

What makes a type face "good"
or "bad"?

Everyone thinks he knows an 'A' when he sees it; but only the few extraordinary minds can distinguish between a good one & a bad one, or can demonstrate precisely what constitutes 'A-ness.' When is an A not an A? Or when is an R not an R? It is clear that for any letter there is some sort of norm. To discover this norm is obviously the first thing to be done.

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FHWA Highway Gothic



Clearview Highway

+80 ft (+1.2 seconds @ 45 mph)



24.30 DonelleyRR DNY
12.75 Donnelly A DON
1.06♣ DotHillSys HIL
26.40 DoverCp DOV
10.60 DoverDowns DDE n
4.78♣ Dover Motor DVD s
23.66 DowChem DOW
43.05♣ DowJones DJ
25.05 DowneyFnlCap DFT

Helvetica Condensed

24.30 DonelleyRR DNY
12.75 Donnelly A DON

1.06♣ DotHillSys HIL
26.40 DoverCp DOV
10.60 DoverDowns DDE n
4.78♣ Dover Motor DVD s
23.66 DowChem DOW
43.05♣ DowJones DJ
25.05 DowneyFnlCap DFT
32.62 DowneyFnl DSL

Retina

more compact — 10 lines in the space of 9
more open + distinct numbers
greater difference between bold/light

MORE POWER TO YOU.
Manage all your travel at continental.com.
Continental Airlines

The New York Times

Tuesday, April 11, 2006 Last Update: 11:42 AM EDT

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Immigrants Rally in Scores of Cities for Legal Status

By RACHEL L. SWARNS
Thousands of immigrants and their supporters called for legal status and citizenship for illegal immigrants.

- Eclectic Crowd in New York
- Photographs
- Video: Overview | In New York

In Attics and Rubble, More Bodies and Questions

By SHAILA DEWAN
The bodies of storm victims are still being discovered in New Orleans. In March alone there were nine.

- Photographs: A Grim Search
- Evacuees Travel to Cast Ballots
- Complete Coverage

With One Filing, Prosecutor Puts Bush in Spotlight

By DAVID E. SANGER and DAVID JOHNSTON
The C.I.A. leak prosecutor said that there was "a strong



Andrew Medichini/Associated Press

Opposition Leader Claims Win in Italy

The claim by Romano Prodi, above, was disputed by supporters of Prime Minister Silvio Berlusconi.

Chinese Turn to Civic Power as a New Tool

By HOWARD W. FRENCH
A once totalitarian system faces growing pressure from a population awakening to the power of organization.

In France, an Economic Bullet Goes Unbitten

By FLOYD NORRIS
The furor over a labor law was the latest instance of the French people resisting economic reform.

- Labor Law to Be Rescinded
- Video: Analysis of the Decision

Jury Awards \$9 Million in Vioxx Trial

12 minutes ago By THE ASSOCIATED PRESS

ARTS » The Berlin Biennial

An unusual array of sites focuses on an unusual subject: the street.



Lessons to the Devout

"Altar Boyz" fans get the show's message, and also the parody.



OPINION »

- Kristof: Taxing Sugar
- The Opinionator
- Editorial: War With Iran

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- Research Companies
- Sector Snapshot

MARKETS »

DOW	-39.38	Stock Quotes:
NAS	-17.83	<input type="text"/> Go
S&P	-7.03	My Portfolio »
11:43 AM BigCharts		

TALK TO THE NEWSROOM

Bill Keller's Answers
The executive editor of The Times is taking questions this week. Ask a Question

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- Browse jobs by location

Diploma Diplomacy

Klaus Peter Löbbe has found out what it's like to be a high school graduate surrounded by Ph.D.'s.
• Catchphrases for the Digital Age



Describing Matthew Carter's method as "bottom-up" design, Andrew Boag argues that this approach has its limits: there is a ceiling on the number of different letterforms you can make from a restricted grid

INOPQRSTUVWXYZ123456789&0 **KNOPE** HIJKLMNQRST
WILLIAM MAXWELL by Jonathan Hoefler

The Guggenheim Museum
GUGGENHEIM by Jonathan Hoefler

THE NEW YORK JETS 890 ("!&
NITRO by Tobias Frere-Jones

Martha Stewart Living
WELO SCRIPT by Tobias Frere-Jones

RADIO CITY MUSIC HALL
RADIO CITY by Jonathan Hoefler & Kevin Dresser

THE WALL STREET JOURNAL
RETINA by Tobias Frere-Jones

The Whitney Museum
WHITNEY by Tobias Frere-Jones

NIKE
JORDAN GOTHIC by Tobias Frere-Jones

LEVERT HOUSE 1234567890!&? \$#(,.;:~"
LEVER SANS by Tobias Frere-Jones

THEY MIGHT BE GIANTS © (®) (™) (®) Å Ç È
THEY MIGHT BE GOTHIC by Jonathan Hoefler

The New Times Newspapers
MERCURY by Jonathan Hoefler & Tobias Frere-Jones

Newsweek
NEWSWEEK KNOCKOUT by Jonathan Hoefler

What is the best typeface in the entire world?

What is the absolute worst typeface in the world?

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

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890

CIBI
CONCRETE
COMPANY

813-927-0288

USDOT# 1341928

STERLING

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
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VICTIM: Papyrus

PERSONAL DIFFERENCES:

“OOOOOOOOOH! AM I IN ANCIENT EGYPT? Because I see a faux-antiquated, boringly-distressed font everywhere!”

“JAMES Cameron spent our entire economic stimulus package on Avatar” – Ogre) WITH A SIX DOLLAR MICROSOFT WORD DEFAULT FONT. What is this? Is Avatar a movie or a vegetarian three bean cruelty free lentil chili?”

RECONCILIATION:

It was hand-drawn over a period of six months by means of calligraphy pen and textured paper. Costello described his goal as a font that would represent what English language texts would have looked like if written on papyrus 2000 years ago.



VICTIM: AVANT GARDE

PERSONAL DIFFERENCES:

“The first time Avant Garde was used was one of the few times it was used correctly. It’s become the most abused typeface in the world.” — Tony DiSpigna

“excessive number of ligatures [...] were misused by designers who had no understanding of how to employ these typographic forms. Avant Garde was Lubalin’s signature, and in his hands it had character; in others’ it was a flawed Futura-esque face.” — Steven Heller

RECONCILIATION:

Originally designed in 1964 as the logo for Avant Garde magazine. It was intended to feel very progressive and reminiscent of planes taking off. A typeface was eventually created and sold commercially in 1970.



Eurostile

Date
Release
1962

From TURIN in Paris

Sans Serif

ALDO

Novaresa

Often misspelled
as EuroStyle

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

EuroStyle

Courier

Aa Ee Qq

Aa Ee Qq

a

Think.

abcdefghijklm

nopqrstuvwxyz

0123456789

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

Das große
Font-Ranking
NAMHAFTEN JURY
TOP STORIES
KAUFBEISPIELE



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ALLER ZEITEN

men...

Akzidenz Grotesk

8 Officina

9 Gill Sans

10 Univers

10 Univers

Adrian Frutiger 1954

Die Schrift, die Adrian Frutiger weltberühmt machte, geht auf Übungen zurück, die er bereits 1949 als 21-jähriger an der Kunstgewerbeschule Zürich durchführte. Das eigentlich Neue an Univers war, dass eine Schriftfamilie erstmals als geschlossenes System behandelt wurde.

Ausgangspunkt ist der Normalschnitt (Univers 55), von dem aus sich alle weiteren herleiten. Der Kontrast ist so austariert, dass sich die Schrift auch für lange Texte eignet. Frutiger legte großen Wert auf die Abstimmung der Strichstärkenunterschiede zwischen Versalien und Gemeine. Für damalige Zeiten ist die Mittellänge ungewöhnlich hoch.

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Aufbau der Univers von 1954, weitere Schnitte sind inzwischen hinzugekommen: die erste Ziffer steht für die Strichstärke, die zweite für die Buchstabenbreite, wobei gerade Ziffern »oblique« bedeuten

Suggested Typefaces

(installed on your system)

Suggested Typefaces:

Helvetica /Arial

Helvetica designed by Max Miedinger in 1957.

Arial designed by Monotype in 1982 for Xerox/IBM.

Suggested Typefaces:

Helvetica /Arial

Hoefler_Text

Designed by Jonathan Hoefler for Apple in 1991.

Suggested Typefaces:

Helvetica /Arial

Hoefler_Text

Myriad

Designed by Robert Slimbach and Carol Twombly
for Adobe in late 1990s.

Suggested Typefaces:

Helvetica /Arial

Hoefler_Text

Myriad

Windows Vista Fonts:

Calibri_Cambria

Microsoft ClearType™ Font Collection

Windows Vista™, Microsoft® Office 2007, and Office 2008 for Mac introduced a breakthrough set of fonts known as the "ClearType Font Collection." Monotype Imaging is proud to offer these fonts for license to end-users, enterprises, and software/hardware companies.

The collection consists of 25 fonts: six new typeface families, each with regular, italic, bold and bold italic styles, and a new picture/symbol font. Each of the text fonts contains extended multi-language support (including Latin, Greek and Cyrillic scripts), advanced OpenType typographic features and specialty character sets.

Calibri – regular, *italic*, **bold**, **bold italic**
Cambria – regular, *italic*, **bold**, **bold italic**
Candara – regular, *italic*, **bold**, **bold italic**
Consolas – reg, *it*, **bd**, **bd it**
Constantia – regular, *italic*, **bold**, **bold it**
Corbel – regular, *italic*, **bold**, **bold italic**
Cariadings – 

Microsoft's Advanced Reading Technologies team led the development of the fonts to significantly improve the on-screen reading experience through a combination of design iterations and by leveraging Microsoft's ClearType technology.

Each typeface family in the Microsoft ClearType Font Collection has its own personality and flair that are the hallmark of their particular designer:

- **Calibri**, designed by Luc(as) de Groot, is a sans serif design with a rich soft character that makes the font suitable for documents, email and Web design. Calibri is the new default sans serif font in Microsoft Office 2007.
- **Cambria**, designed by Jelle Bosma with Steve Matteson & Robin Nicholas, is a serif design suitable for business documents. Cambria Math, designed by Jelle Bosma with Ross Mills, features an extensive character set for mathematical, scientific and technical publications. Cambria is the new default serif font in Microsoft Office 2007.
- **Candara**, designed by Gary Munch, is a lively but not intrusive sans serif design suitable for email, Web design and informal settings.
- **Consolas**, designed by Luc(as) de Groot, is a monospaced font (like an old typewriter) and good for programmers setting code (its core purpose).
- **Constantia**, designed by John Hudson, is a modulated wedge-serif design ideal for e-book and journal publishing both online and in print.
- **Corbel**, designed by Jeremy Tankard, was designed to give an uncluttered and clean appearance on screen.

Fonts & Services

Microsoft® Fonts

[Ascender News Release Regarding Microsoft Fonts](#)

ClearType Font Collection

[Web Core Fonts](#)

[Windows Mobile Fonts](#)

[Microsoft Office Fonts](#)

[Windows7 Fonts](#)

[Windows Vista](#)

[Windows XP](#)

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Multilingual Fonts

On Screen Legibility

User Interfaces

Font Engines

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Microsoft Font Catalog

Contact us about Microsoft Fonts

Cambria | Κάμπρια | Камбрия

Designers: *Jelle Bosma, with Steve Matteson and Robin Nicholas*

Type family: *4 styles (regular, italic, bold, bold italic); 992 glyphs per font (plus special math set)*

Layout features: *smallcaps, stylistic alternates, localized forms, contextual alternates, uppercase-sensitive forms, oldstyle figures, lining figures, arbitrary fractions, superscript, subscript*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

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¶ @ , ; : ! ? () [] { } * † ‡ « » § & № 0 1 2 3 4 5 6 7 8 9

Cambria

Cambria Italic

Cambria Bold

Bold Italic

STILL OTHERS CLAIM that language grew out of grunts of effort, inarticulate chants, or exclamations of fear or surprise. *Pythagoras and Plato and the Stoics all simply begged the question by arguing that language "sprang from necessity."* As to just how it sprang,

STILL OTHERS CLAIM THAT language grew out of grunts of effort, inarticulate chants, or exclamations of fear or surprise. ***Pythagoras and***

TYPOGRAPHICA

Type Reviews, Books, Commentary

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Our Favorite Typefaces of 2008

Type designers, educators, historians, engineers, and users select the year's best new font releases.

GET AWAY FROM IT ALL.

Marlene
SHANGHAI EXPRESS
high speed services
Schöneberg—Blue Angel
\$450.783.126

Marlene
Nikola Djurek

Madeira Islands
Bordeaux Blanc

Chiles Rellenos DOMESTIC
Potato Gnocchi SARATOGA
Sautéed Ramps MUSCATEL
Casserole Spoon BORDEAUX
Turkey Picadillo AMETHYST

Archer

Keep it above the fold, gentlemen
An increase of 25¢
I'm in your print, informing your readers

Thankful
VOLUME XXVI • ISSUE N°43
stay fickle

Spinning broadsheets of palpy newsprint
Black & white & read
Glosa
Dino dos Santos

τραγωδία

thou shalt not escape calumny
žádný čtvrcení
que de lejos parecen moscas
κρυφή κρυφή κρυφή
YOSSARIAN
CONSPIRACY OF CARTOGRAPHERS

Baskerville 10
František Štorm, John
Baskerville, Otakar Karlas

New York Boys
dvěře se zavírají
price \$2⁷⁵ plus 2⁷⁵¢
strennisch swiatłoscia
American Classic
Классика

Studio Lettering
Ken Barber, Tal Leming

Beautifully
Inspired
English Life
Le Coiffeur

Compendium
Alejandro Paul

Worst Eating Contests
10 THINGS YOU DON'T KNOW
Review

The most gripping story you'll read this year
Historical
BETTER MAN '08
GTISE

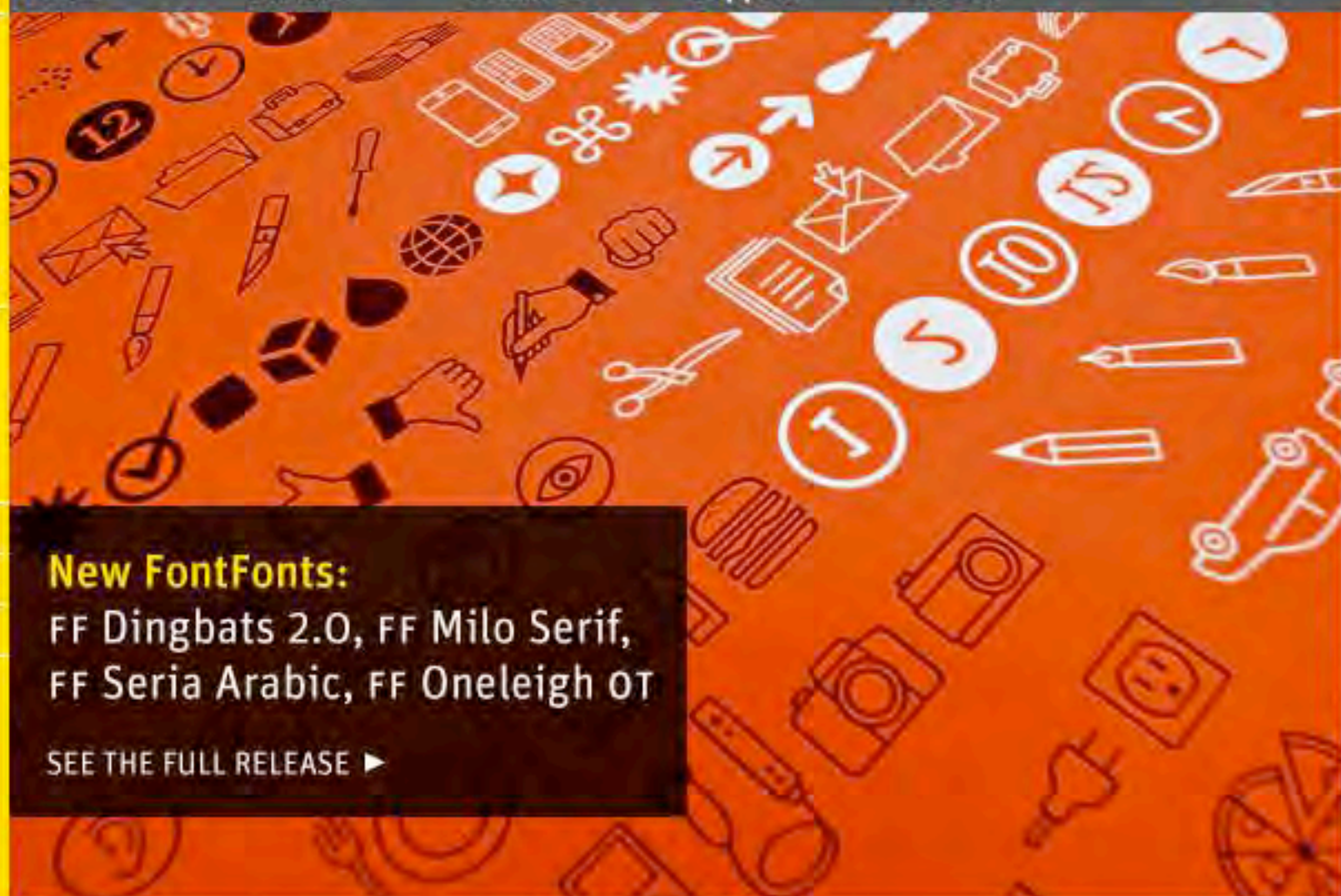
Stag
Christian Schwartz

CARMEN
Display

CARMEN Regular
L'amour est un oiseau rebelle
CARMEN
Carmen
Andreu Balius

BOOK REVIEWS





New FontFonts:
FF Dingbats 2.0, FF Milo Serif,
FF Seria Arabic, FF Oneleigh OT
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▶ TypeNavigator

New Fonts

Fountain Refreshed: Our favorite Swedish foundry updates with new designs and Pro upgrades.

VIEW MORE FONTS ▶

hashbrown

FRIES

TOTS

Dessau Pro

Picasso

Blue period

Somber

Tycho Pro

tomato head

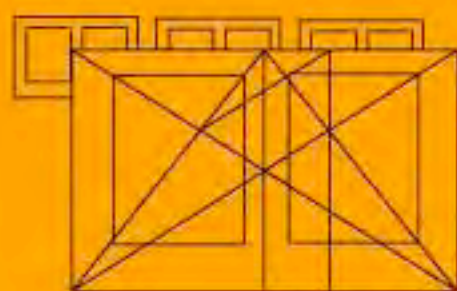
ACE

Bandaid

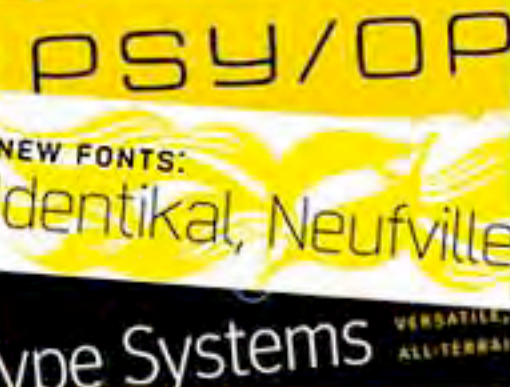
Malmö Sans Pro

Education ▶

Learn, teach, type.



Newsletters ▶

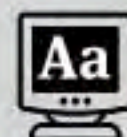


Blogs



The FontFeed ▶

The FontFeed is a daily dispatch of recommended fonts, typography techniques, and inspirational examples of digital type at work in the real world.



Inside FontShop.com ▶

Important developments, from new products to new website features – anything that affects the way you use FontShop.com

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THE NEW GOTHAMS. FORTY-SIX NEW STYLES FOR 2009.

Energy: Relief grows suspend fuel aid after border closings throughout the peninsula threa... massive earthquake dhil Environment: First round of air quality review offers damning conde

National Cur

Living with the Age of Candidacy.

Of the many ways to seek office, our young, new President probably chose the most difficult.

WANT INTEREST? You could sign it... (text continues)

How did our great-grandfather... (text continues)

Key historical candidates have... (text continues)

In the United States... (text continues)

Font specimen grid showing 'Q' in yellow and white on dark blue and brown backgrounds, with various weights and styles, and a table of numbers and symbols.

WHAT'S NEW

30 April

H&FJ Honored by National Design Awards



FEATURED

Font specimen for 'Archer' typeface, showing 'A', 'Z', and various weights, with a list of product codes and names.

Archer Friendlier than your average slab serif, Archer is forthright, colorful, credible, and charming. Romans and italics in eight weights each, including a delicate hairline, featuring small caps, fractions & tabular figures.

Font specimen for 'Mercury' typeface, showing 'A', 'Z', and various weights, with a list of product codes and names.

NEW FAMILY

Font Bureau announces **Juliana**, a classic text family by David Berlow.



Juliana by David Berlow

NEW RELEASES

Choose a New Release ...

BROWSE OUR FONTS

Choose a Font ...

FONT CATEGORIES

Choose a Category ...

FB NEWS

New Fonts: Zocalo, Whitman Display, and Benton Sans

New Fonts: Benton Modern Display, Rocky & ITC Franklin

New Fonts: Scout and FB Moderno

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FB Network



NEW TYPE SPECIMENS

David Berlow Type Specimens

A collection of David Berlow's prolific typographic work as co-founder of Font Bureau.

One-Line Type Specimens

The compact and portable way to reference the entire Font Bureau Retail collection.



Our font library




Type 101 Blog



Newspaper fonts



Specimen book

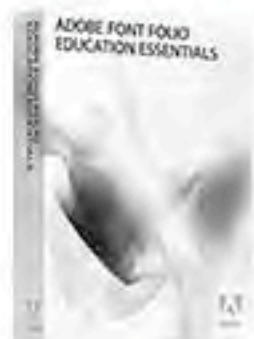
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Platform Mac/Win

Language English

Delivery Method Download [Download instructions and FAQ](#)

Quantity 1


US \$149.00

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To process your order you will be asked to submit valid academic identification for validation.

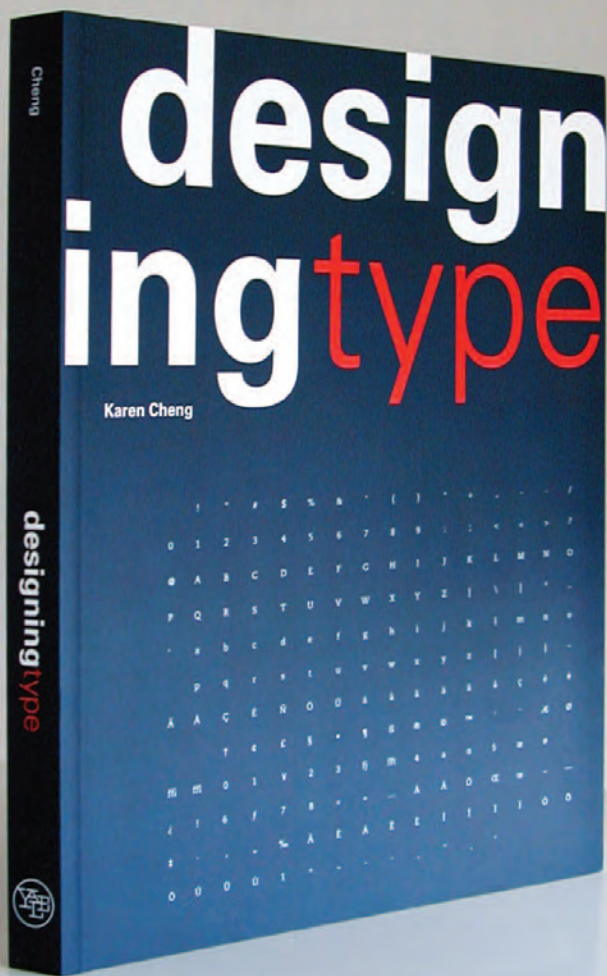
[More Info](#)[Product Categories](#)[More Stores](#)[Your Purchases](#)Full from
US \$149.00**Adobe Font Folio Education Essentials**

Adobe® Font Folio® Education Essentials software is an OpenType® font collection for teaching and learning about fine typography. Enrich your curriculum or enhance creative projects with 500 elegant and trusted fonts. The collection has been assembled in collaboration with AIGA, the professional association for design, specifically to provide depth, breadth, and value for higher education.

Product Information[Reasons to Buy](#)[System Requirements](#)**Adobe Font Folio Education Essentials: Reasons to buy**http://store.adobe.com/store/en_us/popup/software/fontfolioedue: **Gold standard in fonts**

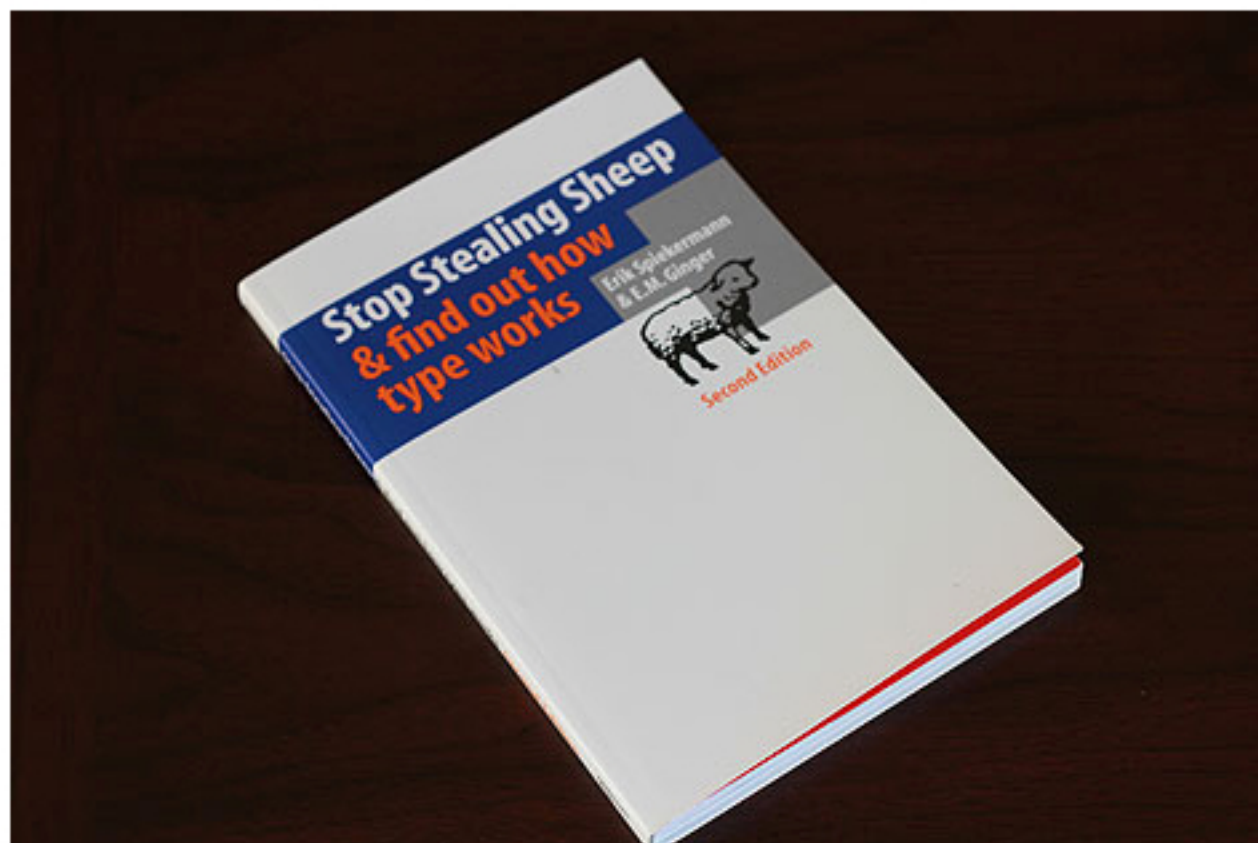
- Design with world-class fonts. Adobe typefaces set the standard for expertly designed fonts that work.
- Use award-winning Adobe Originals typefaces, including one-of-a-kind designs and classic revivals created by leading type designers at Adobe.
- Work with a collection selected in collaboration with AIGA, leveraging the group's experience and knowledge about how to create the best value for design education.
- Take advantage of standards that define today's premium font format, OpenType®. Cross-platform functionality, extended character sets, and language support make OpenType the format of choice.

Done



Stop Stealing Sheep & Find Out How Type Works

Erik Spiekermann + E.M. Ginger, 2002



Stop Stealing Sheep is a good introduction into the world of typography. The book offers basic terminology and concepts into type classification, selection, and usage in an engaging, sometimes entertaining way. This book is compact and covers a lot of territory in its form which is the opposite of the many other typographic guide books out there. The illustrations and photographs are very demonstrative with easy to grasp concepts.





Anger

Anger, like doubt, can be described as a dark feeling that calls for a black, heavy typeface. Anger is not as narrow as doubt. It needs room to expand, sometimes to shout out loud.

It helps if the letters are not perfectly worked out and closed in on themselves, but rather a little irregular, leaving room for our imagination. A well-balanced Univers or Helvetica would not do.

Flyer Extra Black Condensed, designed in 1962 by Konrad Bauer and Walter Baum.

Anger!

Flyer Extra Black Condensed

Poplar is a 1990 revival from Adobe of an old wood type from the mid-nineteenth century.

Anger!

Poplar

Block Heavy is the fattest member of the family. Its outlines are deliberately irregular, which helped prevent damage when metal type was printed on heavy platen presses. You could call it a pre-stressed design.

Anger!

Block Heavy



Doubt

So type has its practical uses – it can walk, run, skip, jump, climb, and dance. Can it also express emotions? Of course. If you look closely at a letter, you can see personality expressed in its physical characteristics: light or heavy, round or square, slim or squat. Letters can stand at attention next to each other like soldiers or they can dance gracefully on the line. Just as some words sound better than others, some words look nicer than others. That may be because we don't like the meaning of the word, but often we've formed an opinion before we've even read it. Isn't it nice that the *o* imitates the way we make our lips round to pronounce it? And how could the *i* stand for anything but the pointed sound it has in "pick"?

Dark emotions call for a black typeface with sharp edges; pleasant feelings are best evoked by informal, light characters. Or are they? The trouble is that as soon as you select a typeface that looks appropriate, put it on a page, surround it by space and perhaps other elements, it can take on a totally different look. So for the moment, we'll stick to choosing appropriate typefaces.

Runic Condensed is slightly awkward and definitely not suited for long passages. Its spiky serifs and exaggerated letterforms do not agree with classic theories of beauty and fine proportion. If unusual letterforms express uneasy feelings, these other condensed types might be a good choice. The last one might be suitable, not because it is condensed, but because it has slightly strange shapes.

Doubt?

Runic Condensed

Doubt?

Rockwell Condensed

Doubt?

Block Extra Condensed

Doubt?

Linospript



PAPYRUS



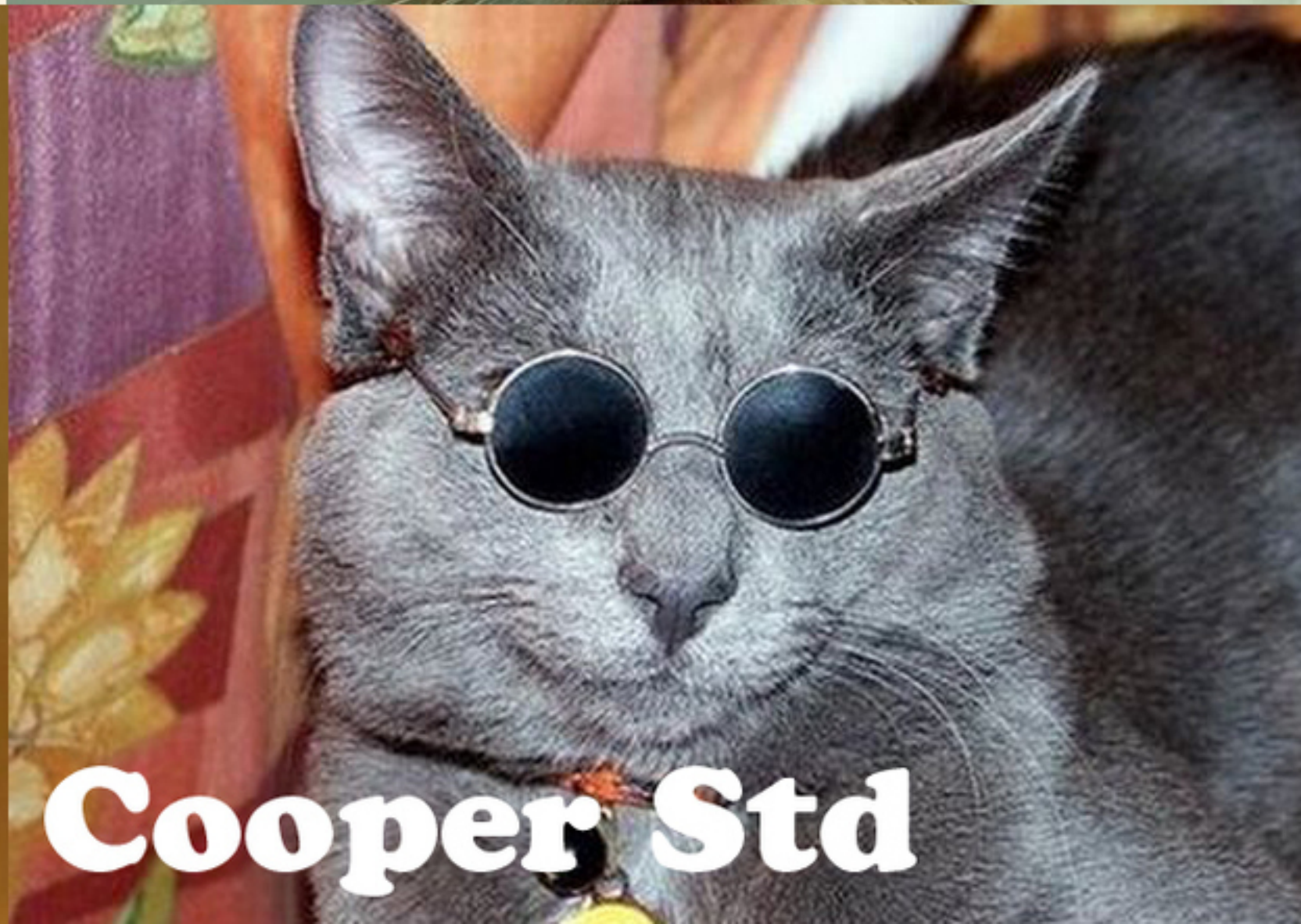
Helvetica



Baskerville



Apple Chauncery



Cooper Std



Garamond

Helvetica
Neue Bold



Courier
Regular



Eurostile
Bold Extended Two



Künstler
Script Medium



TIMES
TEN BOLD ITALIC



Verdana
regular



Fraktur
Bette



UNIVERS
CONDENSED BOLD



Bodoni
Book



