



# Typographic Specimens: The Great Typefaces

By Philip B. Meggs, Rob Carter

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## Typographic Specimens: The Great Typefaces By Philip B. Meggs, Rob Carter

Specimens of 38 of the finest type families in the world are brought together in *Typographic Specimens: The Great Typefaces*, making it an invaluable reference tool for graphic designers, editors, art directors, production managers, desktop publishers, and students. Each type family is shown in display and text specimens with complete fonts including italic and bold variations; extended families such as Futura and Univers include additional type weights and widths. Each type family's section opens with a full-page experimental design, created by an outstanding graphic designer to demonstrate its potential. The specimens are accompanied by a concise discussion of each type family's origins, characteristics, and usage. Typographic specimens provide an opportunity to study typefaces, to select and plan typography, and to increase one's knowledge of letterforms. Drawing and tracing specimens remain excellent ways to understand type and create logos and other typographic designs. Study of specimens aids in the selection of fonts to be purchased for the font library. Typographic specimens introduce unfamiliar typefaces in printed form and aid in the development of connoisseurship. Comparative analysis of similar faces in printed form becomes possible. Over one hundred prominent designers and design educators were sent a ballot listing all major typefaces and were asked to vote for the type families that best fulfilled their personal criteria for typographic excellence. The typefaces contained in this book represent the results of this poll, providing a compendium of excellent typefaces that have stood the test of time.

*Typographic Specimens: The Great Typefaces* will provide information, inspiration, and a keener knowledge of typography.

Akzidenz-Grotesk  
American Typewriter  
Baskerville  
Bembo  
Bodoni  
Bookman  
Caledonia  
Caslon  
Centaur

Century Schoolbook  
Cheltenham  
Clarendon  
Didot  
Folio  
Franklin Gothic  
Frutiger  
Futura  
Galliard  
Gill Sans  
Garamond  
Goudy Old Style  
Helvetica  
Janson  
Kabel  
News Gothic  
Optima  
Palatino  
Perpetua  
Plantin  
Sabon  
Serifa  
Stone Sans  
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Stymie  
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Helvetica

Janson  
Kabel  
News Gothic  
Optima  
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Times New Roman  
Trump Mediaeval  
Univers  
Zapf Book

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### Editorial Review

From the Back Cover

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*Typographic Specimens: The Great Typefaces* will provide information, inspiration, and a keener knowledge of typography. Akzidenz-Grotesk American Typewriter Baskerville Bembo Bodoni Bookman Caledonia Caslon Centaur Century Schoolbook Cheltenham Clarendon Didot Folio Franklin Gothic Frutiger Futura Galliard Gill Sans Garamond Goudy Old Style Helvetica Janson Kabel News Gothic Optima Palatino Perpetua Plantin Sabon Serifa Stone Sans Stone Serif Szymie Times New Roman Trump Mediaeval Univers Zapf Book

About the Author

**Philip Meggs** is professor at Virginia Commonwealth University, contributing editor of *Print* magazine, and visiting graduate faculty at Syracuse University. He is the author of *Type & Image* and *A History of Graphic Design*, and coauthor of *Typographic Design: Form and Communication*. His design work has been exhibited widely, including *Print Regional Annual*, *CA Annual*, *Graphis Posters*, *Photographs*, and *The New York Art Director's Club*. Rob Carter teaches typography and graphic design at Virginia Commonwealth University. His design projects have been exhibited by the American Institute of Graphic Arts, New York Art Director's Club, Society of Typographic Arts, *Graphis Annual*, *Creativity*, and the New York Type Director's Club. He is the author of *American Typography Today* and coauthor of *Typographic Design: Form and Communication*.

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