Vol. 01

Typeface Comparison
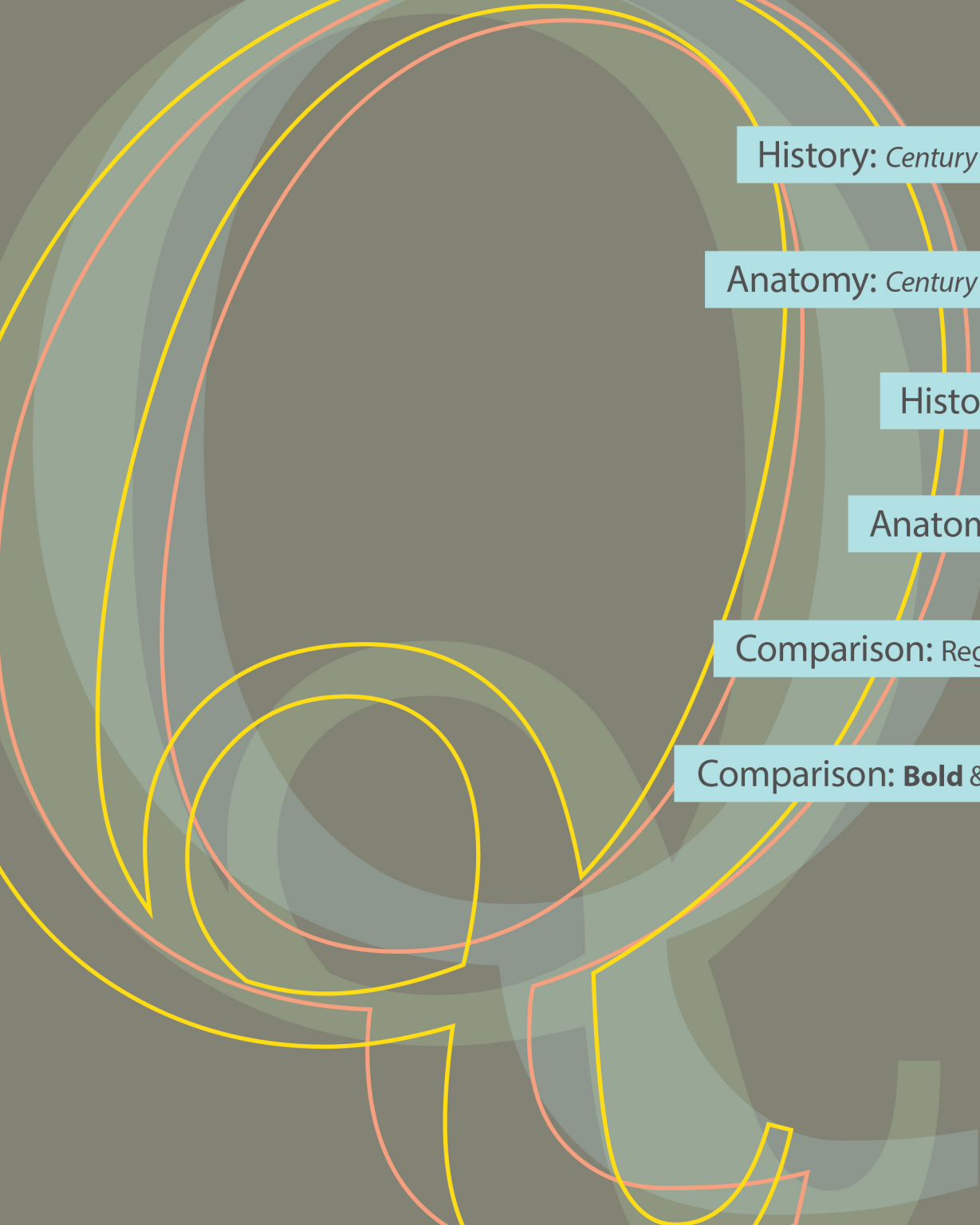
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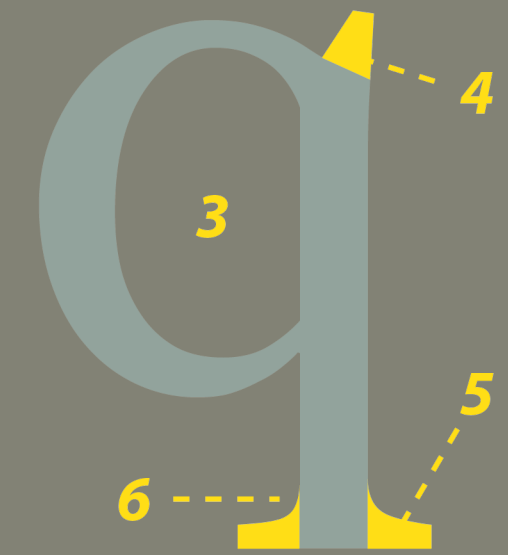
Georgia

Matthew Carter

1234567890:@#$%&
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

While it was originally designed to aid in reading and displaying text on smaller screen size. The font, was bizzarly named after a tabloid newspaper article, claiming "Alien heads found in Georgia".

The *Georgia,* is a transitional **serif** typeface designed in 1993, by **Matthew Carter** and hinted by **Tom Rickner** for the Microsoft Corporation, as the serif companion to the first Microsoft sans serif screen font, *Verdana*. The font was influenced by "*Scotch Roman*" typeface.

Microsoft released the initial version of the font on November 1, 1996 as part of the core fonts for the Web collection, and is now pre-installed on both windows-based and Apple computers.

1 **Tail** -In typography, the descending, often decorative stroke on the letter 'Q' or the descending, often curved diagonal stroke on 'K' or 'R' is the tail.

2 **Bowl** -The curved part of the character that encloses the circular or curved parts (counter) of some letters such as 'd', 'b', 'o', 'D', and 'B' is the bowl.

3 **Counter** -The enclosed or partially enclosed circular or curved negative space (white space) of some letters such as d, o, and s is the counter.

4 **Ear** -Typically found on the lower case 'g', an ear is a decorative flourish usually on the upper right side of the bowl.

5 **Serif** -"Feet" or non-structural details at the ends of some strokes.

6 **Bracket** -The bracket is a curved or wedge-like connection between the stem and serif of some fonts. Not all serifs are bracketed serifs.

Theodore Low De Vinne, publisher of the **Century Magazine**, wanted a more legible font for this magazine. De Vinne commissioned his friend, **Linn Boyd Benton**, of the American Type Founders, in 1894. The type was influenced by the original *Century Roman* typeface.

Despite originating in the nineteenth century, use Of the typeface remains strong, for periodicals, textbooks, and literature. The faces are noted for their exceptional legibility, so much so that the **Supreme Court** of the United States of America has made it a requirement that all briefs be typeset in the *Century* family type.

Century

Schoolbook

Linn Boyd Benton

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Ascender
The lowercase character stroke which extends above the x-height.

Cap Height
The height from the baseline to the top of the uppercase letters.

X-height
The height of the main body of a lowercase letter.

Baseline
The imaginary horizontal line to which letters sit.

Descender.
The lowercase character stroke which extends below the baseline.

The type overlay comparison shows the subtle differences between *Century Schoolbook* and *Georiga* typeface. Century Schoolbook is rounder and shorter when seen in Uppercase letterform, where Georgia typeface is slightly elongated and narrower.

Ascender Line

Cap Height

x-height

Baseline

Desender Line
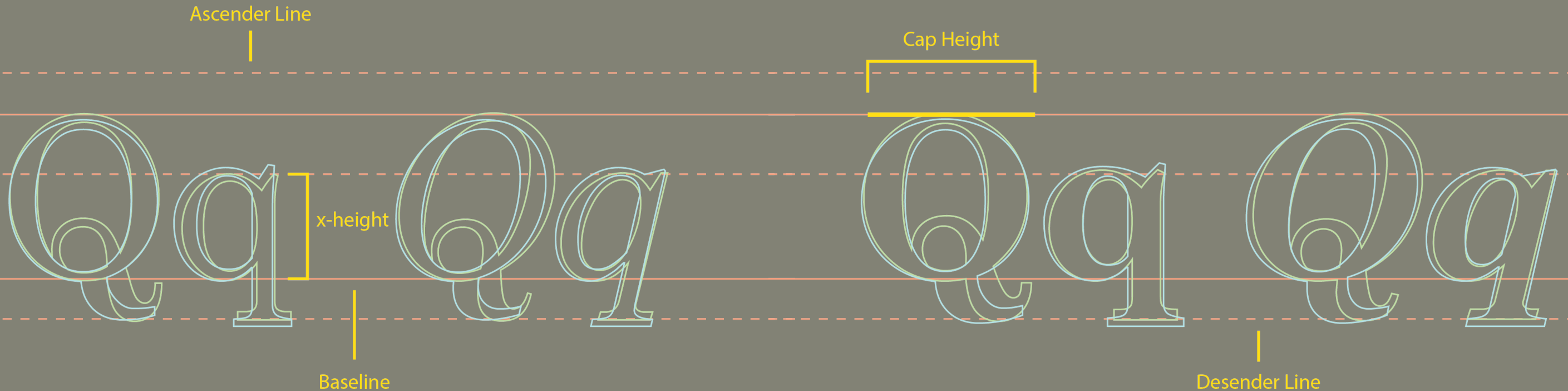
Regular
The roman form, also called plain or regular, and is the standard, upright version of a typeface. It is typically conceived as the parent of a larger family.

Italic
The italic form is used to create emphasis. Especially among serif faces, it often emplys shapes and stroked distinct from it's roman counterpart.

Bold
Bold versions of traditional text fonts were added in the twentieth century to meet the need for emphatic forms.

Bold italic
The typeface designer tries to make the two bold versions feel similar in comparison to the roman, without makingthe overall form too heavy.