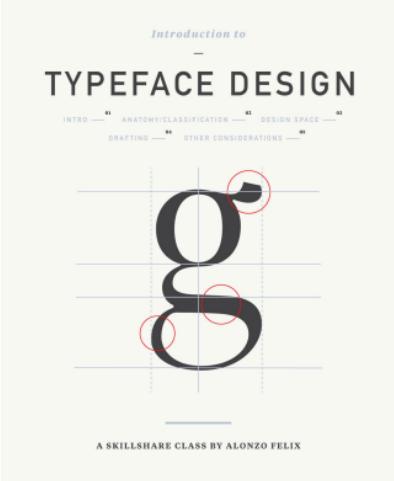




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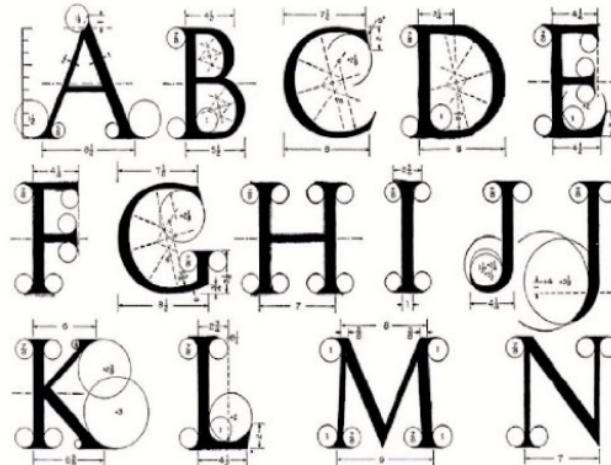


Typography
Typography
Typography
Typography
Typography

Ultralight
Thin
Light
Regular
Medium
Semibold
Bold
Heavy
Black



Ultralight
Thin
Light
Regular
Medium
Semibold
Bold
Heavy
Black



Arial

Comic Sans

Courier New

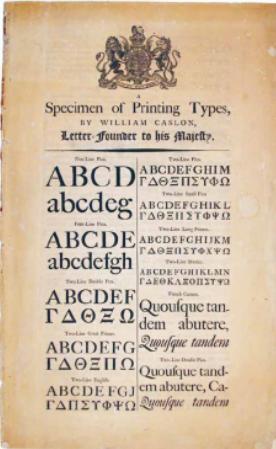
Georgia
Impact

Times New Roman

Trebuchet

Verdana

▶ ■ ☰ ⓘ ● ? (Webdings)



Font of History



Tesura

Origin: 1454; France
Designer: Jean Guntz/Gutenberg (medieval "tesura," a printed form of black letter, which derived from the handwritten sacerdotal monastic)

Early use: Original 150 copies of the Bible, all of which were sold before publication by sales assistants.

Recent use: *New York Times* uses refined form of black letter



Garamond

Origin: c. 1525; France
Designer: Claude Garamond (royal printer of King François I)

Early use: Final transition from Gothic to Roman script; first book was *The Prospectus of Eusebius* in 1530.

Recent use: All Harry Potter books



Codon

Origin: c. 1720; England
Designer: William Caslon (refined ampersand into modern form)

Early use: Principal type of colonial printers; used in the first printing of the Declaration of Independence.

Recent use: All issues of *Lapham's Quarterly*



Bodoni

Origin: c. 1790; Parma
Designer: Giambattista Bodoni (determined the 4 principles of type design: regularity, cleanliness, good taste, clarity)

Early use: Considered "modern" class typeface, contrasting thick lines with thin strokes until a version of Horace's *Blad* dedicated to Napoleon Bonapart.

Recent use: Calvin Klein logo; type fonts for *Vanity Fair*



Arno

Origin: 1926; Frankfurt
Designer: Paul Renner (intended for denouncing Gothic type while Nazis embraced it)

Early use: Key font of Modernist movement; plaque left by the Apollo 11 astronauts on the moon.

Recent use: Volkswagen, Louis Vuitton, titles of Wes Anderson films



Helvetica

Origin: 1957; Switzerland

Designer: Max Miedinger & Eduard Hoffmann (changed font name from Neue Haas Grotesk to Helvetica, which means Swiss)

Early use: One of the first fonts available on the Apple Macintosh system in 1984.

Recent use: Logos for American Airlines, Crate & Barrel, American Apparel



Papyrus

Origin: 1985; United States

Designer: Cheri Gorrindo (designed to mimic writing with Egyptian quill)

Early use: Available at desktop publishing programs; advertising for Mediterranean restaurants.

Recent use: Title font for James Cameron's *Avatar*

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a b c d e f g h

i j k l m n o p q

r s t u v w A B C

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Ss Tt Uu Vv Ww
FF Gg Hh Ii Jj Kk Ll
Ic. roman & italic

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a b c d e f g h

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t u v w x y z AB

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