

Matthew Carter

(born 1 October 1937) is a British type designer.

He’s arguably the most widely read type designer in the world. *Verdana*, *Georgia*, *Tahoma*, *Skia*: all ubiquitous, all his. Miller, one of North America’s most popular news faces — *his initiative*. His typefaces are all across the stylistic spectrum, from elegant renaissance oldstyles via meticulous scripts to indestructible sans-serifs. Having started as an apprentice at age 19, he has been in the business for the best part of six decades and is still passionately interested in the latest technological developments. He revels in working with demanding technicians and challenging projects.

VERDANA
1996

REGULAR

B
O
L
D

Unlike most of the typefaces used on screens, which were designed for print and intended to be read on paper, Verdana was designed for use on the computer screen, created from the beginning to be easily readable at small sizes, with simple curves and large, open letterforms. Because the forms are so open, the counters (*the negative spaces in the letters*) do not fill in even when bolded, enhancing the legibility of the heavier version of the typeface. In addition, certain letters are spaced so that they never touch, regardless of combination (an f next to an i, for example), because at small sizes connecting letters can form illegible blobs.

ITALIC

BOLD ITALIC

