

Modern Typeface

MODERN TYPEFACE

This category includes the first Roman types, originally created between the late 15th and mid 18th centuries, as well as typefaces patterned after those designed in this earlier period. The axis of curved strokes is normally inclined to the left in these designs, so that weight stress is at approximately 8:00 and 2:00 o'clock.

The contrast in character stroke weight is not dramatic, and hairlines tend to be on the heavy side. Serifs are almost always bracketed in old style designs and head

serifs are often angled. Some versions, like the earlier Venetian old style designs, are distinguished by the diagonal cross stroke of the lowercase e.⁷

Old Style typefaces are considered to be the best type for large amounts of body text on paper. That's why you'll find them used heavily in newspapers, magazines and books. Garamond is an old style serif typeface. Claude Garamond, who died in 1561, was originally credited with the design of this elegant French

typeface; however, it has recently been discovered that the face was designed by Jean Jannon in 1615. Many present day versions of this typeface are based on Jannon's designs, although they are all called Garamond.

This is a typical Old Style face, having little contrast between thick and thins, heavily bracket-

sometimes criticized as cold or harsh!

ed serifs, and oblique stress. The letterforms are open and round, making the face extremely readable. The capital letters are shorter than the ascenders of the lowercase letters.

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