

## Graphics Design - Typography Exercise 7 - 'Arial'

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Closest Fonts: {Arial, Helvetica, MS Gothic}  
Closer Fonts: {Newhouse DT Condensed, CG Triumvirate Condensed}  
Chosen Focus Font: {Arial Narrow Bold Italic}

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Font: **Monotype Grotesque**  
Birth-Date: 1926  
Creator: Frank Hinman Pierpont  
Publisher: Monotype Foundry  
Based Off: Grotesque (by H. Berthold AG Foundry & William Thorowogood, 1832)  
Family: Largely-Extended: Multiple Widths (Condensed,...,Extended)  
Recognition: Easily Recognisable as san-serifs were few and unusual in England.  
Use: Early 20th Century Avant Garde Printing from Western & Central Europe

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Font: **Arial**  
Alias: (Original) Sonoran Sans Serif, (After Microsoft Acquisition) Arial MT  
Birth-Date: 1982  
Self-Description: *"Contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance. Arial is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and promotions."*  
Creator: Robin Nicholas & Patricia Saunders for Monotype Typography  
Publisher: Monotype  
Type: Sans-Serif, Computer Font  
Based Off: Monotype Grotesque  
Family: - Arial Standard / Black / Bold / Extra Bold / Condensed / Italic / Light / Medium / Monospaced / Narrow / Rounded  
- Arial Narrow is a condensed family (smaller width), than Arial Regular  
Distribution: • TrueType font in 1990  
• PostScript font in 1991  
• Shipped with Windows 3.1 in 1992 as Default  
• Mac OS X Included Arial (Default was a licensed Helvetica)  
• Arial in Windows&Mac contributed to tremendous distribution & use.  
Criticisms/Use: • Frowned upon by *Professionals* due to Microsoft's involvement  
• 'defacto Helvetica stand-in', without any acknowledgments  
(near identical glyth widths, as opposed to with Monotype Grotesque)  
• Though irrelevant differences at small sizes  
• One of the Few of the limited choices for *Web* designers.  
• *"Arial is looked down on as a not-very-faithful imitation of a typeface that is no longer fashionable"*

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Font: **Triumvirate: CG Triumvirate Condensed**  
Publisher: Monotype Imaging  
Date: Late 19th Century, when Adobe's hold on Type 1 Fonts prompted the exploration of TrueType/Fonts, leading to the rise of similar, cheap, &

Based Off: generic fonts  
Helvetica, 'Generic form' [Official Classification: Grotesque Sans]

Description: *"CG Triumvirate was designed for use on the Compugraphic phototypesetting system. The CG Triumvirate font family is very similar to Helvetica, and is an ideal font choice for text and display use. The Triumvirate Condensed and Triumvirate Compressed fonts are good for catalogues and short texts."*

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Bibliography:

- Arial Narrow Image Site - <http://www.motive.co.nz/guides/typography/arial-narrow.php>
- Arial - MyFonts - <http://new.myfonts.com/fonts/microsoft/arial/>
- Background Knowledge on Helvetica. & 'Helvetica' the Documentary.
- Triumvirate Official - <http://www.fonts.com/findfonts/detail.htm?pid=202988#waterfall>
- Newhouse DT Condensed - <http://www.identifont.com/show?N5J>
- +The Scourge of Arial - <http://www.ms-studio.com/articles.html>
- +Arial Versus Helvetica - <http://ilovetypography.com/2007/10/06/arial-versus-helvetica/>
- +The Dubious History of Arial - <http://simplestation.com/locomotion/the-dubious-history-of-arial/>
- +Arial is Everywhere! - <http://www.designworkplan.com/typography-fonts/arial-is-everywhere.htm>
- How to Spot Arial - <http://www.ms-studio.com/articles/arialsid.html>
- Linotype - MT Grotesque Condensed - <http://www.linotype.com/156058/monotypegrotesquelight-font.html#info>
- Monotype Imaging Timeline - <http://www.monotypeimaging.com/aboutus/timeline.aspx>