

Gill Sans

SPOTTING GILL SANS

g f M
p q ! ?

- Two-story **g**
- **f** drops below baseline
- High **M** vertex
- **p** and **q** have flat tops
- Animated exclamation point and question mark

ETYMOLOGY

Eric Gill/Monotype Drawing Office
First released in 1928
Additional designs over the years

FAMILY

Ten weights plus italics and condensed. Small caps and old style figures for many. Over two dozen fonts.

FONT FACTS

When first shown at a trade conference in 1928, Gill Sans was greeted with something less than enthusiasm. In fact, the design was generally panned. One critic even branded the design as “typographical Bolshevism” (a term obviously more damning in 1928 than today).

Bembo

SPOTTING BEMBO

A J W
a r k

- Apex of **A** is flat
- Descending **J**
- **W** diagonals cross
- Small bowl on **a**
- Calligraphic **r** flag
- Italic **k** has closed bowl

ETYMOLOGY

Francesco Griffo/Monotype Drawing Office
Released in 1495 by Aldus Manutius
Revived in 1922 by Monotype

FAMILY

Seven weights with corresponding italics. Includes “Schoolbook” and “Titling” versions.

FONT FACTS

Three years after Bembo was first used, the basic font was enhanced by with a suite of capital letters. (Capitals were pulled from other fonts prior to the release of these new designs.) The original Aldus Bembo also had no italic designs, so the Monotype design staff created a new italic based on the works of Giovanni Tagliente, a 16th century writing master.

Bembo™

**Forget
injuries,
never
forget
kindness.**

*Confucius
Chinese philosopher
(551–479 BC)*

Gill Sans™

**If I were
two-faced,
would I be
wearing
this one?**

*Abraham Lincoln
16th president of the US
(1809 – 1865)*