



Team

COMD 3503



FONT HISTORY

GOTHAM

- Designed by American type designer Tobias Frere-Jones in 2000
- Gotham is a family of widely used geometric sans-serif digital typefaces
- Inspired by a form of architectural signage
- Used in campaign of Barack Obama



TYPE DISPLAY

Gotham 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

Gotham Medium

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

Gotham Book

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

Gotham Light

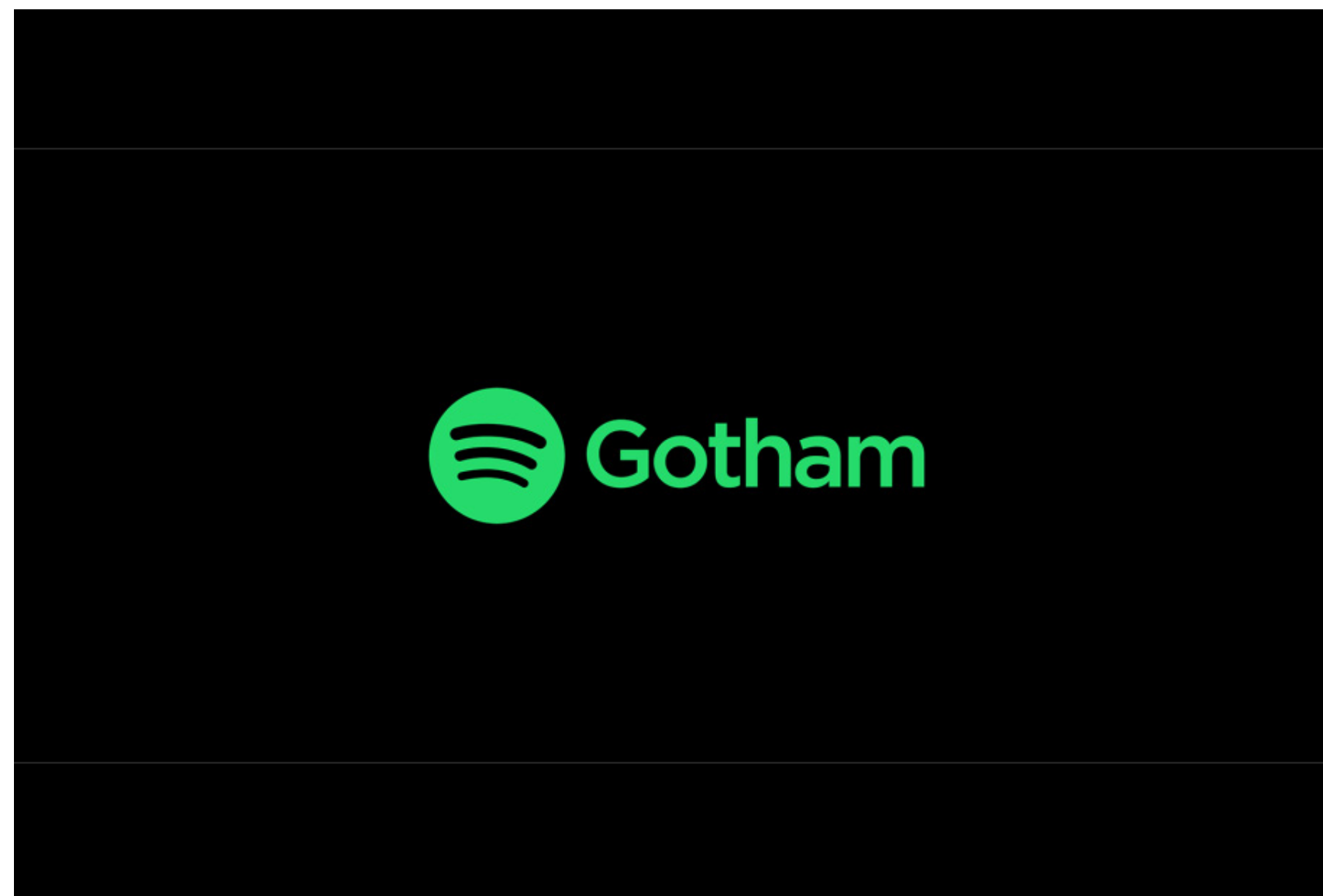
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

EXAMPLES





EXAMPLES





FONT HISTORY

SAN FRANCISCO

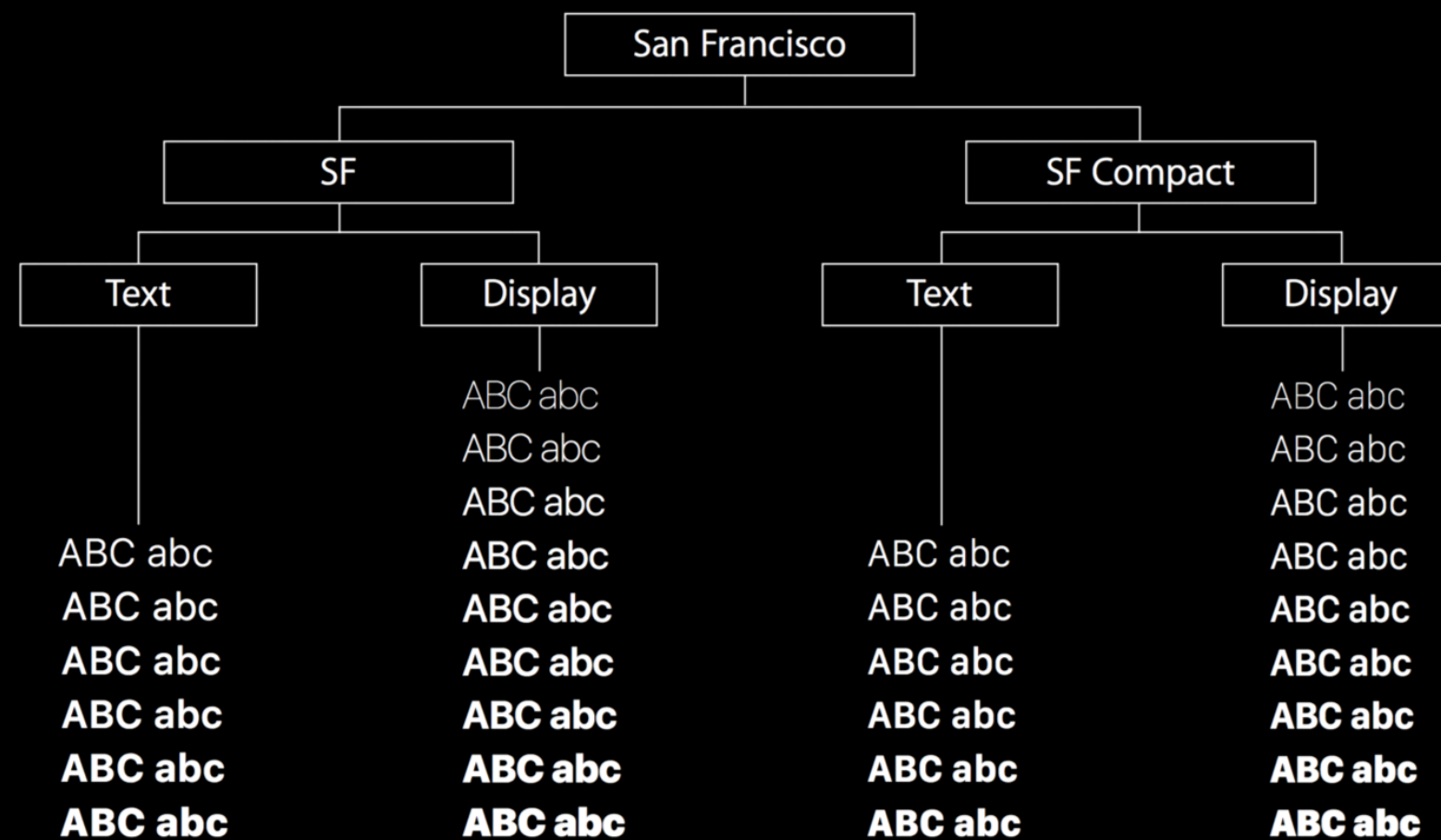
- A neo-grotesque san-serif typeface
- Made by Apple Inc.
- Released on November 18 2014
- Inspired by Helvetica and FF D
- Developed into 4 variants: SF, SF Compact, SF Mono and SF serif
- Replaced most Apple hardware and software products
- Ability to read in small size



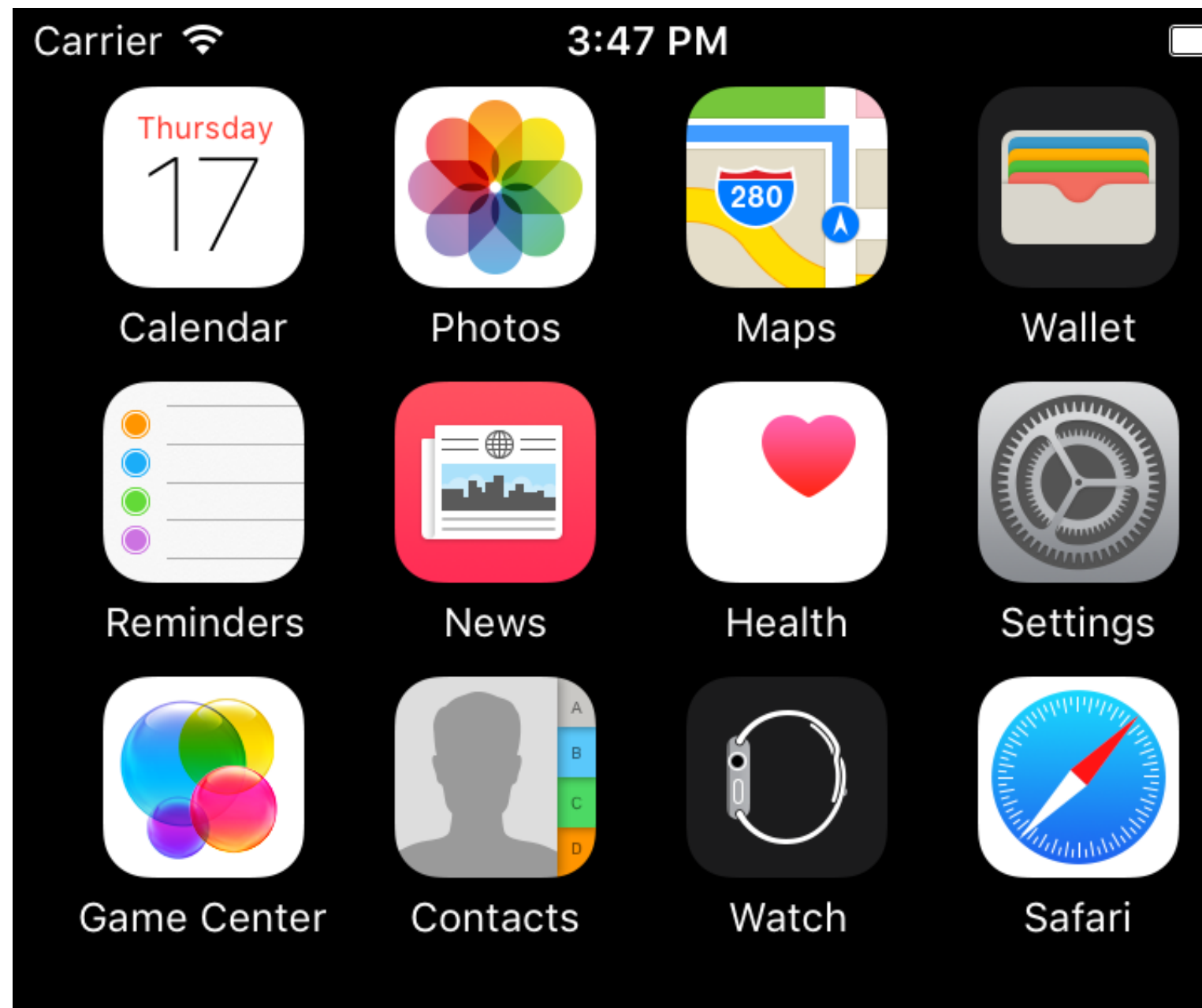
TYPE DISPLAY

Display Versus Text		
	40pt	hamburgetonstiv
	30pt	hamburgetonstiv
Display	20pt	hamburgetonstiv
Text	19pt	hamburgetonstiv
	18pt	hamburgetonstiv
	17pt	hamburgetonstiv
	16pt	hamburgetonstiv

A decorative graphic consisting of three horizontal, wavy white lines on a solid orange background, located at the bottom of the page.



EXAMPLES





FONT HISTORY

HILDEGARD

- Created by German designer Jan Sonntag in 2003 for a linotype contest
- Used in either text or display sizes.
- Subtle sharp edges and loose joints are reminiscent of calligraphy which Hildegard was loosely based on
- Won 2nd in The International Type Design Contest held by Linotype Library in 2003
- Has 4 different weights and supported by 21 languages



TYPE DISPLAY

Hildefard 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**

Hildegard 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

Hildegard Italic

*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*

EXAMPLES



PUBLISHING

July 10–August 6, 2004

SHAKESPEARE THEATRE COMPANY

Much **Ado** About
Nothing

DIRECTED BY TONY SMITH



FONT HISTORY

QUANELAS

- Designed by Radomir Tinkov
- Modern san-serif with a geometric touch
- Comes in 20 weights, 10 uprights and its matching italics
- Designed with powerful opentype feature in mind



TYPE DISPLAY

Qanelas 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

Qanelas Medium

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

Gotham 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

Gotham Light Italic

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



EXAMPLES



RESPECT

FORGING THROUGH TEETERING WAVES

Derek Grant

National Outdoor Swimming
Gold Medalist



EXAMPLES



EXAMPLES



THANK YOU

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