# GLOSSI TYPE

SPRING 2022

# Contents:

# Futura

## Historical Summary:

**Futura** was designed as a contribution on the new Frankfurt project. It is said that it was designed in competition with Ludwig and Mayer's seminal Erbar typeface which was designed in 1926. Designed by Paul Renner and was released 1927. It is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period

## Historical Uses:

The **Futura** font has been used in multiple ads and logos, including Ikea (before its brand redesign in 2010), Absolut Vodka, Domino's Pizza, Nike, and Volkswagen. In movies, it's been used in V for Vendetta, American Beauty, 2001: A Space Odyssey, Gravity, and in many of Wes Anderson's films.

## Recommendation:

I believe this type face should be used as a display and paragraph font i recommend this because it has been used in alot of notable and historic projects such as the ikea logo before its brand redesign in 2010. The type-face **Futura** has been used in multiple different types of display and paragraph fonts before due to the fact that it uses very uniform lines throughout the form of each letter which creates a very pleasing balanced look which makes it alot easier to read larger pieces of writing without the strain you would usually get.

## Futura Anatomical Features:

1. Ascender
2. Crossbar
3. Stem
4. Counter

## Fonts Anatomy:

- The ascenders all rise above the ascender line
- The apexes are all painted making them look smoother and more rounded
- The counters are circular to show a very uniform smooth design
- All of the crossbars have an Extended Width
- The crossbars are also lower than standard
- The strokes are all consistently mono-weight to please the readers eye

## Anatomical features Glossary:

- Ascenders are the part of a letter that extends above x-height
- Apex's are the points that are at the top of the character where two strokes meet
- Counters are the open space in a fully or partially closed area within a letter
- Crossbars are the horizontally placed strokes displayed in the form of the letters
- Strokes are a straight or curved diagonal line that when combined and joined together create the type-face

Futura

Fonts Anatomy:
- Bowl
- Counter
- Stem
- Bar
- Stroke
- Cap Height

Glossary:
- Bowl, A bowl is a stroke that creates an enclosed curved space. like in the letters d. b. o. D
- Counter, The counter is the enclosed space in letters like olb dland a counters are also created by bows.
- Stem, main vertical stroke in upright characters. the first diagonal in 'A' or 'V'
- Bar, A bar is a horizontal stroke In letters U k e
- Stroke, stroke is the main vertical diagonal line in a letter.
- Cap height, The cap height is a measurement of capital letters. All capital letters in the same typeface have the same cap height.
-

Historical use: None

Historical Summary:
- Chalkboard is a font released by Apple in 2003.
- it is regularly compared to Microsoft's Comic Sans font
- used to mimic kids handwriting

Recommendation:
- I believe this font would be used well to appeal to kids, as kids would see this font as fun and inclusive, the font has not been used much and therefore will add curiosity to the magazine.

Chalkboard

# BASKERVILLE

## RECOMMENDATION

The font has an overall refined look that is very smooth and stylised with relative symmetry that allows for great readability. Amazing for settings that require a more professional appearance to the document or text. The varying line weight causes it to be more appealing to the eye, meaning the audience is less likely to lose focus or become bored when reading large paragraphs in comparison to other fonts.

## HISTORY

John Baskerville created the Baskerville font in 1757 in Birmingham, England, which was then cut into metal to be used for printing presses.

At the time of the creation of Baskerville, Europe a design shift towards the more cleanly cut and symmetrical style of neoclassical design was occuring. The font is said to be at the bridge between eras, having occurred right on the brink of the Industrial Revolution.

## ANATOMY

**1. Apex** - The corner where left and right strokes meet

**2. Serif** - An extra smaller stroke at the end of some main strokes of letters

**3. Crossbar** - A horizontal line in letters between two other strokes, also known as a bar

**4. Tail** - A descending line on the bottom of the letter, usually curved

**5. Stem** - The main stroke in a letter, usually a straight vertical line

**6. Bowl** - A curved section of the letter that contains a fully enclosed gap

Avant garde
1 3 5 6
2 4

# 05

# Courier

Courier New is the updated version of the original Courier, which allows it to change in size without losing quality of the letters which is great for using this font digitally.

## History

In 1955, Howard Kettler designed Courier, originally titled "Messenger", which was commissioned by IBS for typewriter use, however, the company did not make the font legally exclusive to them. This caused Courier to be the default font for most typewriters, as its monospaced and uniform style, led to its popularity. In the 1960s, it was the font for official documents and was later used for computers as well.

Typewriter

## Glossary

**1 Slab serif** Thick, blocky serifs, usually same width as letter, that mark the ends of a letter

**2 Cross strokes** The horizontal line that goes through lowercase "f" or "t"

**3 Tittle** The dot at the top of a lowercase "i" or "j"

**4 Bowl** The curved part of a letter, that is completely closed.

**5 Shoulder** A curved 'hump' that aims down from a stem of a letter

**6. Arc of stem** A curved stroke at the end of a stem

## Recommendation

Courier's font is recognised for it's use in official documents and screenplay drafts, so using it will make the text seem very uniform and professional. Using this font as a title can give a minimalistic and refined effect. The spacing between the letters allows the monospaced characters to be legible in a paragraph. However, the font can be a little boring and repetitive in big paragraphs, so small lines or paragraphs will fit Courier well.

# 06 BODONI

## HISTORY

The Bodoni typeface was designed by Giambattista Bodoni in 1798 and is classified to be a modern typeface. Bodoni was inspired by the typefaces of John Baskerville and Firmon Didot although Bidoni intended to create a more contemporary typeface that focused more on the precise and mathematical qualities of typeface. This contrasts from previous fonts that had been inspired by script.

It was commonly seen in headings within Italian books. Additionally, since it was produced during the time of the Industrial Revolution, the contrasting faces of 'Bodoni' was effective with the use of advertising. Therefore, the 'Bodoni' typeface was commonly presented on posters as the competition for attention was required during the Industrial Revolution.





**1 Ascender:** The part of the letterform that sits and extends above the x-height.

**2 Bowl:** The part of a type character that encloses a rounded space.

**3 Counter:** The negative space in and around the letterform.

**4 Serif:** A serif is the small visual element at the end of the main strokes to a character.

**5 Shoulder:** The curved stroke that aims downward from the stem of the letterform.

**6 Tittle:** A small, distinguishing mark.

## RECOMMENDATION

It would be suggested that this font would be most appropriate for a heading because it incorporates a contrast of thick stems and thin strokes. This contrast is therefore harsh on the eye for long passages of texts although is attractive for large titles, such as 'VOGUE'.

bodoni

1.
2.
3.
4.
5.
6.

# LUCIDA HANDWRITING

## HISTORY

Lucida Handwriting is an informal joining script created in between 1990-1991 by Bigelow Holmes. The font grew in popularity when it became a part of Microsoft in 1992. What this typeface could be used for- This particular typeface could be used in headings/ sub headings, although it has the appearance of handwriting, it has a sense of sophistication as the writing is gracefully joined and has a curly effect to it.







Cross Stroke- a horizontal stroke that intersects the stem of a lower-caase 't' or 'f'

Ascender- The part of a glyph or letterform that sits above the x-height

Vertex- The outside point at the top or bottom of a character where two strokes meet

Dot/Title- A small and distinguishing mark such as a diacritic on a lower case 'j' or 'i'.

Bowl- The part of the type character that encloses a rounded space

Loop- The enclosed or partially enclosed counter bellow the baseline of the double story 'g'.



Bowl
Ascender
Cross Stroke
Dot/ Title

*Lucida Handwriting*

Vertex
Loop

# Harlow Solid Italic

Bowl · Stem · Count · Count · Stem · Tittle · Bowl · Crossbar · Stem · Bowl · Tittle

## Anatomical Features:

**Counter-** A counter is the area of a letter that is entirely or partially enclosed by a letter form or a symbol.

**Apex-** The uppermost connecting point of a letterform where two strokes meet.

**Tittle-** The small distinguishing mark you see over a lowercase i and a lowercase j.

**Bowl-** The part of a type character that encloses (or partially encloses) a rounded space, for example a lower-case a or upper-case G.

**Stem-** The main (usually vertical) stroke of a letterform.

**Crossbar-** The horizontal stroke in let-

## Recomendation:

This font would be used for a heading because it is funky and eye catching.

## History of Font:

Harlow Solid Italic is a typeface which is for display use. It was designed by Colin Brignall and originally published by Letraset, it is inspired by lettering in the Streamline Modern style of the 1930s and 1940s.
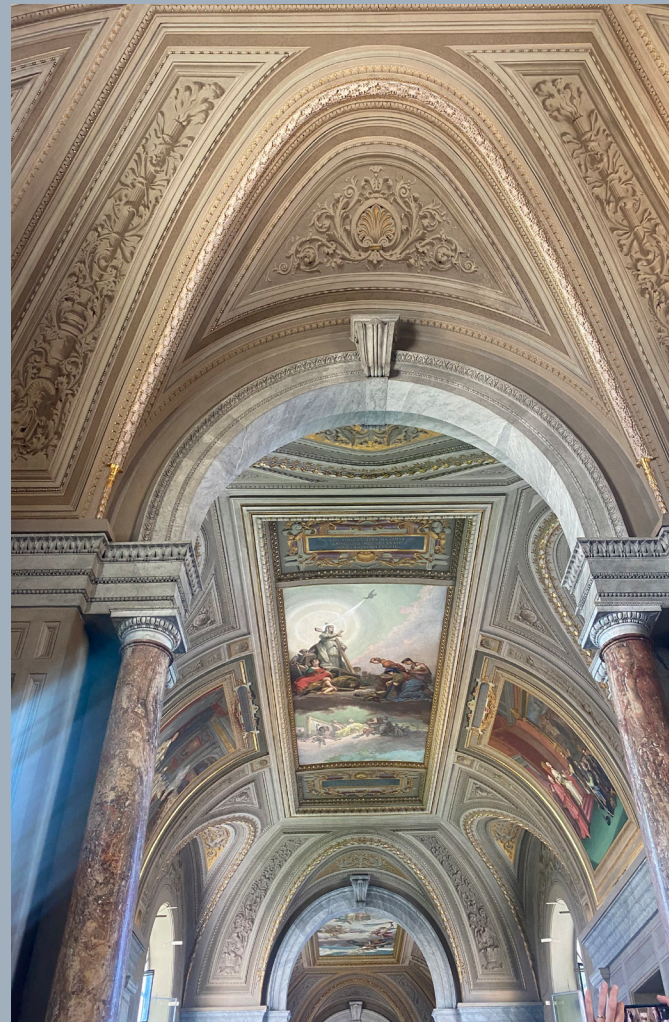
08

# Palatino Linotype

**1 bowl;** the fully closed, rounded segment of a letter or character

**2 shoulder;** the curved stroke aiming downward from the stem of a letter

**3 counter;** the wide open space in a fully or partially closed area within a letter or character

**4 aperture;** the partially enclosed and somewhat rounded negative space in some characters

**5 crotch;** an acute, inside angle where the meeting of two strokes occurs

**6 eye;** the enclosed space within a lowercase 'e'

Palatino Linotype is an old style serif font designed by caligrapher and typeface designer Hermann Zapf, released by the Stempel foundry in 1949. The name "Palatino" originates from 16th century caligraphy master Giambattista Palatino, the font mirroring such characters written by a broad nibbed caligraphy pen, drawn from Italian Renaissance design forms.

Most notably, the typface Palatino Linotype was released by the Mergenthaler Linotype Company. Linotype licensed Palatino Linotype to Adobe and Apple, integrating it into digital technology as a standard font, now greatly known for being one of the original typefaces included by Apple Computer in the reputable Macintosh.

Typeface Palatino Linotype Palatino font lettering has larger proportions that increases legibility, the font intended as a design for trade use, advertising and display printing with its great use of apertures.

Typeface Palatino Linotype is widely known as an easy to read and universal popular font, a wide variety of weights and variations available in the type family. The quality of the letterforms are enhanced when displayed digitally, ensuring that Palatino Linotype is highly legible whether displayed on the screen or in print. This typeface is ideal for use in extended text settings such as books, periodicals and catalogs.

However, the typeface's decorative characteristics and intricate design of the visible anatomical features provide a means for Palatino Linotype to be versatile and employed in headings and titles of design bodies.

In essence, Palatino Linotype is ultimately an extremely versatile serif font in which showcases a wide range of anatomical features to appeal to a global audience. Detailed as timeless, the typeface remains as one of the most elegant and noble fonts in modern digital typography.
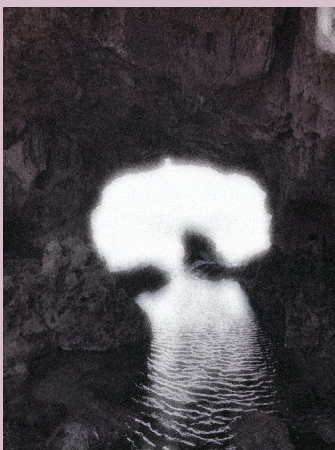
Calibri has subtle round stems and horns and have in larger sizes. Its slanted form is "true italic" with the handwriting influence found in many modern sans serif fonts. It is designed in 2002-2004. it replaced Times New Roman as the default typeface in Word.

Calibri is also the mots used and popular font around the world, this is due to the ability of being

# Calibri

**Recommendation:**

Calibri is good for long paragraph essay writing and long words stories or novels.
This is because the letters are very simple and neat, readers can easily indentify the words from sentences creating a very clear way of communication.

**bowl**

definition
the curve is not sym-metic highlighting the special part about this font

**bowl**

definition
the curvature of the B is very symmetrivc, the total lenght is 1.2 times of the stright line of b.

**curve**

definition
the stroke on the r is delivering the meaning of r