

Ingo Schaefer

# Delicious Type



**T**he right Typeface can make all the difference. Maybe without you even noticing it, you will find information in your newspaper faster, read your novel more fluently or automatically associate certain values with a brand name.

This book is a list of the most delicious typefaces of the western world. Typefaces that are hundreds of years old and still modern or brand new and terrific.

Select what suits your taste and makes your mouth water from this diversified menu. Mmmh –



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I went into a McDonald's  
yesterday and said  
*"I'd like some fries."*  
The girl at the counter said,  
*"Would you like  
some fries with that?"*

*Jay Leno*

## **Akzidenz Grotesk**

H. Berthold AG type foundry, 1896

Classification: Realist Sans Serif

Use: Corporate Identity, Advertising, Web

Examples: Mc Donald's, Credit Suisse

regular 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 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 0 1 2 3 4 5  
6 7 8 9 \$ € & @ ? !

**bold 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 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 0 1 2 3  
4 5 6 7 8 9 \$ € & @**

*? ! italic 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 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 0 1 2 3 4 5 6  
7 8 9 \$ € & @ ? !*

Tell me  
what you eat,  
and  
I will tell you  
what you are.

*Anthelme Brillat-Savarin (1755 - 1826)*

## **Bodoni**

Giambattista Bodoni, 1798

Classification: Modern

Use: Corporate Identity, Advertising, Web

Examples: CBS, IBM

regular 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 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 0 1 2 3 4 5  
6 7 8 9 \$ € & @ ? !

**bold 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 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 0 1 2 3  
4 5 6 7 8 9 \$ € & @**

? ! *italic 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 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 0 1 2 3 4 5  
6 7 8 9 \$ € & @ ? !*

**My favorite animal  
is steak.**

Fran Lebowitz

## **Clarendon**

Robert Besley for the Fann Street Foundry in 1845

Classification: Slab Serif

Use: Posters, Signs, Advertising

Examples: US National Park Services

regular 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 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 0 1 2 3 4 5 6 7  
8 9 \$ € & @ ? ! **bold 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 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 0 1**  
**2 3 4 5 6 7 8 9 \$ € &**  
**@ ? ! light 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 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 0 1 2 3 4 5 6  
7 8 9 \$ € & @ ? !

How can you govern  
a country which has  
246 varieties of cheese?

Charles De Gaulle

## **Didot**

Firmin Didot, between 1799 and 1811

Classification: Modern

Use: Book and Magazine designs, Advertising

Examples: –

regular 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 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 0 1 2 3 4  
5 6 7 8 9 \$ € & @ ? !

**bold 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 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 0 1 2  
3 4 5 6 7 8 9 \$ € &  
@ ? !**

*italic 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 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 0 1 2 3 4 5 6 7  
8 9 \$ € & @ ? !*

My doctor told me to stop having  
intimate dinners for four.  
Unless there are three other people.

*Orson Welles*

## **Franklin Gothic**

Morris Fuller Benton, 1902

Classification: Realist Sans Serif

Use: Advertising, Newspaper Headlines, Billboards, Books

Examples: Museum of Modern Art NY, Procter & Gamble

book 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 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 0 1 2 3 4 5 6 7 8  
9 \$ € & @ ? ! **heavy**

**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 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 0 1 2 3 4 5 6 7 8  
9 \$ € & @ ? ! italic**

*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 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 0 1  
2 3 4 5 6 7 8 9 \$ €  
& @ ? !*

Nothing will benefit human health and increase the chances for survival of life on Earth as much as the evolution to a vegetarian diet.

*Albert Einstein*

## **Futura**

Paul Renner, 1928

Classification: Geometric Sans Serif

Use: Advertising, Posters, Packaging, Headlines, Text

Examples: Volkswagen, Union Pacific, Shell

regular 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 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

0 1 2 3 4 5 6 7 8 9

\$ € & @ ? ! **bold 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 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 0 1 2 3 4 5**

**6 7 8 9 \$ € & @ ?**

! *italic 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 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*

*0 1 2 3 4 5 6 7 8 9*

*\$ € & @ ? !*

Man is  
what he eats.

Ludwig Feuerbach

## **Optima**

Hermann Zapf, 1952

Classification: Humanist Sans Serif

Use: Advertising, Signs, Magazine Headlines, Packaging

Examples: Vietnam Veterans Memorial Wall, Estee Lauder

regular 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 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 0 1 2 3 4 5  
6 7 8 9 \$ € & @ ? !

**bold 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 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 0 1 2 3 4 5 6 7  
8 9 \$ € & @ ? !**

*italic 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 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 0  
1 2 3 4 5 6 7 8 9 \$ €  
& @ ? !*

Part of the secret of success in life  
is to **eat what you like**  
and let the food fight it out inside.

*Mark Twain*

## **Baskerville**

John Baskerville, 1757

Classification: Transitional

Use: Advertising, Text

Examples: Cambridge Folio Bible

upright 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 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 0 1 2 3 4  
5 6 7 8 9 \$ € & @ ? !

**bold 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 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 0 1 2 3 4 5  
6 7 8 9 \$ € & @ ? !**

*inclined 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 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 0 1 2 3 4 5 6 7 8  
9 \$ € & @ ? !*

He who comes first, eats first.

*Eike von Repkow (ca. 1220)*

## **Bembo**

Francesco Griffo, 1495

Classification: Oldstyle

Use: Text

Examples: De Aetna, Bembo's Zoo

regular 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 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 0 1 2  
3 4 5 6 7 8 9 \$ € & @  
? ! **extra bold 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 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 0 1 2 3 4 5 6 7 8  
9 \$ & @ ? !** *italic 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 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 0 1 2 3 4  
5 6 7 8 9 \$ € & @ ? !*

Music with dinner is an insult  
both to the cook and the violinist.

G. K. Chesterton

## **Caslon**

William Caslon I, 1734

Classification: Oldstyle

Use: Text, Poster, Advertising, Packaging

Examples: U.S. Declaration of Independence

regular 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 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 0 1 2 3 4  
5 6 7 8 9 \$ € & @ ? !

**bold 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 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 0 1 2 3 4 5 6 7 8 9  
\$ € & @ ? !**

*italic 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 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 0 1 2 3 4 5  
6 7 8 9 \$ € £ @ ? !*

Bad men live that they may eat and drink,  
whereas good men eat and drink that they may live.

*Socrates*

## **Centaur**

Bruce Rogers, 1914/1929

Classification: Oldstyle

Use: Books, Headlines, Advertising

Examples: –

regular 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 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  
0 1 2 3 4 5 6 7 8 9 \$

€ & @ ? ! **bold 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 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 0 1 2 3 4**  
**5 6 7 8 9 \$ € & @ ? !**

*italic 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 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 0 1 2 3 4 5 6*  
*7 8 9 \$ € & @ ? !*

At a dinner party  
one should eat wisely but not too well,  
and talk well but not too wisely.

*W. Somerset Maugham*

## **Century Schoolbook**

Linn Boyd Benton, 1894

Classification: Transitional

Use: Books, Brochures

Examples: Ikea

regular 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 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 0 1 2 3 4 5 6 7  
8 9 \$ € & @ ? ! **bold**  
**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 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 0 1 2 3 4 5 6 7**  
**8 9 \$ € & @ ? ! italic**  
*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 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 0 1 2 3 4 5 6 7 8 9*  
*\$ € & @ ? !*

**H**e hath eaten me out of house and home;  
he hath put all my substance into that fat belly  
of his: but I will have some of it out again,  
or I will ride thee o' nights like the mare.

*William Shakespeare*

## **Electra**

William. A. Dwiggins, 1935

Classification: Venetian Oldstyle

Use: Books, Poetry

Examples: –

regular 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 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 0 1 2 3 4 5 6 7  
8 9 \$ € & @ ? ! **bold**  
**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 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 0 1 2 3 4 5 6 7 8 9**  
**\$ € & @ ? ! italic** 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  
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 0  
1 2 3 4 5 6 7 8 9 \$ €  
& @ ? !

Fish is the only food that is considered  
**spoiled**  
once it smells like what it is.

*P. J. O'Rourke*

## **Galliard**

Robert Granjon, 1562  
Classification: Oldstyle  
Use: Books, Brochures  
Examples: –

regular 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 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 0 1 2 3 4 5  
6 7 8 9 \$ € & @ ? !

**bold 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 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 0 1 2  
3 4 5 6 7 8 9 \$ € &  
@ ? !**

*italic 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 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 0 1 2 3 4 5 6 7  
8 9 \$ € € @ ? !*

**N**othing  
would be more tiresome than eating and drinking  
if God had not made them a pleasure as well as a necessity.

*Voltaire*

## **Garamond**

Claude Garamond, 1485

Classification: Oldstyle

Use: Books, Brochures, Advertising, Posters

Examples: Cable & Wireless, BP, Ericsson, Shell

regular 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 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 0 1 2 3 4 5 6 7

8 9 \$ € & @ ? ! **bold 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 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 0 1**

**2 3 4 5 6 7 8 9 \$ € &**

**@ ? ! italic 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 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 0 1 2 3 4 5 6 7 8*

*9 \$ € € @ ? !*

You can tell a lot about a fellow's character  
by his way of eating jellybeans.

*Ronald Reagan*

## **Minion**

Robert Slimbach, 1992

Classification: Oldstyle

Use: Books, Brochures, Newspapers

Examples: Adobe, Air France, Roche

regular 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 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

0 1 2 3 4 5 6 7 8 9 \$ € &

@ ? ! **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 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 0 1 2 3 4 5 6 7 8**

**9 \$ € & @ ? !** *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 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 0 1 2 3 4 5 6 7*

*8 9 \$ € € @ ? !*

Great food  
is like  
great sex.

The more you have  
the more you want.

*Gael Greene*

## **Joanna**

Eric Gill, 1937

Classification: Oldstyle

Use: Books, Brochures

Examples: –

regular 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 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 0 1 2 3 4 5 6 7 8 9  
\$ € & @ ? ! **bold 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**  
**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 0 1 2 3 4**  
**5 6 7 8 9 \$ € & @ ? !**

*italic 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*  
*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 0 1 2 3 4 5 6 7 8*  
*9 \$ € & @ ? !*

If the divine creator has taken pains to give us delicious and exquisite things to eat, the least we can do is prepare them well and serve them with ceremony.

Fernand Point

## **Sabon**

Jan Tschichold, 1967

Classification: Oldstyle

Use: Books, Brochures

Examples: Book of Common Prayer

regular 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 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 0 1 2 3 4 5 6  
7 8 9 \$ & @ ? ! **bold**  
**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 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 0 1 2 3 4 5 6 7 8 9**  
**\$ & @ ? ! italic 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*  
*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 0 1*  
*2 3 4 5 6 7 8 9 \$ &*  
*@ ? !*

CHEESE - milk's leap toward immortality.

*Clifton Fadiman*

## **Courir**

Howard G. Kettler, 1955

Classification: Slab Serif, monospaced

Use: Web, Advertising, Magazine Headlines

Examples: IBM

regular 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  
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 0 1 2 3  
4 5 6 7 8 9 \$ € & @  
? ! **bold 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 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 0 1 2**  
**3 4 5 6 7 8 9 \$ € &**  
**@ ? !** *italic 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 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*  
*0 1 2 3 4 5 6 7 8*  
*9 \$ € & @ ? !*

All sorrows  
are less  
with Bread.

*Miguel de Cervantes, Don Quixote*

## **Fritz Quadrata**

Ernst Friz , 1965

Classification: Display

Use: Advertising, Packaging

Examples: –

regular 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 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 0 1 2 3 4  
5 6 7 8 9 \$ & @ ? !

**bold 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 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 0 1 2 3 4 5 6 7  
8 9 \$ & @ ? !**

*italic 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 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 0  
1 2 3 4 5 6 7 8 9 \$ &  
@ ? !*

What is patriotism but the love  
of the food one ate as a child?

*Lin Yutang*

## **Glypha & Serifa**

Adrian Frutiger, 1964 / 1977

Classification: Slab Serif

Use: Catalogues, Advertising, Magazines

Examples: –

Glypha regular 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 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 0 1 2 3 4 5 6 7 8  
9 \$ € & @ ? ! **Glypha**

**bold 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 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  
0 1 2 3 4 5 6 7 8 9 \$ €  
& @ ? !**

Serifa regular  
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 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 0 1 2 3 4  
5 6 7 8 9 \$ € & @ ? !

This is every cook's opinion –  
no savory dish without an onion,  
but lest your kissing should be spoiled  
your onions must be fully boiled.

*Jonathan Swift*

## **Syntax**

Hans Eduard Meier, 2000

Classification: Sans Serif

Use: Corporate Design, books, Correspondence

Examples: Beck's Beer

regular 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 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 0 1 2 3 4 5  
6 7 8 9 \$ € & @ ? !

**bold 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 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 0 1 2 3 4 5  
6 7 8 9 \$ € & @ ? !**

*italic 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 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 0 1 2 3 4 5 6  
7 8 9 \$ € & @ ? !*

*The art of dining well is no slight art,  
the pleasure not a slight pleasure.*

*— Michel de Montaigne (1533 - 1592)*

## **Zapfino**

Hermann Zapf , 1944

Classification: Script

Use: Advertising, Packaging, Invitations, Posters

Examples: Douglas, Lindavia, Fragrance Foundation

*Zaffino* One 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 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 0 1 2 3 4 5 6 7 8 9

\$ € & @ ? ! *Zaffino* Two 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 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 0 1 2 3 4 5 6 7

8 9 \$ € & @ ? ! *Zaffino* Three  
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 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 0 1 2 3 4  
5 6 7 8 9 \$ € & @ ? !

We should look for someone to eat and drink with  
before looking for something to eat and drink.

EPICURUS

## **Corporate ASE**

Prof. Kurt Weidemann, 1985

Classification: Oldstyle, Slab Serif, Sans Serif

Use: Advertising, Text

Examples: Daimler Chrysler, Mercedes Benz

Corporate A medium

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 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 0 1 2 3 4

5 6 7 8 9 \$ € & @ ? !

Corporate S medium

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 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 0 1 2 3 4 5 6

7 8 9 \$ € & @ ? !

Corporate E medium

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 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 0 1 2 3 4 5

6 7 8 9 \$ € & @ ? !

# *Seize the moment.*

Remember all those women on the "Titanic" who waved off the dessert cart.

*Erma Bombeck*

## **Frutiger**

Adrian Frutiger, 1985

Classification: Sans Serif

Use: Signs, Magazines, Booklets, Corporate Identity

Examples: Charles de Gaulle Airport, Mitsubishi

regular 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 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 0 1 2 3 4 5  
6 7 8 9 \$ € & @ ? !

**bold 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 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 0 1 2**  
**3 4 5 6 7 8 9 \$ € &**

@ ? ! *italic 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 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 0 1 2 3 4 5*  
*6 7 8 9 \$ € & @ ? !*

Never eat more  
than you can lift.

Miss Piggy

## **Gill Sans**

Eric Gill , 1929

Classification: Sans Serif

Use: Signs, Magazines, Posters

Examples: BBC, Philips, Peugeot

regular 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 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 0 1 2 3 4 5 6 7 8 9 \$  
€ & @ ? ! **bold 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**  
**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 0**  
**1 2 3 4 5 6 7 8 9 \$ €**  
**& @ ? ! italic 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 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*  
*0 1 2 3 4 5 6 7 8 9 \$*  
*€ & @ ? !*

There's nothing sexier  
than a poached pear  
with a perfect sorbet.

*Lisa Hershey*

## **Helvetica**

Max Miedinger, 1957

Classification: Humanist Sans Serif

Use: Brochures, Signs, TV, Advertising, Posters, Logotype

Examples: BMW, Panasonic, Samsung, Staples, Target

regular 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 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 0 1 2 3 4 5  
6 7 8 9 \$ € & @ ? !

**bold 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 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 0 1 2 3 4 5  
6 7 8 9 \$ € & @ ? !**

*italic 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 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 0 1 2 3 4 5 6 7 8  
9 \$ € & @ ? !*

Everything you see I owe to spaghetti.

*Sophia Loren*

## **Mrs Eaves**

Zuzana Licko, 1996

Classification: Transitional

Use: Advertising, Packaging, Posters, Stationary

Examples: –

roman 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 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 0 1 2

3 4 5 6 7 8 9 \$ & @ ? !

**bold 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 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 0 1 2**

**3 4 5 6 7 8 9 \$ & @ ? !**

*italic 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 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 0 1 2 3 4*

*5 6 7 8 9 \$ & @ ? !*

Watermelon – it's a good fruit.  
You eat, you drink, you wash your face.

*Enrico Caruso*

## **Rotis**

Otl Aicher, 1988

Classification: Sans Serif, Semi Serif, Serif

Use: Packaging, Advertising, Magazines, Logotype

Examples: Anderson Consulting, Nokia

Rotis Sans regular 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 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 0 1 2 3 4 5 6 7 8 9  
\$ € & @ ? ! **Rotis Sans**

**bold 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 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  
0 1 2 3 4 5 6 7 8 9 \$  
€ & @ ? !**

Rotis Serif  
regular 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 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 0 1 2 3 4 5 6 7 8  
9 \$ € & @ ? !

# Chocolate

is a perfect food,  
as wholesome  
as it is **delicious**,  
a beneficent restorer  
of exhausted power.

*Baron Justus von Liebig*

## **Univers**

Adrian Frutiger, 1957

Classification: Sans Serif

Use: Text, Packaging, Advertising, Signs

Examples: Munich Airport, Financial Times

regular 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 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 0 1 2 3 4 5 6 7  
8 9 \$ € & @ ? ! **bold**

**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 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 0 1 2 3 4  
5 6 7 8 9 \$ € & @**

**? !** *italic 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 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 0 1 2 3 4 5 6 7  
8 9 \$ € & @ ? !*



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