

Grafički fakultet, Zagreb  
Akademska godina 2022./2023.

# Seminarski rad

Kolegij: Tipografija

Student: Katarina Batinić

Profesor: Ivana Žiljak-Stanimirović

# **Sadržaj**

**1. American Typewriter**

**2. Verdana**

**3. Amelia**

# American Typewriter

# Klasifikacija

- Poluegiptijana - standardno pismo koje dolazi na pisaćim strojevima
- Podvrsta tipografskog pisma egiptijane
- Nema razlike između temeljnog i spojnjog poteza
- Serifi iste debljine kao i spojni potez
- Zaobljeni serifi kako bi se manje oštećivala indigo traka mehaničkih pisačih strojeva

# American Typewriter

- Dizajnirali ga Joel Kaden i Tony Stan 1974. godine za International Typeface Corporation (ITC)
- Podom 100. godišnjice izuma uredskih pisačih mašina
- Imitacija fontova za pisače mašine
- Nepravilna širina poteza i blago zaobljeni uglovi
- Originalno dostupan samo na opremi za fotokompoziciju
- Razvijem računala font je digitaliziran



<https://www.linotype.com/1563022/itc-american-typewriter-family.html>

- Cilj dizajna bio je stvoriti font koji je zadržao izgled pisaćeg stroja te istovremeno popravio problem loše čitljivosti.
- Proporcionalan dizajn
  - Za razliku od pravih fontova za pisače strojeve slovni znakovi nemaju jednake razmake što ga čini ugodnjim za čitanje
  - Prva imitacija koja ga primjenjuje



<https://www.antiquetypewriters.com/typewriter/sholes-and-glidden-typewriter/>

- Imitira Scholes i Glidden pisače mašine koje datiraju čak 100 godine prije nego što je font nastao.
- Solistov pisači stroj bio je prvi koji je koristio QWERTY tipkovnicu

# Primjena

- Popularan odabir kada se želi postići „retro” dojam

## I Love New York

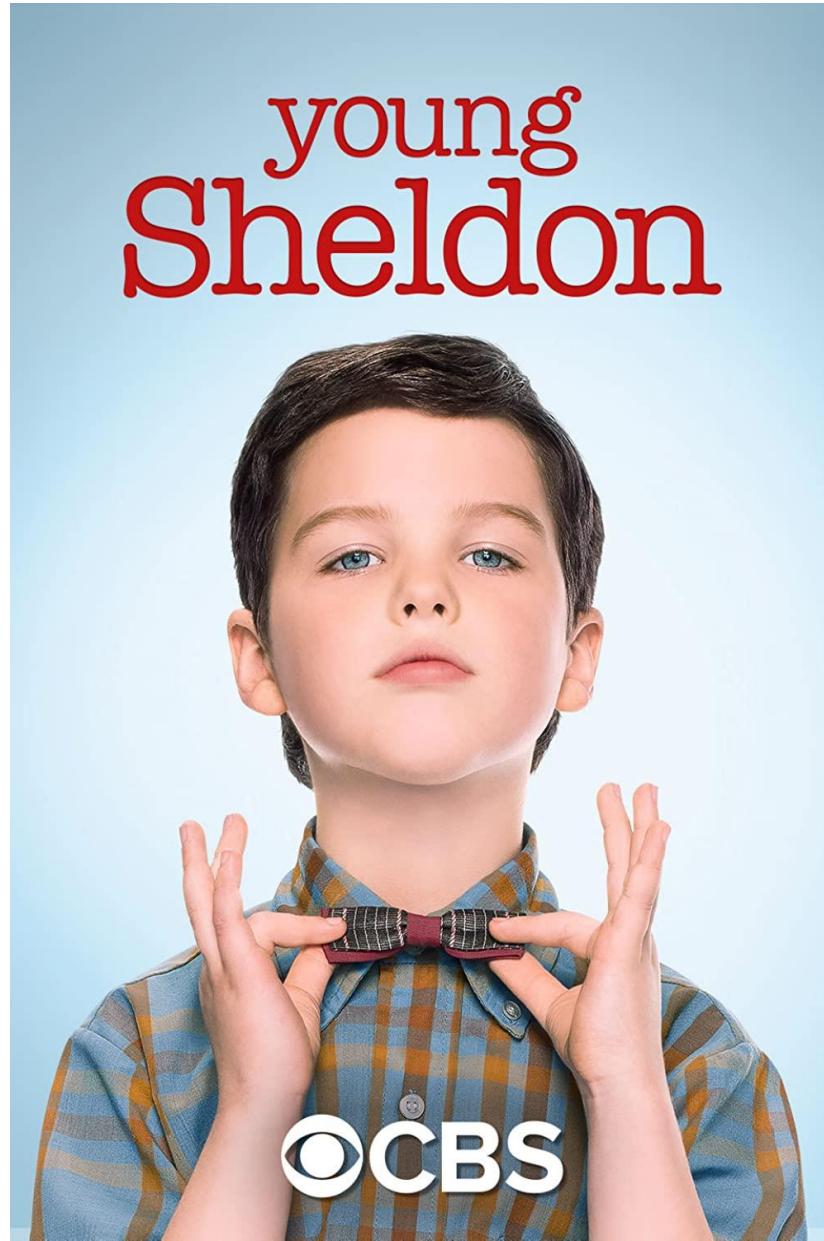
- Slogan i logo Savezne države New York
- Dizajnirao ga je Milton Glaser 1977. godine



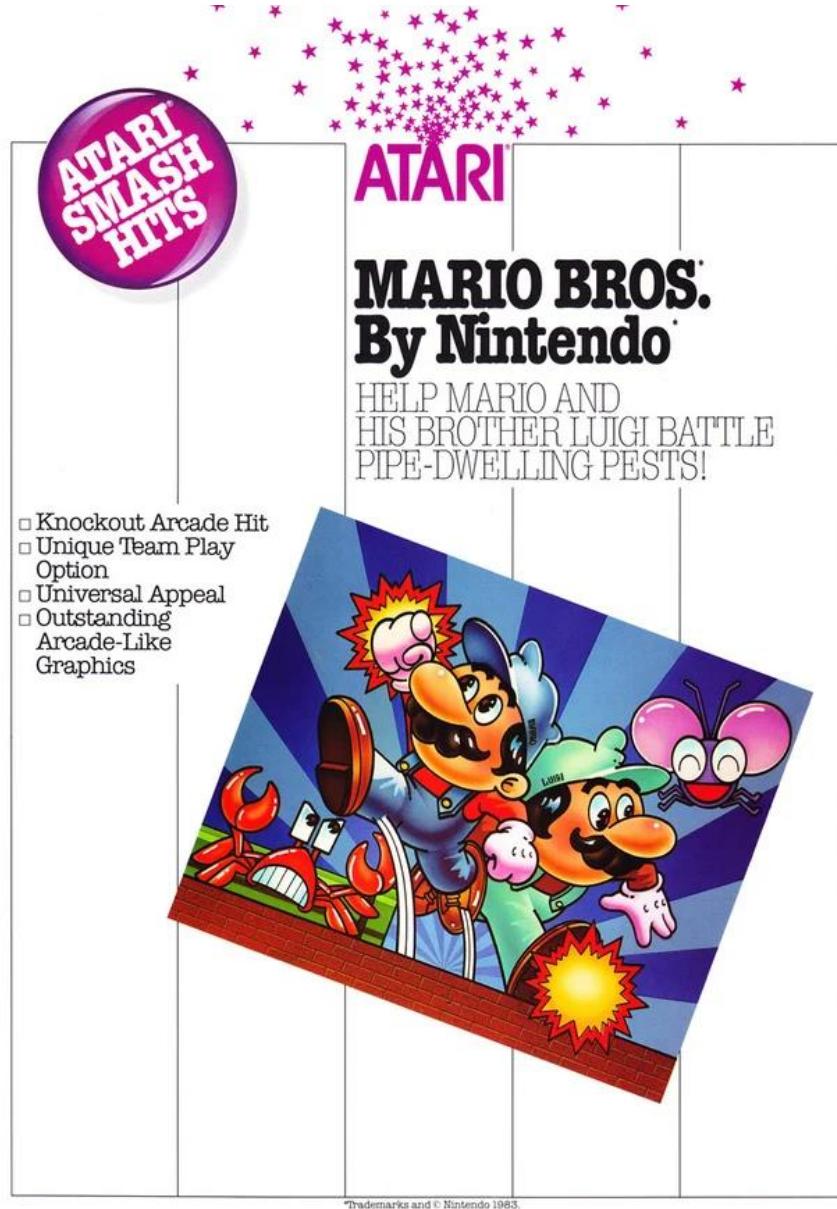
[https://en.wikipedia.org/wiki/I\\_Love\\_New\\_York](https://en.wikipedia.org/wiki/I_Love_New_York)



<https://fontsinuse.com/uses/39153/the-office-us-logo>



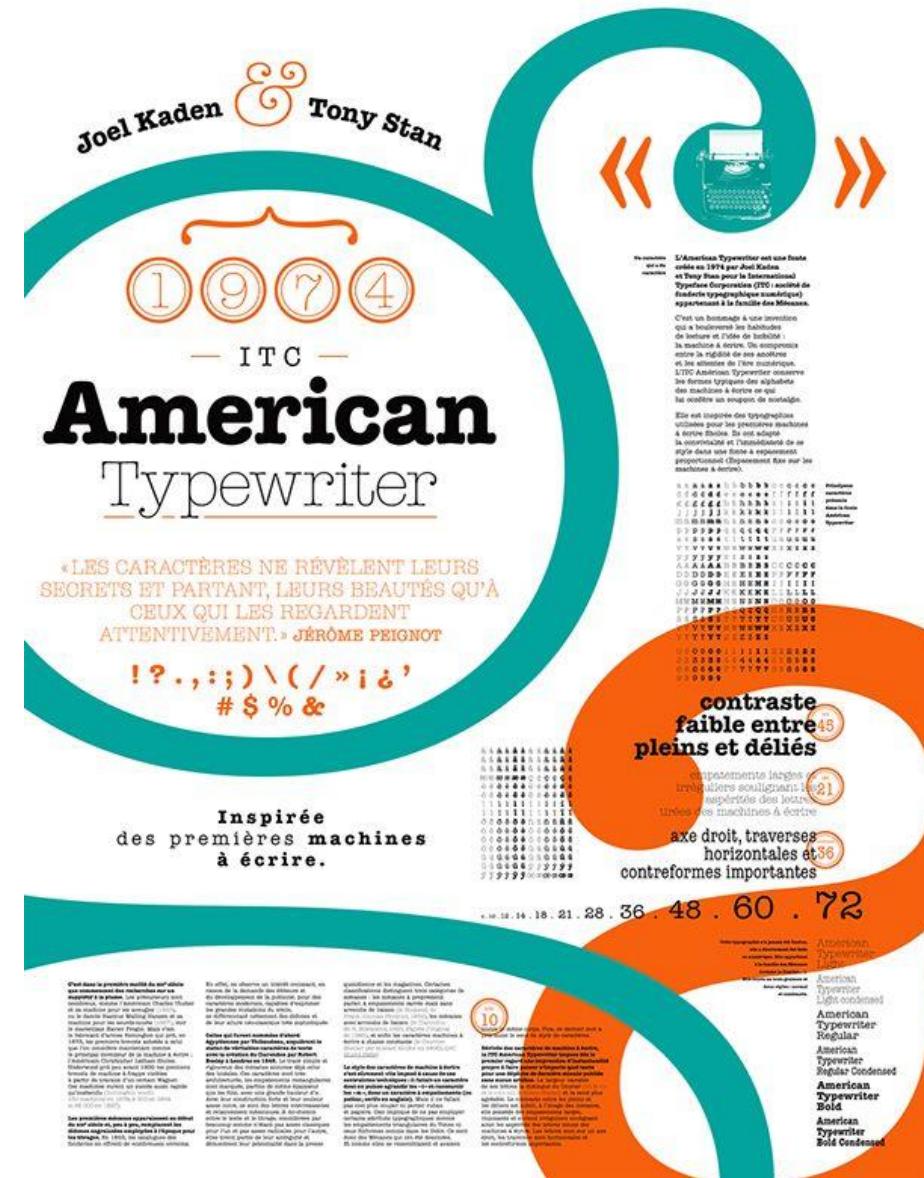
<https://www.imdb.com/title/tt6226232/>



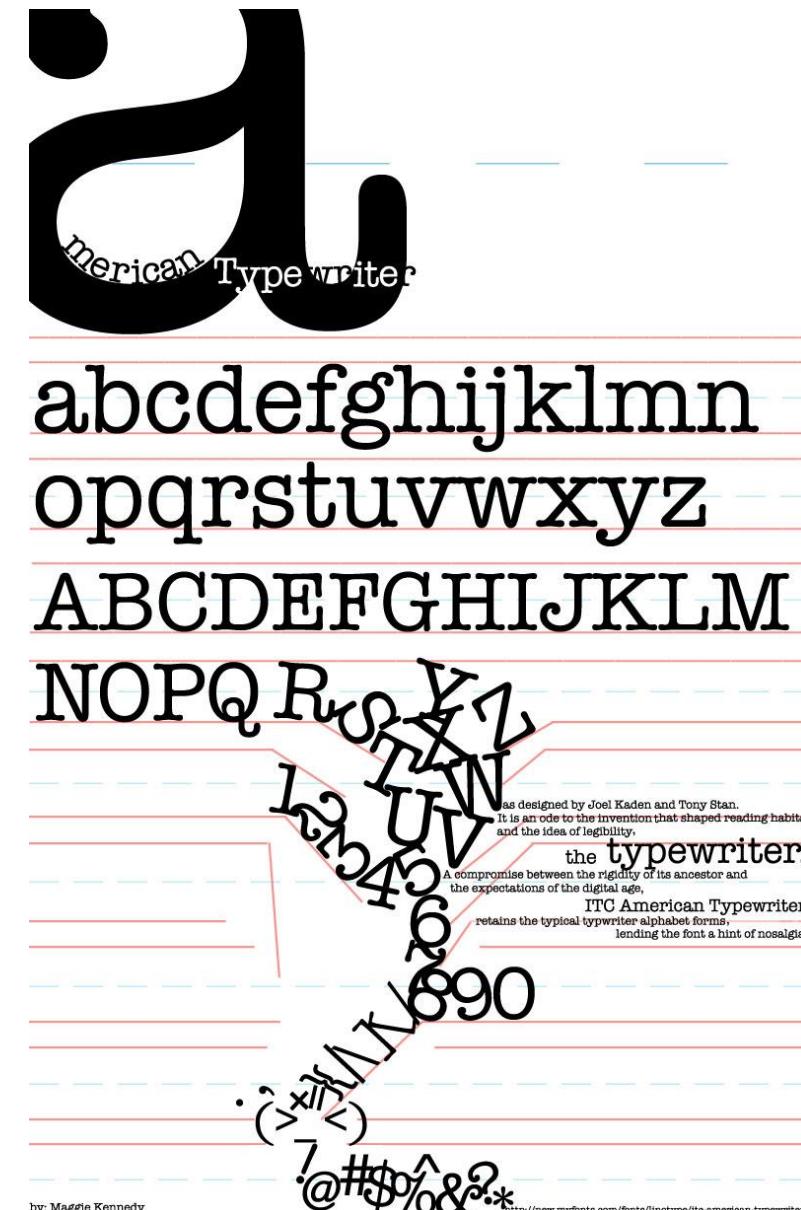
<https://fontsinuse.com/uses/53802/atari-smash-hits-mario-bros-by-nintendo-ad>



<https://fontsinuse.com/uses/52689/okaent-jag-by-erik-ewalds-interskrift-1984>



<https://www.behance.net/gallery/18306627/-American-Typewriter>



<https://www.deviantart.com/pikanekko/art/American-Typewriter-145721748>

# American Typewriter

## History

American Typewriter is a very classic font made by Joel Kaden and Tony Stan in 1974. The Typeface was made to look like the classic typewriter font that many people use.

## Characteristics

### Serifs

The ends are rounded.  
They are medium/long in length.

They are thicker than most fonts.

All have a dip in them, there are many differences in where they start and end (ex T, G, and K).

### Bowls:

The bowls are circular but narrow. They are almost perfect ovals.

### Ascenders:

The ascenders are perfectly horizontal, and they all have dips in their center and rounded ends.

### Brackets:

American Typewriter brackets with very little thickness change from stem to serif.

### Stems:

They are all symmetrical and straight. They all have the same thickness.

### Counters:

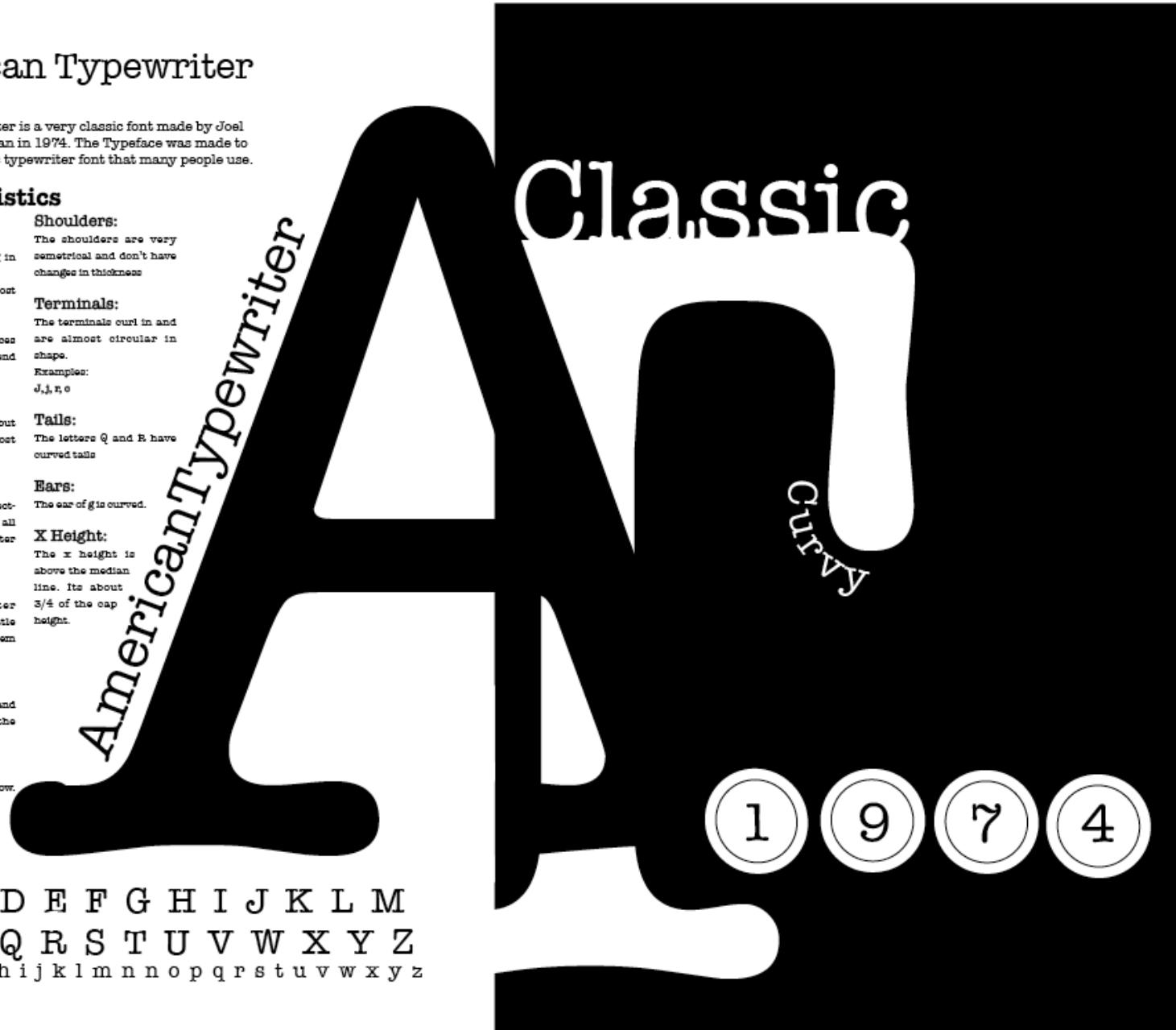
All are rounded but narrow.

Examples:

P, R, B, b, q

### Letters:

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  
a b c e f g h i j k l m n o p q r s t u v w x y z



# ITC American Typewriter

## General info

Available languages

OpenType

Background story

Related tags

### ITC American Typewriter™ font family

Designed by **Joel Kaden** in 1974 and **Tony Stan** in 1974

Up to 9 Typefaces / 2 Value Packs

Supports at least **33 languages** (PRO / OT CFF)

Available licenses for all styles:



<https://www.linotype.com/1563022/itc-american-typewriter-family.html>

ITC AMERICAN TYPEWRITER™ PRO BOLD - 3 VARIANTS

# ITC American Typewriter

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ITC AMERICAN TYPEWRITER™ PRO BOLD CONDENSED - 3 VARIANTS

# ITC American Typewriter Pro Bo

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ITC AMERICAN TYPEWRITER™ PRO BOLD ITALIC - 3 VARIANTS

# ITC American Typewriter

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ITC AMERICAN TYPEWRITER™ PRO MEDIUM CONDENSED - 3 VARIANTS

# ITC American Typewriter Pro Med

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ITC AMERICAN TYPEWRITER™ PRO LIGHT - 3 VARIANTS

# ITC American Typewriter F

ITC AMERICAN TYPEWRITER™ PRO LIGHT CONDENSED - 3 VARIANTS

ITC American Typewriter Pro Light

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ITC AMERICAN TYPEWRITER™ PRO LIGHT ITALIC - 3 VARIANTS

*ITC American Typewriter Pro*

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ITC AMERICAN TYPEWRITER™ PRO MEDIUM - 3 VARIANTS

ITC American Typewriter

---

ITC AMERICAN TYPEWRITER™ PRO MEDIUM ITALIC - 3 VARIANTS

*ITC American Typewriter Pi*

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<https://www.linotype.com/1563022/itc-american-typewriter-family.html>

# Katarina Batinić

ABCD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

abcdefghijklmnpqrstuvwxyz

0123456789

!@#%^&\*(\_{},>\$)

<https://www.linotype.com/1563022/itc-american-typewriter-family.html>

<https://freefontsfamily.com/american-typewriter-regular-font-free/>

# Literatura

<https://freefontsfamily.com/american-typewriter-regular-font-free/>

<https://tesscottomabj.wordpress.com/2016/09/15/the-history-of-american-typewriter-typeface/>

<https://www.linotype.com/1563022/itc-american-typewriter-family.html>

[https://www.wikiwand.com/en/American\\_Typewriter](https://www.wikiwand.com/en/American_Typewriter)

<https://www.fonts.com/font/itc/itc-american-typewriter/story>

<https://fontsinuse.com/uses/52689/okaent-jag-by-erik-ewalds-interskrift-1984>

**Verdana**

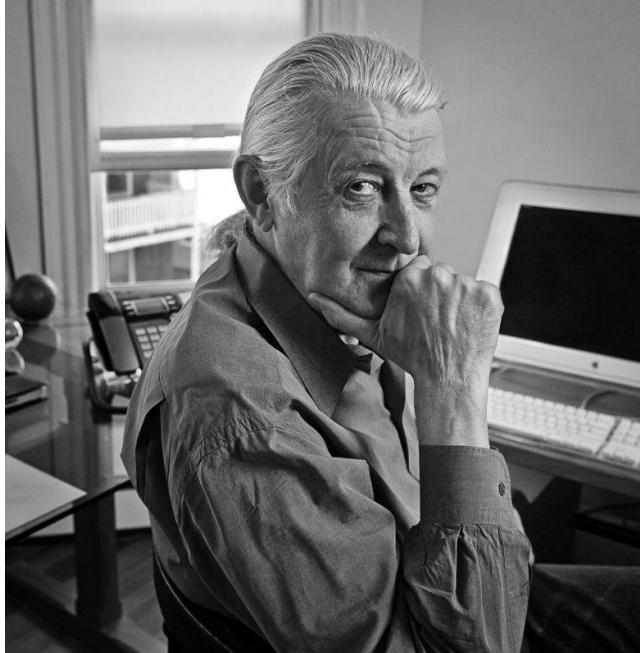
A

# Klasifikacija

- Tehnički oblik pisma – Grotesk
- Tehnički oblikovano tipografsko pismo – odlikuje ga jednostavnost
- Ne sadrži serife ili druge ukrasne elemente, a forma slovnog znaka reducirana je na ono što je neophodnoga međusobno razlikovanje
- Optički izjednačene debljine temeljnih i spojnih poteza
- Izrazita čitljivost

# Verdana

- Sans-serifni font (font bez serifa)
- Objavljen 1996. godine
- Dizajnirao ga je Matthew Carter uz pomoć Toma Ricknera za Microsoft
- Naziv: derivacija riječi „verdant“ – nešto zeleno
- Dizajniran prvenstveno za prikaz na ekranima



<https://www.pinterest.com/pin/208854501446652000/>

# Specifične vizualne karakteristike

- Točke iznad slova su kvadratnog oblika
- Rep verzalnog slova Q(q) pozicioniran je ispod figure
- Iako se radi o fontu bez šerifa, neki slovni znakovi ih ipak sadrže kako bi se slični znakovi bolje razlikovali (bolja čitljivost na monitorima niskih rezolucija)
  - Kurentni i verzalni slovni znakovi J/j imaju serif sa gornje lijeve strane
  - Broj 1 ima serif na dnu znaka
  - Kurentno slovo i(I) ima seserife

Q

J j

1 I |

*Usporedba sličnih slovnih znakova 1, I(i), I(L)*

- Dizajniran sa ciljem da bude čitljiv na monitorima niskih rezolucija 90-ih godina
- Visoki kurenti (x-visina), šira proporcija slova, veći razmak između slova (u usporedbi sa fontovima namijenjenim za tisk poput Helvetica)
- Praznine u slovima su široke kako bi potezi bili jasno vizualno odvojeni jedni od drugih
- Debela slova (bold) su nešto deblja nego kod fontova namijenjenih za tisk
- Karakteristike piksela u dizajnu

- Dizajn sličan fontu MS sans koji se da tada koristio u Windows operativnom sistemu. Izgled nekih slovnih znakova je identičan.
- Velika razlika u čitljivosti dva fonta postignuta je razmacima između slovnih znakova.

### MS SANS

We  
would  
take some  
paragraph, we'd  
put it up on the screen.

### VERDANA

We  
would  
take some  
paragraph, we'd  
put it up on the screen.

We  
would  
take some  
paragraph, we'd  
put it up on the screen.

We  
would  
take some  
paragraph, we'd  
put it up on the screen.

[https://www.youtube.com/watch?v=siWACd\\_PoVE](https://www.youtube.com/watch?v=siWACd_PoVE)

- Od 1996. godine nalazi se u Windows operativnom sistemu, te također u programima Office i Internet Explorer
- Do 2002. godine bio je besplatno dostupan na Microsoftovoj stranici
  - starije verzije još dostupne na neslužbenim stranicama
- Dostupnost na operativnim sistemima:
  - Windows 99.7%
  - Mac OS 98.05%
  - Linux 67.91%
- velik broj slovnih znakova čini ga prikladnim za korištenje na mnogo različitih jezika

- U današnje vrijeme Vedrana nije font koji se često preporučuje zbog većih rezolucija ekrana i boljih alternativa.
- Pogotovo ga nije preporučljivo koristi u tisku
- Problem loše čitljivosti na e-book uređajima
- 2011. objavljna Verdana Pro obitelj fontova, sa određenim poboljšanjima i novim slitlovima, namjena upotrebi u korporacijama

# Ikea

- 2009. godine mijenja tipografiju u svojim katalozima iz Future u Vedranu zbog želje za unifikacijom svojih digitalnih i tiskanih materijala.
- Odluka se u to vrijeme smatrala izuzetno kontroverznom zbog velike zastupljenosti ovog fonta i činjenice za se font, namijenjen korištenju na ekranu, koristio za tiskane materijale.
- 2019. godine Ikea mijenja svoju službenu tipografije iz Vedrane u prilagođenu verziju fonta Noto Sans - Noto IKEA.

# VERDANA

## 1 GENERAL INFORMATION

### DESIGNER

Matthew Carter — Microsoft  
Tom Rickner — Monotype

**CLASSIFICATION**  
Sans-serif  
Regular, Italic, Bold, Bold Italic

## 2 DESCRIPTION

Verdana is a humanist sans-serif typeface designed by Matthew Carter for Microsoft Corporation, with hand-hinting done by Tom Rickner, then at Monotype. The name "Verdana" is based on a name of a plant (something green, as the Seattle area and the Evergreen state, Washington), and Anna (the name of Howlett's eldest daughter).

Bearing similarities to humanist sans-serif typefaces such as Futura, Verdana was designed to be legible at small sizes on a computer screen. The lack of serifs, large x-height (heights of lower-case letters, as scaled to the letter x being exactly equal to one), weight variations, and the lack of large counters (spaces inside partially enclosed portions of letters or symbols such as c, s, or curved quotation marks), and emphasized distinctions between similarly-shaped characters are chosen to increase legibility.

## 3 NOTICE TO CUSTOMERS

In 2009, IKEA changed the typeface used in our catalog from Futura to Verdana, expressing a desire to unify our branding between print and web media. An online controversy ensued, and it was often attributed to the perception of Verdana as a symbol of homogeneity in popular typography. IKEA wholeheartedly stands by its decision to switch to Verdana.

## 4 USAGE

- + Low-resolution screens where readability and legibility are primary concerns.
- Large blocks of small text, body copy in print, high-res screens

## BOX ① Letterforms

1x ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnoprstuvwxyz  
1234567890#@%&^&`()

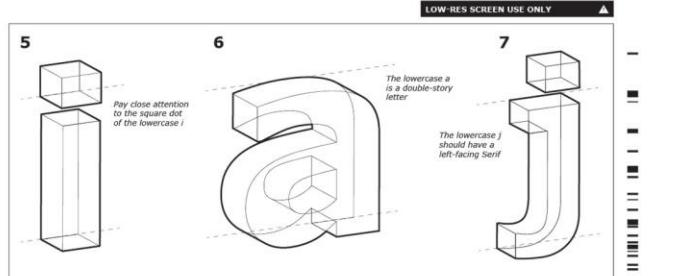
1x ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnoprstuvwxyz  
1234567890#@%&^&`()

1x ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnoprstuvwxyz  
1234567890#@%&^&`()

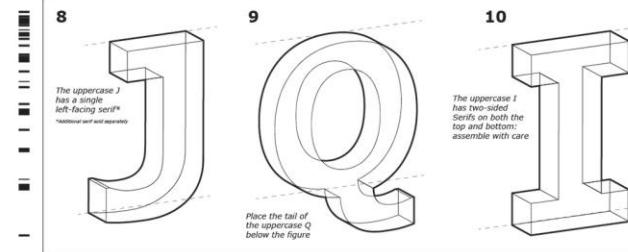
1x ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnoprstuvwxyz  
1234567890#@%&^&`()

## BOX ② Smart Quotes

1x 1x  
 Quotation marks that, although all keyed the same, are automatically interpreted and set as opening or closing marks rather than vertical lines.



## DO NOT USE FOR LARGE TITLES



DES 376-VCD  
Verde IKEA Systems 2017  
IKEA Sweden AB  
Box 600  
SE-39942 VÄRDA  
Designed in the USA  
 1.250.405-302  
104392184

**MANUFACTURER WARNING**  
THERE MAY BE SOME  
ASSEMBLY REQUIRED



**FREE\***

\*With purchase of any personal computer



<https://fontsinuse.com/uses/1608/ikea-food>



Before



After

## Ikea (before)

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz012345678

Futura

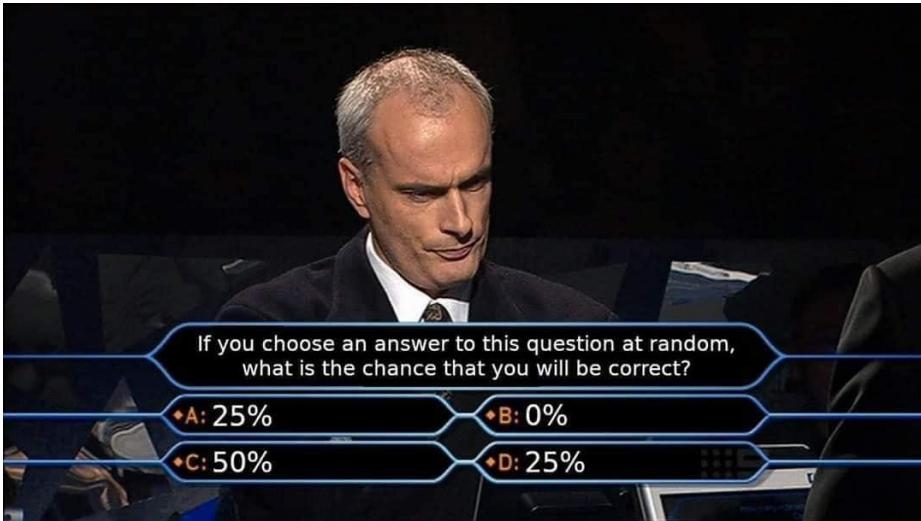
## Ikea (after)

AaBbCcDdEeFfGgHhIiJjK  
kLIMmNnOoPpQqRrSsTt  
UuVvWwXxYyZz012345

Verdana

# Tko želi biti milijunaš?

- U emisiji font je korišten za pitanja



<https://magazin.hrt.hr/zabava/tko-zeli-bitimilijunas-22-9682206>



[https://nusakara.umn.ac.id/f\\_00000045476\\_keren-aimee-lee-s-\\_poster/](https://nusakara.umn.ac.id/f_00000045476_keren-aimee-lee-s-_poster/)



[https://nusakara.umn.ac.id/h\\_00000046818\\_karina-theresia-tandella\\_poster/](https://nusakara.umn.ac.id/h_00000046818_karina-theresia-tandella_poster/)

# Verdana

[Allgemeine Informationen](#)

Verfügbare Sprachen

OpenType

Hintergrund-Infos

Verwandte Tags

Verdana® Schriftfamilie

Entworfen von [Matthew Carter](#)

Bis zu 4 Schriften / 1 Sparpakete

Unterstützt mindestens [79 Sprachen](#) (WGL / OT CFF)

Für alle Schnitte verfügbare Lizenzen:



VERDANA® REGULAR - 2 VARIANTS

# Regular

VERDANA® ITALIC - 2 VARIANTS

# *Italic*

VERDANA® BOLD - 2 VARIANTS

# Bold

VERDANA® BOLD ITALIC - 2 VARIANTS

# ***Bold Italic***

# Verdana Pro

## Allgemeine Informationen

Verfügbare Sprachen

OpenType

Hintergrund-Infos

Verwandte Tags

### Verdana Pro® Schriftfamilie

Entworfen von [Matthew Carter](#) (2011) and [David Berlow](#) (2011) and [Tom Rickner](#) (2011) and [David Jonathan Ross](#) (2011)

Bis zu 20 Schriften / 1 Sparpakete

Unterstützt mindestens [33 Sprachen](#) (Pro / OT CFF)

Für alle Schnitte verfügbare Lizenzen:



VERDANA PRO® PRO BLACK - 2 VARIANTS

## Pro Black

VERDANA PRO® PRO BLACK ITALIC - 2 VARIANTS

## Pro Black Italic

VERDANA PRO® PRO BOLD - 2 VARIANTS

## Pro Bold

VERDANA PRO® PRO BOLD ITALIC - 2 VARIANTS

## Pro Bold Italic

VERDANA PRO® PRO CONDENSED BLACK - 2 VARIANTS

## Pro Condensed Black

VERDANA PRO® PRO CONDENSED BLACK ITALIC - 2 VARIANTS

## Pro Condensed Black Italic

VERDANA PRO® PRO CONDENSED BOLD - 2 VARIANTS

## Pro Condensed Bold

VERDANA PRO® PRO CONDENSED BOLD ITALIC - 2 VARIANTS

## Pro Condensed Bold Italic

VERDANA PRO® PRO CONDENSED ITALIC - 2 VARIANTS

## Pro Condensed Italic

VERDANA PRO® PRO CONDENSED LIGHT - 2 VARIANTS

## Pro Condensed Light

VERDANA PRO® PRO CONDENSED LIGHT ITALIC - 2 VARIANTS

## Pro Condensed Light Italic

VERDANA PRO® PRO CONDENSED - 2 VARIANTS

## Pro Condensed

VERDANA PRO® PRO CONDENSED SEMIBOLD - 2 VARIANTS

## Pro Condensed SemiBold

VERDANA PRO® PRO CONDENSED SEMIBOLD ITALIC - 2 VARIANTS

## Pro Condensed SemiBold Italic

VERDANA PRO® PRO ITALIC - 2 VARIANTS

## Pro Italic

VERDANA PRO® PRO LIGHT - 2 VARIANTS

## Pro Light

VERDANA PRO® PRO LIGHT ITALIC - 2 VARIANTS

## Pro Light Italic

VERDANA PRO® PRO REGULAR - 2 VARIANTS

## Pro Regular

VERDANA PRO® PRO SEMIBOLD - 2 VARIANTS

## Pro SemiBold

VERDANA PRO® PRO SEMIBOLD ITALIC - 2 VARIANTS

## Pro SemiBold Italic

Katarina Batinić

*Katarina Batinić*

Katarina Batinić

*Katarina Batinić*

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  
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  
0 1 2 3 4 5 6 7 8 9  
đ ? ¡ ! & @ ‘ ’ “ ” < > ^   
+ - % \* ^ # \$ £ € ¢ /  
( ) [ ] { } . : , ;

# literatura

<https://www.macworld.com/article/201836/verdana.html>

<https://fontsinuse.com/typefaces/7315/verdana>

<https://learn.microsoft.com/en-us/typography/font-list/verdana>

<https://www.dafontfree.io/verdana-font/>

<https://en.wikipedia.org/wiki/Verdana>

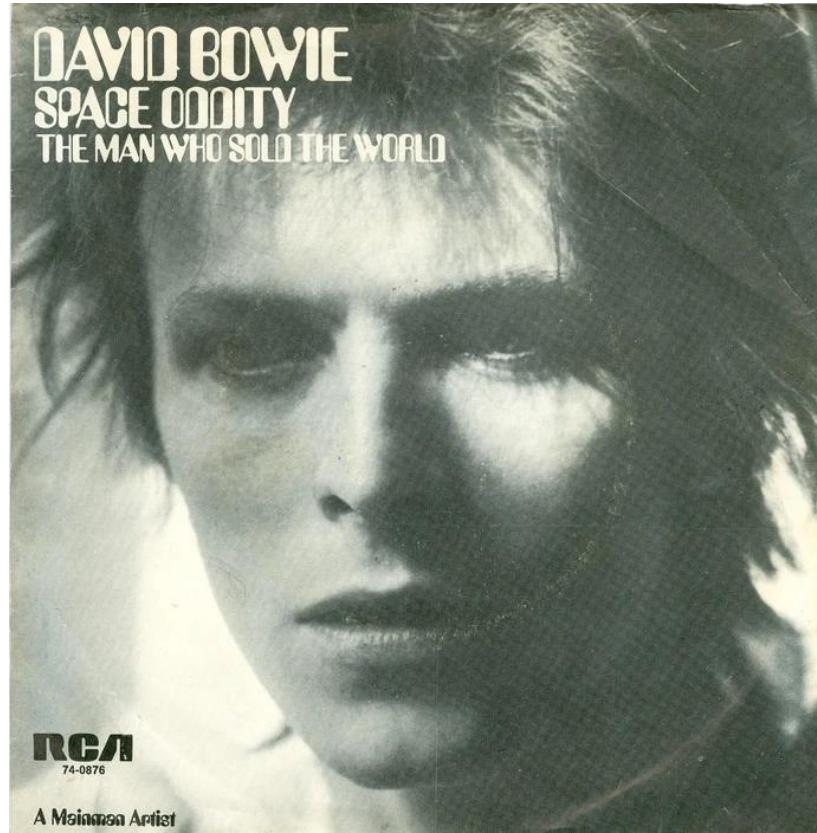
# Amelia

- Klasifikacija: Individualni oblik - slobodni potez
- Dizajnirao ga je Stan Davis 1966. godine za internacionalno tipografsko natjecanje
- Ime je dobio po njegovoj kćeri
- Dizajn inspiriran MICR simbolima
- Neobičan dizajn daje slovima dinamičan, futurističan te pomalo psihodeličan izgled
- Popularan odabir za naslovnice knjiga i glazbene albume u drugoj polovici 20. stoljeća

# Primjena



<https://dancingbear.hr/en/trgovina/beatles-ost-yellow-submarine/>



<https://fontsinuse.com/uses/32610/david-bowie-space-oddity-u-s-single-cover>



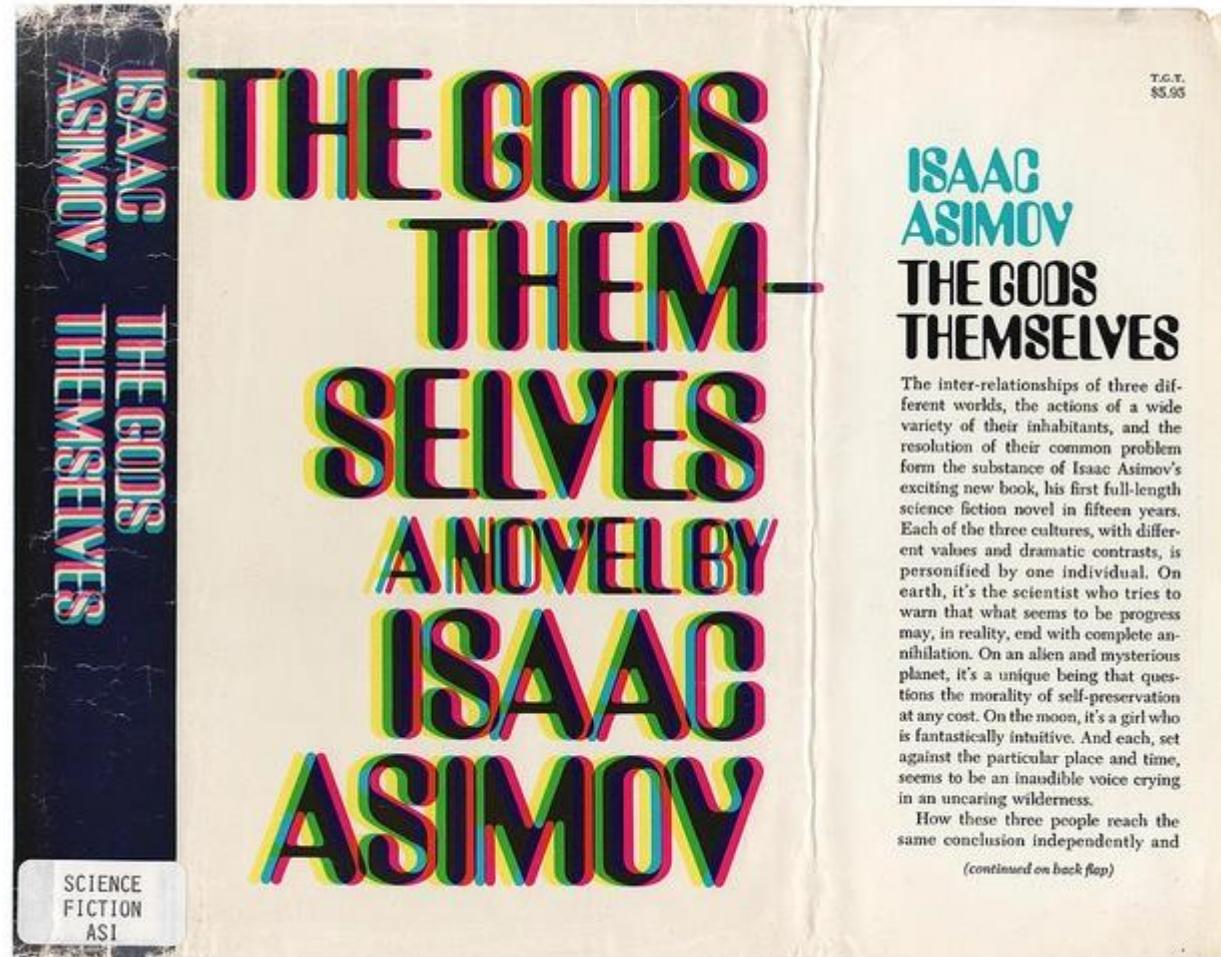
<https://fontsinuse.com/uses/48894/erykah-badu-mama-s-gun-album-art-1>



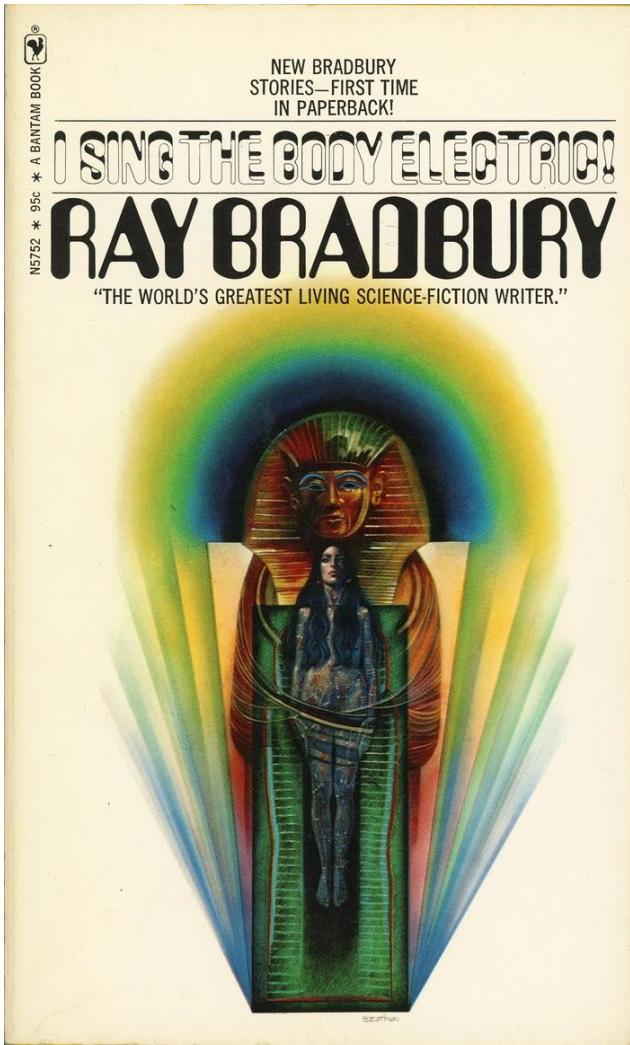
<https://fontsinuse.com/uses/23154/doctor-who-bbc-radiophonic-workshop>



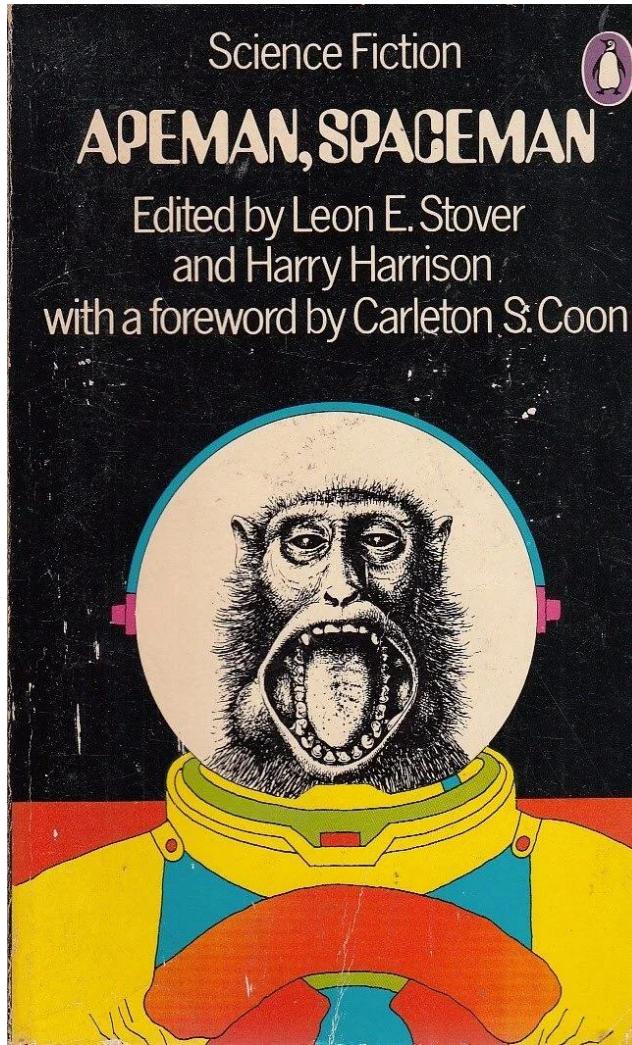
<https://fontsinuse.com/uses/37764/play-on-and-on-and-on-poster-for-subtone>



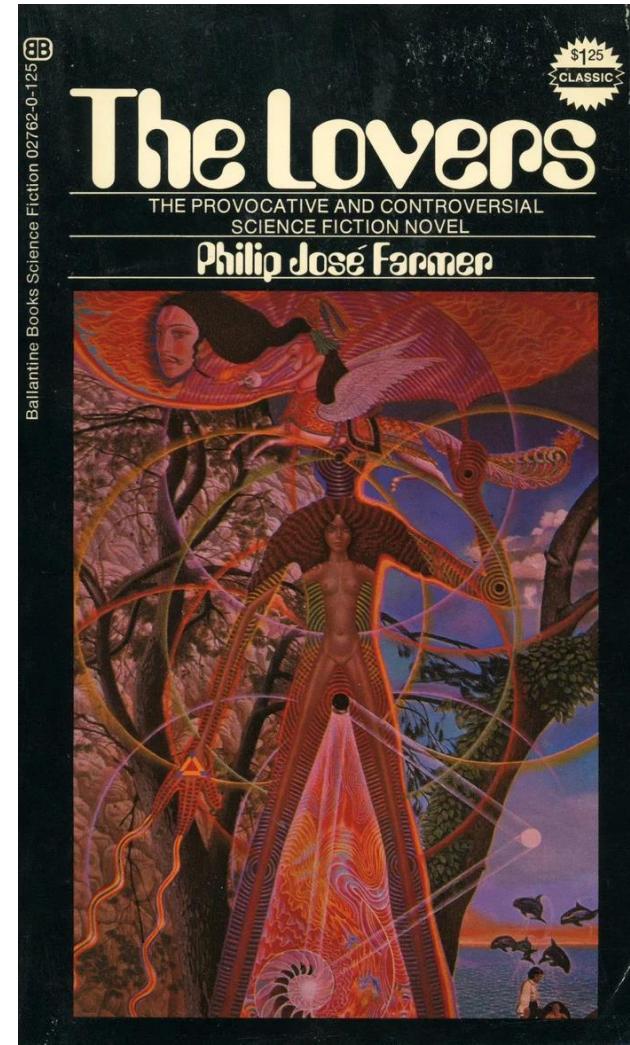
<https://fontsinuse.com/uses/2876/the-gods-themselves-doubleday-first-edition>



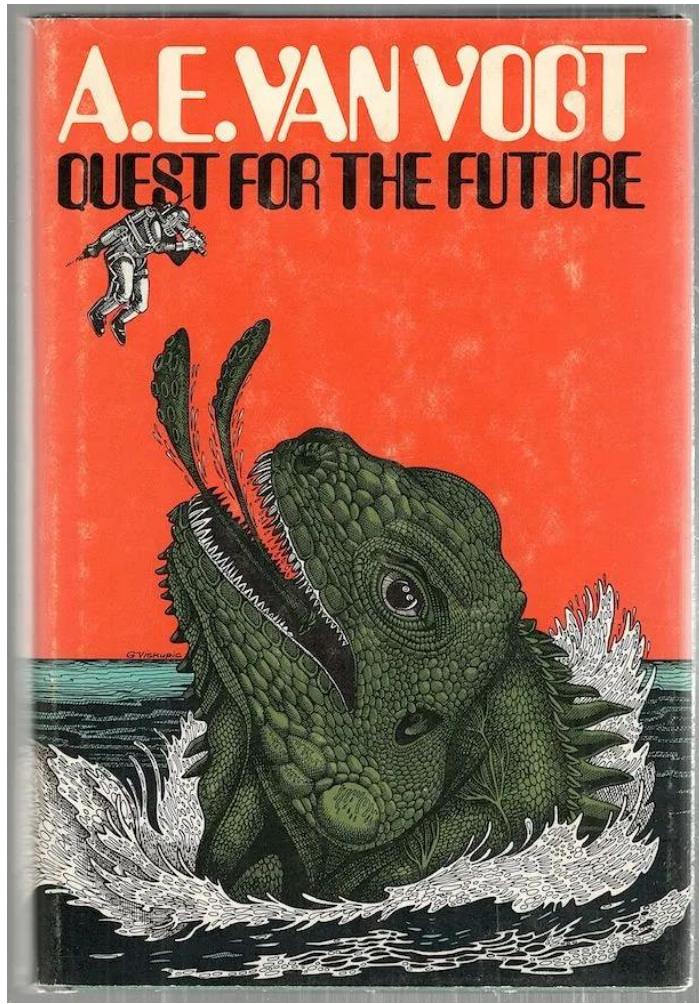
<https://fontsinuse.com/uses/36304/i-sing-the-body-electric-by-ray-bradbury-bant>



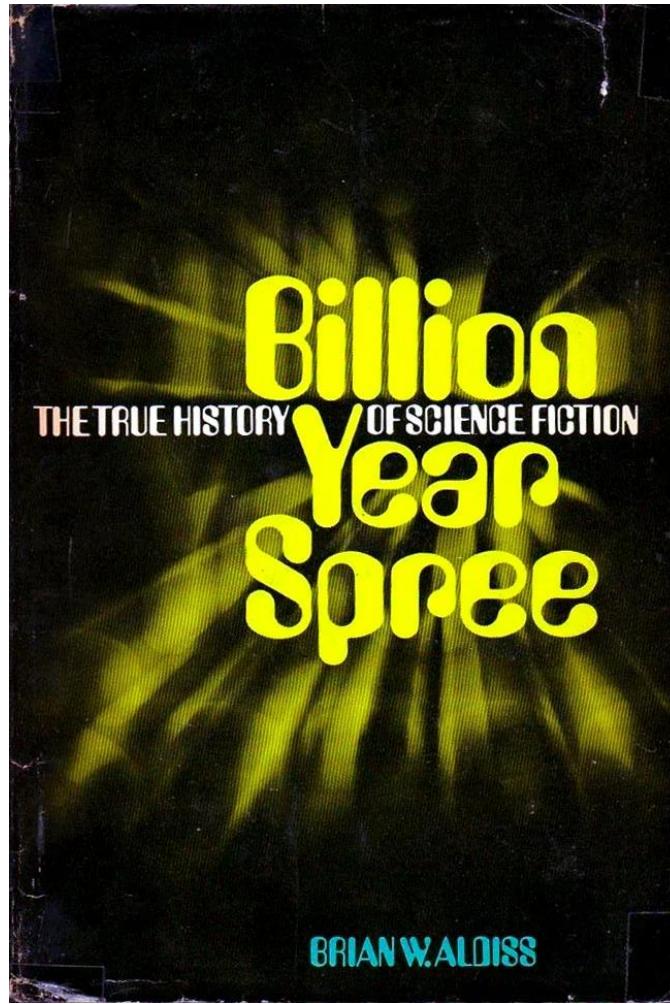
<https://fontsinuse.com/uses/24101/penguin-sf-series-1972-73>



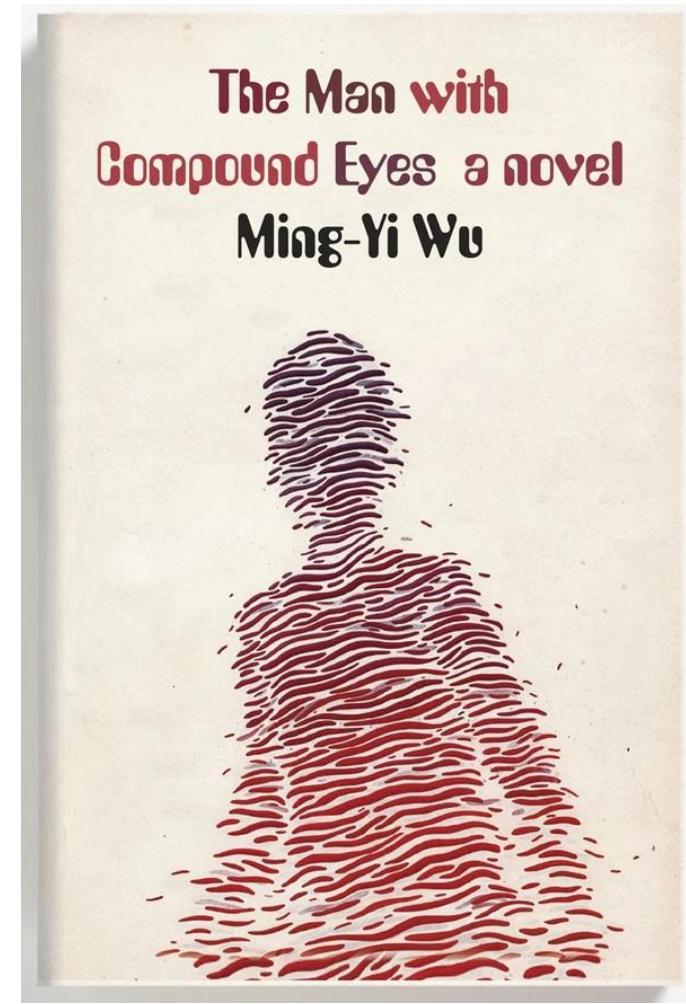
<https://fontsinuse.com/uses/44503/the-lovers-by-philip-jose-farmer-ballantine-1>



<https://fontsinuse.com/uses/19213/quest-for-the-future-ace-books-1970>



<https://fontsinuse.com/uses/19228/billion-year-spree-doubleday-first-u-s-edition>



<https://fontsinuse.com/uses/4496/the-man-with-compound-eyes-pantheon>

Katarina Batinić

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

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

! ? & % \$ . : , ; \* "

<https://www.linotype.com/38/amelia-family.html>

# Amelia

[General info](#) Available languages OpenType Background story Related tags

Amelia™ font family

Designed by [Stanley Davis](#) in 1965

Up to 1 Family

Supports at least [56 languages](#) (COM / OT TTF)

Available licenses for all styles:



1 Family

1 Typeface available in:

All



Show all

#Font name



AMELIA™ COM REGULAR - 3 VARIANTS

From € 41.24 incl. VAT

## Amelia Com Regular

<https://www.linotype.com/38/amelia-family.html>

# Literatura

<http://luc.devroye.org/amelia.html>

<https://www.linotype.com/38/amelia-family.html>

<https://fontsinuse.com/typefaces/1138/amelia>