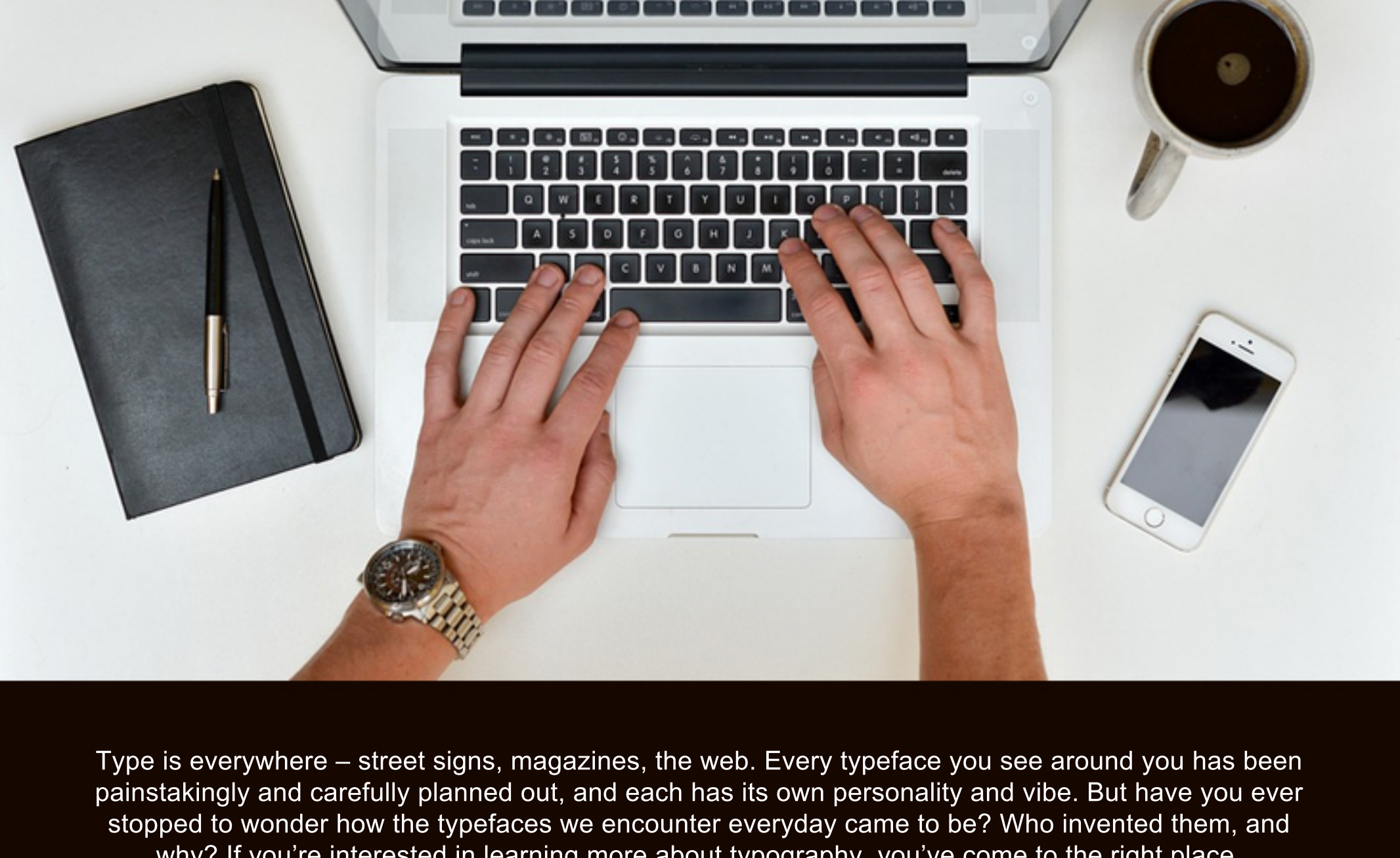


THE EVOLUTION OF TYPOGRAPHY



Type is everywhere – street signs, magazines, the web. Every typeface you see around you has been painstakingly and carefully planned out, and each has its own personality and vibe. But have you ever stopped to wonder how the typefaces we encounter everyday came to be? Who invented them, and why? If you're interested in learning more about typography, you've come to the right place.

01 1400's

Gutenberg invented movable typefaces, giving the world a cheaper way to obtain the written word. Up until this point, all written materials were done by hand, and were very costly to purchase. Gutenberg also created the first typeface, blackletter – it was dark, fairly practical, and intense, but not very legible.



02 1470

Nicolas Jenson created Roman Type, inspired by the text on ancient roman buildings. It was far more readable than blackletter, and caught on quickly.



03 1501

Aldus Manutius created italics – a way to fit more words onto a page, saving the printer money. Today, we use italics as a design detail or for emphasis when writing.



04 1734

William Caslon created a typeface which features straighter serifs and much more obvious contrasts between thin and bold strokes. Today, we call this type style 'old style'.



05 1757

John Baskerville created what we now call Transitional type, a Roman-style type, with very sharp serifs and lots of drastic contrast between thick and thin lines.



06 1780

Firmin Didot and Giambattista Bodoni created the first 'modern' Roman typefaces (Didot, and Bodoni). The contrasts were more extreme than ever before, and created a very cool, fresh look.



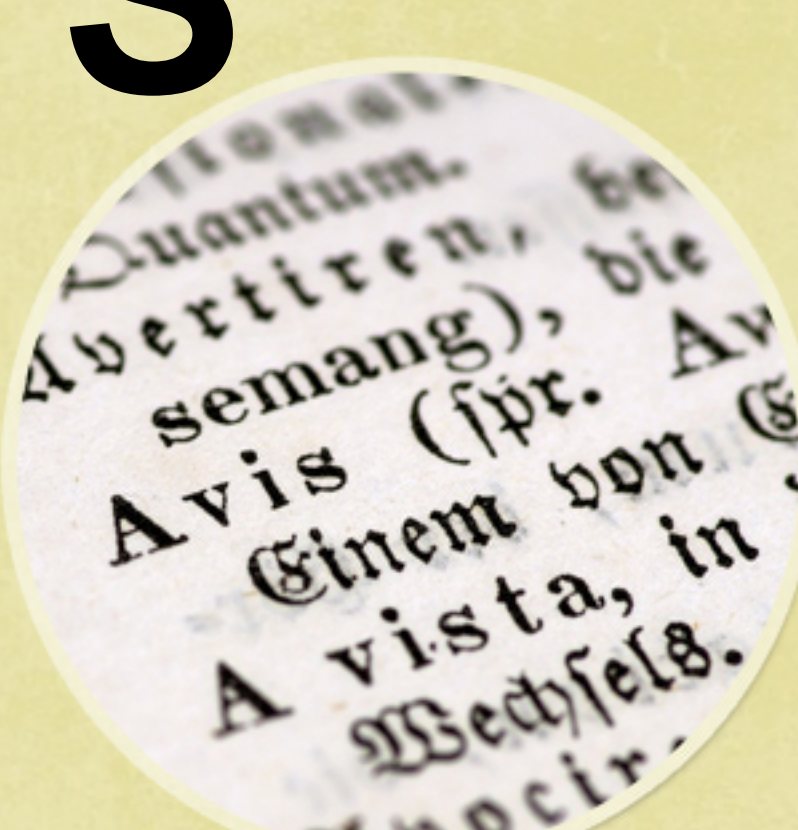
07 1815

Vincent Figgins created Egyptian, or Slab Serif – the first time a typeface had serifs that were squares or boxes.



08 1816

William Caslon IV created the first typeface without any serifs at all. It was widely rebuked at the time. This was the start of what we now consider Sans Serif typefaces. During this time, type exploded, and many, many variations were being created to accommodate advertising.



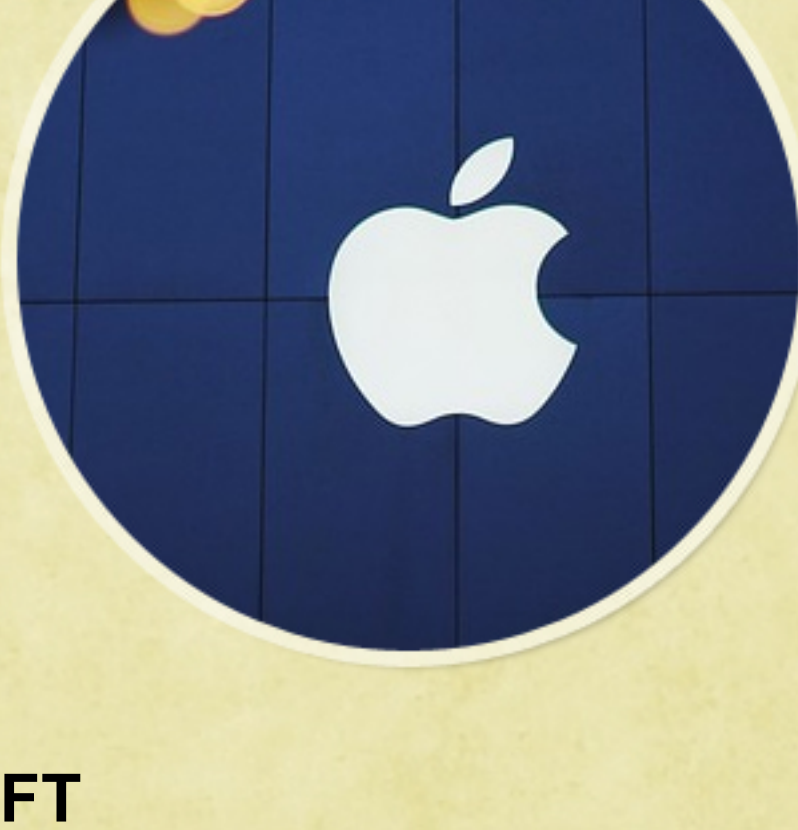
09 1920'S

Frederic Goudy became the world's first full time type designer, developing numerous groundbreaking typefaces, such as Copperplate Gothic, Kennerly, and Goudy Old Style.



10 1957

Swiss designer Max Miedinger created Helvetica, the most loved typeface of our time. This was a return to minimalism, and many other simplistic typefaces such as Futura surfaced around this time period.



11 APPLE & MICROSOFT

Adobe offered PostScript to both Apple and Microsoft, but they rejected Adobe's proposal and decided to jointly develop their own font technology called TrueType in 1989. The TrueType format is not as clean and reliable as the postscript format, but it allowed for an explosion in font design.



12 ADOBE & MICROSOFT

OpenType is a cross-platform font file format developed jointly by Adobe and Microsoft. The two main benefits of the OpenType format are its cross-platform compatibility (the same font file works on Macintosh and Windows computers), and its ability to support widely expanded character sets layout features.



13 MATTHEW CARTER

In 1996 Matthew Carter designed Verdana and Georgia for Microsoft; these fonts are tuned to be extremely legible even at very small sizes on the screen.

