

Matthew
Carter

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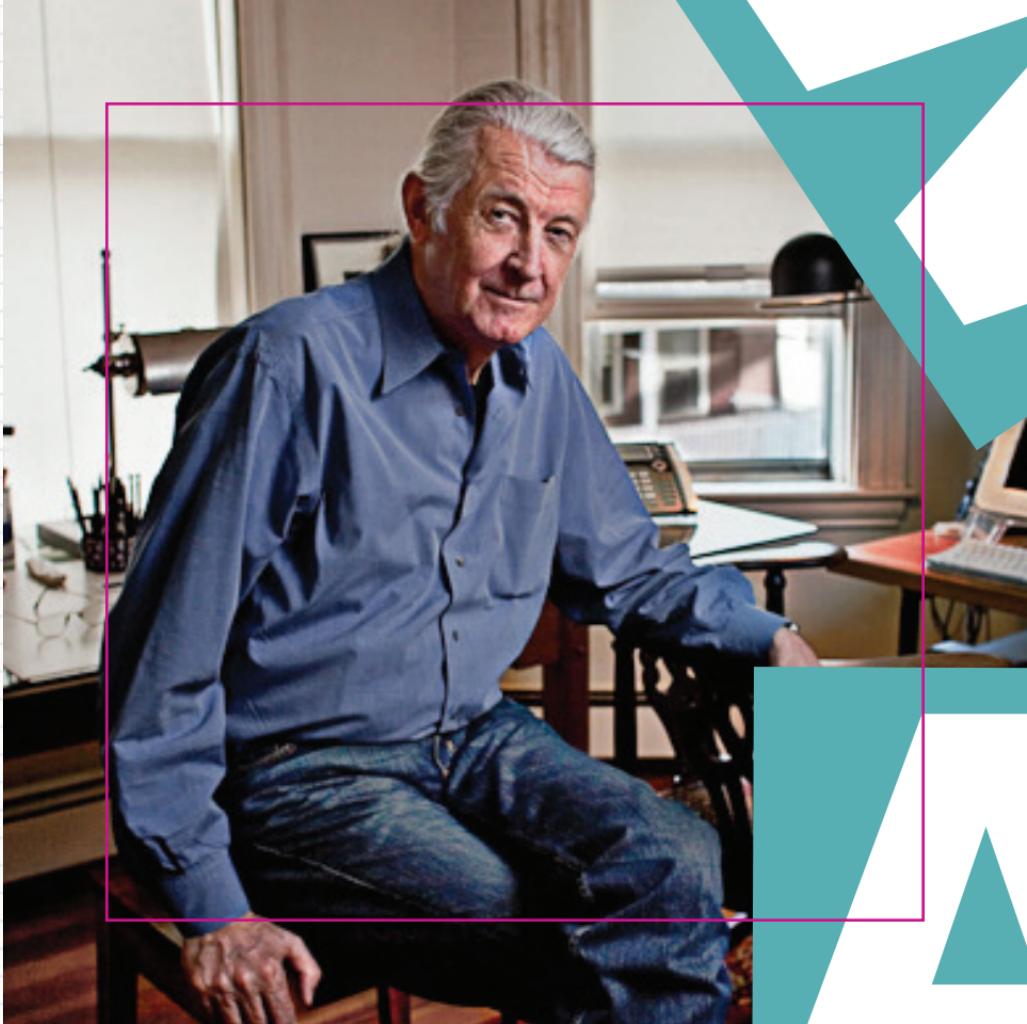
Matthew Carter

"The Most Read Man In The World"



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Biography

Matthew Carter is a renowned British type designer, often referred to as “the most widely read man in the world” for creating widely used fonts like Verdana and Georgia. Born in 1937 in London, he was influenced early by his father, a typographic historian. Carter trained in traditional type-making in the Netherlands and worked across various mediums—wood, metal, photoset, and digital.

Though he didn’t complete formal education, Carter became a self-taught expert and began his career designing alphabets for modernist designers. In 1965, he moved to New York to work for Mergenthaler Linotype during a period of major technological change in typography.

His breakthrough came with Microsoft in the 1990s, designing Verdana and Georgia for better on-screen readability. He also created other notable fonts like ITC Galliard, Snell Roundhand, and Olympian. In 1981, he co-founded Bitstream, the first digital type foundry, and later Carter & Cone in 1992, developing custom fonts for institutions such as The New York Times, MoMA, and Rolling Stone.

In 2020, Carter collaborated with Japanese designers at Morisawa Inc. to create a Latin type superfamily, Role, showing his commitment to global design collaboration. His fonts often draw from historical sources, paying tribute to classic typographers while adapting them for modern use.

Carter’s lifelong dedication to type design has shaped the field globally. His adaptability, innovation, and deep respect for typographic history have secured his legacy as a foundational figure in modern design.

Verdana

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

1 2 3 4 5
6 7 8 9 0

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**

Compressed/Expand

Compressed to 174%

Compressed to 112%

Compressed to 86%

This is Verdana Regular

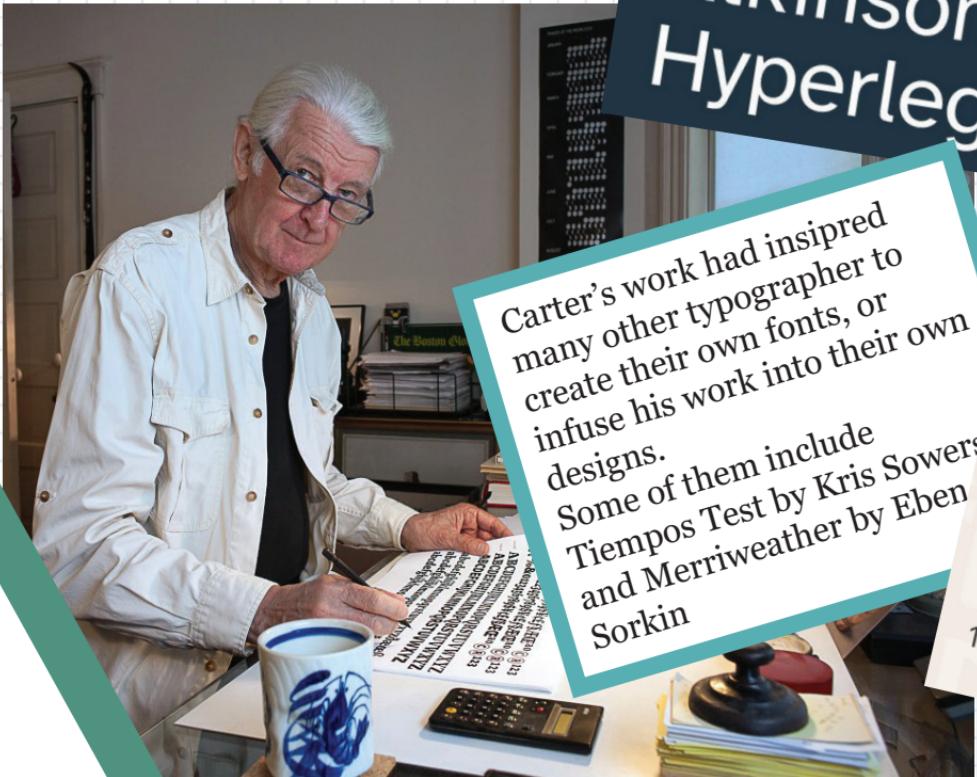
E x p a n d t o 6 4 0

E x p a n d t o 2 4 0

Expand to -110

Expand to -240

His Influence



Atkinson
Hyperlegible

Carter's work had inspired many other typographers to create their own fonts, or infuse his work into their own designs.

Some of them include
Tiempos Test by Kris Sowers
and Merriweather by Eben Sorkin

Tiempos
Text.

FONTFORFREE.COM

renamed from Inter UI

Inter

18 styles . Thin → Black

Merriweather

font family

Collaboration



Carter has collaborated with designers, companies, and brands. In 2020 he collaborated with Morisawa.Inc., a Tokyo-based Japanese font foundry. He was commissioned by the company to design a Latin superfamily with 3 Japanese typographers, trained designers in Kanji and Kana, Sakura Taruno, Shotaro Nakano, and Kunihiko Okano. The purpose of the project was to design a



Text / Display / Banner

Typeface Designers from Morisawa

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Expressions

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Central Square

Corporate Identity & Magazines

family of Latin types that tackles Serif, Sans, Slab, and Soft for international use. The three designers came to America and worked with Carter. Through this culturally significant collaboration, they were able to create a superfamily of 200 Latin typefaces, what is now known as Role. Carter expressed his delight in working with Morisawa's type designers and the experience of his newfound understanding of the importance of stroke weight when creating letters.

Miller



Verdana
Bold



Snell
Rundhand



Georgia

Other works

Bell Centennial Std

Snell Roundhand LT

HWT VANLANEN

Miller Text Stilson

Roster Skia

*"As the saying goes,
type is a beautiful
group of letters,
not a group of
beautiful letters."
- Matthew Carter*

