HYPE

Thinking

Seeing • Living • Feeling
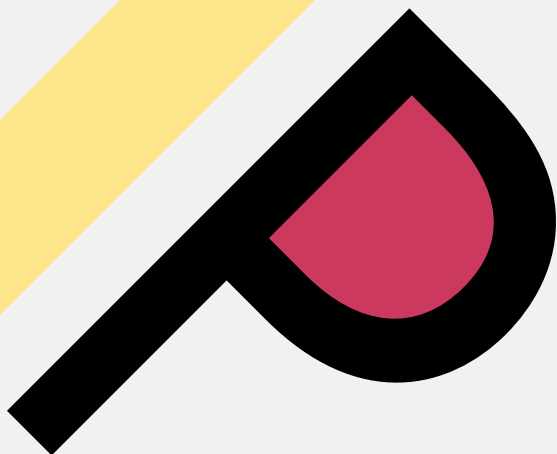
Thinking, Seeing, Feeling, Living,

TYPE

Garamond

Creator

Claude Garamond

Classification

Old Style Serif

History

One of the most famous old-style type designers, Claude Garamond was responsible for developing a plethora of typefaces, collectively coined, Garamond. He was the first independent punchcutter who had an actual service for the public. After his death, his work and equipment were sold and spread around Europe, which caused the Garamond typefaces to become widely used for centuries.

Garamond regular

Garamond italic

Garamond bold

Weights

Uppercase
Regular weight
20pt size
24pt leading

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

Lowercase
Regular weight
20pt size
24pt leading

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

Uppercase
Italic
25pt size
30pt leading

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

Lowercase
Italic
25pt size
30pt leading

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

Uppercase
Bold
30pt size
36pt leading

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

Lowercase
Bold
30pt size
36pt leading

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

Tear drop terminal

Cap height

GRrg

x-height

Base Line

Decender

Leg extended outward

Lower x height resulting in a larger
contrast between uppercase and
lowercase letters

Baskerville Old Face

Creator

John Baskerville

Classification

Transitional Serif

History

A businessman and type designer, John Baskerville was responsible for the typeface which bears his namesake and for creating "wove paper". This paper was a more precise alternative to the typical "laid paper" at the time. Starting out by teaching handwriting, Baskerville slowly found his way into the world of type design. After his excellent rendition of *Virgil* on wove paper, he was appointed printer of Cambridge University.

Baskerville Old Face regular

Baskerville Old Face italic

Baskerville Old Face bold

Baskerville Old Face bold italic

Weights

Uppercase
Regular weight
10pt size
12pt leading

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

Lowercase
Regular weight
10pt size
12pt leading

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

Uppercase
Italic
15pt size
18pt leading

*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*

Lowercase
Italic
15pt size
18pt leading

*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*

Uppercase
Bold
20pt size
24pt leading

**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**

Lowercase
Bold
20pt size
24pt leading

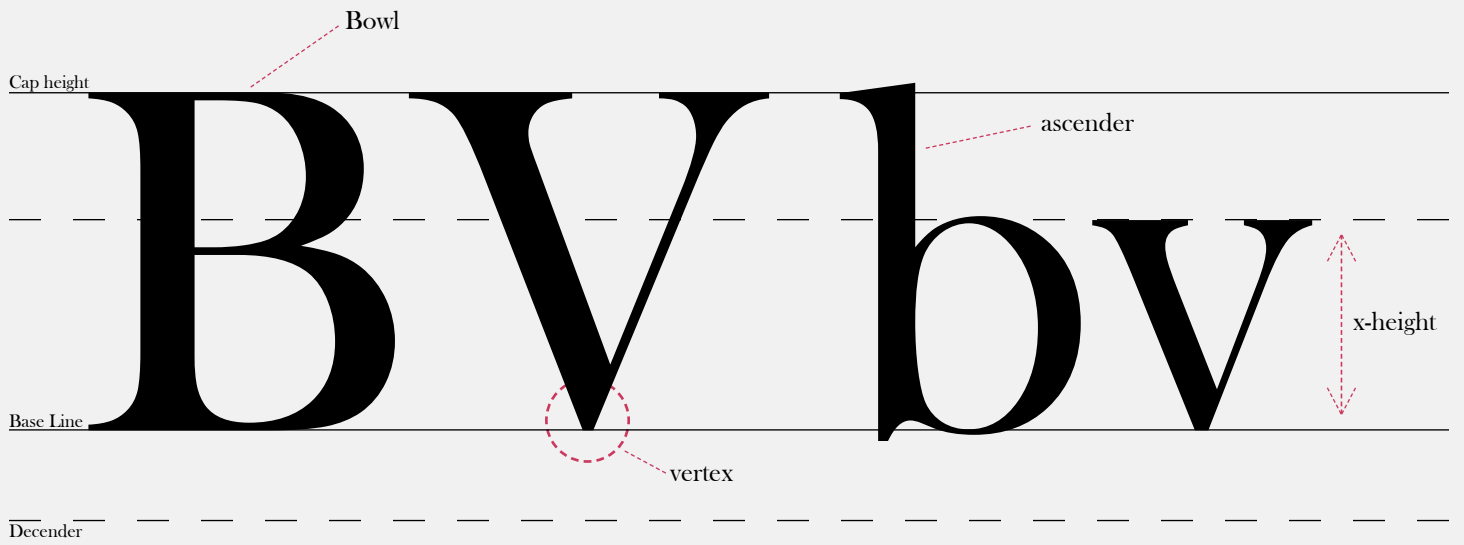**a b c d e f g h i
j k l m n o p q
r s t u v w x y z**

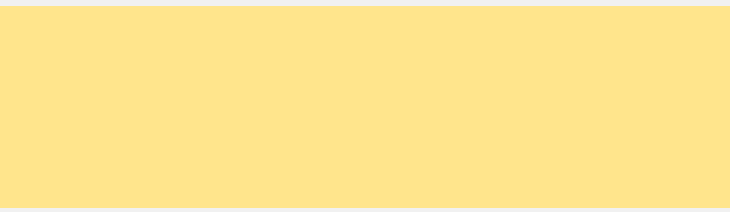**Uppercase**
Bold
25pt size
30pt leading

***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***

Lowercase
Bold
25pt size
30pt leading

***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***

Bowl

Cap height

BVbv

ascender

Base Line

vertex

x-height

Decender

8

Didot

Creator

Firmin Didot

Classification

Modern Serif

History

A french engraver and type designer, Firmin Didot was born into a family of printers and designers who were all in part responsible for the typeface of the same name. Didot invented the word "stereotype" (in relation to metal printing). He was well known for making his production cheap, attracting many printers worldwide. Didot's popularity landed him as director of Imprimerie Imperiale under Napoleon Bonaparte

Didot regular

Didot italic

Didot bold

Didot bold Italic

Weights

Uppercase
Regular weight
10pt size
12pt leading

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

Lowercase
Regular weight
10pt size
12pt leading

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

Uppercase
Italic
15pt size
18pt leading

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

Lowercase
Italic
15pt size
18pt leading

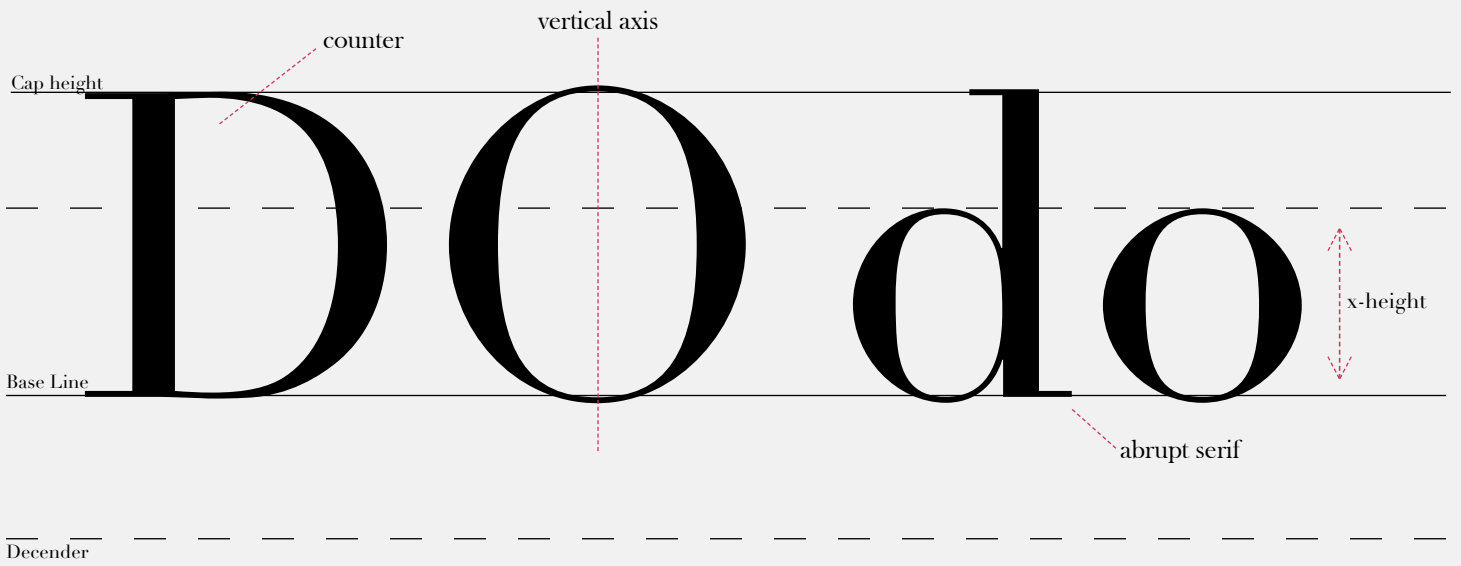*a b c d e f g h i j k l*
m n o p q r s t u v w
x y z

Uppercase
Bold
20pt size
24pt leading

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

Lowercase
Bold
20pt size
24pt leading

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

Uppercase
Bold
25pt size
30pt leading

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

Lowercase
Bold
25pt size
30pt leading

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

counter

vertical axis

Cap height

Base Line

Decender

x-height

abrupt serif

DO do

Clarendon

Creator

Robert Besley

Classification

Slab Serif

History

Released in 1845 by what was known as the Fann Street Foundry, Clarendon was designed mainly by Robert Besley, but also partially by his partner, Benjamin Fox. While it was the first registered typeface, so many copies were made after its inception that any rights that Besley reserved were soon broken down. Besley eventually retired and went on to become the sheriff of the City of London as well as the Lord Mayor of London.

Clarendon regular

Clarendon italic

Clarendon bold

Clarendon bold italic

Weights

Uppercase
Regular weight
10pt size
12pt leading

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

Lowercase
Regular weight
10pt size
12pt leading

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

Uppercase
Italic
15pt size
18pt leading

*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*

Lowercase
Italic
15pt size
18pt leading

*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*

Uppercase
Bold
20pt size
24pt leading

**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**

Lowercase
Bold
20pt size
24pt leading

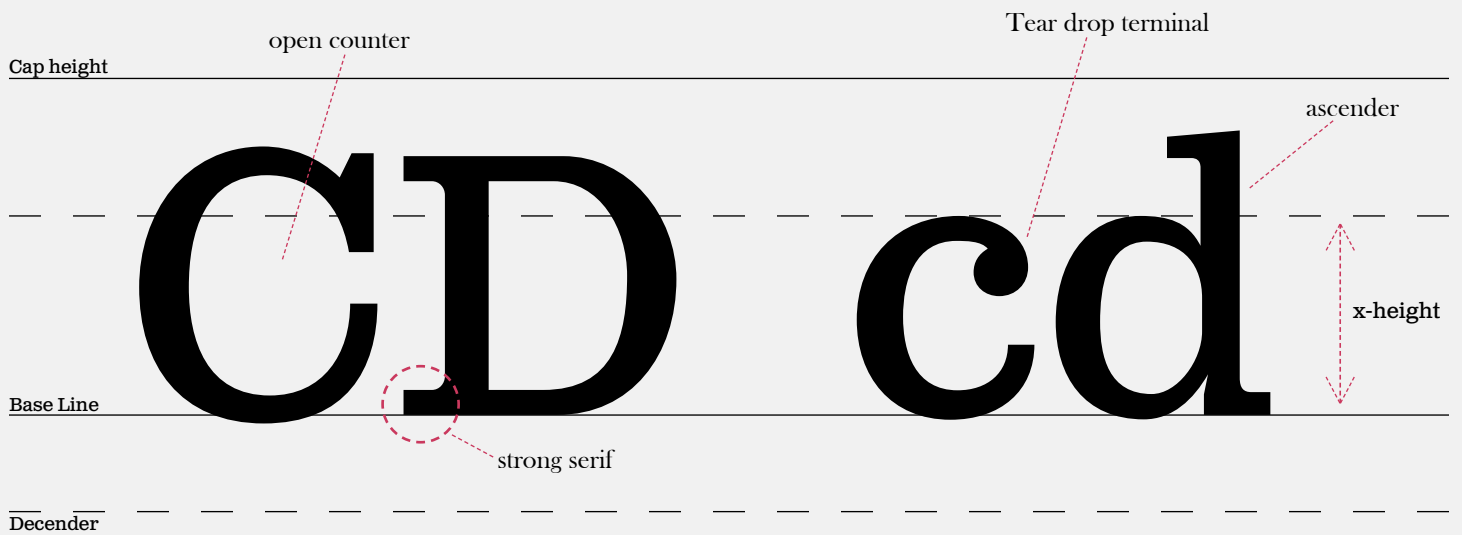**a b c d e f g
h i j k l m n
o p q r s t u
v w x y z**

Uppercase
Bold
25pt size
30pt leading

***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***

Lowercase
Bold
25pt size
30pt leading

***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***

Cap height

open counter

Tear drop terminal

ascender

CD cd

x-height

Base Line

strong serif

Decender

Futura

Creator

Paul Renner

Classification

Sans Serif

History

Founder of the Master School of Germany's Printers, Paul Renner was what most consider, the bridge between traditionalist and modern design. His typeface, Futura became one of the most popular typefaces of the 20th century. Renner was an avid Nazi hater, to the point where he was essentially pushed out of Germany during the 1930s. Futura was developed for the Bauer Type Foundry and was also a contribution to the New Frankfurt project, an affordable housing program. While Renner used Bauhaus as inspiration, he wanted to evolve past the art movement and make something new.

Futura Book

Futura Book Oblique

Futura Bold

Futura Bold Oblique

Weights

Uppercase
Book weight
10pt size
12pt leading

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

Lowercase
Book weight
10pt size
12pt leading

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

Uppercase
Book Oblique
15pt size
18pt leading

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

Lowercase
Book Oblique
15pt size
18pt leading

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

**Uppercase
Bold
20pt size
24pt leading**

**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**

**Lowercase
Bold
20pt size
24pt leading**

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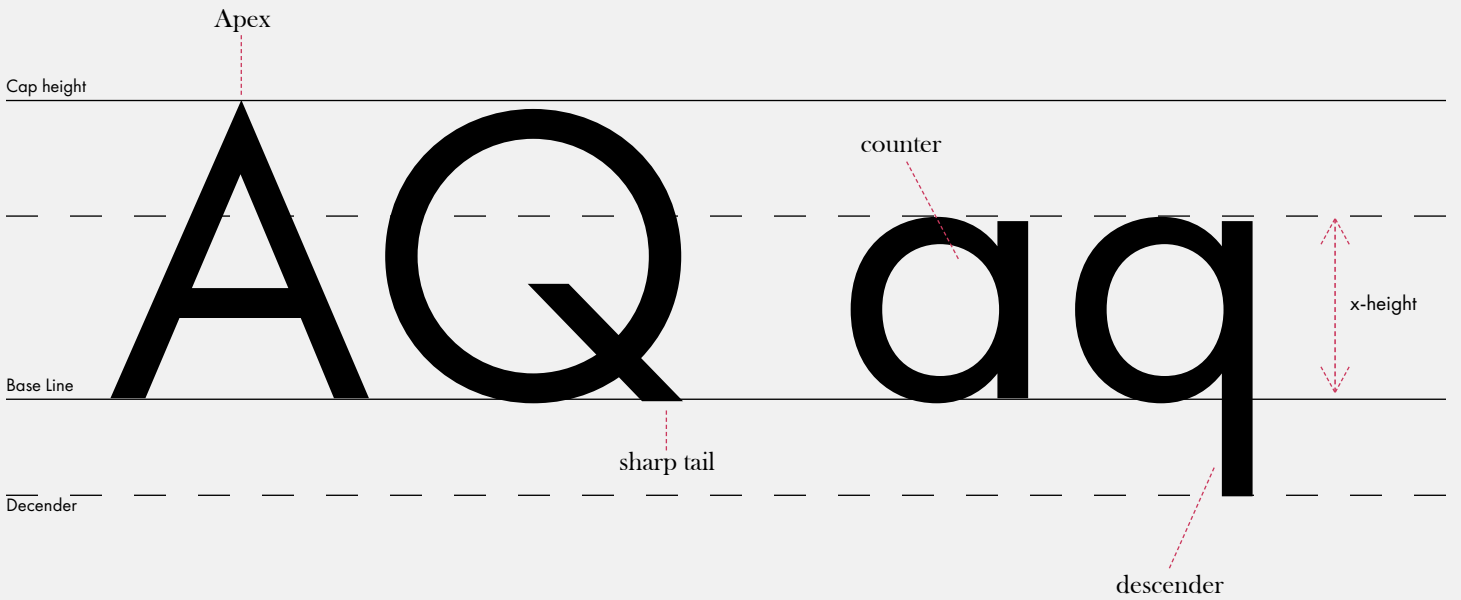h i j k l m n o
p q r s t u v
w x y z**

**Uppercase
Bold Oblique
25pt size
30pt leading**

***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***

**Lowercase
Bold Oblique
25pt size
30pt leading**

***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***

Apex

Cap height

counter

AQ aq

Base Line

x-height

sharp tail

Decender

descender

Caleb Merckle
Type Specimen