



derstand it. More th
describe it.
And then, di
I stared at
els of

eText Typefaces

The Next Step in Good Typography

to my
ained what
ote "American
one letter, certain I
a better title.
ouple of weeks la
ock-up

eText Typefaces

Why We Need Them

in die ire furoris sui. **Mem** De recesso misit ignem in ossibus meis: et exarduit me. **Ep** adit rebe pedibus meis: conuertit me retro: sum. **P**osuit me desolatum: tota die iuxta me confecta. **Rum** Vigilauit iugum iniquitatum meorum in manu eius: conuoluit sicut et imposuit collo meo. **In**feruata est uirginitas mea: dedit me dominus in manu de qua non poterit surgere. **Samech** Abulit omnes magnificos meos dominus de medio mei: uocauit aduersum me tempus: ut contereret electos meos. **Torcular** calcauit dominus uirgini filie iuda. **Am** **A**udico et go plorans et oculus meus deducens aquas: quia longe factus est a me consolator: conuertens animam meam. **F**acti sunt filij mei pediti: quoniam inualuit inimicus meus. **He** **E**p adit syon manus suas: non est qui consoletur eam. **M**andauit dominus aduersum iacob: in circuitu eius ipse est. **F**ada est iherusalem quasi pollutata menstruis inter eas. **Sade** **I**ustus est dominus: quia os eius ad iram uiam prouocauit. **A**udire obsecro uini ueluti uisus: et uidere dolorem meum. **V**irgines mee et iuuenes mei abierunt in captiuitatem. **Coph** **V**ocauit amicos meos: et ipsi deciperunt me. **Sacerdotes** mei et senes mei in uerbo consumpti sunt: quia quesierunt cibum sibi ut resocillarent animas suas. **Res** **V**ide domine quoniam tribulor: tribulor est uenter meus. **S**ubuersum est cor meum in manicipia: quam amaritudine plena sum. **S**foris me fecit gladius: et domi mors similis est. **Sen** **A**udietur quia ingenuus ego: non est qui consoletur me. **O**mnis inimicus mei audierunt malum meum: letati sunt quoniam fecisti. **A**dduxisti domine consolatoris: et fuit sicut me. **Tau** **I**ngredietur omne malum tuorum coram me: et diuindemia

ros sicut uindemiaisti me propter omnes iniquitates meas. **M**ulta enim genui tus mei: et cor meum interit. **Alaph** **Q**uomodo obrexi caligine in furore tuo? **Re** **S**uo dominus filia syon. **P**roiecit de celo in terram inuidiam israhel: et non est recordatus scabelli pedum suorum in die furoris sui. **Seth** **P**recipitauit dominus nec peperit omnia speciosa iacob: destruxit in furore suo munitiones uirginis iuda et dicit in terram: polluit regnum et principes eius. **Symel** **C**onsegit in ira furoris sui omne cornu israhel: auertit retrosum de gradibus suis a facie inimici: succendit in iacob quasi ignem flamma deuorantis in giro. **Delech** **T**ecendit arcum suum quasi inimicus: hemauit de extenu sua quasi hostis: et occidit omne quod pulcrum erat uisum. **I**n tabernaculo filie syon effudit quasi ignem indignationem suam. **Ne** **F**actus est dominus uelut inimicus: precipitauit israhel. **P**recipitauit omnia membra eius: dissipauit munitiones eius: et repleuit in filia iuda humilianum et humilitatem. **Uau** **E**t dissipauit quasi ortum terrorum suum: demolitus est tabernaculum suum. **O**blitioni tradidit dominus in syon festiuitatem et sabbatum: et in obprobrium et in indignationem furoris sui regnum et sacerdotem. **Zay** **R**epulit dominus altare suum: maledixit sanctificationi sue: tradidit in manus inimici muros ierusalem. **V**ocem dedecus in domo domini: sicut in die solemni. **Yeth** **C**ogitauit dominus dissipare murum filie syon: tendit funiculum suum et non auertit manum suam a perditione. **I**usque ante muralem: et murus parietem dissipatus est. **Teth** **D**ixit sicut in terra portus eius: perdidit et conuertit uentres eius: regem eius et principes eius in genibus. **N**on est lex: et propheta eius non inueniuntur

uisionem a domino. **Joeh** **S**edebat in terra: conuertitur sicut filia syon: conuersitur sicut capra sua. **P**lacuit sicut alioque abierunt in terra capra sua uirgines iherusalem. **Caph** **D**efecerunt per lacrimas oculi mei: conuertata sunt uiscera mea. **Effusum** est in terra iecor meum super conuersionem filie ipsius mei: cum deficeret paruulus et lactes in plateis oppidi. **Lamech** **M**aribus suis dixerunt ubi est triticum et uinum: cum deficerent quasi uulnera in plateis ciuitatis: cum egalarent animas suas in sinu matris suarum. **Mem** **C**ui comparabo te uel cui assimilabo te filia iherusalem? **C**ui requirabo te et consolabor te uirgo filia syon? **M**agna enim uelut mare contumacia tua. **Quis** medebitur tui? **Rum** **P**rophete tui uiderit tibi falsa et stulta: nec aperiebant inquisitionem tuam: te ad perditionem prouocarent. **Uiderunt** autem tibi assumptiones falsas et mendones. **Samech** **P**lauserunt super te manibus omnes transiuites per uiam: sibilauerunt et mouerunt capita sua super filiam iherusalem: hec uerba dices per terra ierusalem: gaudium uniuersae terre. **Am** **A**peruerunt super te os suum omnes inimici tui: sibilauerunt et tenuerunt dentibus suis: et dixerunt deuorabimur. **In** **I**sta est dies que respicebamus: inuenimus uisum. **He** **F**ecit deus que cogitauit: compleuit sermonem suum quem preperat a diebus antiquis. **D**estruxit et non peperit: letificauit super te inimicum: et egalauit cornu hostium tuorum. **Sade** **C**lamauit cor tuum ad dominum: super iuuenes filie syon. **D**educ quasi torrentem lacrimas per diem et noctem: non des requies tibi: neque taceat pupilla oculi tui. **Coph** **C**onfurge: lauda in nocte in principio uigiliarum: effunde sicut aqua cor tuum ante conspectum domini.

Teua ad rum manus tuas per animam paruulos tuos: qui fame perierunt in capite omnium conuipios. **Res** **V**ide domine et considera: quem uindemiaueris ira. **E**rgo ne comedet mulieres scutum suum: paruulos ad mensuram palme? **S**i occiditur in sanguario domini: sacerdos et propheta? **Sen** **I**acuerunt in terra foris puer et senex: uirgines mee et iuuenes mei ceciderunt in gladio: interfecisti in die furoris tui: percussisti: nec misertus es. **Tau** **V**ocasti quasi diem solemmem qui tenebant me de arcibus: non fuit in die furoris domini qui effugeret et reliqueretur. **Uos** educaui et conuertui: in uentrem meum consumpsit eos. **Alaph** **E**go uir uiduus pauperat mea: in uirga indignationis eius. **Alaph** **M**isere minauit et adduxit in tenebris: et non in luce. **Alaph** **T**antum in me uentis: et conuertit manum suam tota die. **Seth** **V**etustam fecit pelle mea: et carne mea: conuertit ossa mea. **Seth** **E**dificauit in giro meo: et circumdedit me felle et latore. **Seth** **I**n tenebrosis collocauit me: quasi mortuos sempiternos. **Symel** **C**ircumdificauit aduersum me ut non egrediar: aggregauit compedem meum. **Symel** **H**ed et clamauero: cum rogauero: egredietur orationem meam. **Symel** **C**onduxit uias meas lapidibus quadris: semitas meas subuertit. **Delech** **V**elut insidias factus est michi: leo in abscondito. **Delech** **S**emitas meas subuertit: consegit me: posuit me desolatam. **Delech** **T**ecendit arcum suum: et posuit me quasi signum ad sagittam. **He** **M**isit in uentibus meis filias per aceret sicut. **He** **F**actus sum in desolatum omnium ipso meo: tantum coram tota die. **He** **R**epulit me amaritudine: inebriauit me absinthio. **Uau** **E**t fecit ad numerum datus

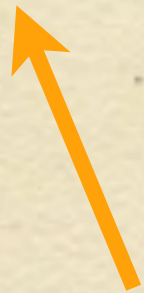
OPTIMAE SPEI IUVENI D. IO
ANNI RISPACH Tannensi,
Amico charissimo suo Io.
Oporinus S.



EMPER eam ego iudicij æ-
quitate amplexus sum, chariss.
IOANNES, ut laudandum cu-
iusq; uel conatum, nedum ap-
probandum esse studium existi-
marem, unde emolumentū pro-
dire aliquod ad complures pos-
set. Naq; ualde ab eorum sententia hæcenus abhorreo,
qui nihil à quoquam scribendum, emittendum ue in pu-
blicum esse contendunt, nisi absolutum id omnibus nu-
meris sit, cumq; ueterum illa quorūdam in omni gene-
re literarum atq; artium perfectione certare possit.

Quasi uero non maximā ij quoq; gratiam mereantur,
qui quacunq; ratione prouehēdis ad potiora illa iuue-

B



quidem se, ut in saceret, a Musis,
se coluit, dicato etiam in Helicone
honori tripode, quem dono victor ad
cisse persuasum refert: nos vero po
Musis mentiri etiam se didicisse te
ulla urbanitatis offensione nequaqua
credere. Quod eius carmina elegantiss

(1) Sic in *Oper. et Dier.* v. 813 ait:

„ Meque adeo dulci victorem carmine vic

„ Auritum tripodem ferre admirata iuven

„ Quem rediens sacrum Musis Helicone d

Porro et inscriptio tripodi apposita ab Hesiodo circu
Dionem, interque graeca legitur epigrammata:

Ἡσίοδος Μούσαις Ἑλικωνίσι τόνδ' ἀνέθη

Υμνω νικήσας ἐν Χαλκίδι θεῖον Ὀμνη

Typewriter

Typography

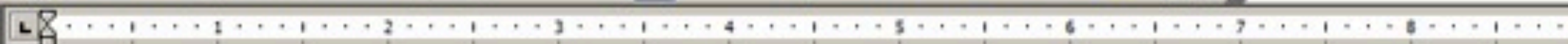
Typography

Typography

Typography

abcdefgh

abcdefgh



This is Times New Roman (18pt)

This is Times New Roman (24pt)

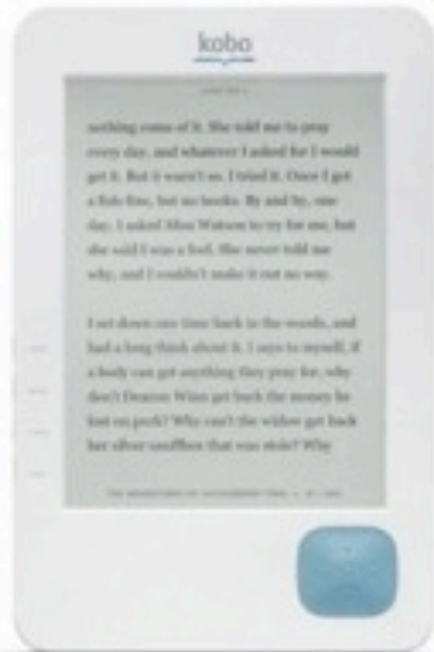
This is Times New Roman (36pt)

This is Times New Roman (48pt)

This is Times New Roman

└

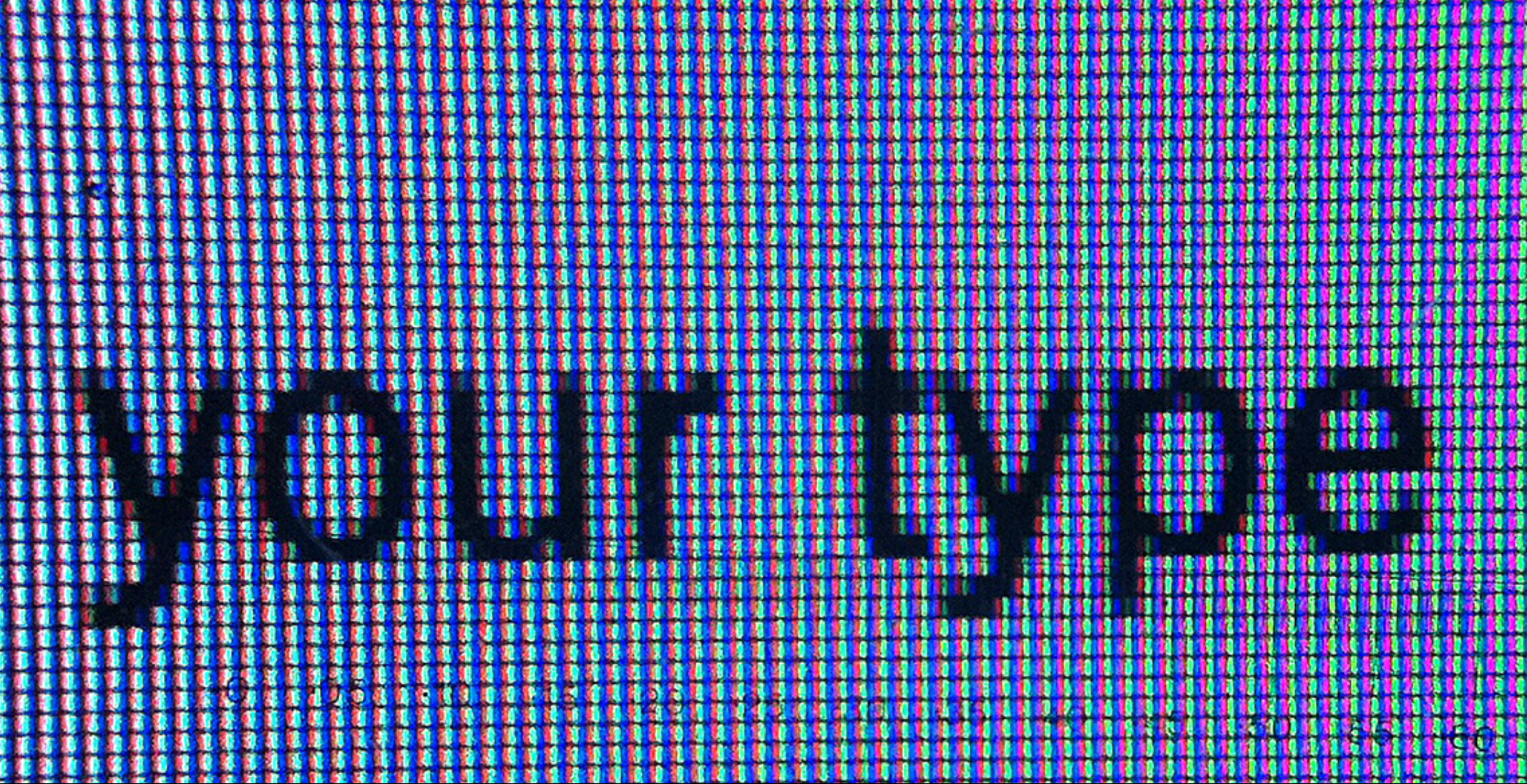
1984 = 2013



your type

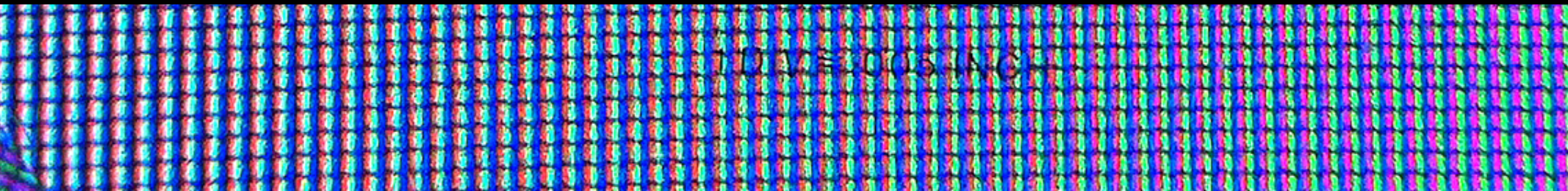
This is how we want fonts to appear

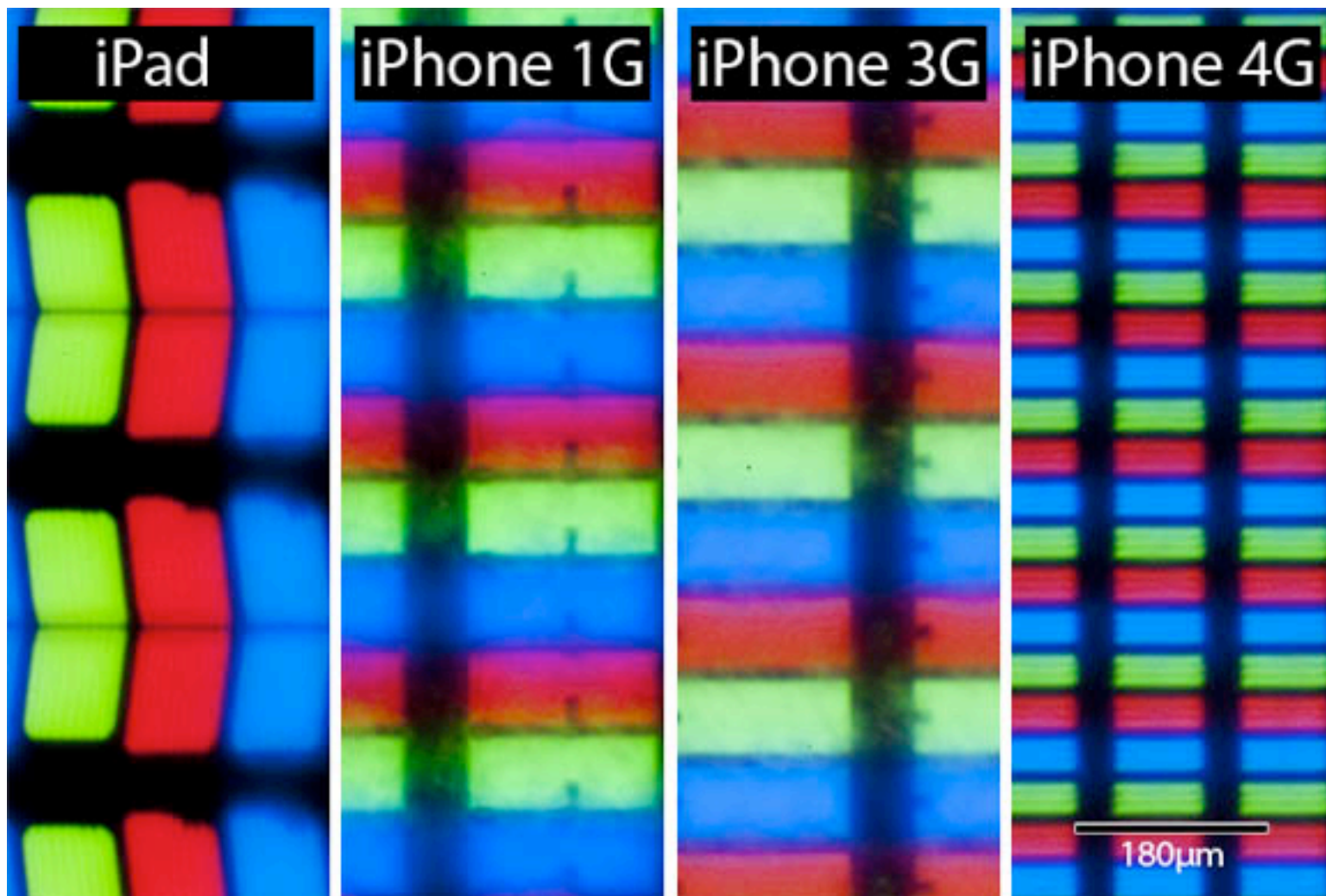
Font data is delivered as vector outlines with spacing info, and maybe some hints



This is how an LCD screen displays pixels

LCD screens allow rendering with subpixels — manipulating each colour channel







sible

This is how a basic E Ink screen displays pixels

Even courser resolution, with only 4 level of grey (16 levels of grey in newer screens)





CHAPTER I

LOOMINGS

CALL me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily paus-

Past Is Prologue

Everything begins with a story.

—Joseph Campbell

I was born in Toronto, one month early and during a blizzard that covered the city in snow and silence. The surprise and the low-visibility conditions that accompanied my arrival were portents, though they went unrecognized at the time. My mother, as a recent immigrant from India, was of two worlds, and she would pass that multiple identity on to me. My father was making his way to Canada, but had not yet arrived; his absence at my birth was a sign of the deeper absence yet to come. Looking back, I see all the ways in which my life was set the moment I was born into it. Whether in the stars or in stone, whether by the hand of God or some unnameable force, it was already written, and every action of mine would serve to

Past Is Prologue

Everything begins with a story.

—Joseph Campbell

I was born in Toronto, one month early and during a blizzard that covered the city in snow and silence. The surprise and the low-visibility conditions that accompanied my arrival were portents, though they went unrecognized at the time. My mother, as a recent immigrant from India, was of two worlds, and she would pass that multiple identity on to me. My father was making his way to Canada, but had not yet arrived; his absence at my birth was a sign of the deeper absence yet to come. Looking back, I see all the ways in which my life was set the moment I was born into it. Whether in the stars or in stone, whether by the hand of God or some unnameable force, it was already written, and every action of mine would serve to

T

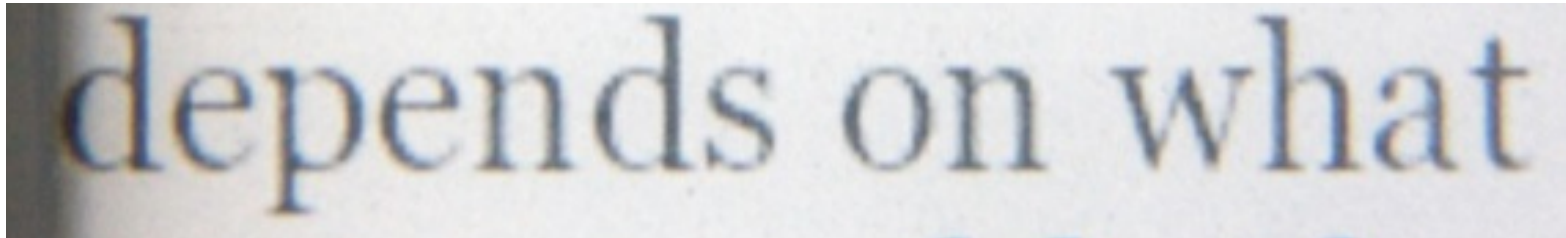
he day Thorvald's mother gave him the letter, everything changed. Creidhe was weaving, hands busy on the loom, shuttle flying, a fine web of blue and crimson unfolding before her in perfect pattern, testimony to the skills Aunt Margaret had taught her. So industrious was she, and so quiet, that it seemed she had been forgotten. The bestowal of such a perilous gift as that letter was surely best suited to a moment of complete privacy. Aunt Margaret spoke to her son quietly, in the long room before the hearth. Creidhe could see them through the doorway from the weaving chamber. They did not argue. Voices were seldom raised in this most orderly of households. But Creidhe heard the front door slam open, and she saw Thorvald go down the three steps in



T

he day Thorvald's mother gave him the letter, everything changed. Creidhe was weaving, hands busy on the loom, shuttle flying, a fine web of blue and crimson unfolding before her in perfect pattern, testimony to the skills Aunt Margaret had taught her. So industrious was she, and so quiet, that it seemed she had been forgotten. The bestowal of such a perilous gift as that letter was surely best suited to a moment of complete privacy. Aunt Margaret spoke to her son quietly, in the long room before the hearth. Creidhe could see them through the doorway from the weaving chamber. They did not argue. Voices were seldom raised in this most orderly of households. But Creidhe heard the front door slam open, and she saw Thorvald go down the three steps in

depends on what



depends on what

Great screen fonts challenged by e-ink

Georgia on e-ink

Library



BaskervilleETextTest



AA

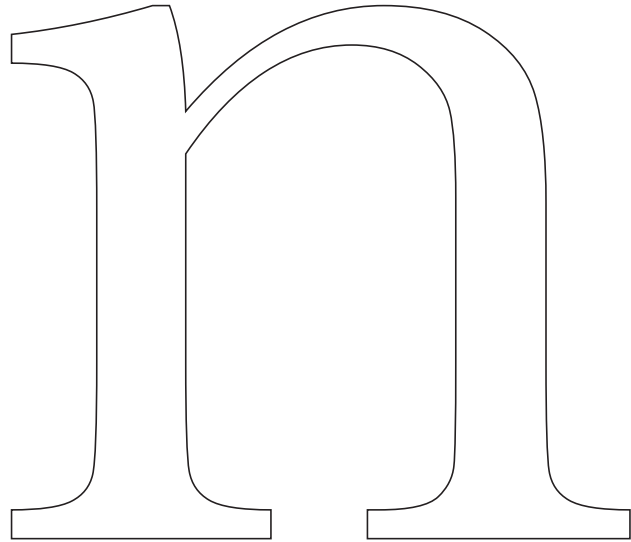


No one would have believed in the last years of the nineteenth century that this world was being watched keenly and closely by intelligences greater than man's and yet as mortal as his own; that as men busied themselves about their various concerns they were scrutinised and studied, perhaps almost as narrowly as a man with a microscope might scrutinise the transient creatures that swarm and multiply in a drop of water. With infinite complacency men went to and fro over this globe about their little affairs, serene in their assurance of their empire over matter. It is possible that the infusoria under the microscope do the same. No one gave a thought to the older worlds of space as sources of human danger, or thought of them only to dismiss the idea of life upon them as impossible or improbable. It is curious to recall some of the mental habits of those departed days.

At most, terrestrial men fancied there might be other

eText Typefaces

How We Make Them



Metal Type
Drawing



Letterpress with
'ink squeeze'



Letterpress with
'ink squeeze'



Offset with
no 'ink squeeze'

The image shows a lowercase letter 'n' in a classic, elegant serif font. The letter has a thin, slightly curved top edge that tapers to a point on the left. The stem is straight and vertical, leading to a wide, flat base. The overall appearance is clean and refined.

Original Baskerville

The image shows a lowercase letter 'n' in a more modern, bold serif font. The letter is significantly thicker than the original. The top edge is more pronounced and curved, with a slight shadow or depth to it. The stem is also thicker and more robust, leading to a wide, flat base. The overall appearance is more substantial and contemporary.

BaskervilleE

Control Contrast

Amasis

HAMBURGEFONSTIV

hamburgetonstiv

Amasis (NOOK)

HAMBURGEFONSTIV

hamburgetonstiv

Amasis (NOOK)

HAMBURGEFONSTIV

hamburgefonstiv

Georgia

HAMBURGEFONSTIV

hamburgefonstiv

could get nothing there but poor entertainment, and the Impertinant Bable of one of the worst of men, among many others of which our Host made one, who, had he bin one degree Impudenter, would have outdone his Grandfather. And this I think is the most perplexed night I have yet had. From hence, Saturday, Dec. 23, a very cold and windy day, after an Intolerable night's Lodging, wee hasted forward only observing in our way the Town to be situated on a Navigable river wth indiferent Buildings and people more refine than in some of the Country towns wee had passed, tho' vicious enough, the Church and Tavern being next neighbours. Having Ridd thro a difficult River wee come to Fairfield where wee Baited and were much refreshed as well with the Good things w^{ch} gratified our appetites as the time took to rest our wearied Limbs, w^{ch} Latter I employed in enquiring concerning the Town and manners of the

could get nothing there but poor entertainment, and the Impertinant Bable of one of the worst of men, among many others of which our Host made one, who, had he bin one degree Imudenter, would have outdone his Grandfather. And this I think is the most perplexed night I have yet had. From hence, Saturday, Dec. 23, a very cold and windy day, after an Intolerable night's Lodging, wee hasted forward only observing in our way the Town to be situated on a Navigable river wth indiferent Buildings and people more refined than in some of the Country towns wee had passed, tho' vicious enough, the Church and Tavern being next neighbours. Having Ridd thro a difficult River wee come to Fairfield where wee Baited and were much refreshed as well with the Good things w^{ch} Latter I employed in enquiring concerning the Town and manners of the people, &c.

could get nothing there but poor entertainment, and the Impertinant Bable of one of the worst of men, among many others of which our Host made one, who, had he bin one degree Imudenter, would have outdone his Grandfather. And this I think is the most perplexed night I have yet had. From hence, Saturday, Dec. 23, a very cold and windy day, after an Intolerable night's Lodging, wee hasted forward only observing in our way the Town to be situated on a Navigable river wth indiferent Buildings and people more refined than in some of the Country towns wee had passed, tho' vicious enough, the Church and Tavern being next neighbours. Having Ridd thro a difficult River wee come to Fairfield where wee Baited and were much refreshed as well with the Good things w^{ch} Latter I employed in enquiring concerning the Town and manners of the people, &c.

A S P E C I M E N

By ISAAC MOORE and Co.

LETTER-FOUNDERS, in BRISTOL, 1766.

GREAT PRIMER ROMAN.

Quousque tandem abutere, Catilina, patientia nostra? quamdiu nos etiam furor iste tuus eludet? quem ad finem sese effrenata jactabit audacia? nihilne te nocturnum præsidium palatii, nihil urbis vigiliæ, nihil timor populi, nihil consensus bonorum omnium, nihil hic munitissimus habendi senatus locus, nihil horum

ABCDEFGHIJKLMN OP

ENGLISH ROMAN.

Quousque tandem abutere, Catilina, patientia nostra? quamdiu nos etiam furor iste tuus eludet? quem ad finem sese effrenata jactabit audacia? nihilne te nocturnum præsidium palatii, nihil consensus bonorum omnium, nihil hic munitissimus habendi senatus locus, nihil horum ora vultusque moverunt? patere tua consilia non sentis? constrictam jam omnium horum conscientia teneri conjurationem tuam non vides? quid proximi

ABCDEFGHIJKLMN OPQRST

PICA ROMAN.

Quousque tandem abutere, Catilina, patientia nos-

Great Primer Two-Line Letters, &c.

ABCDEFGHI
IJKLMNOP



No. 1. No. 2. No. 3.
No. 4. No. 5. No. 6.

English.

ABCDEFGHI
KMNOPQRST



No. 1. No. 2. No. 3.
No. 4. No. 5. No. 6.
No. 7. No. 8. No. 9.
No. 10. No. 11. No. 12.

Pica.

ABCDEFGHIK I

Great Primer Italic.

Quousque tandem abutere, Catilina, patientia nostra? quamdiu nos etiam furor iste tuus eludet? quem ad finem sese effrenata jactabit audacia? nihilne te nocturnum præsidium palatii, nihil urbis vigiliæ, nihil timor populi, nihil consensus bonorum omnium, nihil hic munitissimus habendi senatus locus, nihil horum ora vultusque moverunt? patere tua consilia

ABCDEFGHIJKLMN OPQ

English Italic.

Quousque tandem abutere, Catilina, patientia nostra? quamdiu nos etiam furor iste tuus eludet? quem ad finem sese effrenata jactabit audacia? nihilne te nocturnum præsidium palatii, nihil urbis vigiliæ, nihil timor populi nihil consensus bonorum omnium, nihil hic munitissimus habendi senatus locus, nihil horum ora vultusque moverunt? patere tua consilia non sentis? constrictam jam omnium horum conscientia teneri conjurationem tuam non vides? quid proxima, quid superi

ABCDEFGHIJKLMN OPQR

Pica Italic.

Quousque tandem abutere, Catilina, patientia nostra? quam

Body Size

h h h h h

Scalable Typeface

hga hga hga

6, 12, 72pt – ITC Bodoni

96pt

96pt

Épaaaa

The image shows a horizontal line of text: 'Épaaaa'. The first two characters, 'É' and 'p', are enclosed in a purple square box. Above the box, a purple double-headed arrow indicates a width of 96pt. To the left of the box, a purple double-headed arrow indicates a height of 96pt. The remaining characters 'aaaa' are positioned to the right of the box.

Body Size

Nimrod Text Typeface

Nimrod Classified

PETRI BEMBI DE AETNA AD
ANGELVM CHABRIELEM
LIBER.

Factum a nobis pueris est, et quidem se-
dulo Angele; quod meminisse te certo
scio; ut fructus studiorum nostrorum,
quos ferebat illa aetas nō tam maturos, q̄
uberes, semper tibi aliquos promeremus:
nam siue dolebas aliquid, siue gaudebas;
quae duo sunt tenerorum animorum ma-
xime propriae affectiones; continuo ha-
bebas aliquid a me, quod legeres, uel gra-

A finely crafted

A finely crafted

Bembo & Bembo Book

A finely craft

A finely craft

Bembo Book and BemboE

A finely craft

A finely cr

BemboE & BentonRE

eText typefaces

eText typefaces

GalliardE

eText typefaces

eText typefaces

SabonE

eText typefaces

eText typefaces

PalatinoE

eText typefaces

eText typefaces

BaskervilleE

Sample

Sample

Sabon and SabonE

Adjustments to the weight, proportion, and spacing

The Crystal Goblet

The Crystal Goblet

The Crystal Goblet

The Crystal Goblet

Malabar & Ysobel

Crisp, contemporary designs optimised for the screen

eText Typefaces

Where You'll Find Them

Buy Now

derstand it. More than that, I
describe it.

And then, during a stopover in
I stared at a tourist diorama of the
els of Leif Erickson, and it all came
gether. I wrote a letter to my agent and

my editor that explained what the book
would be. I wrote "American Gods"
top of the letter, certain I could
with a better title.

of weeks later
up

Shop

Just for You >



< 1 / 10 >

Explore NOOK Channels >

Novel Pleasures
Compelling reads
from authors emerging
& established.

[View Channel >](#)

Books

Magazines

Newspapers

Apps

Movies & TV

Kids

fonts.com/webfonts



INVISIBLE MAN
RALPH ELSON

TO KILL A MOCKINGBIRD
HARPER LEE

THE HOBBIT
THE RINGS
THE TWO TOWERS
THE RETURN OF THE KING
J.R.R. TOLKIEN

A TALE OF TWO CITIES
CHARLES DICKENS

Charlotte's Web
E.B. White

ROMEO AND JULIET
WILLIAM SHAKESPEARE



INVISIBLE MAN
RALPH ELSON

TO KILL A MOCKINGBIRD
HARPER LEE

THE HOBBIT
THE RINGS
THE LORD OF THE RINGS
J.R.R. TOLKIEN

A TALE OF TWO CITIES
CHARLES DICKENS

Charlotte's Web
E.B. White

ROMEO AND JULIET
WILLIAM SHAKESPEARE

Ⓟ



Monotype



derstand it. More th
describe it.
And then, di
I stared at
els of

Thanks!

to my
ained what
ote "American Ge
ne letter, certain I
a better title.
ouple of weeks la
ock-up