Cart 214 – Brief 2 Typefont study

Font: Garamond

**Historical Context:**

**who designed the typeface:** Claude Garamond

**when was it designed:** 16th century

**and what were the circumstances that led to its design?**

Robert Slimbach and released by Adobe in 1989; its italics are influenced by the designs of Garamond’s assistant, Robert Granjon.

**Visual characteristics:**

* “e” — small eye, popularized idea that cross-stroke should be level
* “a” — sharp hook upwards at top left
* “M” slightly splayed with outward-facing serifs at the top (left)
* “R’– leg extends outward from letter
* Low x-height (height of lower-case letters), making capitals look relatively large
* Top serifs on ascenders of letter have a downward slope and ride above the cap height (Ex. d)
* Axis of some letters is diagonal (Ex. o)
* First to deviate from handwritten-style to make letters readable for printing
* Thinner and more delicate letterforms, which allowed ink to bleed on the page without distorting the words (uses less ink)
* Apertures/counters are smaller than average, closed off earlier at the stem
* Contains low line contrast
* Serifs have slightly cupped bases, serifs on the top of a character are sloped downwards, terminals are brush-like, rounded on ends
* Large difference between cap/ascender and x-height
* Oblique apexes
* Evokes elegance, airiness
* This member of the Roman type family has survived the centuries because of its remarkable readability. As one of the oldest typefaces, Garamond conveys a sense of solid tradition, yet still soft and attractive thanks to its elegantly rounded serifs and its diagonally emphasised strokes.

Research package:

Gelderman, Maarten. "A short introduction to font characteristics." *TUGboat,():–, June* (1999). url: <https://www.ntg.nl/maps/22/16.pdf>

Son, Yeseul. "Evolution of Garamond: An Interactive Timeline Demonstrating the Evolution of Garamond." (2018). https://scholarworks.rit.edu/cgi/viewcontent.cgi?article=11083&context=theses

Adobe Garamond. Source : <https://www.fonts.com/font/adobe/adobe-garamond/story>

Images:

Characteristics: http://www.meaningfultype.com/garamond.html

https://medium.com/@thelittlereina/typeface-garamond-be1b8b01add8

https://www.typewolf.com/site-of-the-day/fonts/garamond

Fun facts:

https://www.theguardian.com/world/shortcuts/2014/mar/31/changing-font-to-garamond-save-us-370m?source=post\_page-----be1b8b01add8----------------------

Summary

* Garamond is an old-style serif typeface that was created by engraver Claude Garamond in the 16th century.
* Often used for printing body text and books
* Letters with relatively organic structure resembling handwriting with a pen but slightly more structured and upright
* Decline in popularity in 18th and 19th century, people tried to revive/develop different Garamond styles
* Many “Garamond” revivals are based on the punch-cutter, Jean Jannon, whose work commonly was misattributed to Garamond.
* Modern Garamond revivals have a matching bold and “lining” numbers at the height of capital letters, which was not present during Garamond’s time.