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*Created
by
Claude
Garamond*

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KLMNOPQRS
TUVWXYZ*

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Aa Gg Qq Rr

Garamond

Garamond has been at the storefront of typography for nearly five centuries. Not only is it a typeface but it represents something more. It is a true embodiment of Renaissance-era design as it shows the craftsmanship, precision, and aesthetic principles of this time period. It was created in the 16th century by the French punchcutter and typographer Claude Garamond. Punchcutting is a craft used in traditional typography to cut letter punches in steel and is the first stage of making metal types.

The history behind how Claude Garamond came to have a typeface named after himself is very interesting. Garamond was born in 1499 in Paris. He trained under the well-known type designer Antoine Augereau and soon Claude became well-known for his skill and talent in creating high-quality typefaces. His talent started to gain the attention of the King at the time, King Francis I, who asked him if he would be willing to create a new typeface for the printing of classical Greek literature. His work on this project is what laid down the foundation for what he would later create, now known as the Garamond font based on his name.

Garamond has a warm and inviting appearance characterized by balance and moderate stroke contrast. What helps to contribute to its elegance is the type of serif he chooses to use, which are gently curved and slightly bracketed. The “x-height” of Garamond is relatively small which makes the lowercase letters appear more

delicate and daintier. Since it is known for its eligibility and readability for others this font is great for long blocks of text, making it an ideal typeface seen in print such as book publishing.

Garamond was particularly inspired by the work of a Venetian printer Aldus Manutius, who favored the curved, italic styles over the more rigid Gothic scripts. The humanistic style of calligraphy, which emphasized readability and natural forms, played a significant role in shaping Garamond’s typefaces. This style is characterized by a clear distinction between thick and thin strokes, which again enhances readability. Garamond’s background as an engraver, allowed him to translate the fluidity of handwritten scripts into the precision metal type. This blended the art of calligraphy with the mechanics of printing.

Many well-known companies have used Garamond or Garamond-inspired typefaces in their branding and company logos. The clothing store Abercrombie and Fitch uses Garamond in its logotype to convey a classic, preppy look. Apple, a very well-known tech company, has used this typeface in the past in various marketing materials and product packaging, particularly in the 1980s and 1990s. Lastly, just another example of a well-known brand that has used Garamond is American Eagle Outfitters. Similar to Abercrombie & Fitch, American Eagle Outfitters has used Garamond to evoke a sense of tradition and heritage.