

# Get to know your typefaces

Step 1: Ask the teacher for the three typefaces / fonts that you will be using for this assignment.

Step 2: Use the graphic organizer to help you collect and organize your research. You may use Wikipedia to find the information. One page for each typeface that you will be researching.

Step 3: Using the typeface that you have been assigned, design an informational poster using the information collected.

Search, ***typography font poster***, to give you inspiration for your designs.

Step 4:

Make an Adobe Illustrator documents 11" x 17" - add 3 artboards.





# Sylfaen

Sylfaen is a multi-script serif font family designed by John Hudson and W. Ross Mills of Tiro Typeworks, and Geraldine Wade of Monotype Typography. The name Sylfaen is a Welsh word meaning foundation. In 1997, Tiro was hired by Microsoft Typography to consult on the production of support materials for OpenType font development.

John Hudson

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	
a	b	c	d	e	f	g	h	i
j	k	l	m	n	o	p	q	r
s	t	u	v	w	x	t	z	

1<sup>2</sup>34567<sup>8</sup>9<sup>0</sup>

**Baskerville** is a Transitional serif typeface designed by John Baskerville in 1757. The design was intended to improve upon the legibility of the Old Style typefaces of William **Caslon**. Compared to earlier designs popular in Britain, **Baskerville** increased the contrast between thick and thin strokes, making the serifs sharper and more tapered, and shifted the axis of rounded letters to a more vertical position. The curved strokes are more circular in shape, and the characters became more regular.

Serif | Transitional | Old Style  
abcdefghijklmnopqrstuvwxyz

Counter Teardrop Ear  
Lobe  
p c a r

“Having been an early admirer of the beauty of LETTERS, I became insensibly desirous of contributing to the perfection of them.”

# Baskerville

*John Baskerville, 1757*

## *Styles*

Regular 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

Italics 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

Semibold 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

Semibold Italics 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

Bold 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

Bold Italics 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

Adrian Frutiger

1957

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN O PQRSTU  
VWXYZ  
0123456789

# UNIVERS

Univers is the name of a realist sans-serif typeface designed by Adrian Frutiger in 1954. Originally conceived and released by Deberny & Peignot in 1957, the type library was acquired in 1972 by Haas'sche Schriftgiesserei (Haas Type Foundry) was later folded into the D. Stempel AG and Linotype collection in 1985 and 1989 respectively.

Univers is one of a group of neo-grotesque sans-serif typefaces, all released in 1957, that includes Folio and Neue Haas Grotesk (later renamed Helvetica). These three faces are sometimes confused with each other, because each is based on the 1898 typeface Akzidenz-Grotesk. These typefaces figure prominently in the Swiss Style of graphic design.

Different weights and variations within the type family are designated by the use of numbers rather than names, a system since adopted by Frutiger for other type designs. Frutiger envisioned a large family with multiple widths and weights that maintained a unified design idiom. However, the actual typeface names within Univers family include both number and letter suffixes.

Univers is known for its clear lines and legibility at great distances.

Square Dot  
i a  
Double Story  
A  
Dropped Element

**PAUL  
RENNER**

A B C D E A B C D E A B C D E A B C D E  
F G H I J F G H I J F G H I J F G H I J  
K L M N O K L M N O K L M N O K L M N O  
P Q R S T P Q R S T P Q R S T P Q R S T  
U V W X Y Z U V W X Y Z U V W X Y Z U V W X Y Z  
a b c d e a b c d e a b c d e a b c d e  
f g h i j f g h i j f g h i j f g h i j  
k l m n o k l m n o k l m n o k l m n o  
p q r s t p q r s t p q r s t p q r s t  
u v w x y z u v w x y z u v w x y z u v w x y z  
1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5  
6 7 8 9 0 6 7 8 9 0 6 7 8 9 0 6 7 8 9 0  
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**FUTURA**

**JOAV**

**m 1927**

Futura is a geometric sans-serif typeface designed by Paul Renner as a contribution on the New Frankfurt-project. It rejected the approach of most previous sans-serif designs in favour of simple geometric forms. Futura was marketed using the German slogan "die Schrift unserer Zeit" ("the typeface of our time"), though in English the slogan was "the typeface of today and tomorrow." It took Paul Renner 3 years to develop Futura, beginning to sketch its letters in 1924. Originally he had also planned to create two versions of Futura: a more conventional version to be for general use, and a lower case version that was to be much more geometrically focused on the use of circles and triangles.