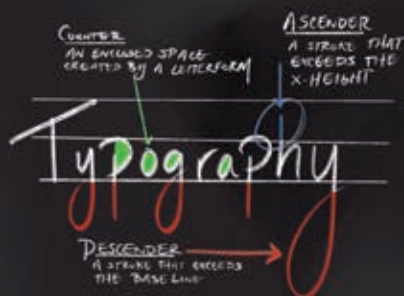


## TODAY

- HANDWRITTEN IS USED ALL OVER, IF YOU JUST OPEN YOUR EYES YOU'LL NOTICE IT EVERYWHERE



# WELCOME TO:



# Class!

**STEM**  
A VERTICAL LINE  
FOUND IN ANY LETTER

REVIEW!



WIDTH



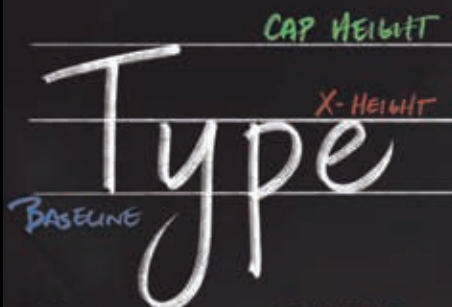
ORPHAN



# TODAYS LESSON-

**FUN FACT!**

THE X-HEIGHT IS TYPICALLY  
THE SIZE OF THE LETTER "X"



**BASELINE** -

- THE BASELINE IS THE LINE  
BETWEEN THE LOWER PART OF  
DESCENDERS AND THE BOTTOM

**X-HEIGHT** -

- THE DISTANCE BETWEEN THE  
BASELINE AND THE MIDDLE LINE  
OF LOWERCASE LETTERS.

**CAP HEIGHT** -

- THE HEIGHT OF A  
CAPITAL LETTER ABOVE  
THE BASELINE

ALL THESE ASPECTS  
CAN VARY DEPENDING  
ON THE FONT

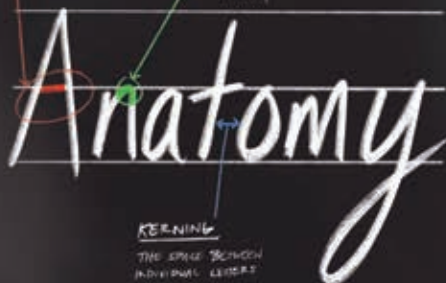


**UPPERCASE** - LETTERS STORED IN THE TOP  
DRAWER (CASE)

**LOWERCASE** - LETTERS STORED IN THE  
BOTTOM DRAWER (CASE)

**CROSSBAR**  
A STRIKE THAT  
CROSSES THE LINE  
IN CAPITAL LETTERS

**SHOULDER**  
THE PART OF A LETTER  
ABOVE DOWNWARD FROM  
A STEM



**KERNING**

THE SPACE BETWEEN  
INDIVIDUAL LETTERS

REMEMBER ...

DO NOT!

USE THE

FORBIDDEN FONTS

COMIC SANS

PAPYRUS

RAVE ITALIC



ADVENTURE

bite

Cheese



*“Typography is an art. Good typography is Art.”*

— PAUL RAND



---

A COLLECTION OF TYPOGRAPHY BULLETINS CREATED BY STUDENTS  
Under the Direction of Assistant Professor Sue Leo  
ART3310-A TYPOGRAPHY