

# Typography

The Principle of Design

**POSTER**  
Design

The Garamond typeface was designed by a French typographer in 16th century by Claude Garamond. Claude Garamond decided to create the Garamond typeface as a highly legible print serif font because of actively developing printing and book-publishing industries at that time in France as a typical old-style typeface. Font used in Dr. Seuss, Harry Potter, Hunger Games series, Google's original logo, Aber-combie & Fitch logo, Apple's Think Different Campaign. Recently, It has been discovered that the Garamond typeface we use today was re-designed by Jean Jannon in 1615. Although there are many versions of Garamond, the most used version today is the Adobe ITC Garamond version released in 1989. Garamond is a great font for magazines, textbooks, websites and long bodies of text and was recently named the second best font.

# Helvetica

Low x-height (height of lower-case letters), making capitals look relatively large. Top serifs on ascenders of letter have a downward slope and ride above the cap height. Axis of some letters is diagonal. Apertures/counters are smaller than average, closed off earlier at the stem. Contains low line contrast. Evokes elegance, airiness. Large difference between cap/ascender and x-height. Oblique apexes. Serifs have slightly cupped bases, serifs on the top of a character are sloped downwards, terminals are brush-like, rounded on end. Thinner and more delicate letterforms. This member of the Roman type family has survived the centuries because of its remarkable readability. As one of the oldest typefaces, Garamond conveys a sense of solid tradition, yet still soft and attractive thanks to its elegantly rounded serifs and its diagonally emphasised strokes. Garamond is the old-style or Humanist serif typeface. Evokes elegance, airiness.

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