Bodoni

1767

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
! @ # $ % ^ & * ( )

Bodoni's main identifying characteristic is that it is an easily recognizable Romantic typeface with a vertical stress and slight serif bracketing. Being considered one of the first modern typefaces, it is widely used for displays, posters, headlines and logos; especially in the fashion scene.

Bodoni was also part of the modern 18th century fashion that grew for faces with a stronger contrast between the thick and thins, unbracketed serifs, and strong vertical stress, whereas all the older type faces became to be known as old style. Giamattista Bodoni characterized the font by its simplicity and rejected old-style letters by introducing clear and simple type.

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
! @ # $ % ^ * & ( )

Futura has an appearance of efficiency and forwardness. Renner's design rejected the approach of previous sans-serif designs (now often called grotesques), which were based on the models of signpainting, condensed lettering and nineteenth-century serif typefaces, in favor of simple geometric forms: near-perfect circles, triangles and squares. It is based on strokes of near-even weight, which are low in contrast.

Futura was immediately very successful, due to its combination of classicism and modernity. It spawned a range of derivative geometric sans-serif typefaces from competing foundries, particularly in the United States.

Ftura

1927

Helve
tica
1957

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
! @ # $ % ^ * & ( )

Helvetica's characters always have vertical or horizontal terminations on their strokes, never diagonal. Helvetica is as much about the negative space surrounding the letters than about the lines that make up the characters themselves. The negative space contained within the lowercase "a" closely resembles a teardrop. It has monotone stroke weights. It also remains legible when in motion, one reason it's popular for automaker and airline logos.

Helvetica is a neo-grotesque or realist design, one influenced by the famous 19th century typeface Akzidenz-Grotesk and other German and Swiss designs. Its use became a hallmark of the International Typographic Style that emerged from the work of Swiss designers in the 1950s and 60s.