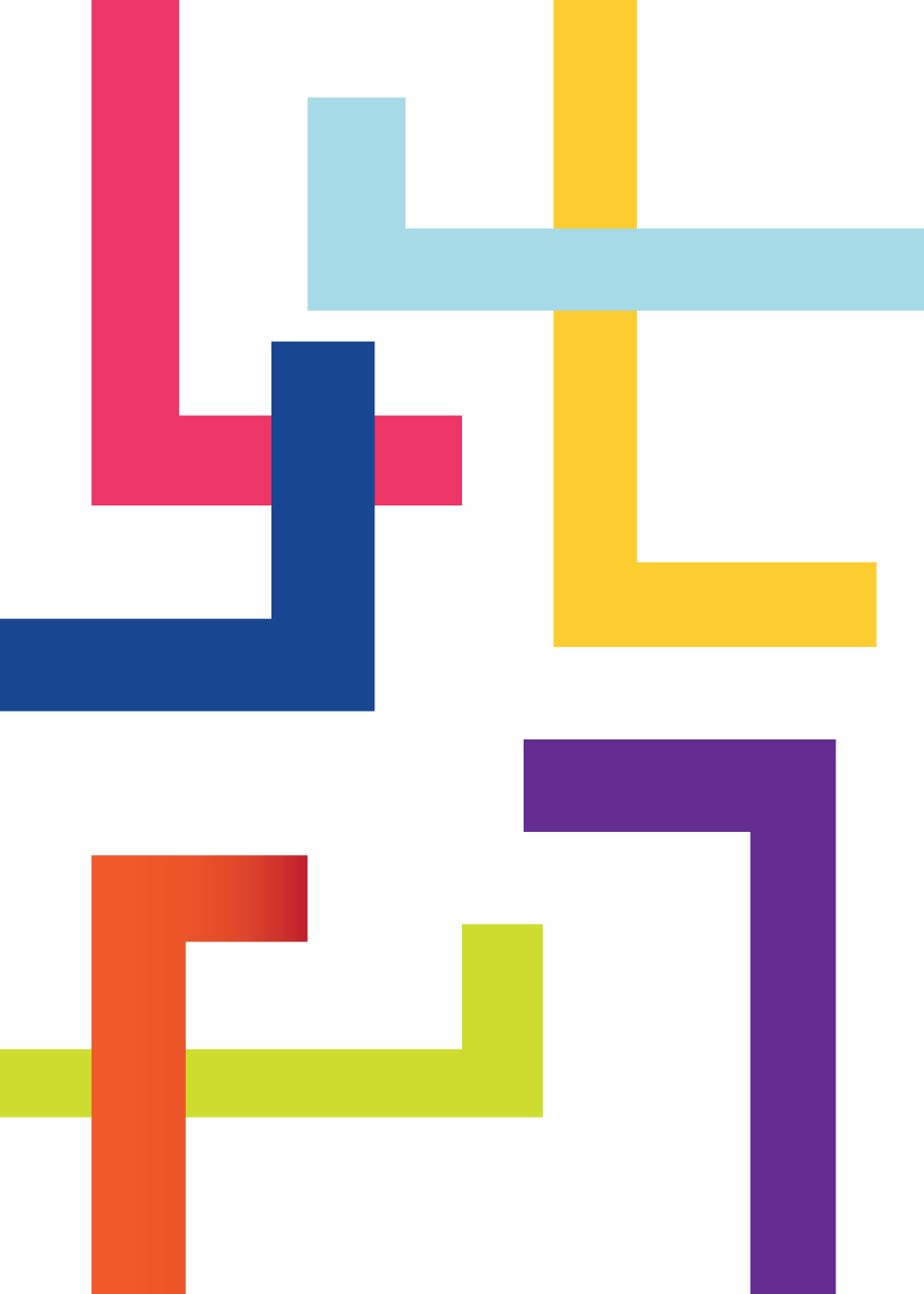
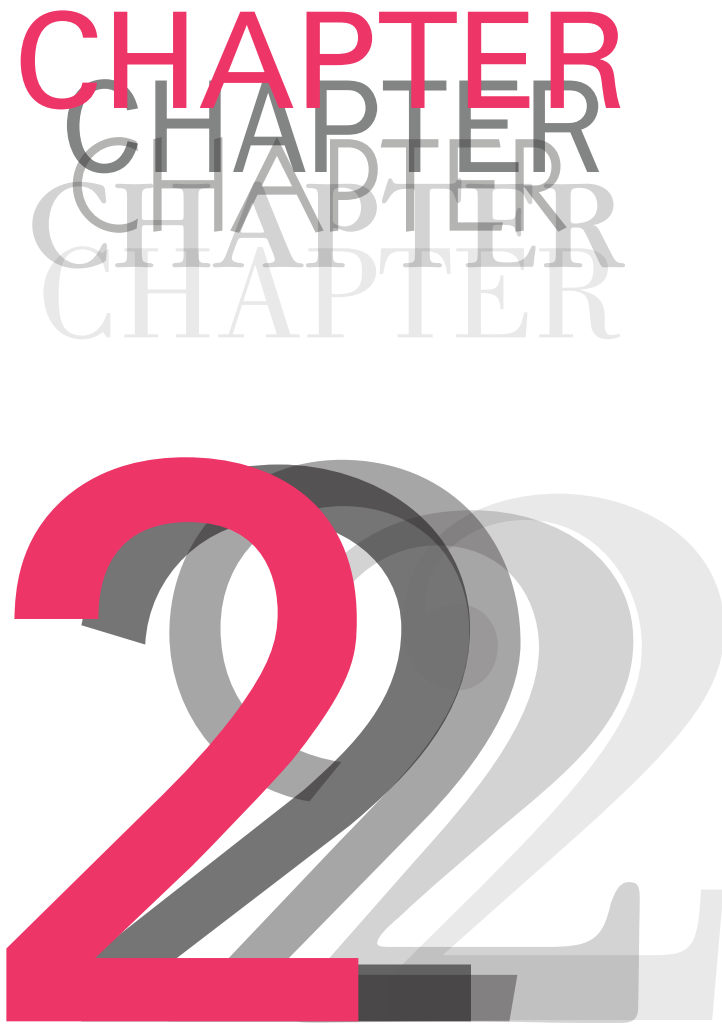
type

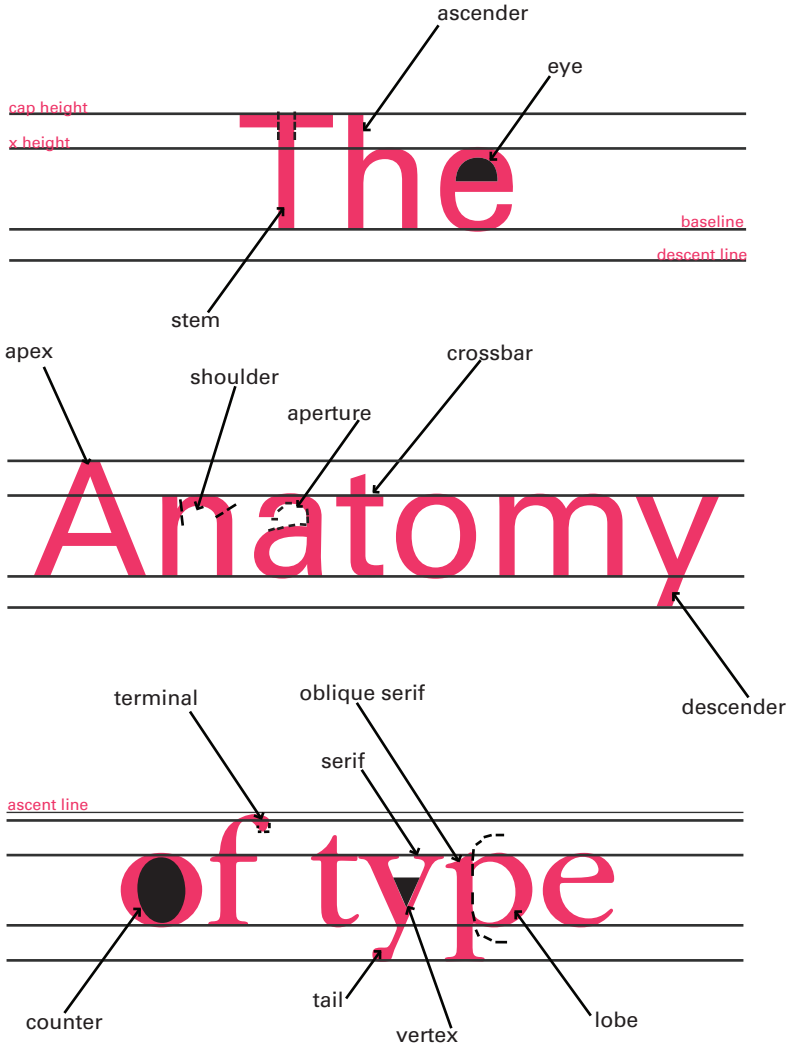



CHAPTER
22

Compare and Contrast

plus a brief lesson in type anatomy

All Letterforms have characteristics that make them unique. Think you know your typefaces? Read on to discover similar and differing qualities among 5 popular typefaces



pt: 60

*The cap height line and the ascent line of Univers are coincident lines.

aperture → counter

Univers LT Std 55 Roman

ITC Franklin Gothic Book

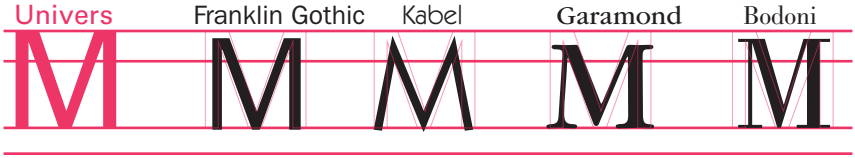
ITC Kabel Std Book

ITC Garamond Std Book

Bodoni Std Book

pt: 24

capital letter



pt: 50

- All the letters are set to the same point size, but a capital letter from Univers has the highest cap height.
- The joints on the M of Kabel are pointed on both sides
- The stems on the M of Kabel both stand at a diagonal.
- Both Garamond and Bodoni use a combination of a thick stem and a hairline for contrast but the hairline on Bodoni is even thinner than that of the Garamond M.

ascender

Univers Franklin Gothic Kabel Garamond Bodoni

- Both Univers and Franklin Gothic have squared off terminals on their ascenders, but the bottom of their main stems differ.
- The b of Kabel has an oblique terminal and the b of Garamond has an oblique serif on the ascender.
- Kabel has the most unique counter in the letter b with it being a perfect circle.
- The b of Kabel is the only letter that has a bowl made with an even width.

descender

Univers Franklin Gothic Kabel Garamond Bodoni

- The Univers g does not have a complete descending loop shape. The tail of the g of Kabel uses implied line to complete its loop shape.
- In contrast to the other typefaces, the g of Univers has a descender that descends from the right side instead of the left.
- The ear on the Franklin Gothic g stands the tallest while the Univers g does not have an ear.
- The descender of the Bodoni g has the highest starting point.

rounded letter

Univers Franklin Gothic Kabel Garamond Bodoni

- Bodoni has high contrast between both of its terminals.
- The c of Kabel is the most circular in shape.
- The c of Univers is the only one to have squared off terminals that are parallel to each other.
- Kabel has the most space between its terminals while Bodoni has the least space. Having less space could decrease the readability of Bodoni in a body of text.

square letter

Univers Franklin Gothic Kabel Garamond Bodoni

- The lower x height in Garamond and Bodoni decrease their legibility factor. These fonts would be better off if used for decorative purposes rather than body copy.
- Garamond and Bodoni actually have the same x-height. Univers and Franklin Gothic also have the same x-height, with Kabel being only slightly taller.
- Kabel exhibits the largest amount of space in its vertex. This could help its legibility factor. The opposite is true for Franklin Gothic as the angle of its vertex is more acute.

Franklin Kabel Garamond Bodoni Univers

c

x

b

M

Franklin Kabel Garamond Bodoni Univers

Franklin Kabel Garamond Bodoni Univers





Franklin Kabel Garamond Bodoni Univers

Franklin Kabel Garamond Bodoni Univers

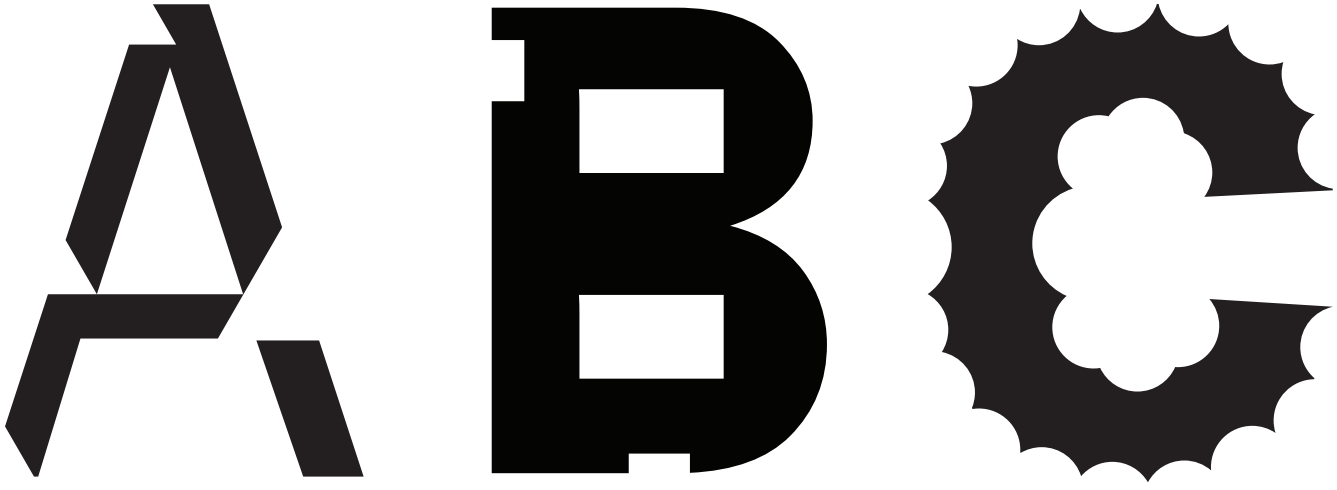

A B C D E F
G H I J K L M
N O P Q R S
T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

DE CONST RUCTING LETTER FORMS

Letterforms can be designed in more ways than you can count.
In this chapter, we will look at a few ways that letters can be made.

Letters can be broken down into geometric forms

Or they can have geometric forms taken from them

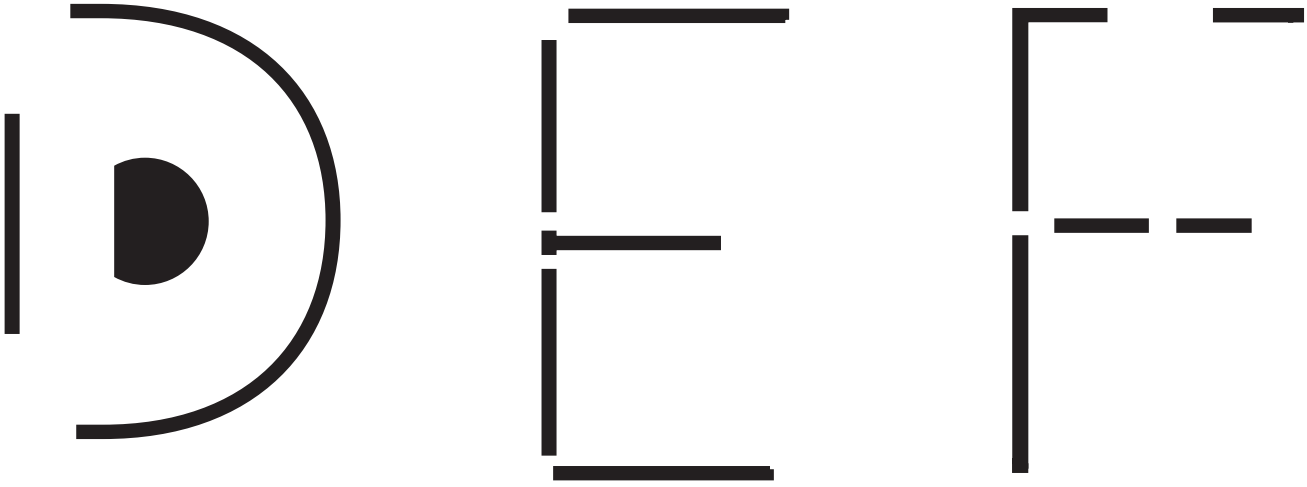


LETTERS can be

made from

space

Letters can be seen in implied lines



They can also be hand drawn

NEVER

UNDER

ESTIMATE

THE POWER

OF INFLUENCE

ch. 7

typeface poster

Kabel

Kabel is a geometric sans serif font by Rudolf Koch. It was released in 1927 during the art deco era for the Klingspor foundry. Its name was possibly inspired by the trans-Atlantic communication cable being made at the time, which was then a symbol of modern technology. At that time, many geometric fonts were made as inspired by the Bauhaus movement. In the 1970's, Kabel was taken in by the International Typeface Coorporation after being edited by Victor Caruso to become the Kabel that is now used today.

0 1 2 3 4 5 6 7 8 9