

Princess of Fonts

GEORGIA

SCREEN

SERIF

Large
x-height
Dark Bold
Vertical axis
Regal yet friendly look

Designed By Matthew Carter For Microsoft In 1993

Georgia is a popular serif typeface that was designed by Matthew Carter in 1993, and was launched by Microsoft in November, 1996. In the 1990s, the Internet boomed, and hence, there was an urgent need for typefaces that looked good as well as retained their clarity on low resolution screens, even in a small size. The British type designer took up this challenge and created Georgia for Microsoft, inspired by Scotch Roman typefaces which had been popular in the 1800s.

Due to its reader friendliness and legibility even on small screens, accompanied by its compatibility on both Windows and Macintosh systems, the font soon evolved into a favourite of web designers. Well known newspaper websites like the Telegraph, Guardian, Wall Street Journal and Washington Post, all use Georgia, at least in their headlines. The typeface is also commonly used as a book font in e-book applications. Georgia is a transitional serif typeface adapted

for the screen. Typical to its classification, it has alternating thick and thin strokes and a vertical axis. However, its x-height is quite large so as to be readable on screen, even in a small point size. its thin

strokes are not as thin as is common for serifs, for on-screen clarity. The consequent low contrast between thick and thin strokes is reminiscent of the sturdier Clarendon. Its bold version is darker than most other typefaces, for easy distinction between the Roman and Bold forms on screen. Georgia, being a serif, looks elegant and formal without being dry. It's relatively thick, almost chubby, letterforms exude friendly warmth, while simultaneously retaining their old fashioned charm.