

Type of the Week Bulletins

Student Examples

SANS SERIF 1816

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

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.




WILLIAM CASLON 1722

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Born in 1686 in England, William Caslon was a typefounder and engraver. After having learned his trade with his father, Caslon opened up his own typefoundry. At the time, his books were printed in England and sold via sea from his workshop. Caslon died in 1766 in London.

Caslon created Gothic, Blemish, Gothic, Roman, and other typefaces. His Roman typeface was one of the most popular. In 1722, Caslon issued his first specimen sheet, which included 30 fonts. He created all but 2 fonts on the specimen sheet. In 1726, he issued a second specimen sheet that quickly sold in many parts of the world. Caslon was such a popular font that the first national census of the United States (Declaration of Independence) used it.

"WHEN IN DOUBT, USE CASLON."



Robert Granjon 1557

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Born in 1515, Robert Granjon was a French type designer best known for his first called creoles. Creoles was a popular font for the printing of poetry and religious books, and served as a perfect model of handwriting.

Creoles was used until the early 19th century, and is now considered a book typeface.




RUDOLF HELL 1929

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Rudolf Hell was born in 1929 in Eggenfelden, Germany. He was an electrical engineer who had many inventions. In 1926, he founded his own company where he created a typeface called the Helveticas. He then created an electronic typesetting system called Digiset. Rudolf Hell filed a total of 22 patents, and is known as "the Edison of the graphics industry".

"THE EDISON OF THE GRAPHICS INDUSTRY"

Although Rudolf 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 Monaco, Edison, Demos, and Pinks. 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.



FRUTIGER 1975

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

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.

a | x-height | f

Frutiger C vs. Helvetica C

wide aperture vs. small aperture



MYRIAD 1991

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

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.



ARIAL 1982

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

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
Helvetica




GOUDY 1915

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

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 blocks of text and display text. It is characterized by the upward-curved ear on the lower case 'a' and the diamond shaped dots on the lowercase 'i' and 'j'.



NEWS GOTHIC 1908

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

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.



TYPE SPACING

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

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: word spacing, leading, and tracking. Leading is the space between lines of text. It is important to get the leading just right because if it is too close, the letters will touch. 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 more space there is between letters. Kerning is the distance between individual letters. In kerning, it does not affect the legibility of text as much as leading or tracking. It is most important when it comes to signs and text that is at headlines.

Leading
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyzza
bcdefghijklmno

Tracking
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnop
abcdefghijklm

Kerning
ker n

Ornamental

Ornamental fonts were first introduced around the 19th century. Today ornamental fonts are most commonly used for decorative purposes. The typeface *Diagonals* 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 design for ornamental type and borders are often used instead of modern decoration and adornment. Both types contain intricate patterns which make them stand out from regular look of type. The most common place to find ornamental type is on illustrations of manuscripts. 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 as a decorative border or ornament.

Example:



Aldus Manutius



Aldus Manutius, born in 1469, 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 outline and double was used to create the first italic font.



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 (Mardensteig)

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 their 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. 0123456789**

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 *Helvetic*, *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 font's 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 to many cities 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.

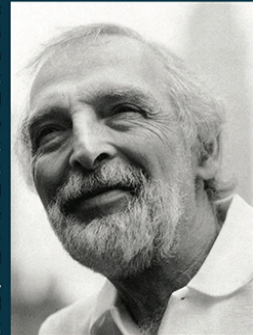
Akzidenz was inspired by typefaces such as Walbaum and Didot. A precursor font is *Royal Grotesk* that was designed around 1880 that was used for scientific publications. Today Akzidenz Grotesk is used in logos such as the American Red Cross, for corporate companies, and subway signs until it was replaced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

Example:

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

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

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 B 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 irregular 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 variation of the weight.
 Today Walbaum has several different font variations such as italic and decorative that you can purchase and use.

Helvetica

Neue Haas Grotesk was created in 1957 by a type designer, Max Miedinger. This typeface quickly became popular due to its simple design and legibility. In 1960 Neue Haas 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. Whenever you go, keep your eyes open for this typeface.



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

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 by 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 1886. 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
 0 1 2 3 4 5 6 7 8 9

During the main part of his career Middleton designed more than 98 different typefaces. In his time spent 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 font can still be found on some books, album covers and was even used on shows such as *Lawley* and *3rd Eye*.

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
 - FontSpacer:
 - More than 11,000 free fonts
 - Easy font licensing
 - Member perks
 - 3) Font Bundles:**
 - 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 a proprietary product
 - Includes Adobe type fonts
 - Partners and more
 - 3) LimitType:**
 - Custom classic typefaces
 - More expensive to purchase
 - 4) Font Bundles:**
 - More than 3,000 fonts
 - Contains a variety of experimental and contemporary fonts
 - Is connected to Font Bundles

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.

Google Fonts



STENCIL

Type of the Week

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



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-serifs. They are often associated with militaries, rebellions, and social movements but can be used in a variety of ways.

Type of the Week Bembo

Bembo
 Aa Qq Rr a
 Aa Qq Rr a
 VESUVIUS
 abcdefghijklm
 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.

Type of the Week Vincent Figgins

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 . : ; ' " & # % ' !
 / ? * & () @

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.

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. Changed 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.

Type of the Week Claude Garamond

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 Parnassus in Elegansium Libris Laurentii Vallae
 King Francis I hired Garamond to cut Greek type

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

Type of the Week Optima

Optima
 Aa Qq Rr a
 Aa Qq Rr a
 MEMORIAL
 abcdefghijklm
 nopqrstuvwxyz
 0123456789



Optima was designed by Hermann Zapf in 1976. It was later updated in 2006 by Linotype. New versions include Optima Nova. It's often said that Optima feels like a serif font even though it's a sans-serif. It is known for its elegance. Optima is inspired by Roman letters. Optima is notable for its stroke contrast, concave terminals, and slanted shape.

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 created 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 Script

Graphis 207
 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 . : ; ' " & # % ' !
 / ? * & () @

- 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 engraving and calligraphy.
- The flexible pen tips of the 19th 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

Drop Caps

Ben Walden

ORIGINS

- Drop Caps, also called initials, come from the Latin word *capitulum* meaning "standing at the beginning"
- Drop Caps originated from the beautiful art of the British Isles
- Drop Caps started showing up in illuminated manuscripts since the 15th century

HISTORICAL MOMENTS

- 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

USES

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

TODAY

Learn about the evolution of Drop Caps and how they are used today in Bibles and other important documents

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TYPE OF THE WEEK

Rockwell

Ben Walden

ORIGINS

- Rockwell is a slab-serif typeface produced by the Monotype Corporation in 1944
- The project was supervised by Frank Russel Ferguson
- Because of Rockwell's low quality it has seen use predominantly as a display typeface

USES

- Rockwell has been used mostly as a supporting typeface
- Classical Rockwell has been used for a handful of its book covers
- Docklands Light Railway utilized Rockwell as their corporate typeface in the late 1980s to the 1990s

TODAY

- Rockwell is still used today in Bibles and other important documents
- Recently there have been Drop Cap variations such as the Left Margin Drop Cap

TYPE OF THE WEEK

Adobe PostScript

Ben Walden

ORIGINS

- Adobe PostScript was created in 1985 as Adobe's printing technology
- Created by John Warnock, one of Adobe's founders
- PostScript was an influential part of Adobe's PostScript Language
- PostScript was the first Adobe software to be used in desktop publishing

USES

- PostScript was heavily used from the mid 1980s to the early 2000s
- Adobe was represented by these fonts to help drive the sale of early Adobe Computer hardware, specifically the Adobe LaserWriter
- The Apple LaserWriter received a built-in PostScript interpreter

TODAY

The cost of implementing PostScript on computer hardware increased when laser printers required empty memory space

The cost of implementing PostScript on computer hardware increased when laser printers required empty memory space

TYPE OF THE WEEK

Franklin Gothic

Ben Walden

ORIGINS

- Franklin Gothic was created in 1928 by Morris Fuller Benton
- Created by Morris Fuller Benton, one of the founders of the American Type Foundry
- Franklin Gothic was the first sans-serif typeface designed by Morris Fuller Benton

HISTORICAL MOMENTS

- Franklin Gothic was used in the Declaration of Independence, "Common Sense" by Thomas Paine, and the Four Minute Mission
- Franklin Gothic was used in the Declaration of Independence, "Common Sense" by Thomas Paine, and the Four Minute Mission

LEGACY

- Franklin Gothic's influence is seen today in fonts such as Franklin's Casual, Florissant, and Franklin Gothic

TYPE OF THE WEEK

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 Curative to Carolingian Minuscule
- Blackletter has origins in calligraphy and has four styles:
 - Bastarda
 - Rotunda
 - Textura
 - Fraktur

HISTORICAL MOMENTS

- Blackletter has been used throughout history, good and bad
- The first printed Bible was done with Textura
- Fraktur saw widespread use in Nazi Propaganda

TYPE OF THE WEEK

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

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

TYPE OF THE WEEK

Garamond

Ben Walden

ORIGINS

- Garamond is a family of typefaces based on classical Roman typefaces
- Created by Claude Garamond, a French printer and type designer
- Garamond was the first to use a galleys and letter galleys
- Garamond has an elegant and refined look

USES

- Garamond has been used in various contexts, including in Bibles and other important documents
- Apple Computers used a condensed version of Garamond on the first Macintosh, Apple Logo, and early branding
- Neutrogena used Garamond for its logo

TODAY

- Garamond is still used today in Bibles and other important documents
- Recently there have been Drop Cap variations such as the Left Margin Drop Cap

TYPE OF THE WEEK

Gill Sans

Ben Walden

ORIGINS

- Gill Sans was created in 1928 by Eric Gill
- Gill Sans was designed by Eric Gill, a British sculptor, calligrapher, and designer
- Gill Sans was the first to use a galleys and letter galleys
- Gill Sans has an elegant and refined look

USES

- Gill Sans was used in various contexts, including in Bibles and other important documents
- Apple Computers used a condensed version of Gill Sans on the first Macintosh, Apple Logo, and early branding
- Neutrogena used Gill Sans for its logo

TODAY

- Gill Sans is still used today in Bibles and other important documents
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TYPE OF THE WEEK

Gutenberg

Ben Walden

ORIGINS

- Gutenberg was created in 1468 by Johannes Gutenberg
- Created by Johannes Gutenberg, a German inventor, printer, and publisher
- Gutenberg was the first to use a galleys and letter galleys
- Gutenberg has an elegant and refined look

HISTORICAL MOMENTS

- Gutenberg's masterpiece was the first printed Bible, the Gutenberg Bible (c. 1468)
- Gutenberg was the first to use a galleys and letter galleys
- Gutenberg has an elegant and refined look

LEGACY

- Gutenberg's influence is seen today in fonts such as Gutenberg's Casual, Florissant, and Gutenberg Gothic

TYPE OF THE WEEK

Handwritten

Ben Walden

ORIGINS

- Handwritten is a family of typefaces based on classical Roman typefaces
- Created by various designers, including in Bibles and other important documents
- Handwritten was the first to use a galleys and letter galleys
- Handwritten has an elegant and refined look

USES

- Handwritten has been used in various contexts, including in Bibles and other important documents
- Apple Computers used a condensed version of Handwritten on the first Macintosh, Apple Logo, and early branding
- Neutrogena used Handwritten for its logo

TODAY

- Handwritten is still used today in Bibles and other important documents
- Recently there have been Drop Cap variations such as the Left Margin Drop Cap

TYPE OF THE WEEK

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 Curative to Carolingian Minuscule
- Blackletter has origins in calligraphy and has four styles:
 - Bastarda
 - Rotunda
 - Textura
 - Fraktur

HISTORICAL MOMENTS

- Blackletter has been used throughout history, good and bad
- The first printed Bible was done with Textura
- Fraktur saw widespread use in Nazi Propaganda

LEGACY

- Blackletter's influence is seen today in fonts such as Blackletter's Casual, Florissant, and Blackletter Gothic

TYPE OF THE WEEK

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

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

Stanley Morrison

Font of the Week III



Stanley Morrison grew up as a stork. 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 Batsford and Co., making and designing books and public materials. In 1923, Morrison began working more specifically in type, as he was named as a typographic adviser at Cambridge University from there he moved on to work for the Times, where he developed the four Times New Roman. The font first appeared on October 3, 1932. Morrison died in October, 1962.

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
Aa Ee Rr
Publisher
abcdefghijklmnopqrstuvwxyz
0123456789

Font of the Week, Week III
Juliet Mattingly

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
Think.
abcdefghijklmnopqrstuvwxyz
000123456789

A.B.C

Font of the Week, Week IV
Juliet Mattingly

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 content 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 his life masterpiece. The font takes inspiration from typefaces like Futura, and was meant to be an organic take on typical sans serif forms. The font was originally released with three weights, but the family has grown over time to include other branches such as Avenir Next.

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

Bloomberg
All the Little Roses

ABCDEFHIJKLMNPOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font of the Week, Week V
Juliet Mattingly

Calibri

Font of the Week VI



Calibri was designed in 2007 by Lucas 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 (copying documents) in the Argonne, as the Microsoft documents were dated before the release of Calibri, but were still in Calibri.

Calibri was born in the Netherlands, but moved to Berlin, where he worked there and then, when he returned to the Netherlands, he started his own type foundry, called 'de Groot & van Meurs'. He has since then worked on many other fonts, including the popular Arial and Verdana.


Calibri comes in a handful of sizes, including bold, light, and extra-light. The font has also been used in many other places, including the Microsoft Office interface, the Windows 8 interface, and the Bloomberg wordmark.

Calibri
Aa Ee Gg
Aa Ee Gg
Eiganes
abcdefghijklmnopqrstuvwxyz
1234567890

Font of the Week, Week VI
Juliet Mattingly

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.

BRAND NEW SKETCHBOOK TO DRAW IN
DON'T WANT TO MESS IT UP BY DRAWING IN IT

WHEN THE PROJECT ISN'T INTERESTING
PSD
Ps
adfafdafadfaf.psd

Type of the Week VIII
Juliet Mattingly

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.

Font of the Week: Week IX
Juliet Mattingly

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 wide-spaced letters, making it easy to read at a variety of sizes.

Lucida Sans
Aa Ee Rr
Aa Ee Rr
Informatica
abcdefghijklmnopqrstuvwxyz
0123456789

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.

The Quick Brown Fox Jumps Over The Lazy Dog.
abcdefghijklmnopqrstuvwxyz0123456789()!@#%&'*~>?<:;~>?<:;~

Font of the Week, Week VI
Juliet Mattingly

William Caxton

Font of the Week I

Entrepreneur, Translator, Printer



William Caxton was a man from Norm, England, born in 1392. Caxton began his professional life working in European wool trade before turning to writing in 1400. At that point, Caxton became an ambassador and printer of books. He worked with bringing the printing press and printing into 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 "The Game and Tournaments of the Kings of France". Caxton also printed the first illustrated book in English - an encyclopedia called "The Mirror of the World" (see below).


Open Sans, Calibri, Century Gothic, Tahoma, Verdana, Arial, Comic Sans, Trebuchet

ABCDEFHIJKLMNPOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font of the Week, Week I
Juliet Mattingly

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."
-Encyclopaedia Britannica

"Baskerville, designed in 1754, is most known for its crisp edges, high contrast, and generous proportions."
-The Huffington Post

ABCDEFHIJKLMNPOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font of the Week, Week II
Juliet Mattingly

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, Calibri, Century Gothic, Tahoma, Verdana, Arial, Comic Sans, Trebuchet

Font of the Week, Week II
Juliet Mattingly