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W HILE THE BASIC SHAPES of our letters have not

changed much in hundreds of

years, there have been many

variations on the theme.

There are special types for

telephone books, newspapers

exclusive use of corporations.

Many typefaces have a gentle

conforming to everyday typo-

graphic expectations. Others

were born with unusual, yet

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look about them whilst

and magazines, and for the

Special Types

Leisurely looks

casual, shapes.

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Prenton with Superiors

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Prenton with Inferiors

Prenton Pro Black

> Prenton Pro Light Italic

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Pro Regular Italic

Prenton Pro Medium Italia

Prenton Pro Bold Italic

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PRENTON PRO LIGHT (SMALL CAPS)

PRENTON
PRO REGULAR (SMALL CAPS)

PRENTON
PRO MEDIUM (SMALL CAPS)

PRENTON PRO BOLD (SMALL CAPS)

PRENTON
PRO BLACK (SMALL CAPS)

PRENTON PRO LIGHT IT (SMALL CAPS)

PRENTON PRO REG IT (SMALL CAPS)

PRENTON PRO MED IT (SMALL CAPS)

PRENTON PRO BOLD IT (SMALL CAPS)

PRENTON
PRO BLACK IT (SMALL CAPS)

Prenton Prenton

CONDENSED LIGHT

Prenton Condensed Regular

Prenton CONDENSED MEDIUM

Prenton
Condensed Bold

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Prenton
Ultra Condensed Light

Prenton

ULTRA CONDENSED REGULAR

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ULTRA CONDENSED MEDIUM

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Ultra Condensed Black

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тродкарну may be defined as the craft of rightly disposing printing material in accordance with specific purpose; of so arranging letters, distributing the space and controlling the type as to aid to the maximum the reader's comprehension of the text. Typography is the efficient means to an essentially utilitarian and only accidental aesthetic end; enjoyment is rarely the reader's chief objective. Therefore, any disposition of printing material which, whatever the intention, has the effect of coming between author and reader is wrong. There is little room for 'bright' typography.

TYPOGRAPHY may be defined as the craft of rightly disposing printing material in accordance with specific purpose; of so arranging letters, distributing the space & controlling the type as to aid to the maximum the reader's comprehension of the text. Typography is the efficient means to an essentially utilitarian and only accidental aesthetic end, for enjoyment is rarely the chief aim. Therefore, any disposition of printing material which, whatever the intention, has the effect of coming between author and reader is wrong.



TYPOGRAPHY might be defined as the craft of rightly disposing printing material in accordance with specific purpose.

THREE STYLES OF FIGURES

LINING FIGURES 0123456789 LINING FIGURES SC 0123456789 Old Style Figures 0123456789

FULL CHARACTER SETS

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ÌìÍíÎîĪĪĪĬĬĮjİıJjjĴĵĶķĹĺĻļĽľĿŀÑñŃńŅņŇň'nÒòÓóÔôÕöÖøØøØøŌōŎŏŐő
ŔŕŖrŘřŚśŜŝŞşŠšTtŤťÙùÚúÛûÜüŨũŪūŪūŬŭŮůŰűŲųŴŵWwWwŸýŶŷŸÿŸỳŹźŻžŽž

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