

Grotesques

San Serif faces originated in England in the early nineteenth century and were called Grotesques. The term described the overall acceptance by the type community of this look, which was slim to nill. Its use was reserved for advertising and headline type. Overall, the English felt that the faces were awkward and unappealing ...hence the "grotesque" name.

Franklin Gothic

Franklin Gothic

Zwölf Boxkämpfer jagen
Viktor quer über den
großen Sylter Deich

Ceg

Franklin Gothic, one of the most popular sans serif types ever produced, was designed by Morris Fuller Benton in 1902 for American Type Founders. In 1979, under license with ATF, Vic Caruso began work on more weights of the design for ITC. This version adheres closely to the subtle thick and thin pattern of the original design; the slightly enlarged x-height and condensed proportions of the new version result in greater economy of space. This typeface is a standard choice for use in newspapers and advertising. In 1991, David Berlow completed the family for ITC by creating compressed and condensed weights. ITC Franklin Gothic Compressed is designed especially to solve impossibly tight copyfitting problems, while maintaining high legibility standards. ITC Franklin Condensed provides medium weights of narrow proportions. It is frequently seen in newspapers, advertisements, posters, and anyplace with space restrictions.

Edward Johnston: London Underground

ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÁÊË
ÏÐÛabcdefghijklmn
opqrstuvwxyzàáéíõøü
&1234567890(\$£.,!?)

Designers: [Edward Johnston](#) and [Richard Kegler](#) between Year: 1916, 1997 for the London Underground and Frank Pick of the Electric Railway. It was a new font that respected the tradition of geometric structure introduced by [Phillippe Grandjean's](#) "Romain de Roi" typeface in the 17th century.

Futura

ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÁÊË
ÏÐabcdefghijklmno
pqrstuvwxyzàáéîõø&
1234567890(\$£.,!?)

Inspired by the Bauhaus movement, Futura was invented by the type designer [Paul Renner](#) in 1927. Used in the corporate design of Volkswagen, and the campaign of Barak Obama, it is prominently used in the Wes Anderson movie, [The Royal Tennenbaums](#) as by Stanley Kubrick for the movie [2001, A Space Odyssey](#). Renner, German by birth came to fame during the period of the Nazi Third Reich. The Bauhaus movement which adopted the maxim of Architect Louis Sullivan, "form should follow function," was ridiculed and driven from Nazi Germany due to what Hitler referred to as a degenerate style. Hermann Goerring of the Luftwaffe called it a distinctively Jewish Face disdaining its use in official stationery in favor of a Fraktur face that was later to be found to be also designed by the jewish type designer, [Leonhard Wagner](#) in the fifteenth century. Renner was responsible for writing a booklet which ridiculed the Reich. He opened and became director of a Master Trade School For German Printers that became nationalized under Hitler. Renner called an

intellectual subversive and a Bolshevik was relieved of his duties as director.

Bauhaus

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 À É Î Õ Ø Ù
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 à é î ò ø ù &
1 2 3 4 5 6 7 8 9 0 (\$ £ . , ! ?)

Bauhaus font developed by Herbert Bayer was named such after the school founded in 1919 by Walter Gropius who coopted the term “form follows function” developed by Louis Sullivan. The Bauhaus school of art, design, and architecture housed in one building the minds of some of the most innovative architects and designers of Germany whose philosophy of economy of line, and rigid geometric fundamentals based on the square was eventually closed by the Nazi regime in the 1930s.

Bauhaus derives from the word “house construction” in German.

Helvetica

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀ
ÅÉÎÏabcdefghijklmn
opqrstuvwxyzàåéîï&
1234567890(\$£.,!?)

Designed by Max Meidinger and Eduoard Hoffman, Helvetica was designed in 1957. Initially called Neue Hass Grotesk , it was later renamed Helvetica after the latin word for Swiss **Helvetier**. It is now owned by the German type foundry Linotype.

Eurostyle

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
WXYZabcdefghijklmnop
lmnopqrstuvwxyz
1234567890
(. ; ! ? & \$ £ €)

Qa

Geometric much like the Bauhuas, Eurostyle is based on the square as its base form. Its forms suggest architecture and was designed originally by Aldo Novarese to reflect the spirit and new spirit expressed by the 1960s and international style of architecture. Its earliest form was called Microgramma when Novarese collaborated A. Butti. Originally designed as a “caps only” font much like Bauhaus, it has been modified since then.

Akzidenz Grotesk

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀ
ÅÉÎÏÕØÜabcdefghijkl
mnopqrstuvwxyzàåéíõ

Identifying Characteristics

tail of Q does not cross the circle

J does not descend below baseline

weird right-angle bar and spur at base of G (like Helvetica)

middle of M descends to baseline

single-story g (no lower ball)

square dots on i and j

double-story a

i is just a straight line

lacks Helvetica's tail on the R

Designer/History

Designed by Günter Gerhard Lange and issued by Berthold in 1896, Akzidenz was the forerunner of the ubiquitous Helvetica. It was used as a text font in Europe, especially Switzerland, until being supplanted by Univers and Helvetica, although in recent years it has made a comeback.

Character and Use

Compared to Helvetica Akzidenz is overall somewhat less wide, although paradoxically letters like C, G, O, and Q are wider and more geometric than in Helvetica. The fonts share the weird right angle bar at the base of the G, but Akzidenz does not have the distinctive rounded off square tail of Helvetica's R. Akzidenz's J is more truncated and points horizontally rather than vertically. Akzidenz has a smaller x-height, which is among the qualities that make it more appealing to me for most usages, especially continuous text. It comes in a range of weights and condensed and expanded forms.

for the final know:

- the parts of type
- Romain de Roi
- ligatures
- Blackletter originated where?
- type measurement and how it has changed
- golden section and how it relates (re: phillip grandjean, nicolas jenson)
- where movable type originated (germany but first press was in china)
- typographic terminology: Such as
 - em space
 - run around
 - ipsum lorem
 - difference between majuscule and miniscule