

Facing up to Fonts

Richard Rutter

“When the only font available is Times New Roman, the typographer must make the most of its virtues. The typography should be richly and superbly ordinary, so that attention is drawn to the quality of the composition, not the individual letterforms.”



Times New Roman

Times New Roman is a serif typeface commissioned by the British newspaper, *The Times*, in 1931, designed by *Stanley Morison* and *Victor Lardent* at the English branch of *Monotype*. It was commissioned after Morison had written an article criticizing *The Times* for being badly printed and typographically behind the times.

Arial

Arial is a sans-serif typeface designed in 1982 by *Robin Nicholas* and *Patricia Saunders* for *Monotype Typography*. Though nearly identical to *Linotype Helvetica* in both proportion and weight, the design of Arial is in fact a variation of *Monotype Grottesque*, and was designed for IBM's *laserxerographic* printer.

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Learn about *taking control of your own work* by seeking out methods to

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You should attend if you're a designer (print, web or video) or a business-minded soul who is looking to take creative ideas and turn them into something SATISFYING & BANKABLE. Anyone creative with an open mind will take away something useful. This is a day of active learning, not just idle listening. Only 270 seats available. REGISTER NOW

THE VENUE WILL INFORM THE DISCUSSION TOO, SEED WILL BE HELD IN THE "CATHEDRAL OF MODERNISM"

CROWN HALL *by* Mies van der Rohe

Painstakingly renovated in 2005, Crown Hall stands as one of the most important buildings of the modern age and it was also held in the highest regard by Mies himself who said it best represented his "architecture of almost nothing."

* THE DAY'S SCHEDULE *and* INVITED GUESTS *

CARLOS SEGURA is the founder of **Segura, Inc.** an internationally recognized visual communications company and the creator of **T.26** the web's original digital type foundry as well as **the 5" retail brand** and the **Cartype** weblog.

JASON FRIED is the founder of **37signals**, influential creators of web-based communication and collaboration tools **Basecamp**, **Highrise**, **Backpack** & **Campfire** and authors of the book **Getting Real** and the popular weblog **Signal vs. Noise**.

JAKE NICKELL is the Founder and **JEFFREY KALMIKOFF** is the Creative Director of **skinnyCorp**, the force behind the unstoppable community-based tee shirt design concept **Threadless** and a steady stream of other **great ideas**.

Georgia

Georgia is a transitional serif typeface designed in 1993 by *Matthew Carter* and hinted by *Tom Rickner* for the *Microsoft Corporation*. It is designed for clarity on a computer monitor even at small sizes, partially due to a relatively large x-height. The typeface is named after a tabloid headline titled *Alien heads found in Georgia*.

Verdana

Verdana is a humanist sans-serif typeface designed by *Matthew Carter* for *Microsoft Corporation*, with hand-hinting done by *Tom Rickner*. Bearing similarities to humanist sans-serif typefaces such as *Frutiger*, Verdana was designed to be readable at small sizes on a computer screen.

Trebuchet

A humanist sans-serif typeface designed by *Vincent Connare* for the *Microsoft Corporation* in 1996.

Impact

A realist sans-serif typeface designed by Geoffrey Lee in 1965 and released by the Stephenson Blake foundry.

Courier New

A monospaced slab serif typeface designed by *Howard "Bud" Kettler* in 1955.

Andale Mono

A monospace sans-serif typeface designed by *Steve Matteson* for *Apple* and *IBM*.

Comic Sans!

A casual script typeface designed by Vincent Connare and released in 1994 by the Microsoft Corporation. It is classified as a casual, non-connecting script, and was designed to imitate comic book lettering, for use in informal documents.

Calibri	0123abcdefgHJKlmnopQRStuv
Cambria	0123abcdefgHJKlmnopQRStu
Candara	0123abcdefgHJKlmnopQRStu
Constantia	0123abcdefgHJKlmnopQRStu
Corbel	0123abcdefgHJKlmnopQRStuv

Cambria

Designed by *Jelle Bosma* in 2004, with *Steve Matteson* and *Robin Nicholas*. It is a serif font with very even spacing and proportions. Diagonal and vertical hairlines and serifs are relatively strong, while horizontal serifs are small and intend to emphasize stroke endings rather than stand out themselves. The regular weight has been extended with a large set of maths and science symbols.

0123456789 abcdefghijklmnopqrstuvwxyz

0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri	0123abcdefgHJKlmnopQRStuv
Cambria	0123abcdefgHJKlmnopQRStu
Candara	0123abcdefgHJKlmnopQRStu
Constantia	0123abcdefgHJKlmnopQRStu
Corbel	0123abcdefgHJKlmnopQRStuv

Baskerville Old Face

Bernard Condensed

Britannic Bold

Century Gothic

Cooper Black

Curly

Footlight Light

Gill Sans Ultra Bold

Haettenschweiler

Lucida Bright

Lucida Sans

Mistral

Onyx

Rockwell

Bauhaus 93

Book Antiqua

Brush Script

Century Schoolbook

COPPERPLATE GOTHIC B

Edwardian Script

Garamond

Gloucester Extra Condensed

Harrington

Lucida Calligraphy

Lucida Sans Typewriter

Modern No. 20

Papyrus

Rockwell Extra Bold

Bell

Bookman Old Style

Calisto

Colonna

COPPERPLATE GOTHIC L

ENGRAVERS

Gill Sans

Goudy Old Style

Imprint Shadow

Lucida Fax

Matura Script Capitals

Monotype Corsiva

Playbill

Tahoma

Baskerville Old Face

Bernard Condensed

Britannic Bold

Century Gothic

Cooper Black

Curly

Footlight Light

Gill Sans Ultra Bold

Haettenschweiler

Lucida Bright

Lucida Sans

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Imprint Shadow

Lucida Fax

Matura Script Capitals

Monotype Corsiva

Playbill

Tahoma



icanhaz.com/cooperblack

	Mac OS		Windows OS		Office Windows		Office Mac	Adobe Creative Suite					
	OS X Tiger	OS X Leopard	Windows XP SP2	Windows Vista	Office 2003	Office 2007	Office 2004	Acrobat 7	Illustrator CS2	InDesign CS2	CS2 extras	CS3 install	CS3 disk
Adobe Caslon Pro									X	X		X	
Adobe Garamond Pro									X	X		X	
Adobe Jenson Pro										X			
Agency FB					X	X							
Agency FB Bold					X	X							
American Typewriter	X	X											
Andale Mono	X	X	X	X		X	X						
<i>Apple Chancery</i>	X	X											
Arial	X	X	X	X		X	X						
Arial Black	X	X	X	X		X	X						
Arial Narrow	X	X			X	X	X						
Arial Rounded MT Bold	X	X			X	X	X						
Arial Unicode MS		X			X	X							
Arno Pro												X	
Baskerville	X	X											
Baskerville Old Face					X	X	X						
Bauhaus 93					X	X	X						
Bell Gothic Std												X	
Bell Gothic Std												X	
Bodoni 62					X	X	X						
Bodoni Old Face					X	X	X						




```
body {  
    font-family: verdana, arial, helvetica, sans-serif;  
}
```

Verdana

The quick brown fox jumps over a lazy dog.

The quick brown fox jumps over a lazy dog.

Arial

```
body {  
    font-family: verdana, tahoma, sans-serif;  
}
```

Verdana

The quick brown fox jumps over a lazy dog.

Tahoma

The quick brown fox jumps over a lazy dog.

```
body {  
    font-family: "Helvetica Neue", Arial, Helvetica, sans-serif;  
}
```

Helvetica Neue

The quick brown fox jumps over a lazy dog.

Arial

The quick brown fox jumps over a lazy dog.

Helvetica

The quick brown fox jumps over a lazy dog.

```
body {  
    font-family: "Clarendon LT Std", "Clarendon Std",  
    "Clarendon", "Bookman Old Style", Georgia, serif;  
}
```

Clarendon

The quick brown fox jumps over a lazy dog.

Bookman Old Style

The quick brown fox jumps over a lazy dog.

Georgia

The quick brown fox jumps over a lazy dog.

```
body {  
    font-family: "Egyptienne F LT Std", "Egyptienne F Std",  
    "Egyptienne F", Cambria, Georgia, serif;  
}
```

Egyptienne

The quick brown fox jumps over a lazy dog.

Cambria

The quick brown fox jumps over a lazy dog.

Georgia

The quick brown fox jumps over a lazy dog.

```
body {  
    font-family: "Lucida Grande", "Lucida Sans Unicode",  
    "Lucida Sans", Verdana, Tahoma, sans-serif;  
}
```

Lucida Grande

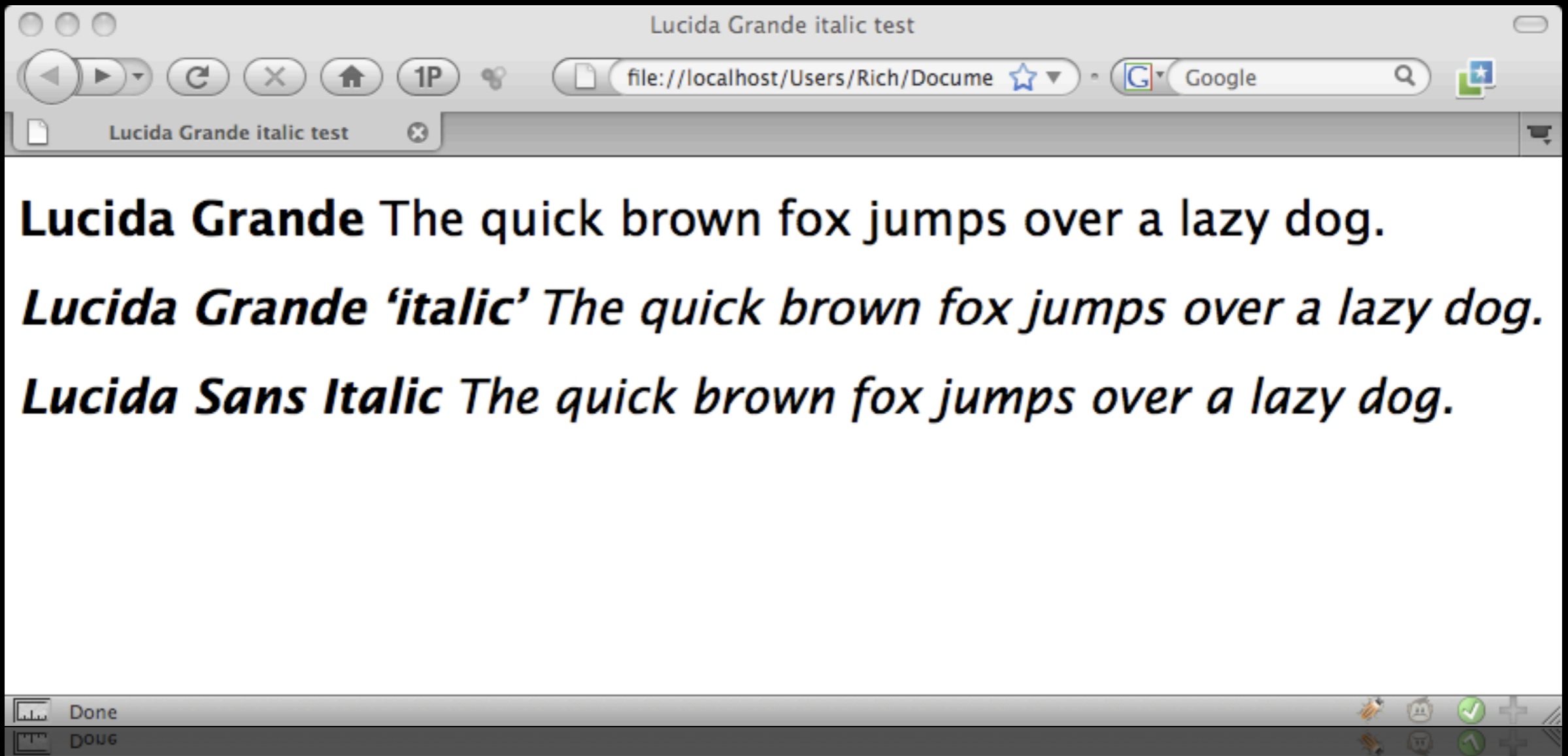
The quick brown fox jumps over a lazy dog.

Lucida Sans Unicode

The quick brown fox jumps over a lazy dog.

Verdana

The quick brown fox jumps over a lazy dog.



Lucida Grande The quick brown fox jumps over a lazy dog.

Lucida Grande 'italic' The quick brown fox jumps over a lazy dog.

Lucida Sans Italic The quick brown fox jumps over a lazy dog.


```
em, cite, i {  
    font-family: "Lucida Sans", "Lucida Grande",  
    "Lucida Sans Unicode", Verdana, Tahoma, sans-serif;  
}
```

Lucida Sans

The quick brown fox jumps over a lazy dog.

Lucida Grande

The quick brown fox jumps over a lazy dog.

Verdana

The quick brown fox jumps over a lazy dog.



UltraLight

Joseph Müller Brockmann

Light

Joseph Müller Brockmann

Regular

Joseph Müller Brockmann

Bold

Joseph Müller Brockmann

```
strong {  
    font-family: "Helvetica Neue", Arial, Helvetica, sans-serif;  
    font-weight: bold;  
}
```

```
em {  
  font-family: "Helvetica Neue", Arial, Helvetica, sans-serif;  
  font-weight: 300;  
}
```

Values for font-weight property

Weight	Style
100	Thin
200	UltraLight/ExtraLight
300	Light
400	Book/Regular/Normal
500	Medium
600	DemiBold/SemiBold
700	Bold
800	ExtraBold
900	Heavy/Black/UltraBlack

```
em {  
  font-family:  
    "Helvetica Neue Light", "HelveticaNeue-Light",  
    "Helvetica Neue", Arial, Helvetica, sans-serif;  
  font-weight: 300;  
}
```

Condensed	Robert Slimbach
SemiCondensed	Robert Slimbach
Regular	Robert Slimbach
SemiExtended	Robert Slimbach



```
@font-face {  
  font-family: "Fontin Sans";  
  src: url("http://server.com/FontinSansR.otf")  
    format("opentype");  
}
```

```
h1 { font-family: "Fontin Sans", "Trebuchet MS", sans-serif }
```

```
@font-face {  
  font-family: "Fontin Sans";  
  src: url("http://server.com/FontinSansR.otf")  
    format("opentype");  
  font-style: normal;  
  font-weight: normal;  
}
```

```
@font-face {  
  font-family: "Fontin Sans";  
  src: url("http://server.com/FontinSansI.otf")  
    format("opentype");  
  font-style: italic;  
  font-weight: normal;  
}
```

```
@font-face {  
  font-family: "Fontin Sans Bold";  
  src: url("http://server.com/FontinSansB.otf")  
    format("opentype");  
  font-style: normal;  
  font-weight: bold;  
}
```

```
h1, h2, b, strong {  
  font-family: "Fontin Sans Bold", "Trebuchet MS", sans-serif;  
  font-weight: bold;  
}
```

Browser support for Webfonts

Internet Explorer 4 Embedded OpenType (EOT)

Safari 3.1 TrueType, OpenType(TT) & OpenType(PS)

Opera (dev) TrueType, OpenType(TT) & OpenType(PS)

Firefox 3.1 beta TrueType, OpenType(TT) & OpenType(PS)

```
@font-face {  
  font-family: "Fontin Sans";  
  src: url("http://server.com/FontinSansR.otf")  
        format("opentype"),  
        url("http://server.com/FontinSansR.eot")  
        format("embedded-opentype");  
}
```



Andika	designed by A Olsen & V Gaultney
Anivers	designed by Jos Buivenga
Delicious	designed by Jos Buivenga
Diavlo	designed by Jos Buivenga
Fertigo	designed by Jos Buivenga
Fontin	designed by Jos Buivenga
Fontin Sans	designed by Jos Buivenga
Gentium	designed by A Olsen & V Gaultney
Graublau Web	designed by Georg Seifert
Fell English	designed by Iginio Marini
Fell French	designed by Iginio Marini
Museo	designed by Jos Buivenga
Tallys	designed by Jos Buivenga

EOT

Fonts as a Web Service

Take Homes:

- 1 Think about typefaces **beyond the core** web fonts.
- 2 Make sure your **font stacks** make sense and are useful.
- 3 Font **embedding is here** and now.

Richard Rutter Clearleft.com

<http://webtypography.net/talks/head08/>