# Gill sans

The typeface used is Gill Sans which is a humanist sans-serif typeface. It was developed by artist Gill in early development stage.

Gill sans is a humanist sans-serif typeface designed by Eric Gill and released by the British branch of Monotype from 1928 onwards.

Gill Sans is based on Edward Johnston's 1916 "Underground Alphabet", the corporate font of London Underground. As a young artist, Gill had assisted Johnston in its early development stages. In 1926, Douglas Cleverdon, a young printer-publisher, opened a bookshop in Bristol, and Gill painted a fascia for the shop for him in sans-serif capitals. In addition, Gill sketched an alphabet for Cleverdon as a guide for him to use for future notices and announcements. By this time Gill had become a prominent stonemason, artist and creator of lettering in his own right and had begun to work on creating typeface designs.

Gill was commissioned to develop his alphabet into a full metal type family by his friend Stanley Morison, an influential Monotype executive and historian of printing. Morison hoped that it could be Monotype's competitor to a wave of German sans-serif families in a new "geometric" style, which included Erbar, Futura and Kabel, all being launched to considerable attention in Germany during the late 1920s. Gill Sans was released in 1928 by Monotype, initially as a set of titling capitals that was quickly followed by a lower-case. Gill's aim was to blend the influences of Johnston, classic serif typefaces and Roman inscription to create a design that looked both cleanly modern and classical at the same time.

Gill Sans was one of the dominant typefaces in British printing in the years following its release, and remains extremely popular: it has been described as "the British Helvetica" because of its lasting popularity in British design. Gill Sans has influenced many other typefaces, and helped to define a genre of sans-serif, known as the humanist style.

Gill Sans compared to other sans-serifs of the period. Gill Sans does not use the single-storey "g" or "a" used by many sans-serifs and is less monoline than Johnston. Its structure is influenced by traditional serif fonts such as Caslon rather than being strongly based on straight lines and circles as Futura is.

While Gill Sans is not based on purely geometric principles to the extent of the geometric sans-serifs that had preceded it, some aspects of Gill Sans do have a geometric feel. The J descends below the baseline. The "O" is an almost perfect circle and the capital "M" is based on the proportions of a square with the middle strokes meeting at the centre; this was not inspired by Roman carving but is very similar to Johnston. The 'E' and 'F' are also relatively narrow.

Research sources:

https://www.fonts.com/font/adobe/gill-sans/story <https://en.wikipedia.org/wiki/Gill_Sans#:~:text=Gill%20Sans%20is%20a%20humanist%20sans-serif%20typeface%20designed,had%20assisted%20Johnston%20in%20its%20early%20development%20stages>