

bfa.

Communication Design
School of Art and Design
Texas State University

Typog

:: bfa comdes type catalogue ::

bfa comdes
type catalogue

Typography

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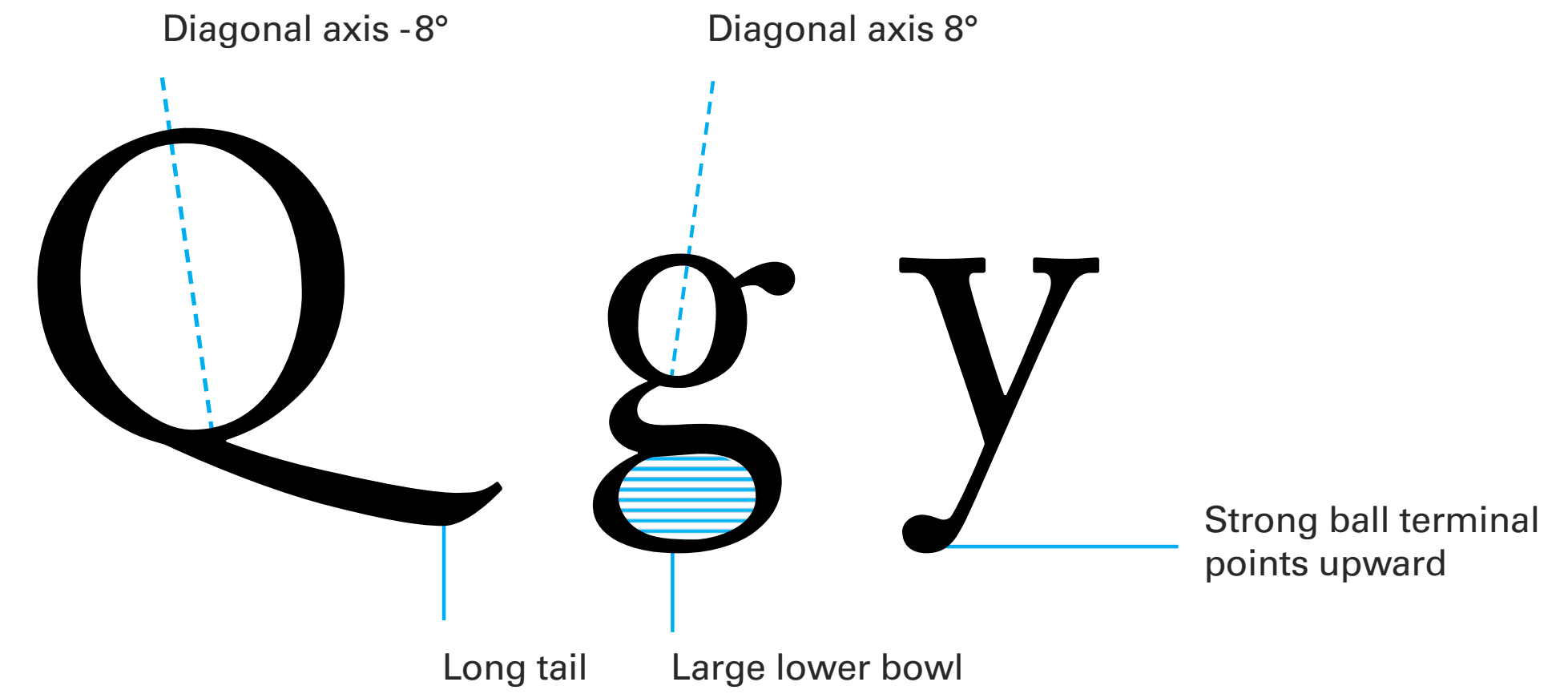
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Adobe Caslon Pro

- 6 Adobe Caslon Pro Regular
- Adobe Caslon Pro Italic
- Adobe Caslon Pro Semibold
- Adobe Caslon Pro Semibold Italic
- Adobe Caslon Pro Bold
- Adobe Caslon Pro Bold Italic

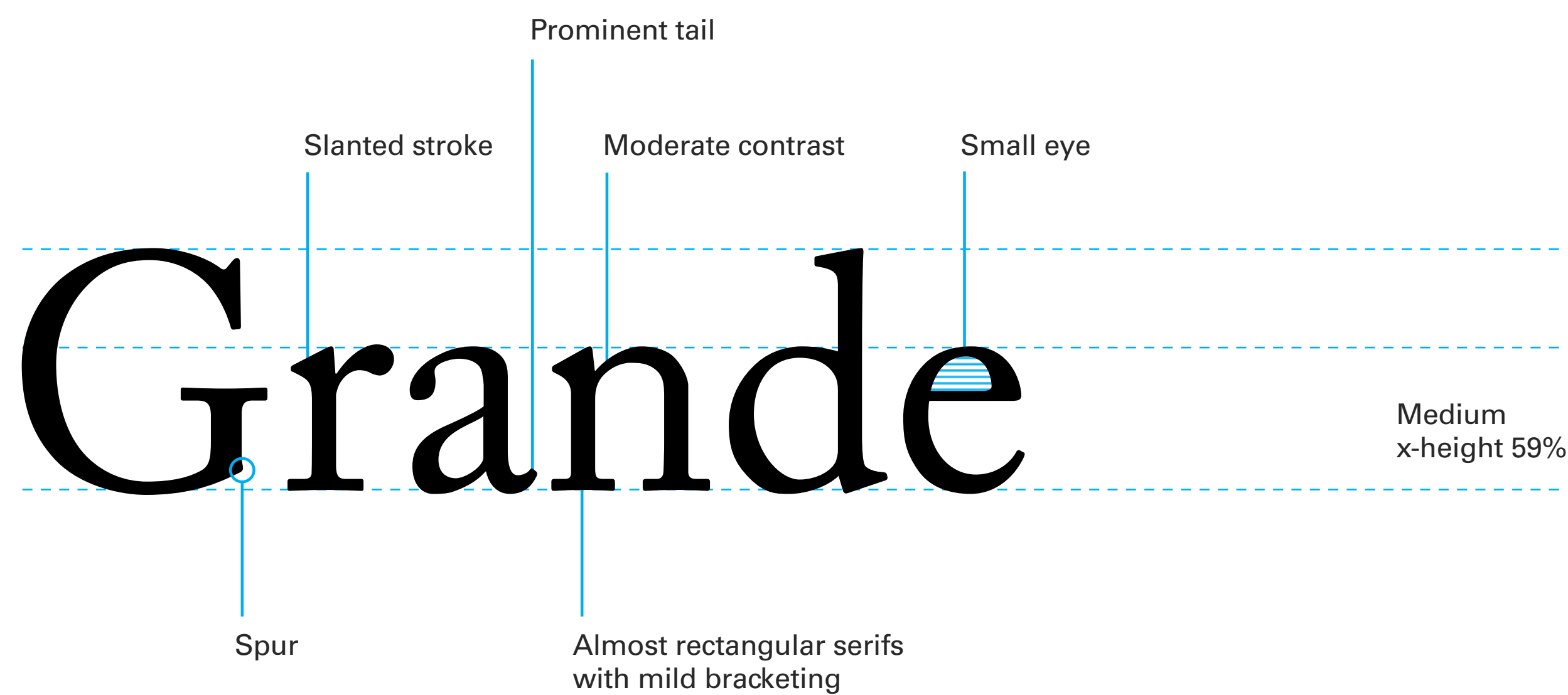
Designer :: Carol Twombly
 (Originally designed by William Caslon I in 1725)
 Type Foundry :: Adobe
 Year :: 1990

fonts.com/font/adobe/adobe-caslon/story



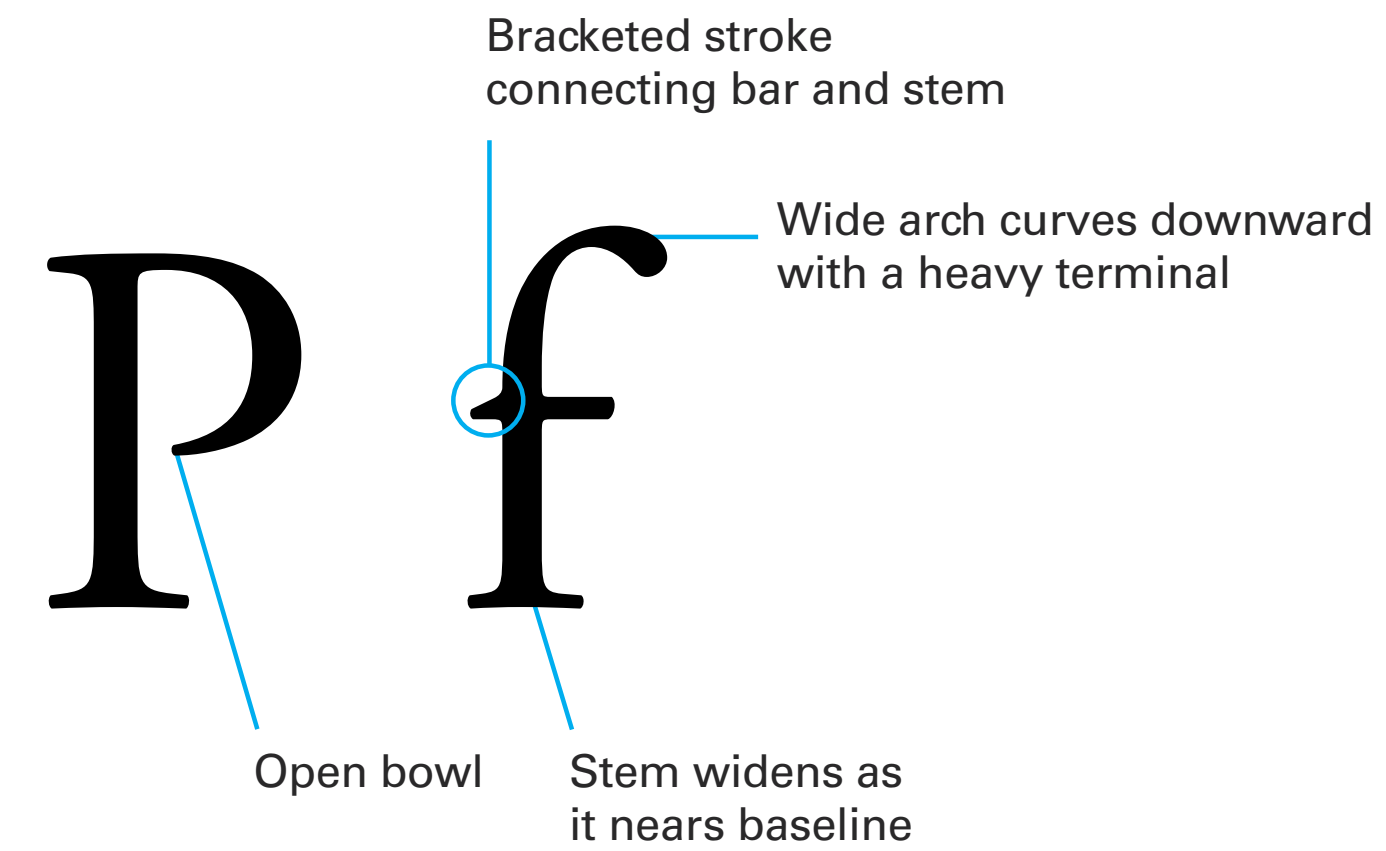
Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt
 Uu Vv Ww Xx Yy Zz

I 2 3 4 5 6 7 8 9 0 1/3 . , ! ?
 & @ " Æ Œ Rp fl fi œ fh



- 6 pt The quick brown fox jumps over the lazy dog
- 8 pt The quick brown fox jumps over the lazy dog
- 10 pt The quick brown fox jumps over the lazy dog
- 12 pt The quick brown fox jumps over the lazy dog
- 14 pt The quick brown fox jumps over the lazy dog
- 16 pt The quick brown fox jumps over the lazy dog
- 18 pt The quick brown fox jumps over the lazy dog
- 20 pt The quick brown fox jumps over the lazy dog

Adobe Garamond Pro



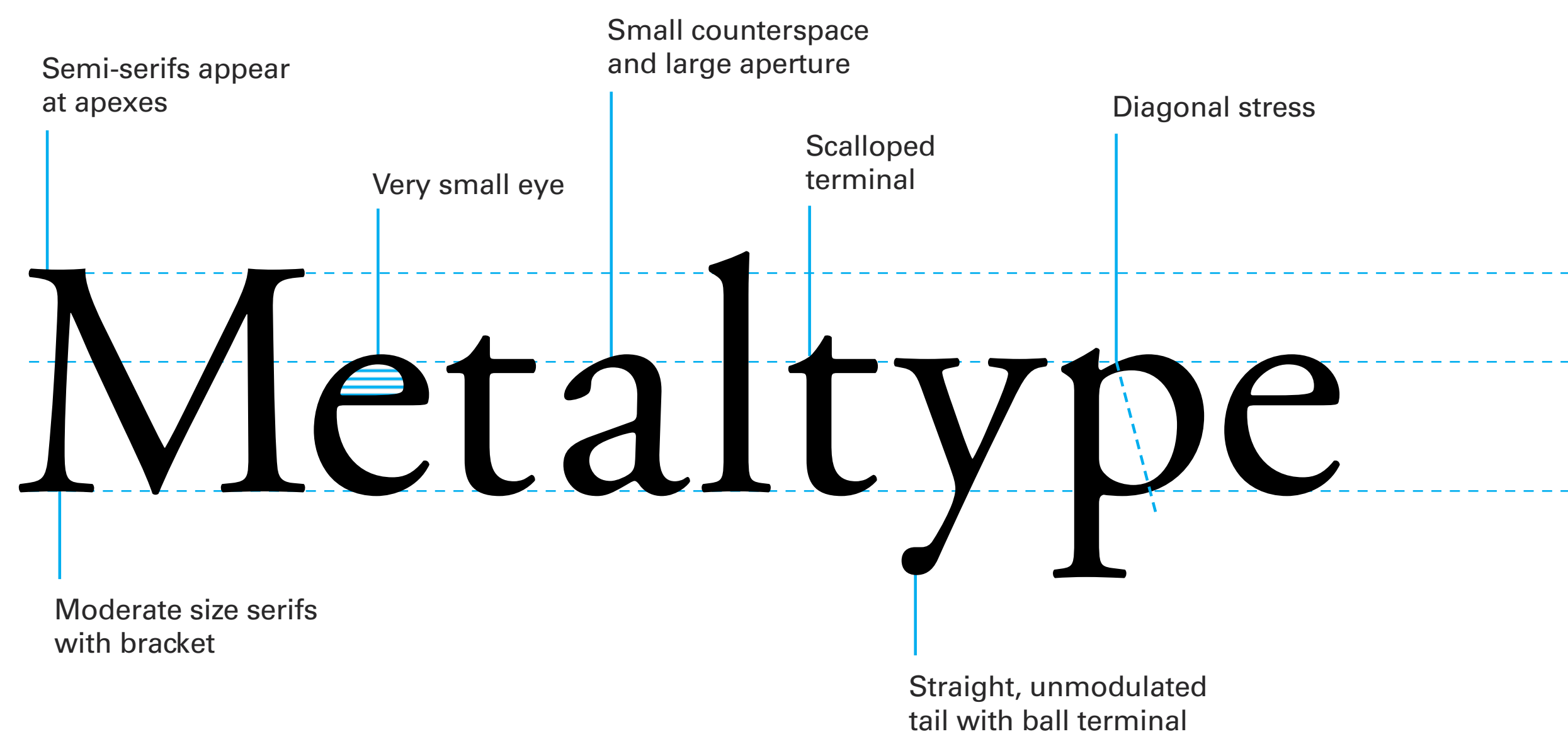
- 8 Adobe Garamond Pro Regular
- Adobe Garamond Pro Italic*
- Adobe Garamond Pro Semibold
- Adobe Garamond Pro Semibold Italic*
- Adobe Garamond Pro Bold
- Adobe Garamond Pro Bold Italic*

Designer :: Robert Granjon & Robert Slimbach
 (Originally designed by Claude Garamond in 1499–1566)
 Type Foundry :: Adobe
 Year :: 1981–2001

fonts.com/font/adobe/adobe-garamond/story

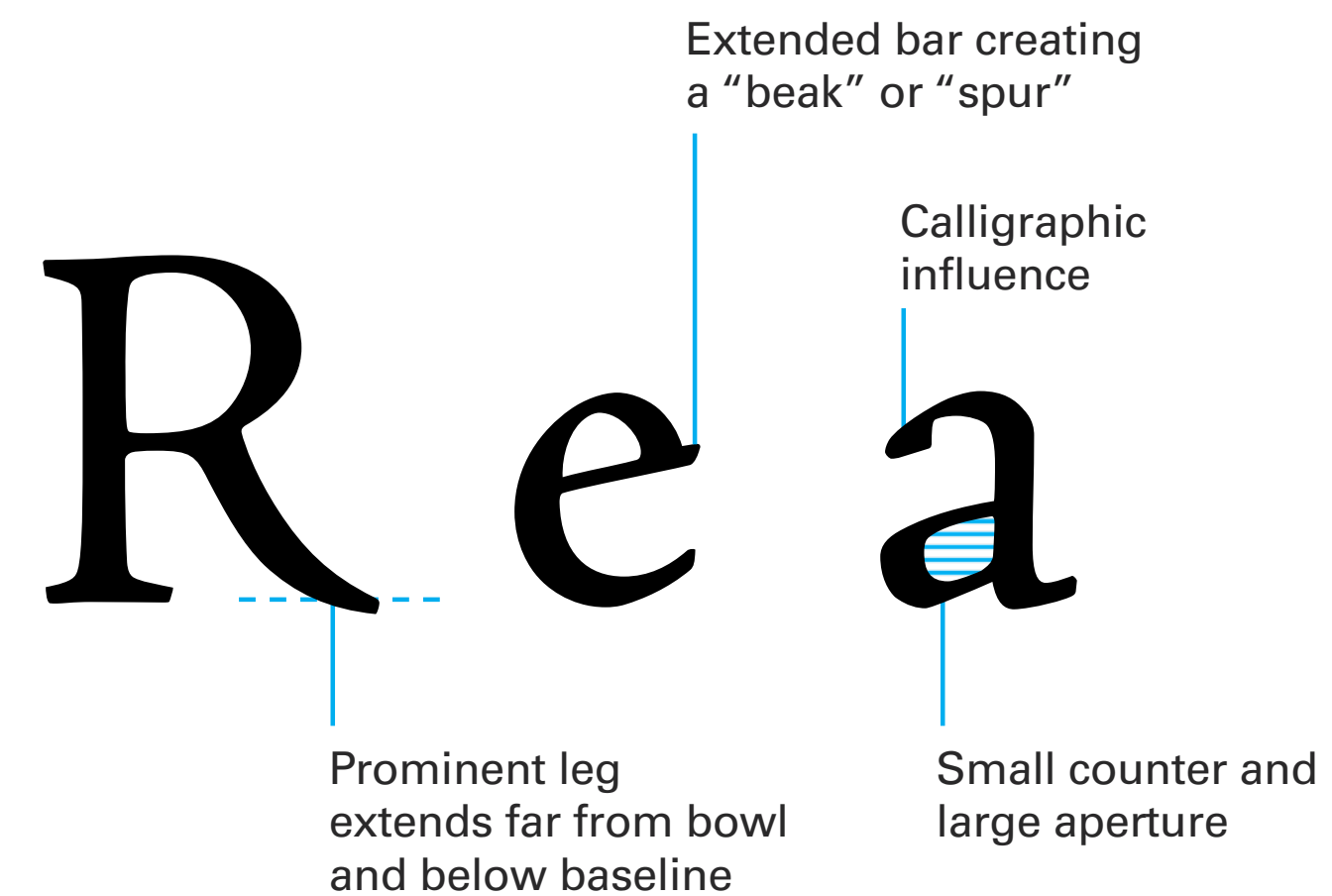
Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt
 Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 1/2 . , ! ? & @ ”
 Æ Œ fl fi Rp œ ſ ß ⁂ ⁃ ⁄



- 6 pt The quick brown fox jumps over the lazy dog
- 8 pt The quick brown fox jumps over the lazy dog
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- 14 pt The quick brown fox jumps over the lazy dog
- 16 pt The quick brown fox jumps over the lazy dog
- 18 pt The quick brown fox jumps over the lazy dog
- 20 pt The quick brown fox jumps over the lazy dog

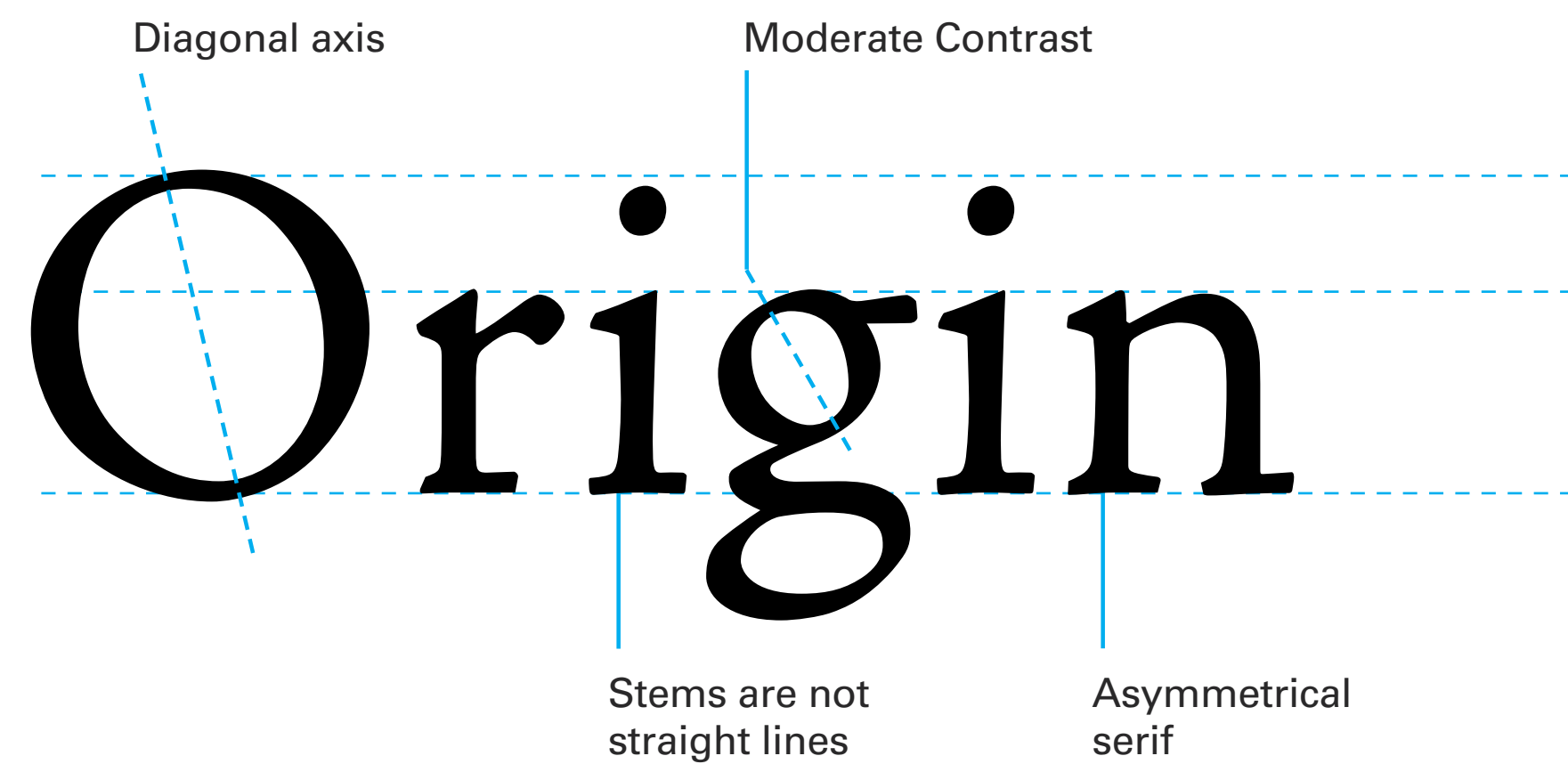
Adobe Jenson Pro



- 10 Adobe Jenson Pro Light Caption
- Adobe Jenson Pro Light
- Adobe Jenson Pro Light Subhead
- Adobe Jenson Pro Lighth Display
- Adobe Jenson Pro Light Italic Caption
- Adobe Jenson Pro Light Italic
- Adobe Jenson Pro Light Italic Subhead
- Adobe Jenson Pro Light Italic Display
- Adobe Jenson Pro Caption
- Adobe Jenson Pro Regular
- Adobe Jenson Pro Subhead
- Adobe Jenson Pro Display
- Adobe Jenson Pro Italic Caption
- Adobe Jenson Pro Italic
- Adobe Jenson Pro Italic Subhead
- Adobe Jenson Pro Italic Display
- Adobe Jenson Pro Semibold Caption
- Adobe Jenson Pro Semibold
- Adobe Jenson Pro Semibold Subhead
- Adobe Jenson Pro Semibold Display
- Adobe Jenson Pro Semibold Italic Caption
- Adobe Jenson Pro Semibold Italic
- Adobe Jenson Pro Semibold Italic Subhead
- Adobe Jenson Pro Semibold Italic Display
- Adobe Jenson Pro Bold Caption
- Adobe Jenson Pro Bold
- Adobe Jenson Pro Bold Subhead
- Adobe Jenson Pro Bold Display
- Adobe Jenson Pro Bold Italic Caption
- Adobe Jenson Pro Bold Italic
- Adobe Jenson Pro Bold Italic Subhead
- Adobe Jenson Pro Bold Italic Display

Designer :: Robert Slimbach
 (Originally designed by Nicolas Jenson & Ludovico degli Arrighi)
 Type Foundry :: Adobe
 Year :: 1995–2000

fonts.com/font/adobe/adobe-jenson/story



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

1 2 3 4 5 6 7 8 9 0 1/2 . , ! ? & & @ ”
 Th fh fi fj ct st sp ft

6 pt The quick brown fox jumps over the lazy dog

8 pt The quick brown fox jumps over the lazy dog

10 pt The quick brown fox jumps over the lazy dog

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14 pt The quick brown fox jumps over the lazy dog

16 pt The quick brown fox jumps over the lazy dog

18 pt The quick brown fox jumps over the lazy dog

20 pt The quick brown fox jumps over the lazy dog

Bembo MT

- 12 Bembo Regular
- Bembo Italic
- Bembo Semibold
- Bembo Semibold Italic
- Bembo Bold**
- Bembo Bold Italic
- Bembo Extra Bold**
- Bembo Extra Bold Italic

Designer :: Monotype Design Studio
 (Originally designed by Francesco Griffo da Bologna in 1496)
 Type Foundry :: Monotype
 Year :: 1929, 1932

fonts.com/font/monotype/bembo-mt/story

Small counterspace and large aperture

Small beak

Tear drop terminal

Thin, asymmetrical serifs with mild bracketing

Second vertical stroke curves inward

Moderate contrast and angle

Francesco

"j" and "f" terminals extend to the next letter

Expressive long leg

R j f

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

1234567890½.,”!?
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6 pt The quick brown fox jumps over the lazy dog

8 pt The quick brown fox jumps over the lazy dog

10 pt The quick brown fox jumps over the lazy dog

12 pt The quick brown fox jumps over the lazy dog

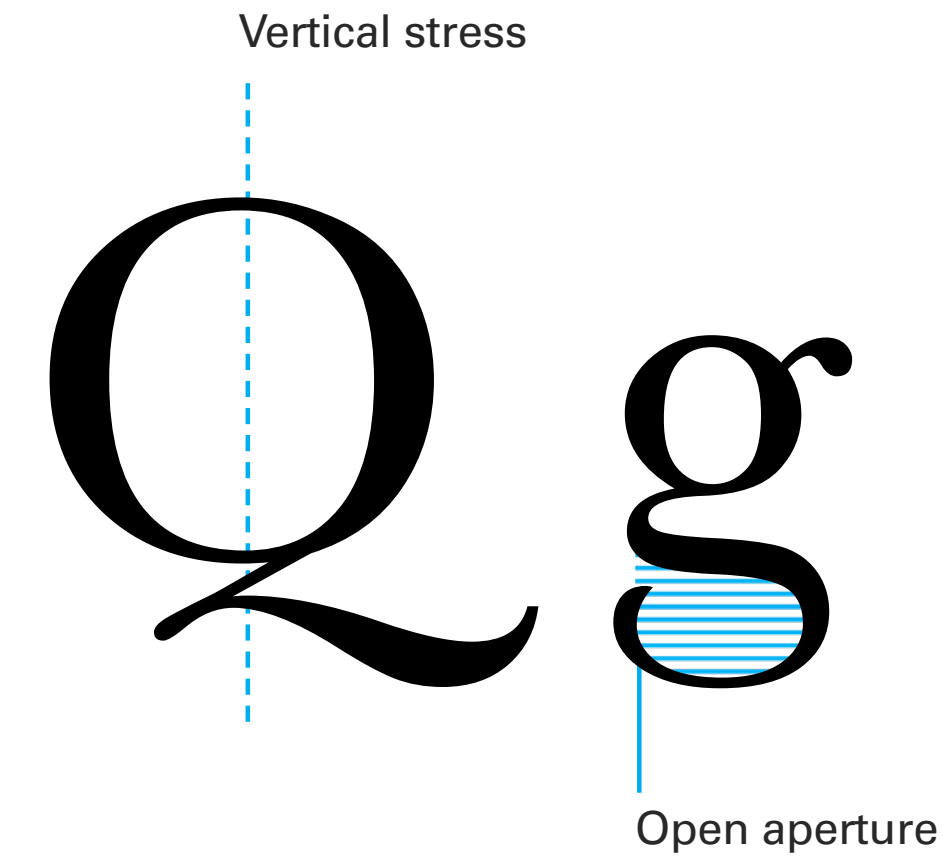
14 pt The quick brown fox jumps over the lazy dog

16 pt The quick brown fox jumps over the lazy dog

18 pt The quick brown fox jumps over the lazy dog

20 pt The quick brown fox jumps over the lazy dog

ITC New Baskerville



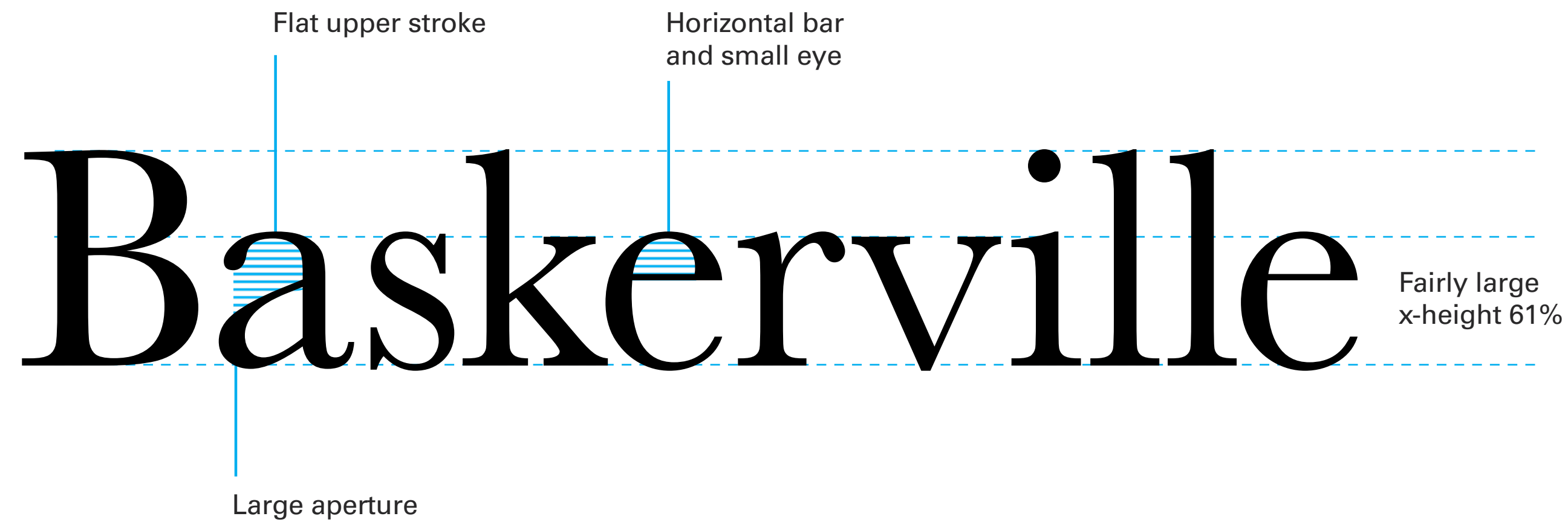
- 14 ITC New Baskerville Roman
- ITC New Baskerville Italic
- ITC New Baskerville Bold
- ITC New Baskerville Bold Italic

Designer :: John Quaranda
 (Originally designed by John Baskerville in 1706–1775)
 Type Foundry :: International Type Corporation (ITC)
 Year :: 2006

fonts.com/font/itc/itc-new-baskerville/story

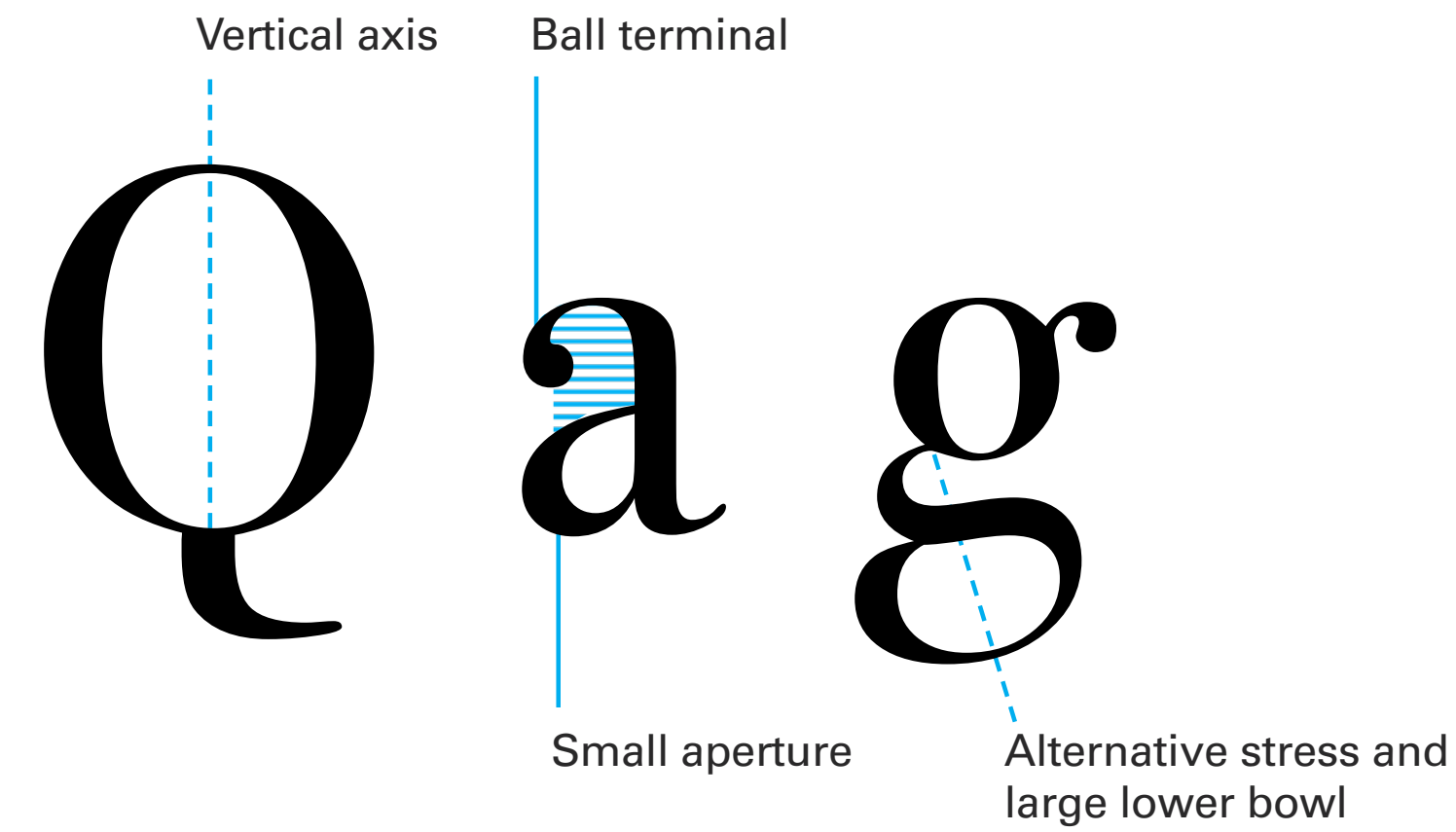
Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt
 Uu Vv Ww Xx Yy Zz

1234567890¹/₂.,!?'&@”
 Æ Œ Œ Œ œ ts tj ct fj



- 6 pt The quick brown fox jumps over the lazy dog
- 8 pt The quick brown fox jumps over the lazy dog
- 10 pt The quick brown fox jumps over the lazy dog
- 12 pt The quick brown fox jumps over the lazy dog
- 14 pt The quick brown fox jumps over the lazy dog
- 16 pt The quick brown fox jumps over the lazy dog
- 18 pt The quick brown fox jumps over the lazy dog
- 20 pt The quick brown fox jumps over the lazy dog

Bauer Bodoni



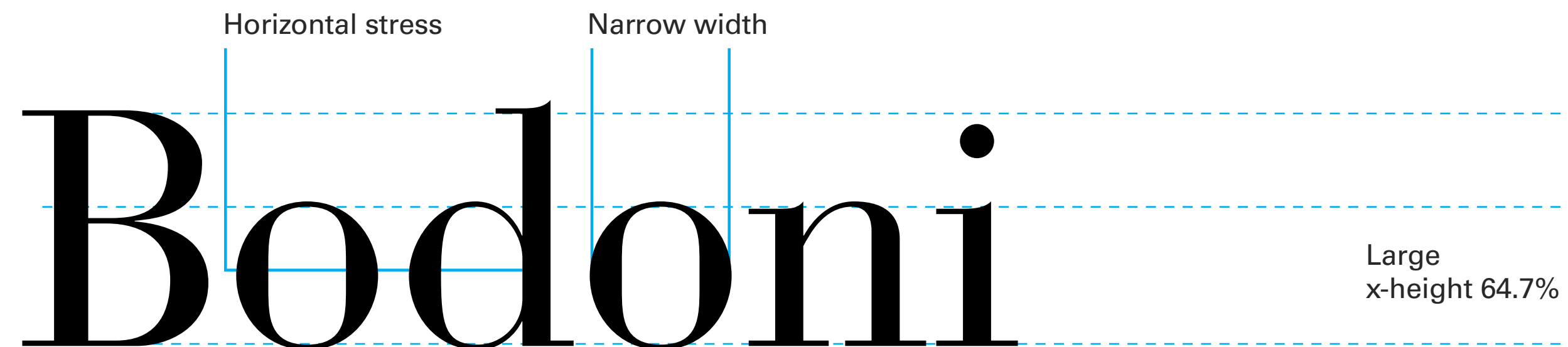
- 16 Bauer Bodoni Std Roman
- Bauer Bodoni Std Italic
- Bauer Bodoni Std Bold
- Bauer Bodoni Std Bold Italic
- Bauer Bodoni Std Bold Condensed
- Bauer Bodoni Std Black
- Bauer Bodoni Std Black Condensed
- Bauer Bodoni Std Black Italic

Designer :: Heinrich Jost
 (Originally designed by Giambattista Bodoni in 1798)
 Type Foundry :: Linotype
 Year :: 1926

fonts.com/font/linotype/bauer-bodoni/story

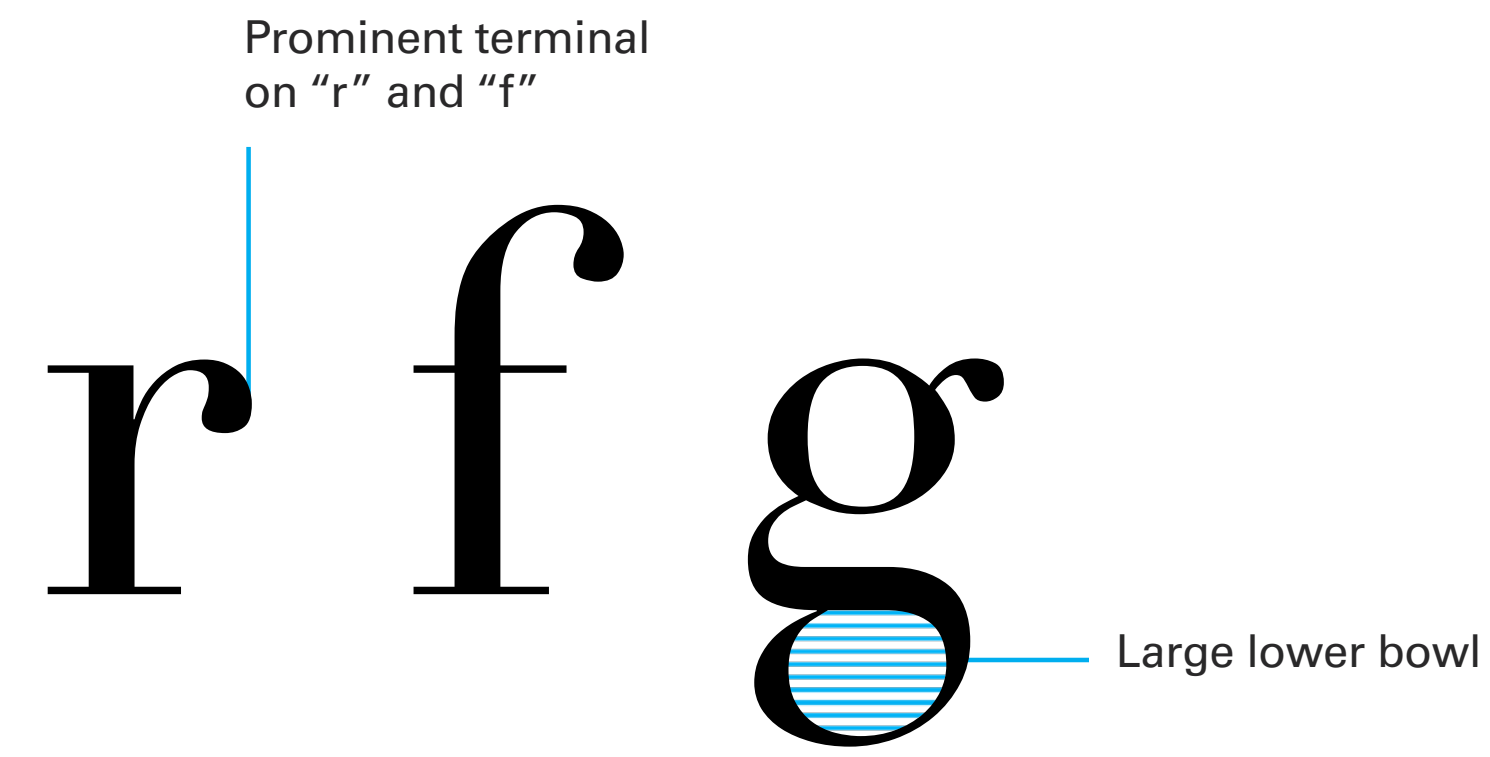
Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt
 Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 1/2 . , ! ?
 & @ ” Æ Œ fl fi œ



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- 16 pt The quick brown fox jumps over the lazy dog
- 18 pt The quick brown fox jumps over the lazy dog
- 20 pt The quick brown fox jumps over the lazy

Linotype Didot



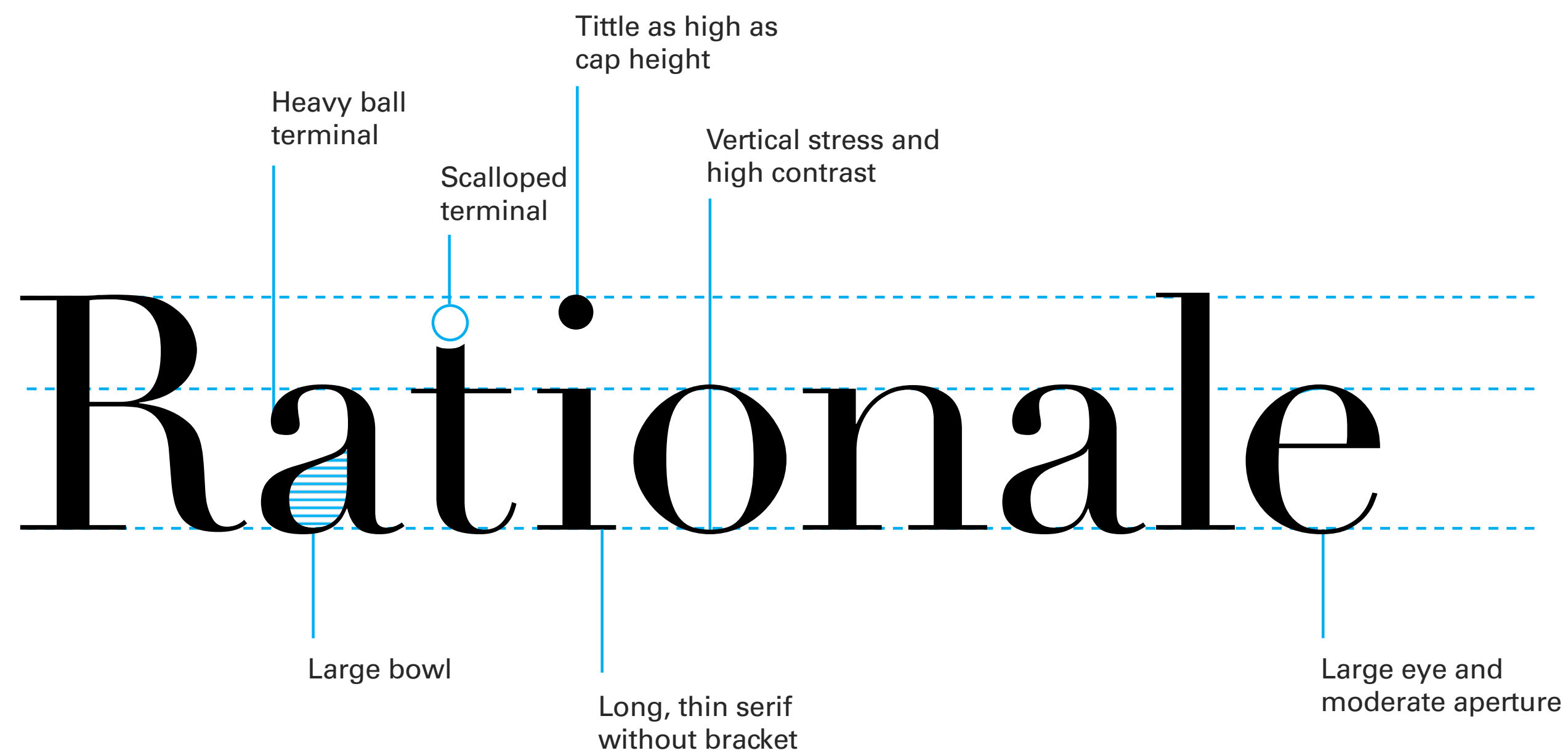
18 Didot Headline
Didot Roman
Didot Italic
Didot Bold
Didot Bold Italic

Designer :: Adrian Frutiger
(Originally designed by Firmin Didot in 1799)
Type Foundry :: Linotype
Year :: 1991

fonts.com/font/linotype/linotype-didot/story

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

1 2 3 4 5 6 7 8 9 0 ½ . , ! ?
& @ ” ¶ ß Æ Œ fl fi œ



6 pt The quick brown fox jumps over the lazy dog

8 pt The quick brown fox jumps over the lazy dog

10 pt The quick brown fox jumps over the lazy dog

12 pt The quick brown fox jumps over the lazy dog

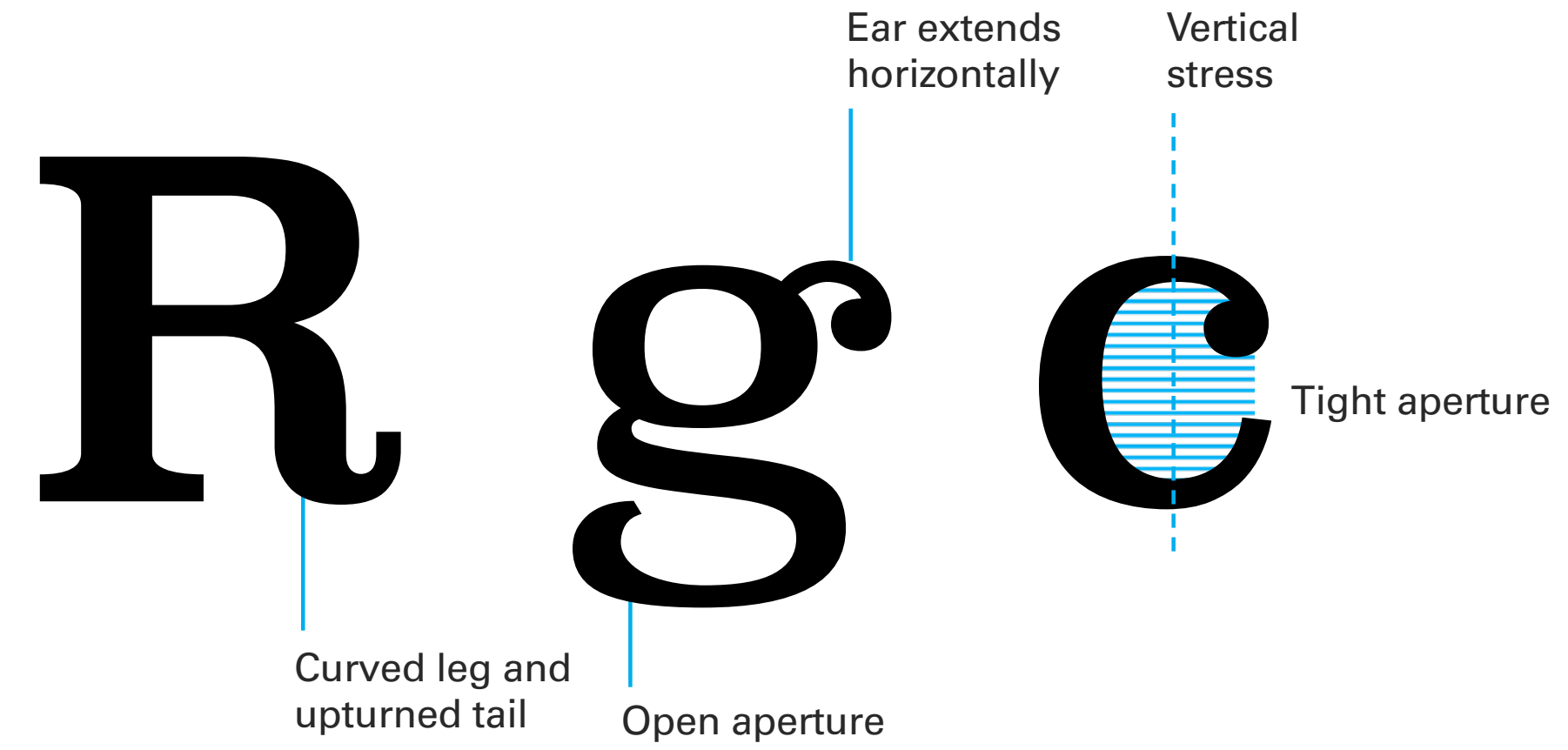
14 pt The quick brown fox jumps over the lazy dog

16 pt The quick brown fox jumps over the lazy dog

18 pt The quick brown fox jumps over the lazy dog

20 pt The quick brown fox jumps over the lazy

Clarendon



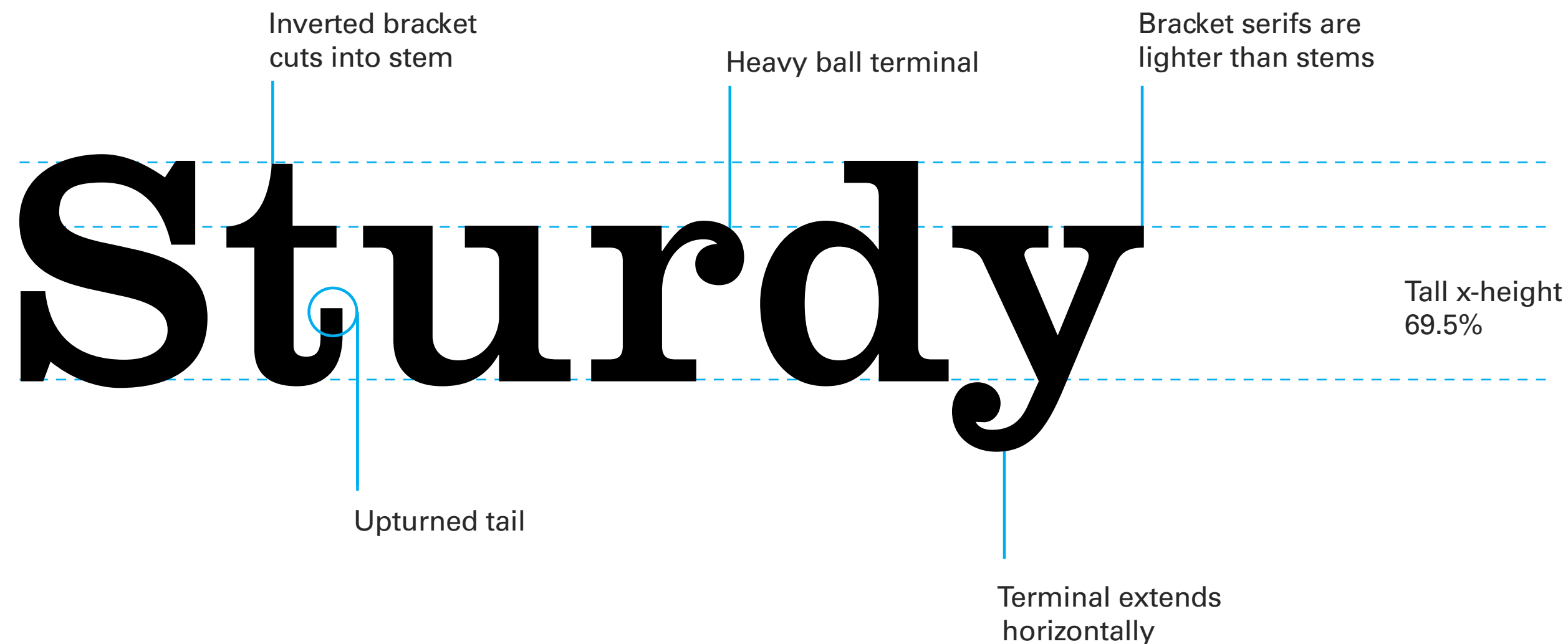
20 Clarendon Light
 Clarendon Roman
 Clarendon Bold

Designer :: Hermann Eidenbenz
 (Originally designed by Robert Besley in 1845)
 Type Foundry :: Linotype
 Year :: 1953

fonts.com/font/linotype/clarendon/story

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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20 pt The quick brown fox jumps over the

Joanna MT Std

Q r j

Tail derives from the center and curved upward

Rounded tail

- 22 Joanna MT Std Regular
- Joanna MT Std Italic
- Joanna MT Std Semibold
- Joanna MT Std Semibold Italic
- Joanna MT Std Bold
- Joanna MT Std Bold Italic
- Joanna MT Std Extra Bold

Designer :: Eric Gill
 Type Foundry :: Monotype
 Year :: 1937

fonts.com/font/monotype/joanna/story

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

1 2 3 4 5 6 7 8 9 0 ¼ . , ! ? ”
 & @ Æ Œ fi œ

Extended slab serif

Unusual diagonal stress

Notched slab serif

Long footed serif

Very open aperture creates closure to strokes of the next letter

x-height proportion is similar with transitional serif

Timeless

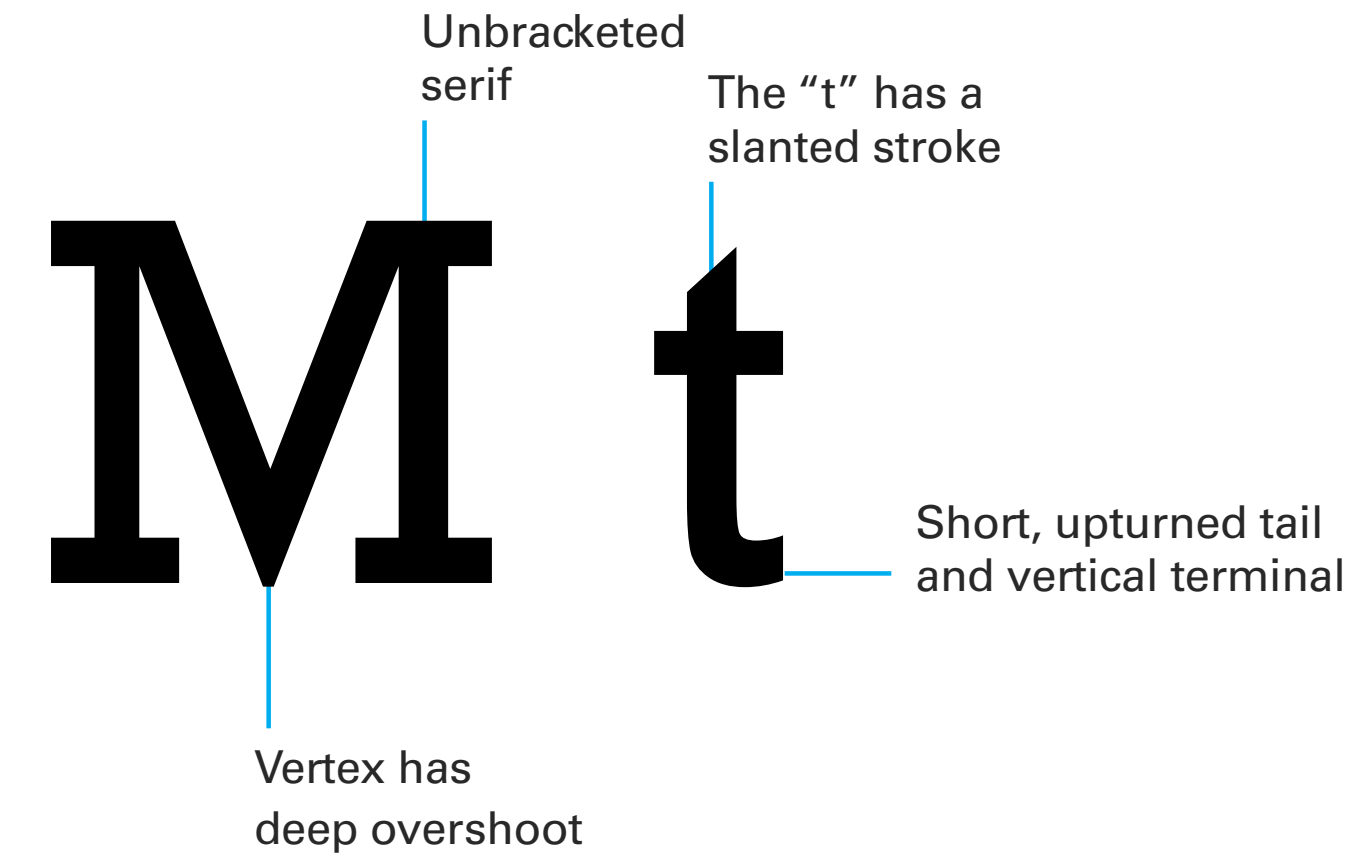
- 6 pt The quick brown fox jumps over the lazy dog
- 8 pt The quick brown fox jumps over the lazy dog
- 10 pt The quick brown fox jumps over the lazy dog
- 12 pt The quick brown fox jumps over the lazy dog
- 14 pt The quick brown fox jumps over the lazy dog
- 16 pt The quick brown fox jumps over the lazy dog
- 18 pt The quick brown fox jumps over the lazy dog
- 20 pt The quick brown fox jumps over the lazy dog

Rockwell

- 24 Rockwell Std Light
- Rockwell Std Light Italic
- Rockwell Std Regular
- Rockwell Std Italic
- Rockwell Std Condensed
- Rockwell Std Bold Condensed
- Rockwell Std Bold
- Rockwell Std Bold Italic
- Rockwell Std Extra Bold

Designer :: Monotype Design Studio
 Type Foundry :: Monotype
 Year :: 1933–1934

fonts.com/font/monotype/rockwell/story



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

1234567890½ .,!?
 & @ " Æ Œ fl fi æ œ

6 pt The quick brown fox jumps over the lazy dog

8 pt The quick brown fox jumps over the lazy dog

10 pt The quick brown fox jumps over the lazy dog

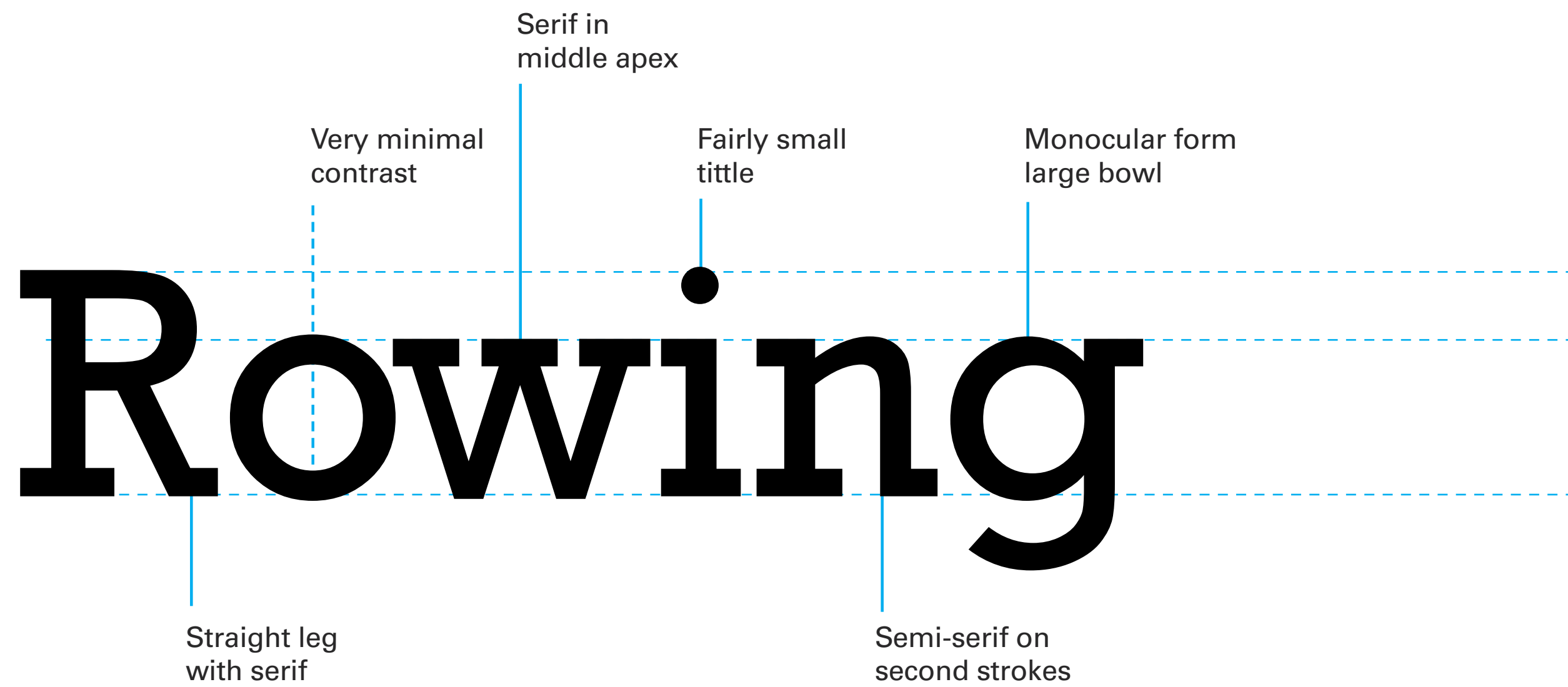
12 pt The quick brown fox jumps over the lazy dog

14 pt The quick brown fox jumps over the lazy dog

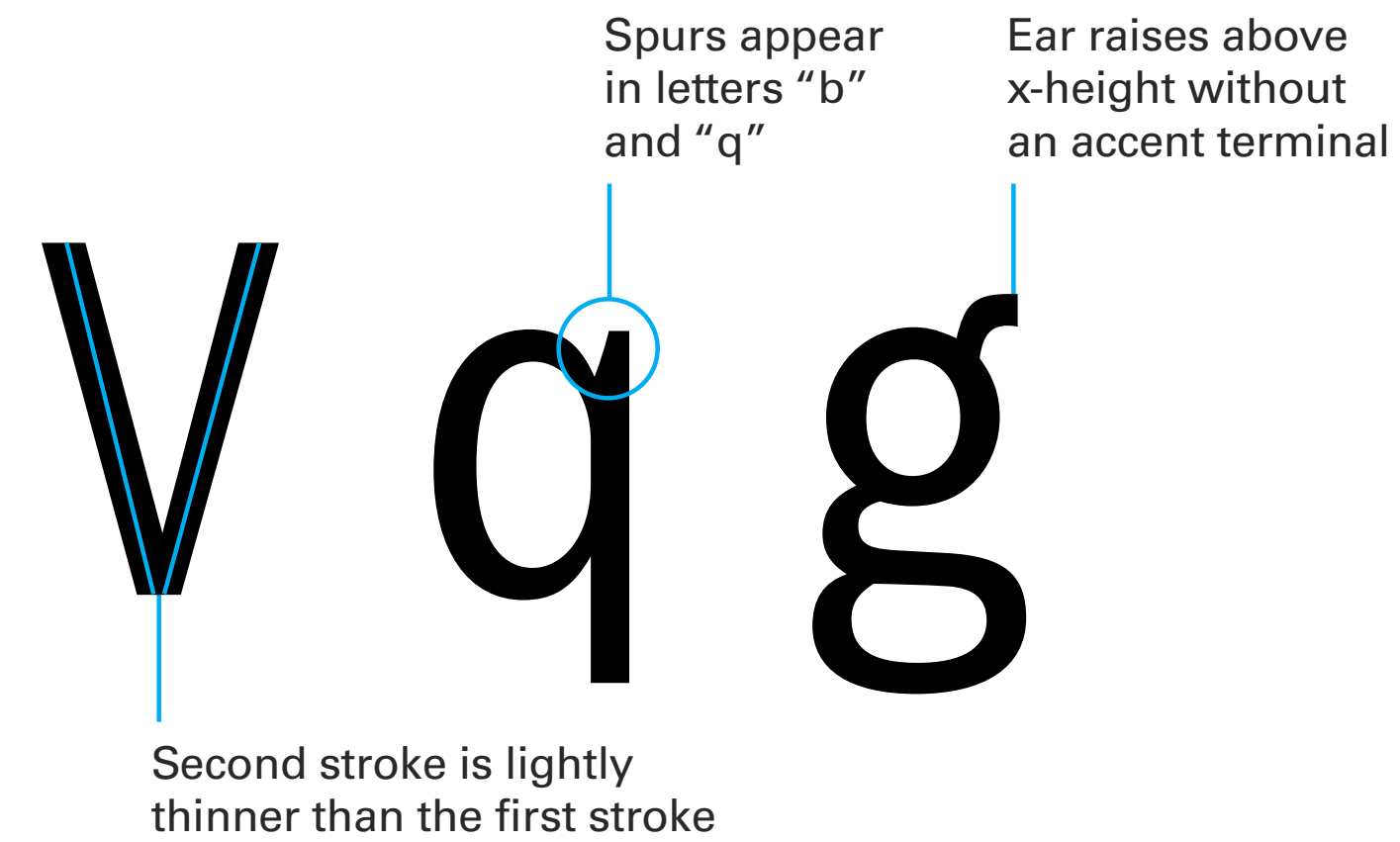
16 pt The quick brown fox jumps over the lazy dog

18 pt The quick brown fox jumps over the lazy dog

20 pt The quick brown fox jumps over the lazy



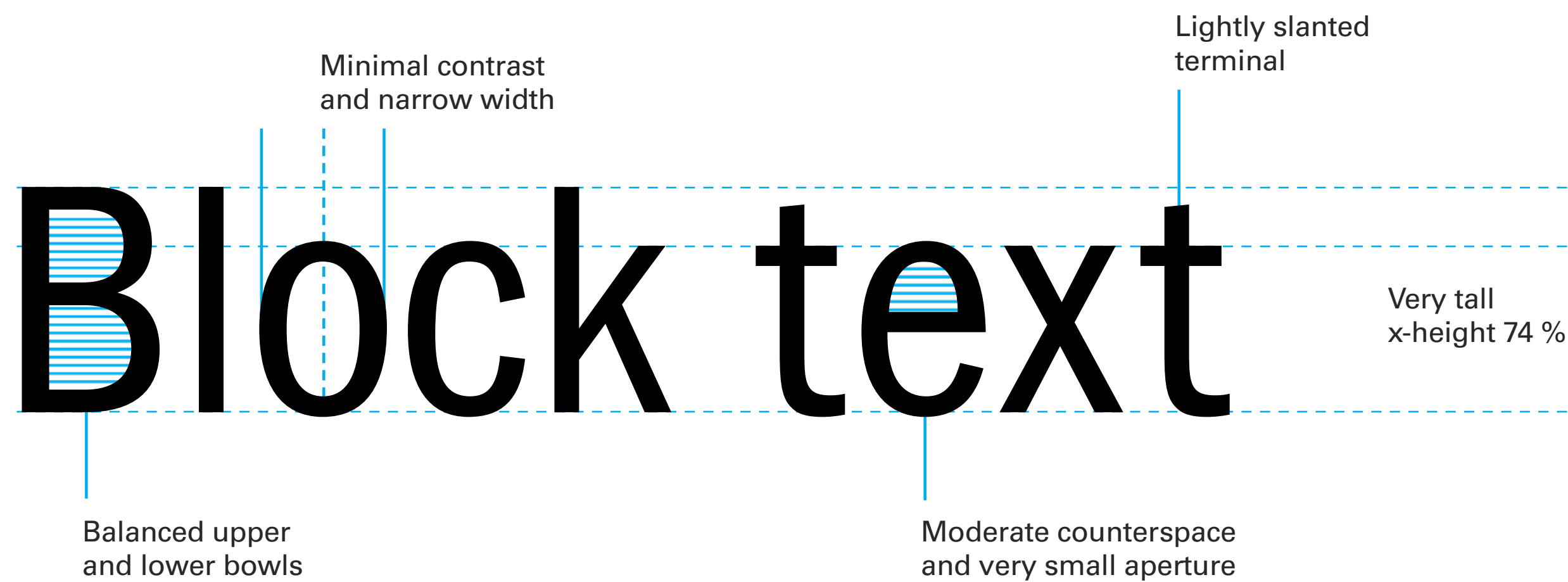
ITC Franklin Gothic Std



- ITC Franklin Gothic Std Book Extra Compressed
- ITC Franklin Gothic Std Demi Extra Compressed
- ITC Franklin Gothic Std Book Compressed
- ITC Franklin Gothic Std Book Compressed Italic
- ITC Franklin Gothic Std Demi Compressed**
- ITC Franklin Gothic Std Demi Compressed Italic**
- ITC Franklin Gothic Std Book Condensed
- ITC Franklin Gothic Std Book Condensed Italic
- ITC Franklin Gothic Std Medium Condensed
- ITC Franklin Gothic Std Medium Condensed Italic
- ITC Franklin Gothic Std Demi Condensed**
- ITC Franklin Gothic Std Demi Condensed Italic**
- ITC Franklin Gothic Std Book
- ITC Franklin Gothic Std Book Italic
- ITC Franklin Gothic Std Medium
- ITC Franklin Gothic Std Medium Italic
- ITC Franklin Gothic Std Demi**
- ITC Franklin Gothic Std Demi Italic**
- ITC Franklin Gothic Std Heavy**
- ITC Franklin Gothic Std Heavy Italic**

Designer :: Victor Caruso
 (Originally designed by Morris Fuller Benton in 1902)
 Type Foundry :: International Type Corporation (ITC)
 Year :: 1980

fonts.com/font/itc/itc-franklin-gothic-lt/story



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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- 20 pt The quick brown fox jumps over the lazy dog

Monotype Grotesque

Slanted stroke appears
in some letters



28

- Grotesque MT Std Extra Condensed
- Grotesque MT Std Light Condensed
- Grotesque MT Std Condensed
- Grotesque MT Std Light
- Grotesque MT Std Light Italic
- Grotesque MT Std Regular
- Grotesque MT Std Italic
- Grotesque MT Std Black
- Grotesque MT Std Bold
- Grotesque MT Std Bold Extended

Designer :: Frank Hinman Pierpont
 Type Foundry :: Monotype
 Year :: 1926

fonts.com/font/monotype/monotype-grotesque/story

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

1234567890 1/2 . , ! ?
 & @ ' Æ Œ œ

Upper case "l" and lower case "l" share a similar form

Typical grotesque "r" with narrow width

Inconsistent contrast

Bowl has curved top with moderate contrast

Irregular

Descender with slanted stroke creates closure with the bowl

Tail with very low contrast compared to other strokes

6 pt The quick brown fox jumps over the lazy dog

8 pt The quick brown fox jumps over the lazy dog

10 pt The quick brown fox jumps over the lazy dog

12 pt The quick brown fox jumps over the lazy dog

14 pt The quick brown fox jumps over the lazy dog

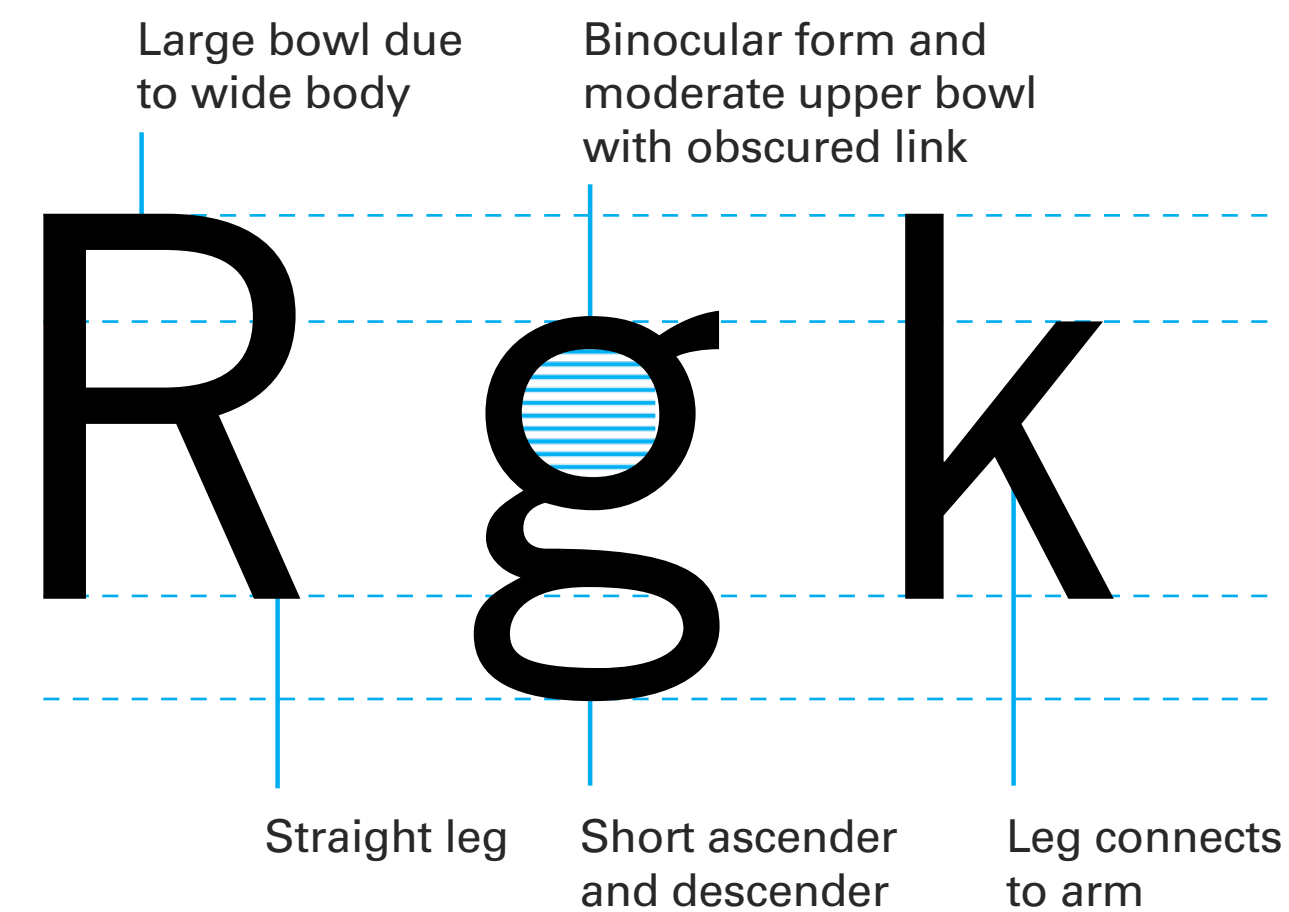
16 pt The quick brown fox jumps over the lazy dog

18 pt The quick brown fox jumps over the lazy dog

20 pt The quick brown fox jumps over the lazy

29

Trade Gothic

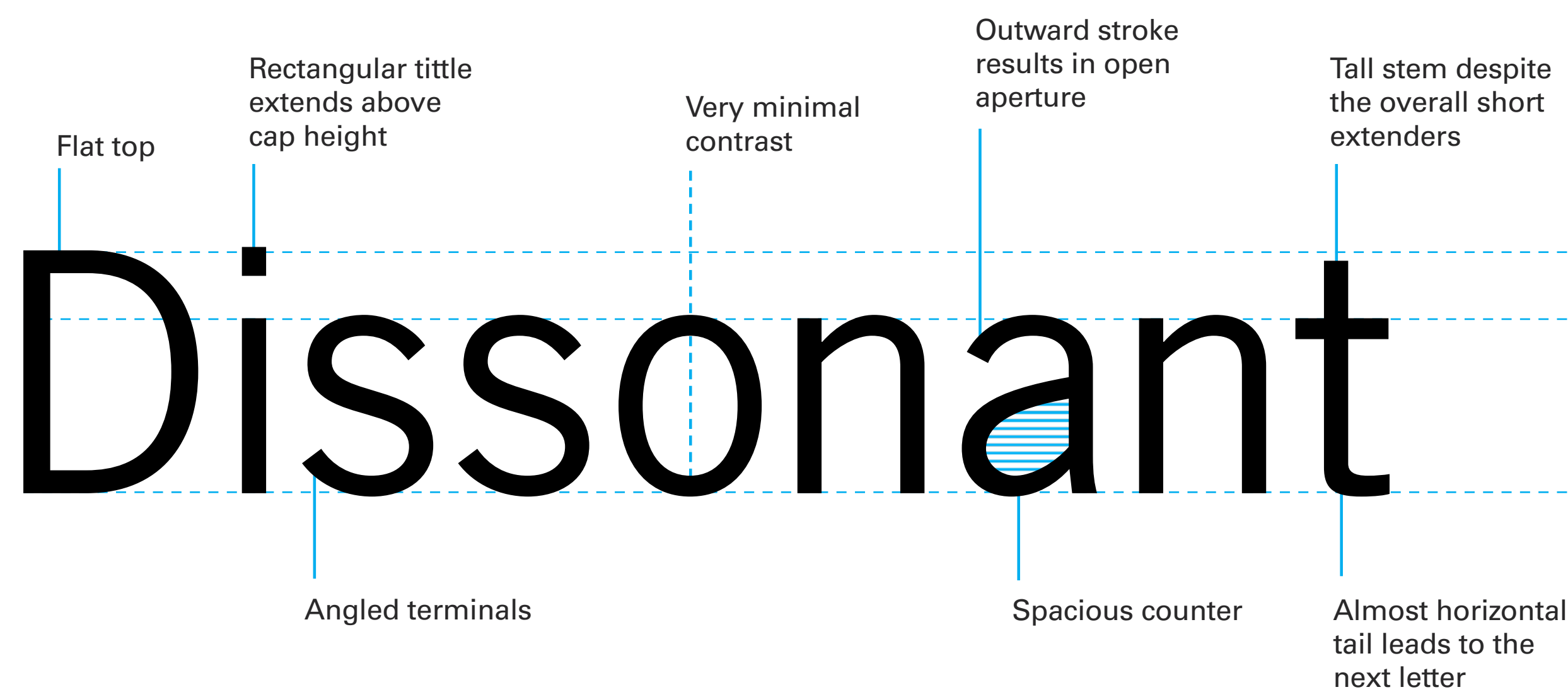


- 30 Trade Gothic Condensed No.18
- Trade Gothic Condensed No.18 Oblique
- Trade Gothic Condensed No. 20
- Trade Gothic Condensed No.20 Oblique
- Trade Gothic Bold
- Trade Gothic Bold Oblique
- Trade Gothic Light
- Trade Gothic Light Oblique
- Trade Gothic Regular
- Trade Gothic Oblique
- Trade Gothic Bold No.2
- Trade Gothic Bold No. 2 Oblique
- Trade Gothic Extended
- Trade Gothic Bold Extended

Designer :: Jackson Burke
 Type Foundry :: Linotype
 Year :: 1940s
fonts.com/font/linotype/trade-gothic/story

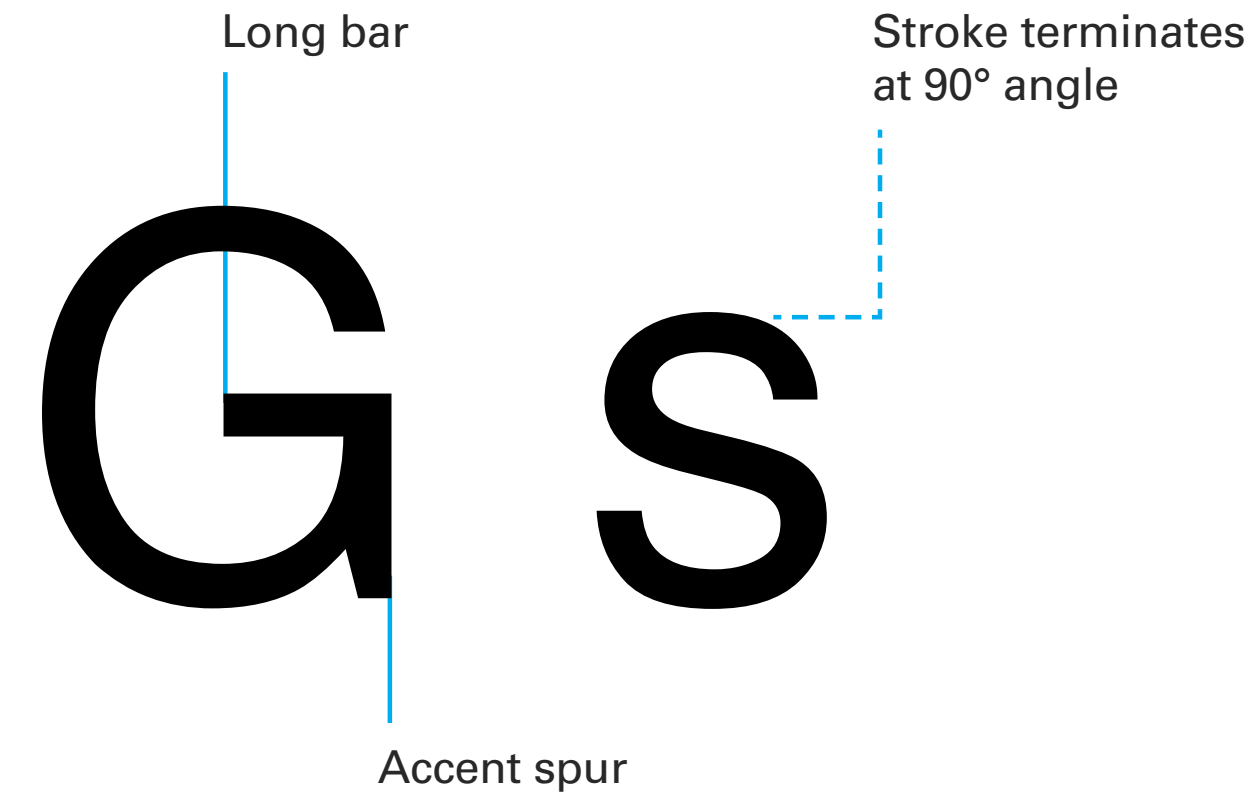
Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt
 Uu Vv Ww Xx Yy Zz

1234567890 1/2 . , ! ?
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- 6 pt The quick brown fox jumps over the lazy dog
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- 12 pt The quick brown fox jumps over the lazy dog
- 14 pt The quick brown fox jumps over the lazy dog
- 16 pt The quick brown fox jumps over the lazy dog
- 18 pt The quick brown fox jumps over the lazy dog
- 20 pt The quick brown fox jumps over the lazy dog

Helvetica LT Std



32

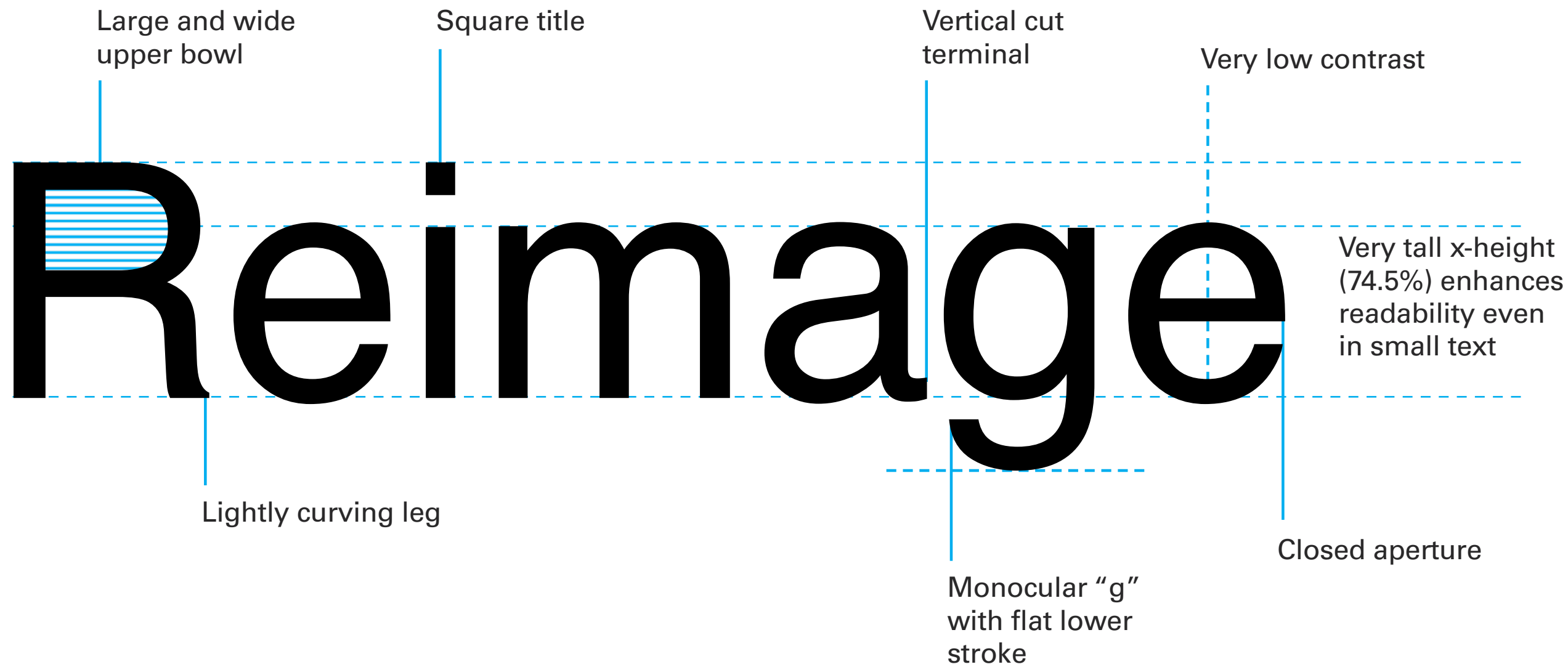
- Helvetica LT Std Extra Compressed
- Helvetica LT Std Ultra Compressed
- Helvetica LT Std Compressed**
- Helvetica LT Std Light Condensed
- Helvetica LT Std Light Condensed Oblique
- Helvetica LT Std Condensed
- Helvetica LT Std Condensed Oblique
- Helvetica LT Std Bold Condensed**
- Helvetica LT Std Bold Condensed Oblique**
- Helvetica LT Std Black Condensed**
- Helvetica LT Std Condensed Oblique**
- Helvetica LT Std Light
- Helvetica LT Std Light Oblique
- Helvetica LT Std Roman
- Helvetica LT Std Oblique
- Helvetica LT Std Bold**
- Helvetica LT Std Bold Oblique**
- Helvetica LT Std Black**
- Helvetica LT Std Black Oblique**

Designer :: Max Miedinger & Edouard Hoffmann
 Type Foundry :: Linotype Design Studio
 Year :: 1957

fonts.com/font/linotype/helvetica/story

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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- 14 pt The quick brown fox jumps over the lazy dog
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- 20 pt The quick brown fox jumps over the lazy

33

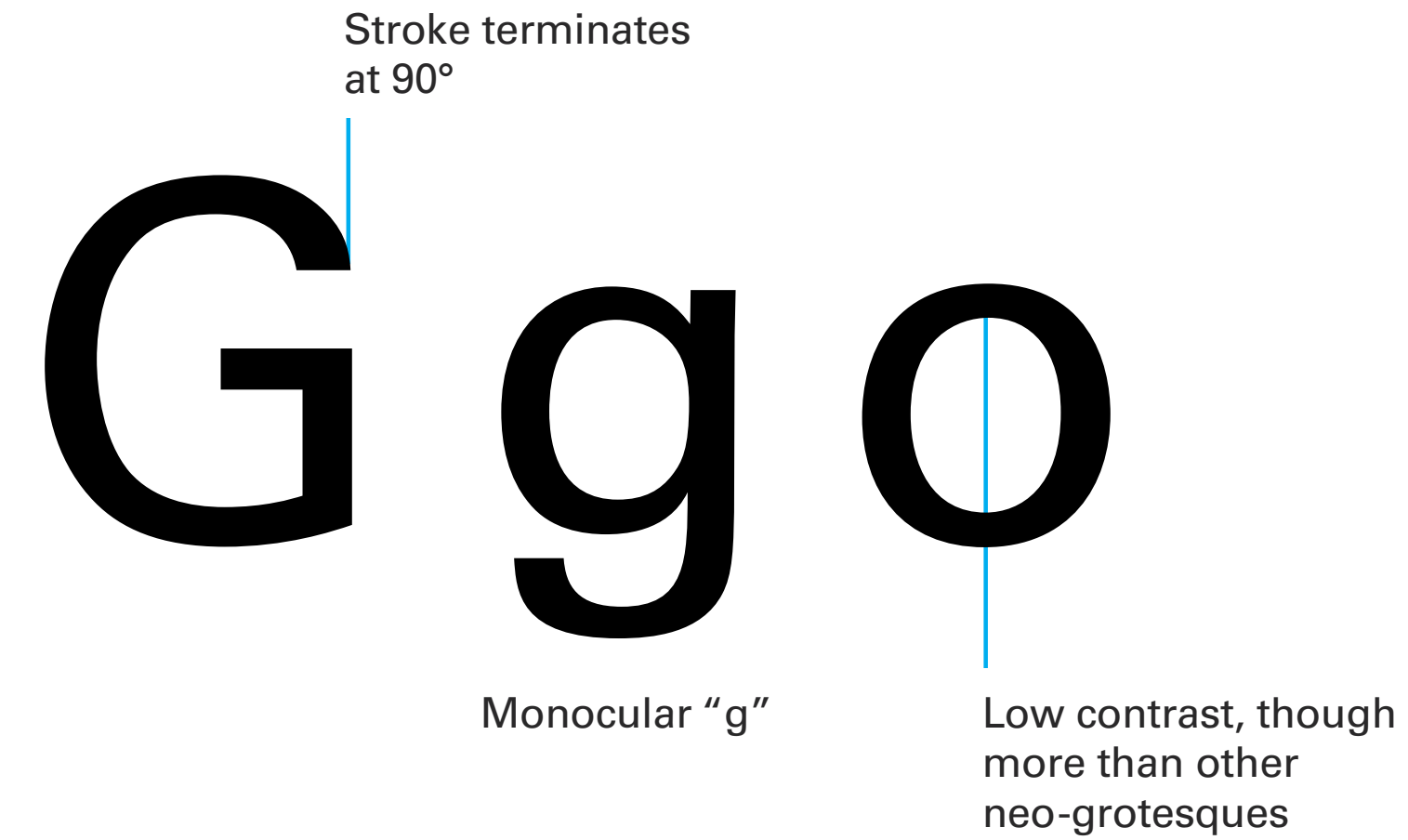
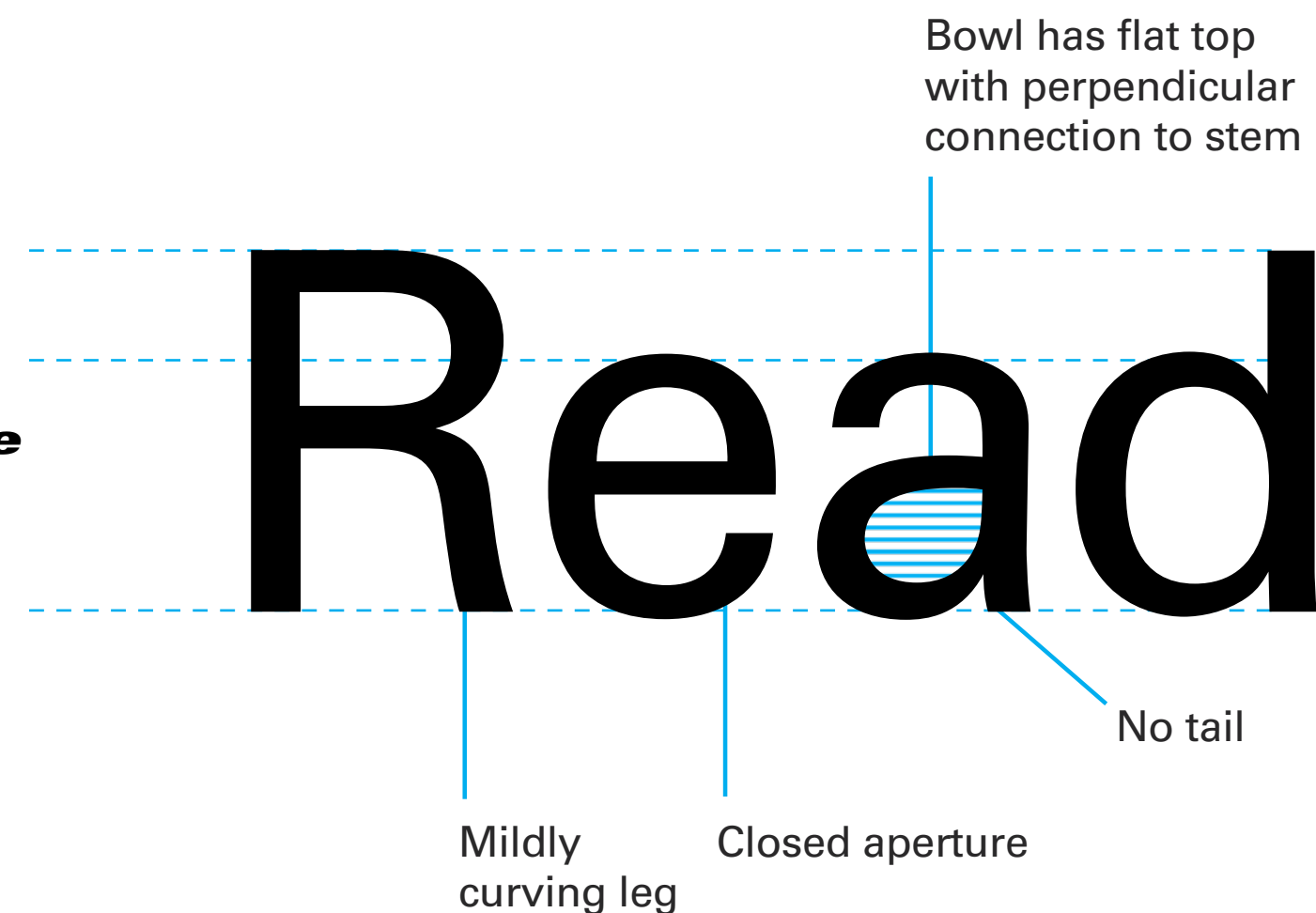
Univers

34

- Univers 39 Thin Ultra Condensed
- Univers 49 Light Ultra Condensed
- Univers 59 Ultra Condensed**
- Univers 47 Light Condensed
- Univers 47 Light Condensed Oblique*
- Univers 57 Condensed
- Univers 57 Condensed Oblique*
- Univers 67 Bold Condensed**
- Univers 67 Bold Condensed Oblique***
- Univers 45 Light
- Univers 45 Light Oblique*
- Univers 55 Roman
- Univers 55 Oblique*
- Univers 65 Bold**
- Univers 65 Bold Oblique***
- Univers 75 Black**
- Univers 65 Bold Oblique***
- Univers 75 Black**
- Univers 75 Black Oblique***
- Univers 85 Extra Black**
- Univers 85 Extra Black Oblique***
- 53 Extended
- 53 Extended Oblique*
- 63 Bold Extended
- 63 Bold Extended Oblique***
- 73 Black Extended
- 73 Black Extended Oblique***
- 93 Extra Black Extended
- 93 Extra Black Extended Oblique***

Designer :: *Adrian Frutiger*
 Type Foundry :: *Linotype*
 Year :: 1954–1957

fonts.com/font/linotype/univers/story



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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6 pt The quick brown fox jumps over the lazy dog

8 pt The quick brown fox jumps over the lazy dog

10 pt The quick brown fox jumps over the lazy dog

12 pt The quick brown fox jumps over the lazy dog

14 pt The quick brown fox jumps over the lazy dog

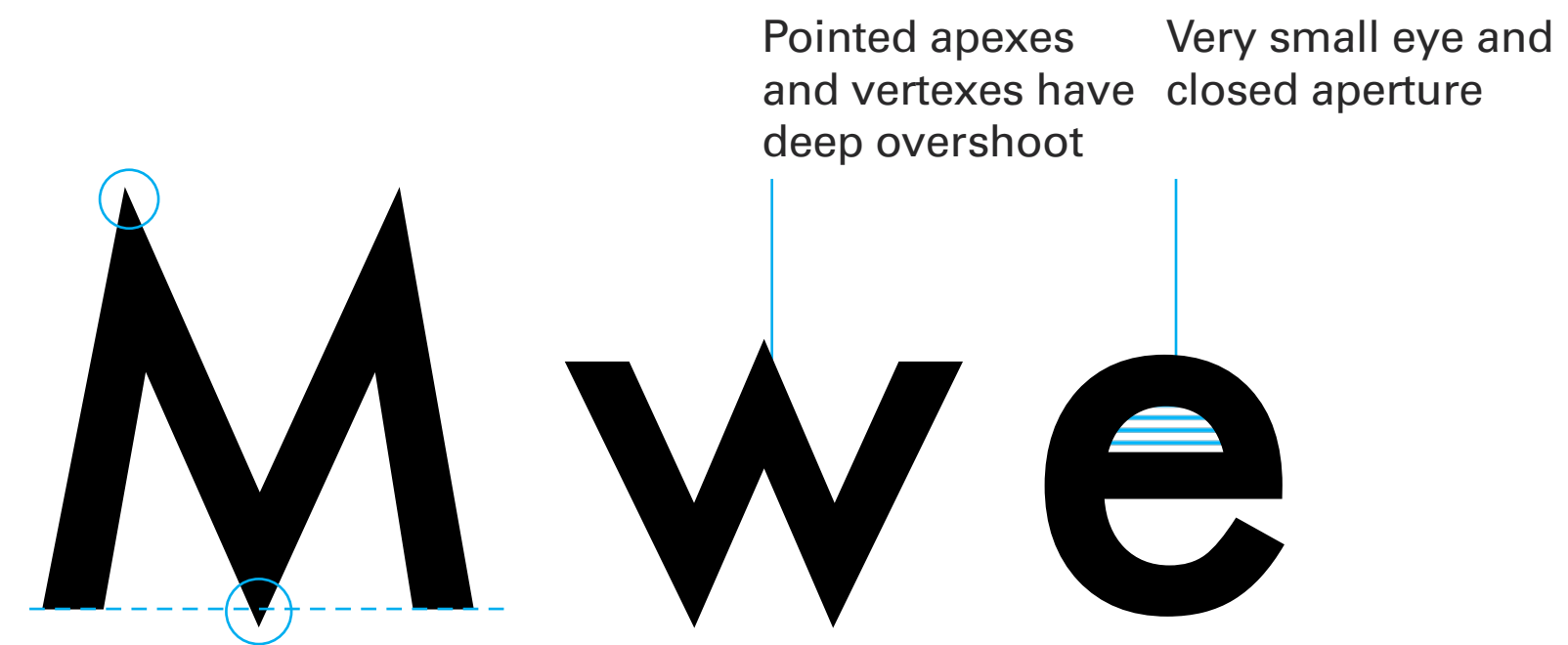
16 pt The quick brown fox jumps over the lazy dog

18 pt The quick brown fox jumps over the lazy dog

20 pt The quick brown fox jumps over the lazy

35

Futura

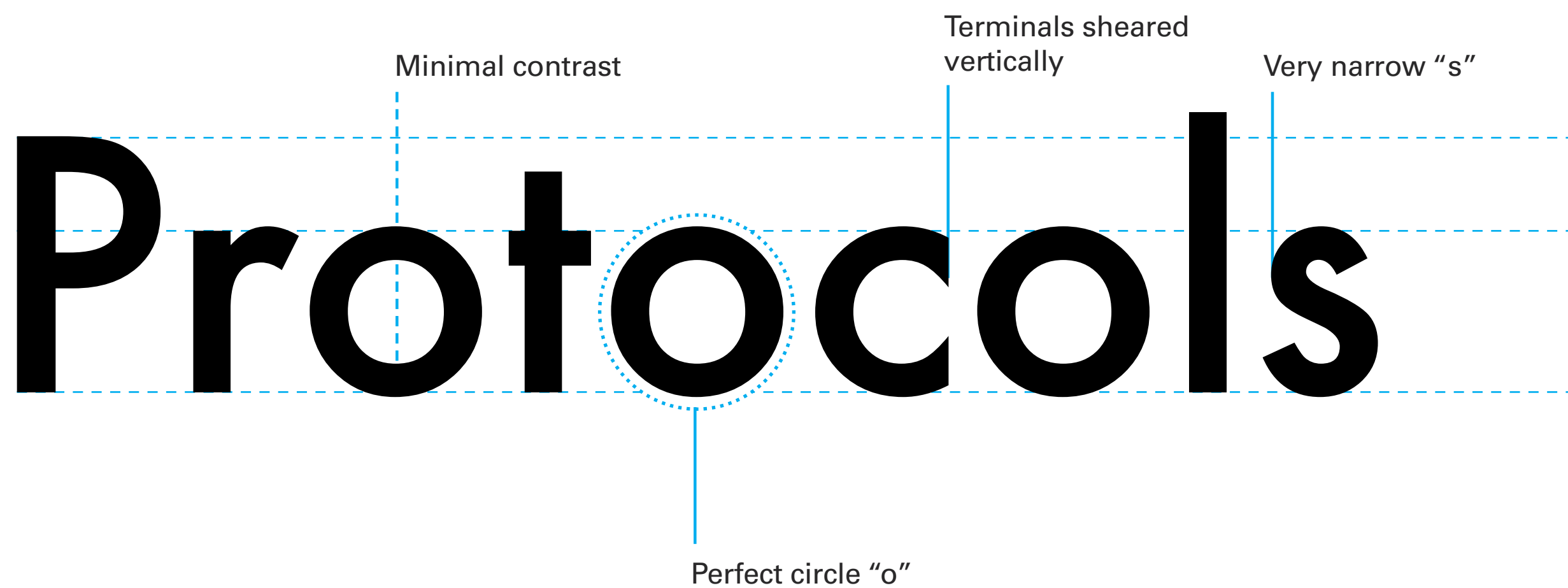


36

- Futura Std Light Condensed
- Futura Std Light Condensed Oblique
- Futura Std Medium Condensed
- Futura Std Medium Condensed Oblique
- Futura Std Bold Condensed**
- Futura Std Bold Condensed Oblique**
- Futura Std Extra Bold Condensed**
- Futura Std Extra Bold Condensed Oblique**
- Futura Std Light
- Futura Std Light Oblique
- Futura Std Book
- Futura Std Book Oblique
- Futura Std Medium
- Futura Std Medium Oblique
- Futura Std Heavy**
- Futura Std Heavy Oblique**
- Futura Std Bold**
- Futura Std Bold Oblique**
- Futura Std Extra Bold**
- Futura Std Extra Bold Oblique**

Designer :: Paul Renner
 Type Foundry :: Linotype
 Year :: 1927

fonts.com/font/linotype/futura/story



37

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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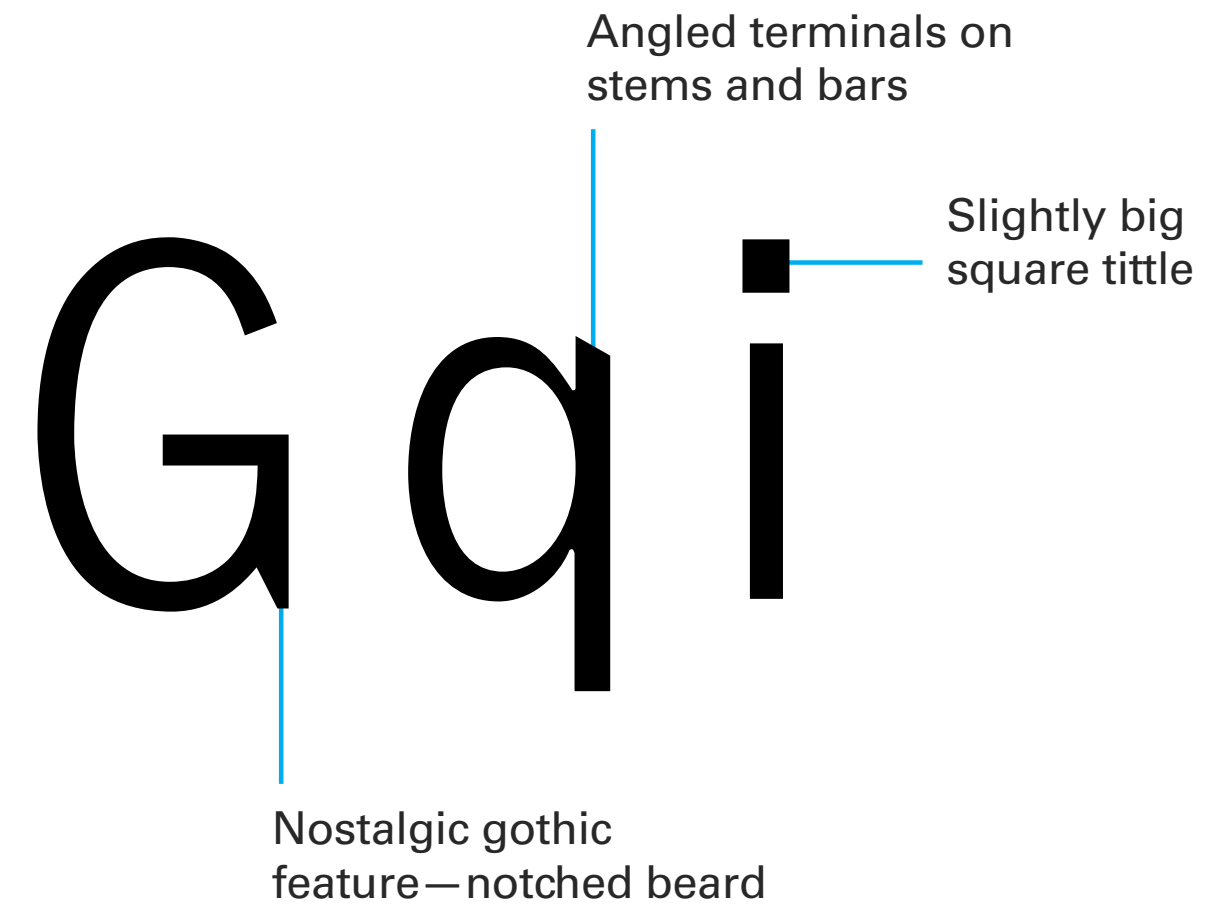
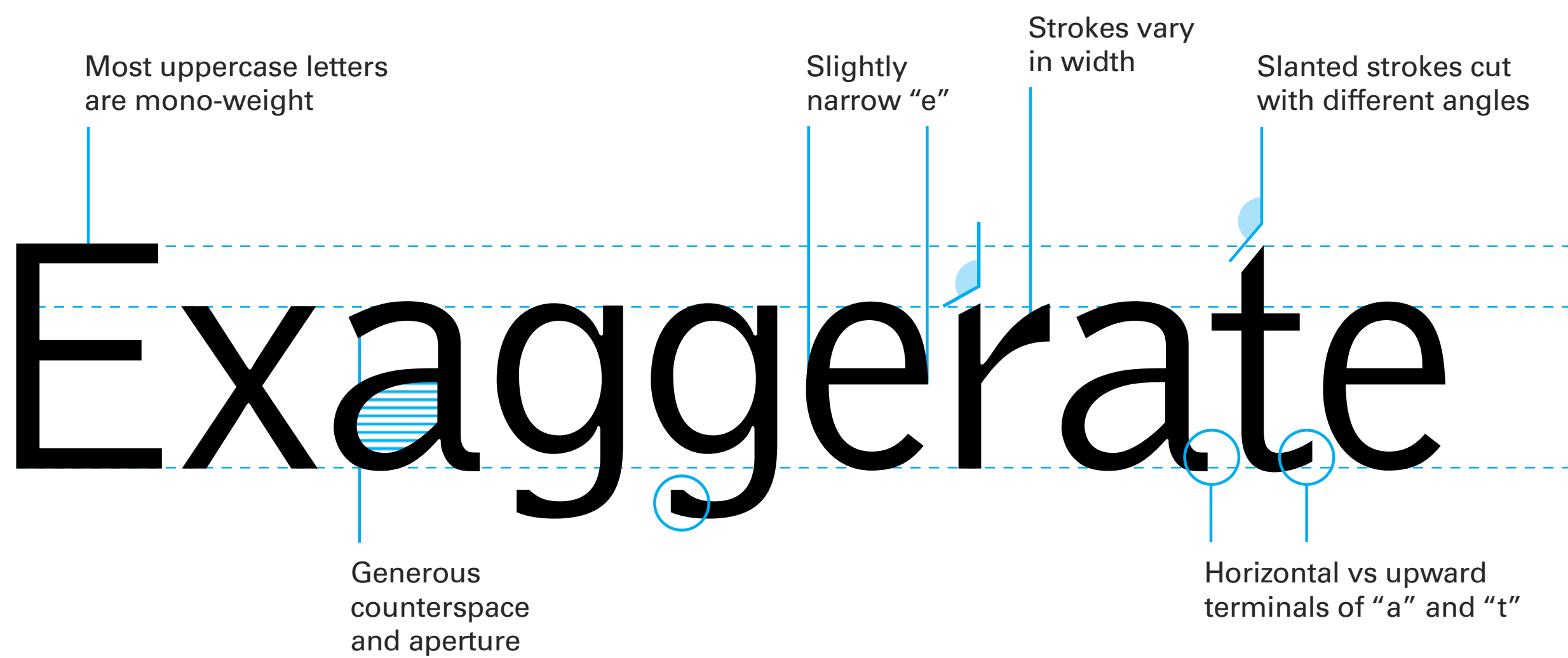
- 6 pt The quick brown fox jumps over the lazy dog
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- 20 pt The quick brown fox jumps over the lazy

Bell Gothic

Bell Gothic Light
Bell Gothic Bold
Bell Gothic Black

Designer :: Chauncey H. Griffith
Type Foundry :: Linotype
Year :: 1937

fonts.com/font/linotype/bell-gothic/story

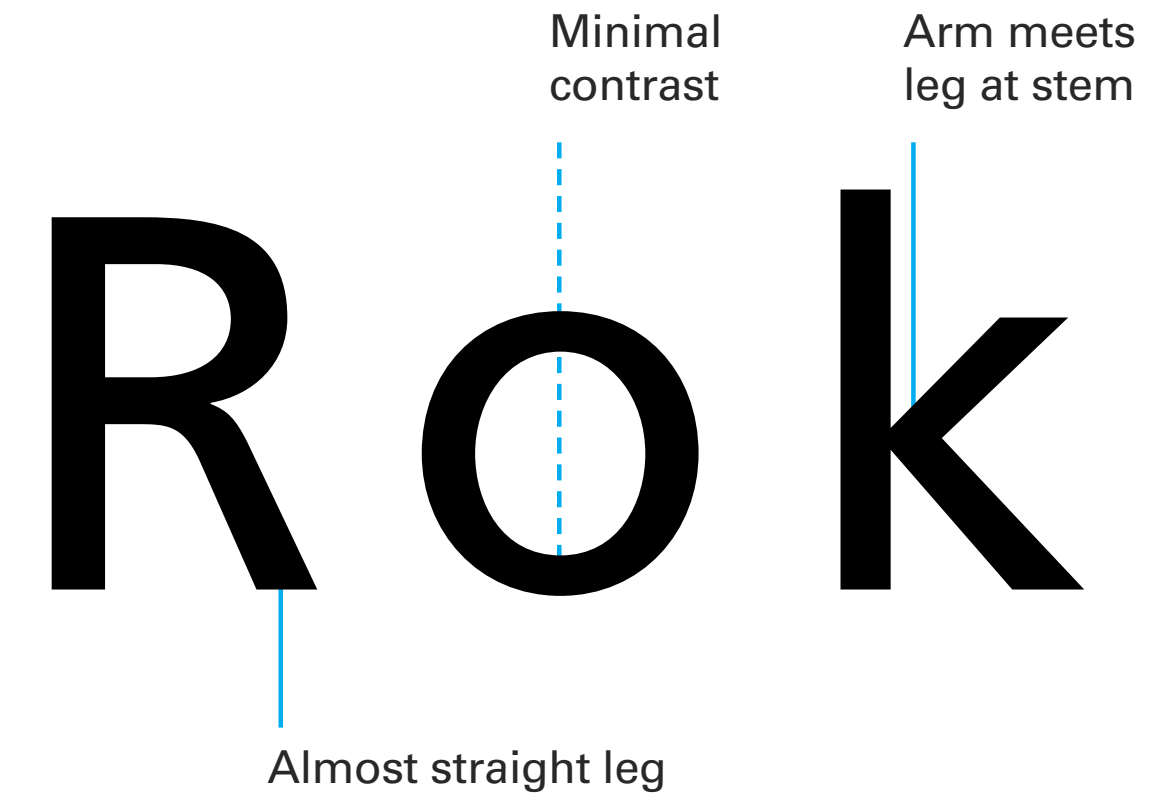


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- 20 pt The quick brown fox jumps over the lazy dog

Frutiger LT Std



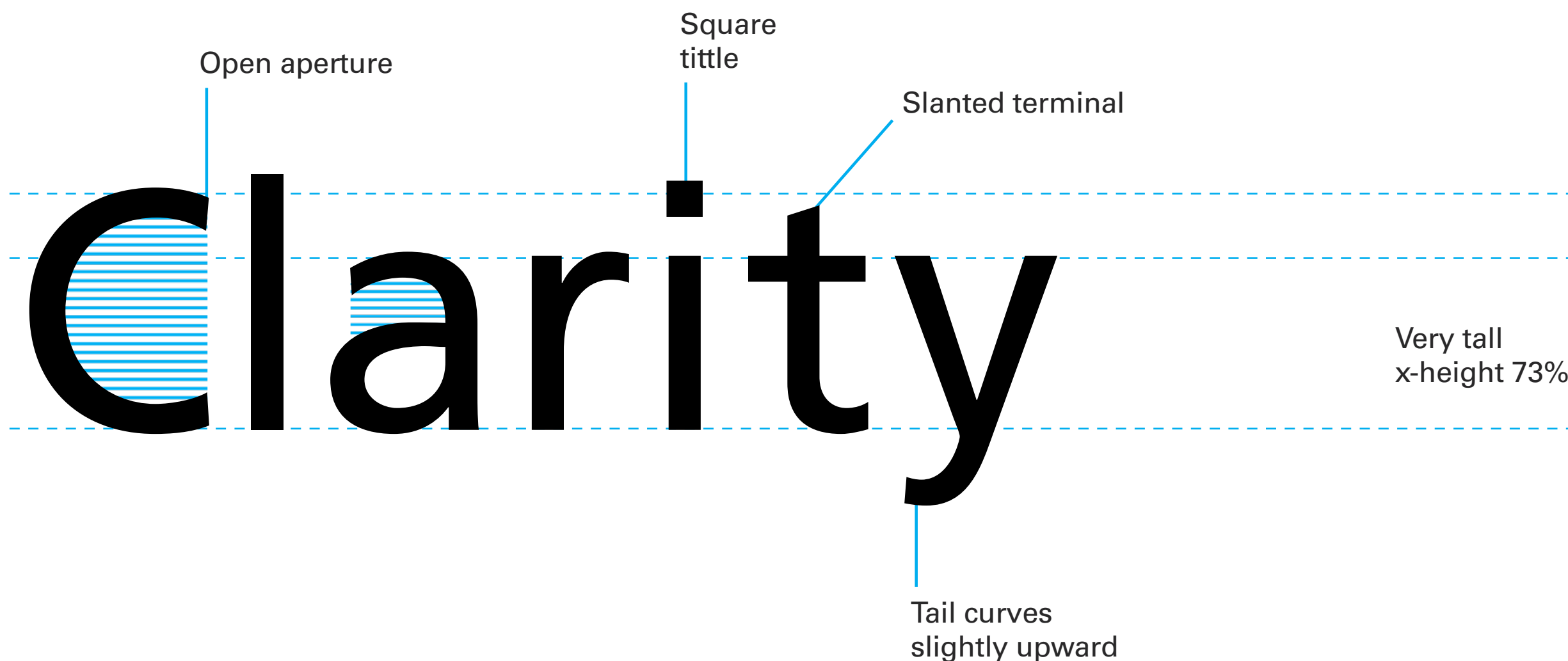
- 40 Frutiger LT Std 47 Light Condensed
- Frutiger LT Std Condensed
- Frutiger LT Std 55 Roman
- Frutiger LT Std 65 Bold**
- Frutiger LT Std 75 Black**
- Frutiger LT Std 67 Bold Condensed
- Frutiger LT Std 77 Black Condensed**
- Frutiger LT Std 87 Extra Black Condensed**
- Frutiger LT Std 45 Light
- Frutiger LT Std 46 Light Italic
- Frutiger LT Std 56 Italic
- Frutiger LT Std 66 Bold Italic
- Frutiger LT Std 76 Black Italic
- Frutiger LT Std 95 Ultra Black**

Designer :: *Adrian Frutiger*
 Type Foundry :: *Linotype*
 Year :: *1960s*

fonts.com/font/linotype/frutiger/story

Aa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm
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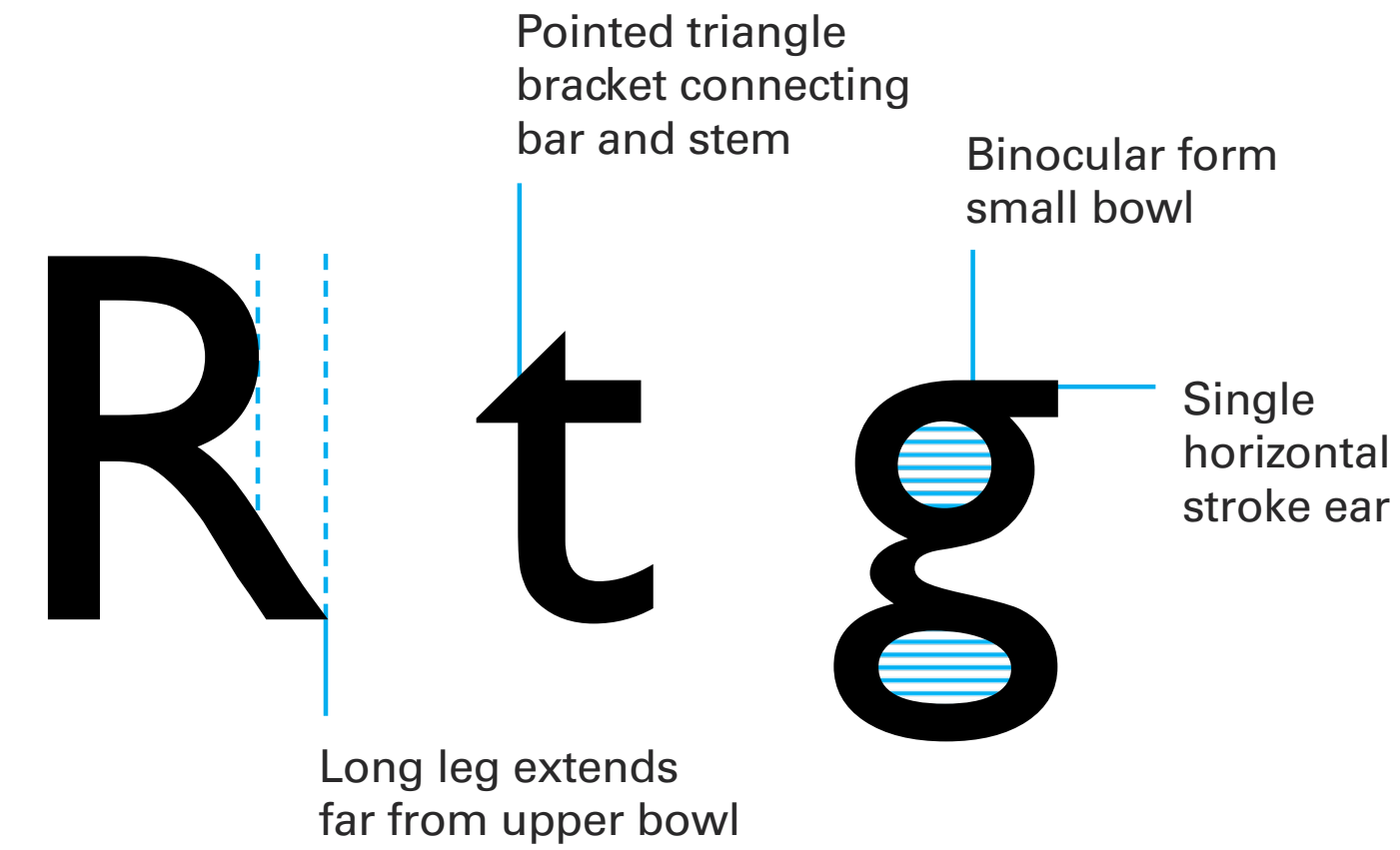
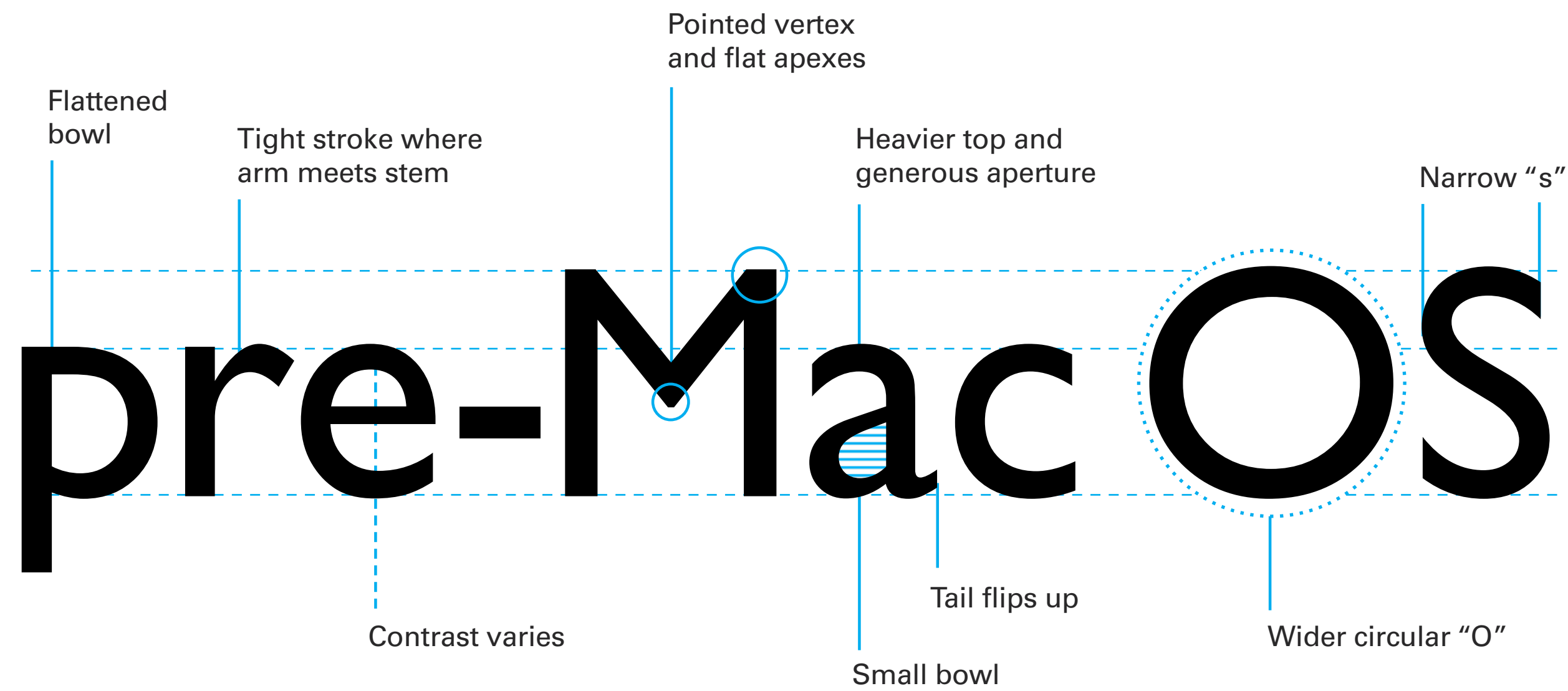
Gill Sans

42

- Gill Sans Std Bold Extra Condensed
- Gill Sans Std Condensed
- Gill Sans Std Bold Condensed**
- Gill Sans Std Ultra Bold Condensed**
- Gill Sans Std Light
- Gill Sans Std Light Shadowed**
- Gill Sans Std Light Italic*
- Gill Sans Std Regular
- GILL SANS STD SHADOWED
- Gill Sans Italic*
- Gill Sans Std Bold**
- Gill Sans Std Bold Italic**
- Gill Sans Std Extra Bold**
- Gill Sans Std Extra Bold Display**
- Gill Sans Std Ultra Bold**

Designer :: Eric Gill
 Type Foundry :: Monotype
 Year :: 1928–1932

fonts.com/font/monotype/gill-sans/story



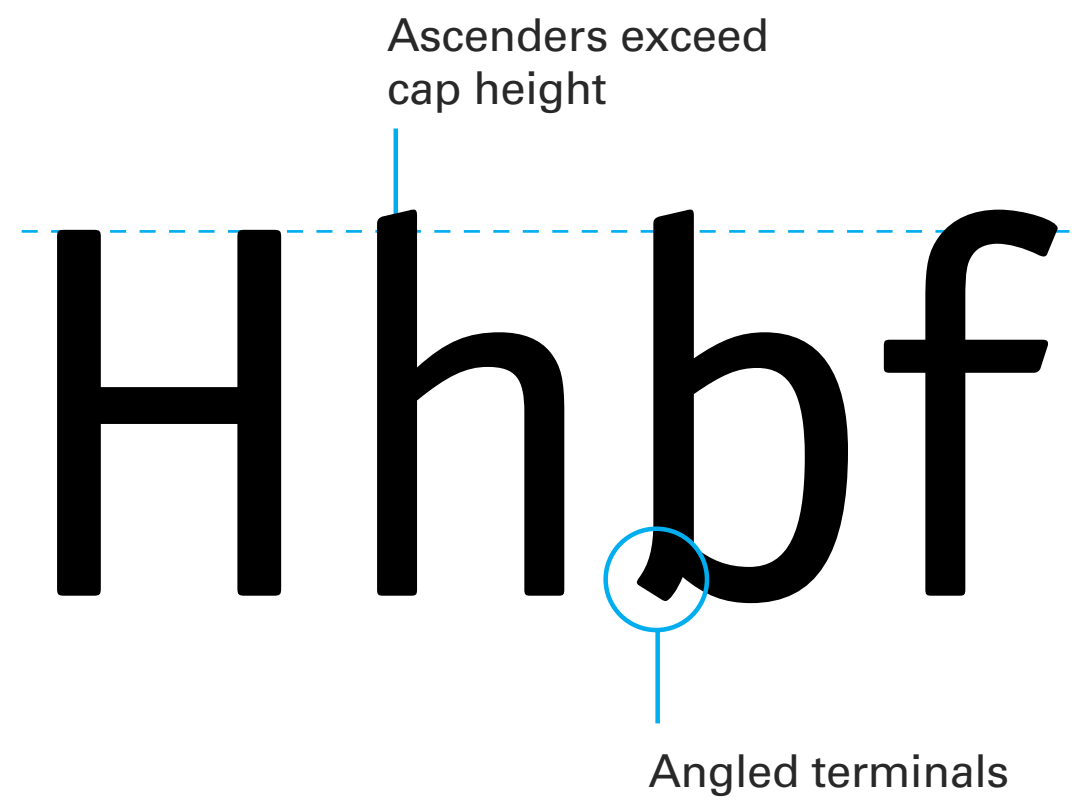
43

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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- 20 pt The quick brown fox jumps over the lazy dog

ITC Officina Sans



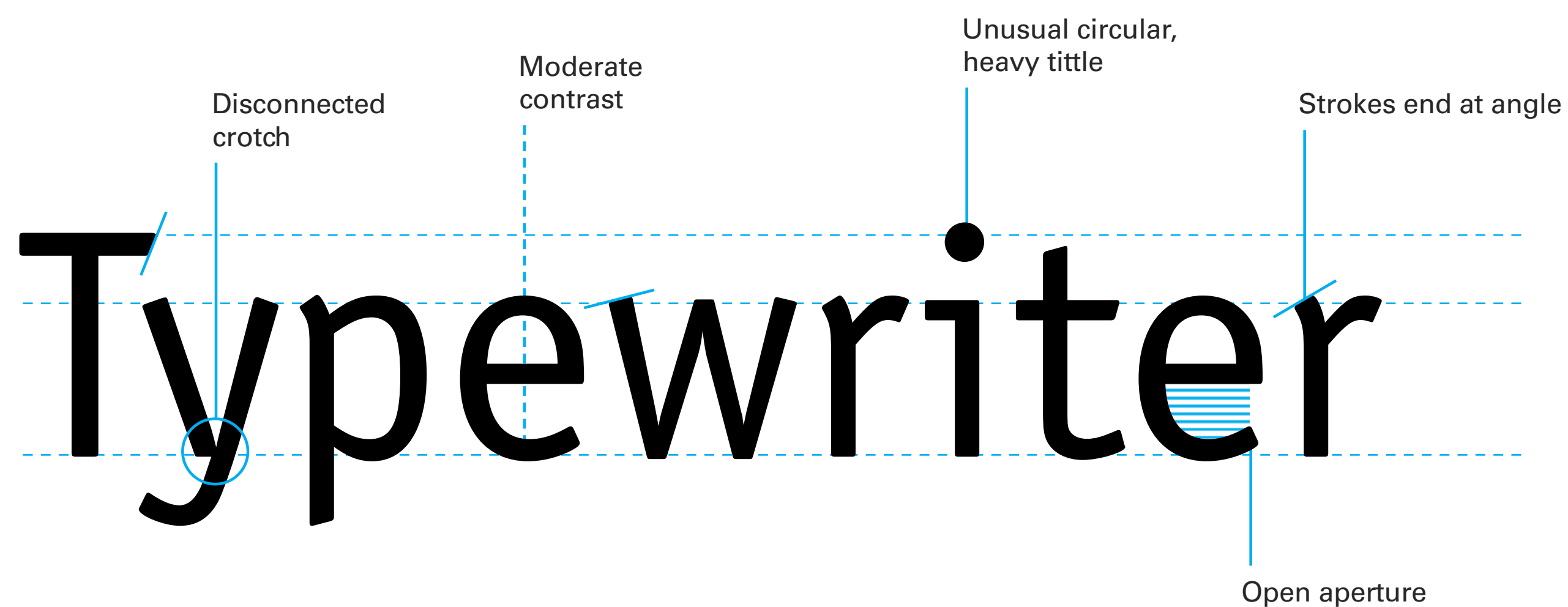
44 ITC Officina Sans Std Book
 ITC Officina Sans Std Book Italic
 ITC Officina Sans Std Bold
 ITC Officina Sans Std Bold Italic

Designer :: Erik Spiekermann & Ole Schäfer
 Type Foundry :: International Type Corporation (ITC)
 Year :: 1990

fonts.com/font/adobe/itc-officina-sans/story

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 Hh Ii Jj Kk Ll Mm
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guide

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type anatomy

type measurement

72 points = 1 inch

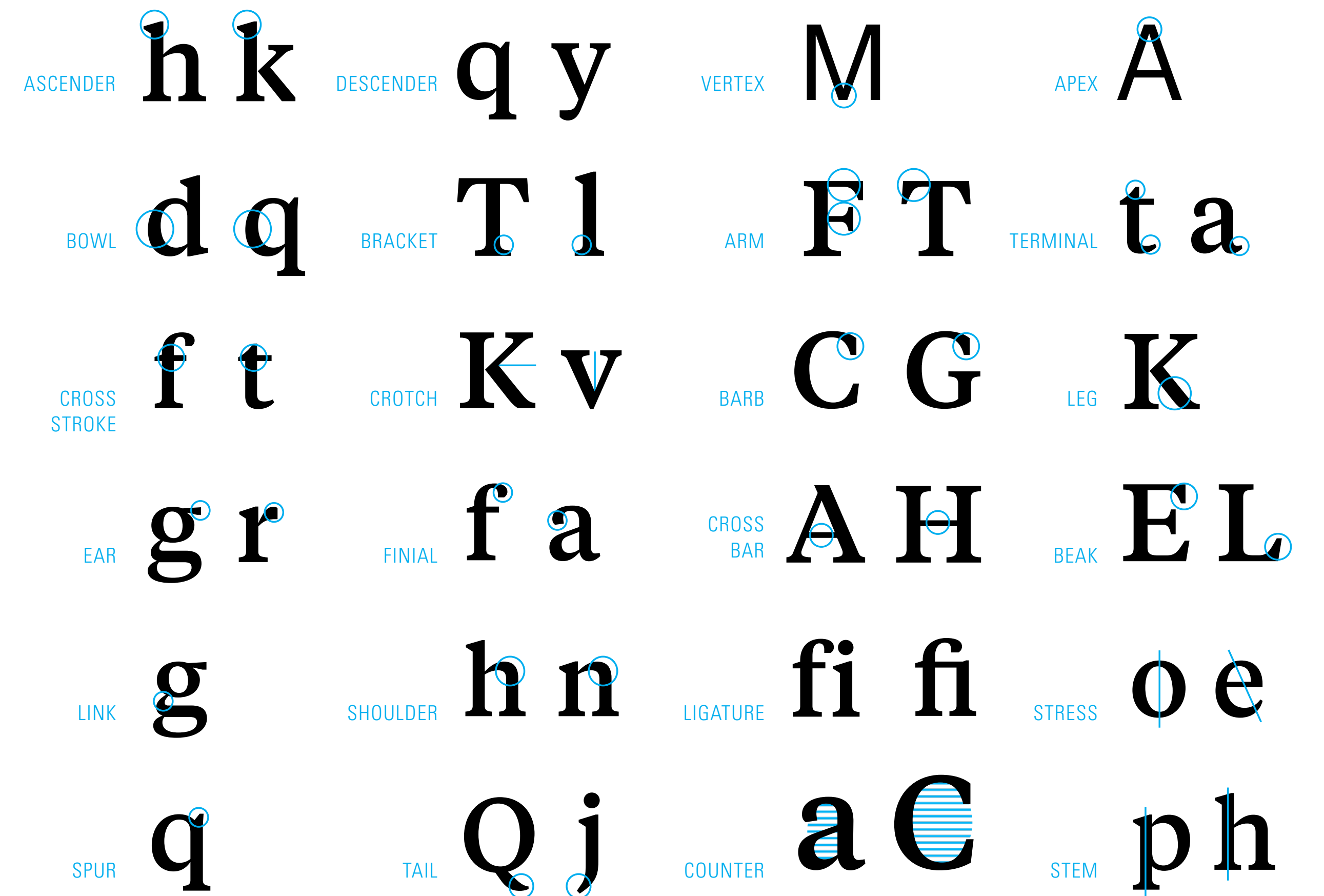
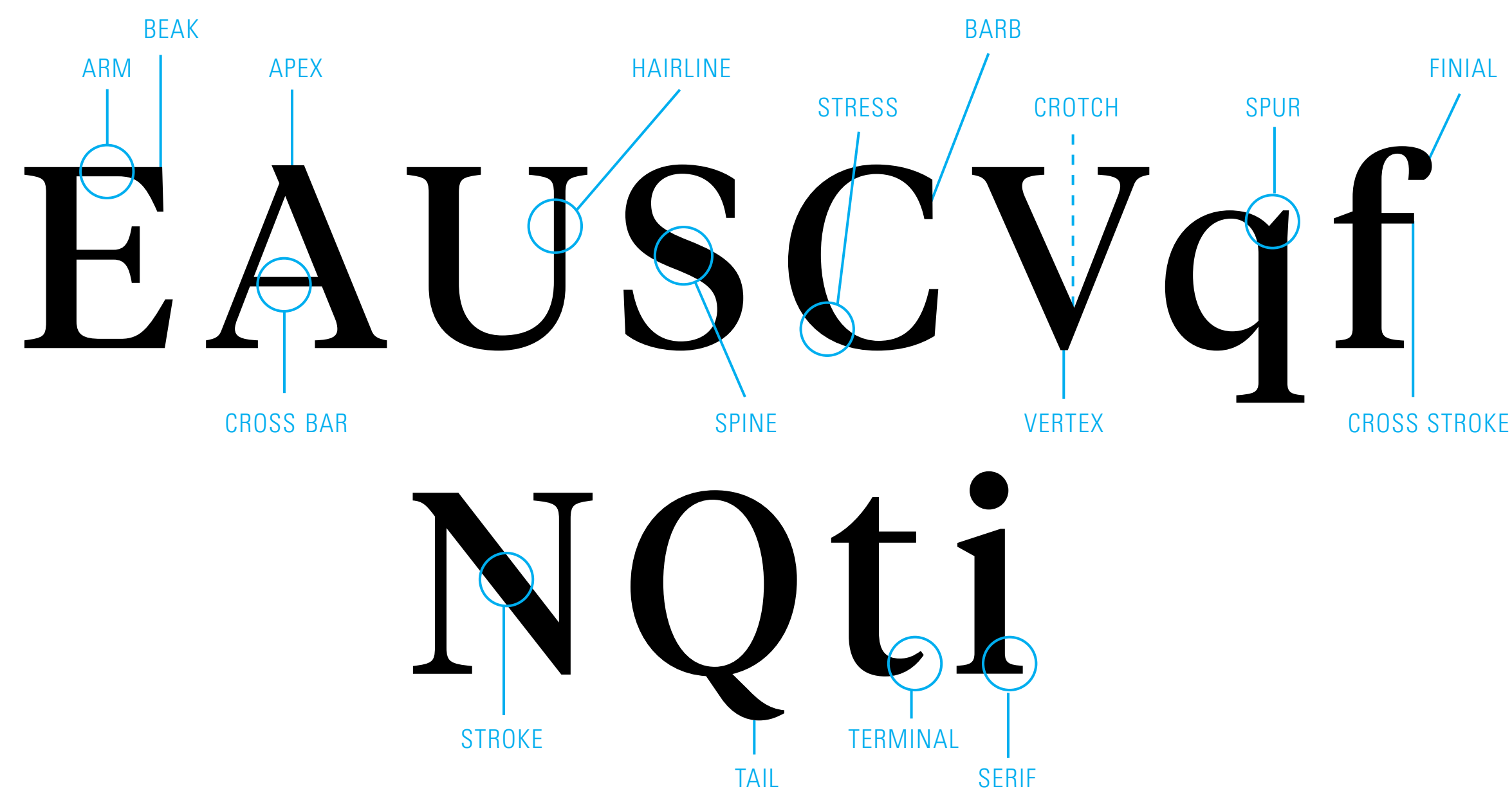
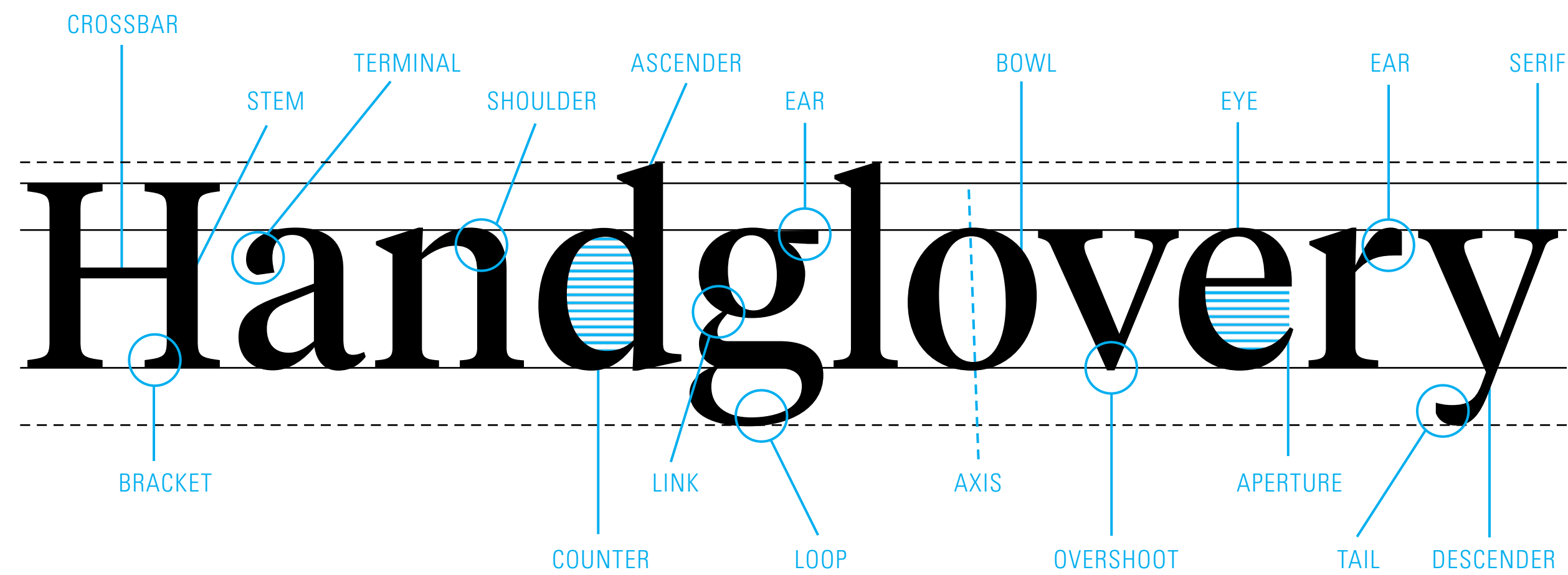
12 points = 1 pica

6 picas = 1 inch

6 picas is written as 6p0 or 6p

6 picas, 7 points is written as 6p7

7 points is written as 7 pts or 0p7



type glossary

50

Aperture :: the opening of an enclosed or partially enclosed counter shape (a, c, e, g or s)

Arm :: a horizontal stroke not connected on one or both ends

Ascender :: an upward vertical stroke found on lowercase letters that extend above the typeface's x-height

Baseline :: the imaginary line defining the visual base of the letterforms

Bowl :: a curved stroke that encloses a letter's counter

Bracket :: a curved or diagonal connection between a serif and stem

Cap height :: the height of a capital letter above the baseline

Character :: a single typographic element (letter, number, punctuation, symbol)

Counter :: interior shape of a character

Cross bar :: a connected horizontal stroke

Cross stroke :: the horizontal stroke in a letterform that intersects the stem

Cursive :: a typographic style associated with handwriting, typified by slanted stems with curved tails

Cyrillic character :: the basis of alphabets used in various languages in parts of Southeastern Europe and Northern Eurasia influenced by Russian language

Descender :: a downward vertical stroke found on lowercase letters that extends below the baseline

Drop cap :: a typographic style in which the first letter of a paragraph is much larger than normal and drops down at least three lines of text

Ear :: a small stroke projecting from the upper right bowl of some lowercase g's

En-dash / em-dash :: a short / long dash equal to the length of a lowercase "n" / "m"

Expert set / expert font :: a character set invented by Adobe around 1990, which includes Latin small caps, old-style figure, a set of five f ligatures (fi, fl, ff, ffi, ffl), fractions and superiors

Extender :: a term to describe ascenders and descenders

Finial :: the rounded non-serif terminal of a stroke

Font :: a set of characters, a delivery mechanism, represented by a digital file or a set of metal pieces, for a typeface

Foundry :: a company that designs, manufactures, and distribute fonts

Glyph :: a letter, numeral, or symbol

Hairline :: the thin stroke of a serif typeface

Kerning :: the process of adjusting the space between two characters

Leading :: the distance between the baselines of successive lines of type

Ligature :: a glyph that leads one letter to the next and is used to enhance readability by solving spacing issues or a repetition of two similar anatomical letters

Link :: a stroke that connects the top and bottom bowl of a two-story "g"

Lining numerals :: numbers that take the height of capital letters

Loop :: the enclosed or partially enclosed counter a lower bowl of a two-story "g"

Oldstyle numerals :: figures that are generally as tall as the x-height, with ascenders and descenders

Orphan :: a short line of type left alone at the start of a new column

Serif :: feet or non-structural details at the end of some strokes (hairline, bracket, and slab)

Set width :: the width of each character in a typeface which spans the body of the letter plus a space that acts as a buffer between other letters

Shoulder :: a curved stroke originating from a stem

Small caps :: uppercase characters that appear at a smaller size (usually as tall as the x-height) to blend in with lowercase letterforms

51

Spine :: the curved middle stroke in the letter "s"

Spur :: a small projection off a main stroke, as seen in the uppercase "G"

Stem :: primary vertical stroke of a letterform

Stroke contrast :: the weight difference between light and heavy strokes in a typeface

Swash :: the extension of a stroke or prominent ornamental addition to a glyph

Tail :: a descending stroke, often decorative

Tittle :: a small distinguishing mark (the dot on a lowercase "i" or "j")

Tracking :: the process of adjusting the letterspacing uniformly across a range of letterforms

X-height :: the height of the main body of lowercase letters is equal to the height of the lowercase "x"

Weight :: the thickness of a stroke

Widow :: a single word or part of a word at the end of a paragraph

The BFA Comdes Type Catalogue was designed for students who are entering the Communication Design program. The catalog is used as a secondary resource for Typography I and other courses as necessary.

The content covers 20 basic typefaces from the 15th to late 19th century. By highlighting unique type features, the catalogue helps students understand the process of typeface research, what to look for when examining the letters, and how type personalities are expressed through the anatomy.

**b f a.
c o m
d e s**

BFA Communication Design

Texas State University
601 University Drive,
San Marcos, TX 78666

Version 2
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|| Copy Editor :: Teresa Wingfield

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fonts.com. fonts.com. Accessed 10 Jan. 2019.



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