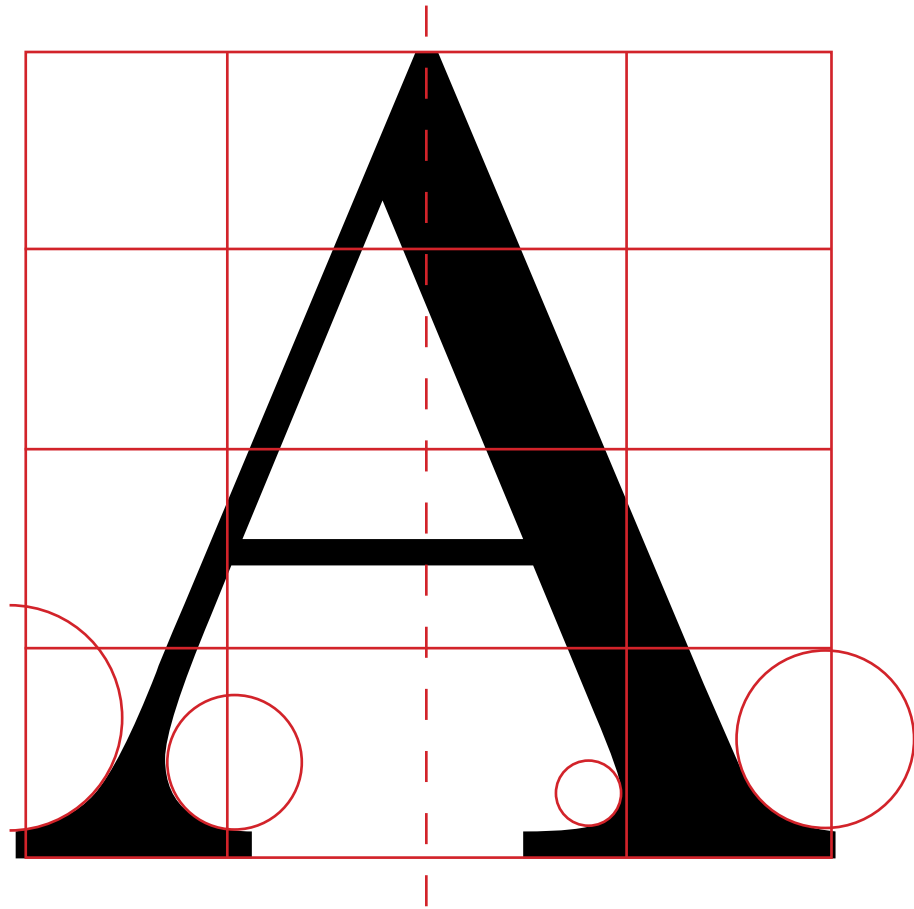
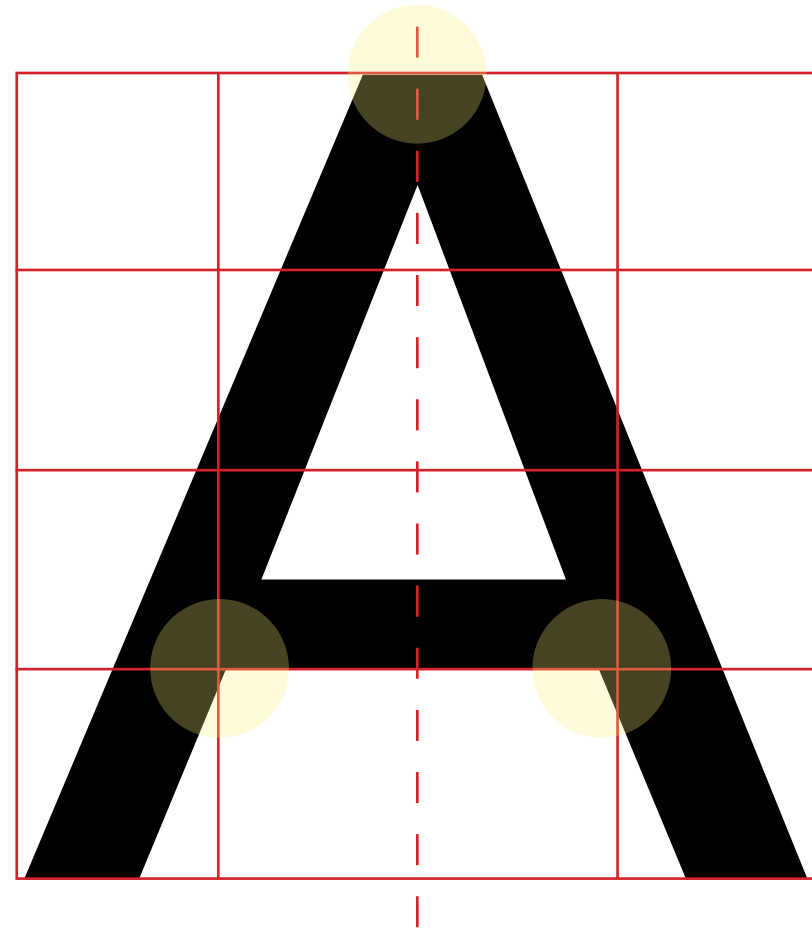


# Understanding Letterforms



Baskerville

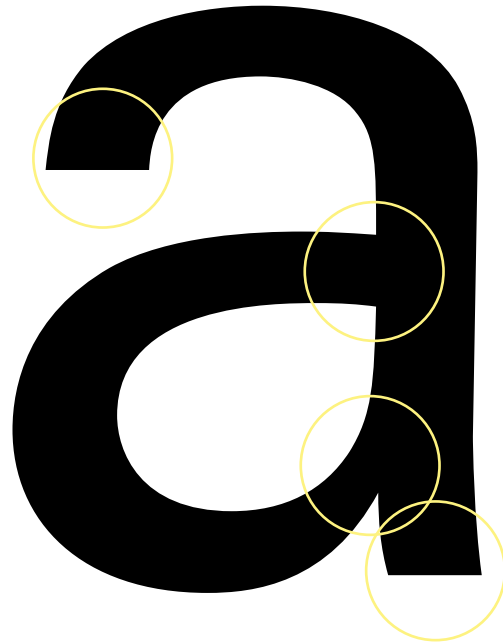


Universe

# Understanding Letterforms



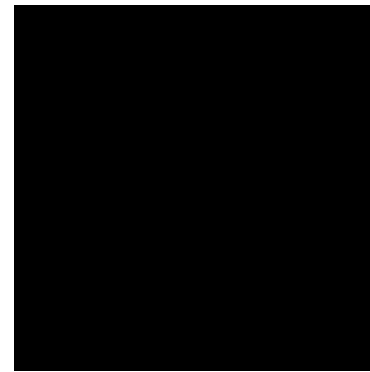
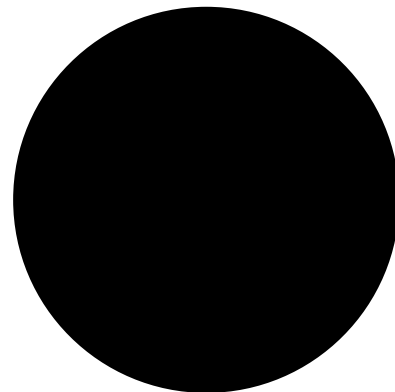
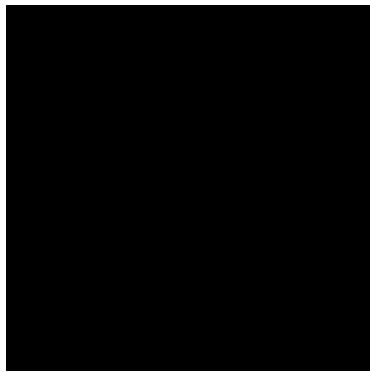
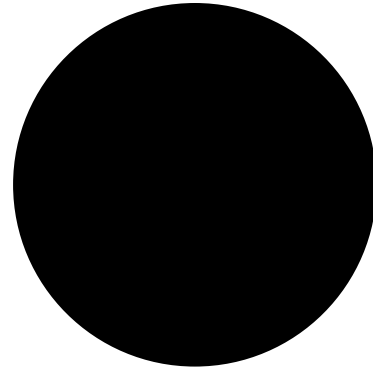
Helvetica



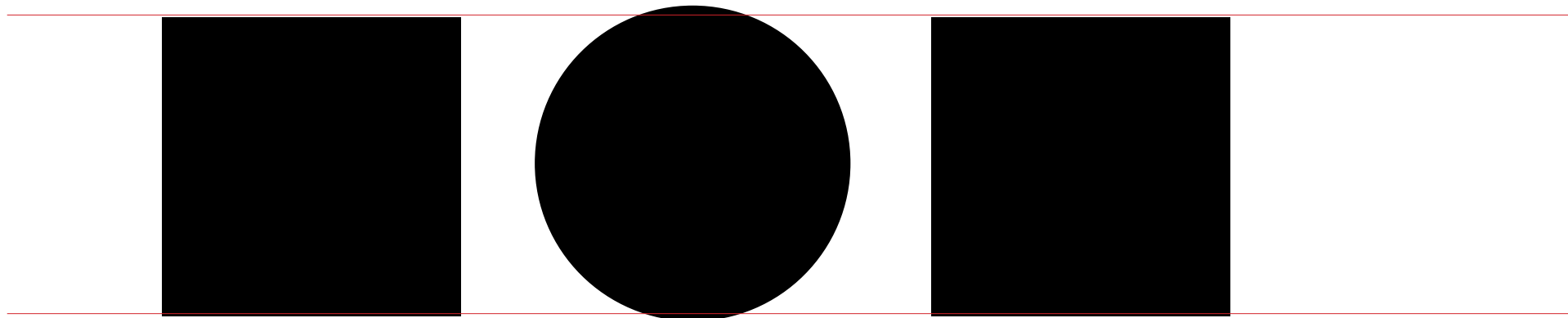
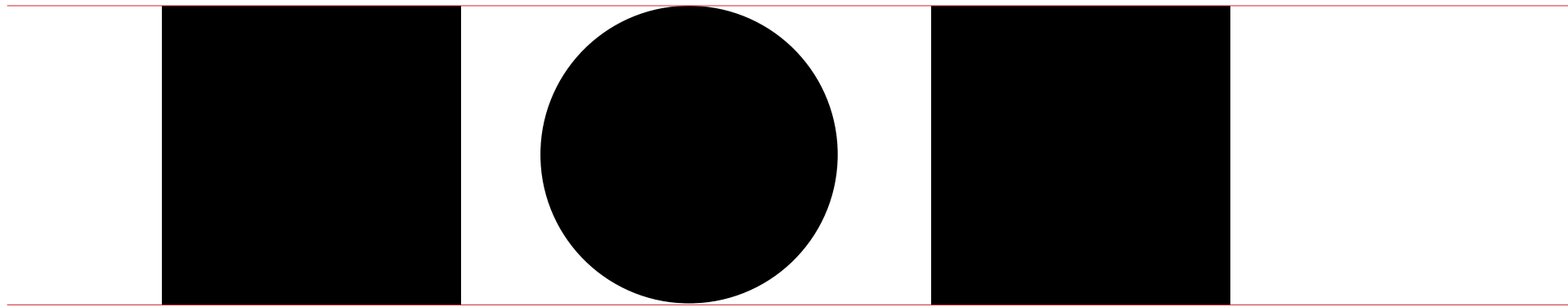
Universe



Maintaining x-height



# Maintaining x-height



Maintaining x-height

razors

median

baseline

The image displays the word "razors" in a bold, black, sans-serif font. Two horizontal red lines are drawn across the text to illustrate its vertical dimensions. The upper line, labeled "median" in red text to its right, is positioned at the top of the letter 'a'. The lower line, labeled "baseline" in red text to its right, is positioned at the bottom of the letter 's'. The space between these two lines represents the x-height of the text.

Form/Counterform

**E =**

**R =**

**G e**

**dreams**

# Text type classification

## Blackletter (1450s)

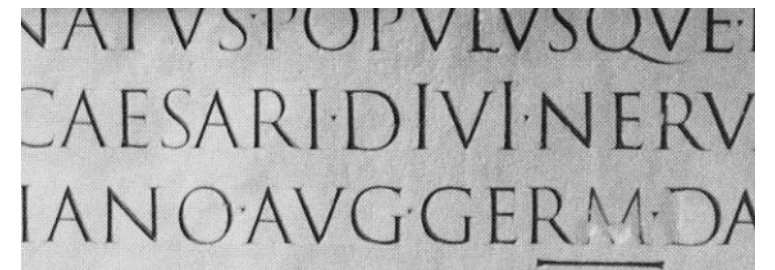
The earliest printing type, whose forms were based on the handwriting styles used for copying books in northern Europe.

Giatum riuos  
aliquat, vulla

## Oldstyle (a.k.a. Humanist or Garalde, 1475 +)

Typefaces dating from or emulating the roman style in use during the XV and XVI centuries, which based their forms on classical typography.

Trajan, Bembo, Caslon, Garamond, Janson, Jenson, Palatino.



Giatum ri-  
ureros aliquat,

# Text type classification

## Transitional (1750s +)

A refinement of Oldstyle type made possible by advancements in casting and printing. Transitional type presents a more pronounced contrast between thick and thin strokes, an often less pronounced angle in their stress and thinner serifs.

Baskerville

Giatum riure-  
ros aliquat,  
vulla feugue

## Modern (1775 +)

Serifs become unbracketed, and the contrast between thick and thin strokes becomes extreme.

Bell, Bodoni, Caledonia, Didot, Walbaum.

Giatum ri-  
ureros ali-  
quat, vulla



# Text type classification

## Egyptians or Slab Serifs (a.k.a. square serifs, 1825 +)

They originate in response to the newly developed needs of advertising for heavy type in commercial printing. They have little variation between thick and thin strokes. The term “slab serifs” is reserved for serifs that are not bracketed at all.

Clarendon, Memphis, Rockwell, Serifa

Giatum ri-  
ureros ali-  
quat, vulla

## Humanist Sans Serif (1900 +)

While lacking serifs, these typefaces have slight variations in weight in their strokes.

Gill Sans (1928), Optima.

Giatum riure-  
ros aliquat,  
vulla feugue

# Text type classification

## Transitional Sans Serifs (1900s +)

The proportions of their upper case characters make them similar to transitional serif typefaces.

Helvetica, Helvetica Neue, Universe (1957)

Giatum ri-  
ureros ali-  
quat, vulla

## Geometric Sans Serif

These sans serif typefaces are based on geometric forms

Futura (1928), Insignia.

Giatum riure-  
ros aliquat,  
vulla feugue