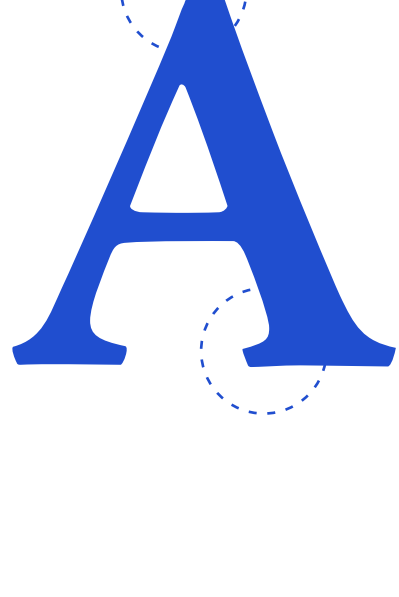


# The Evolution of Typefaces

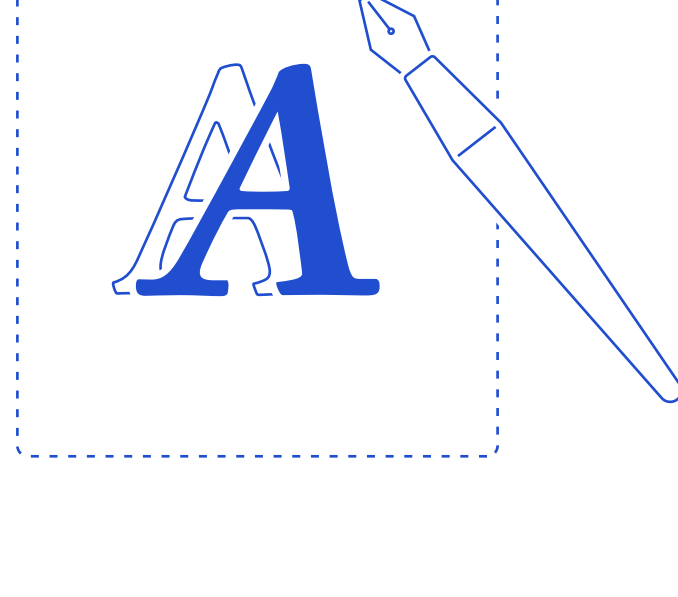
**1440**

The printing press is invented by Johannes Gutenberg, using Blackletter typefaces.



**1470**

More readable Roman Type is designed by Nicolas Jenson, combining Italian Humanist lettering with Blackletter.



**1501**

Aldus Manutius and Francesco Griffo create the first italic typeface, which allows printers to fit more text on each page.

## Old Style

**1734**

William Caslon creates what is now known as "Old Style" type, with more contrast between strokes.

**1757**

John Baskerville creates Transitional typefaces, with even more contrast than Old Style type.

## Transitional

Bodoni XL

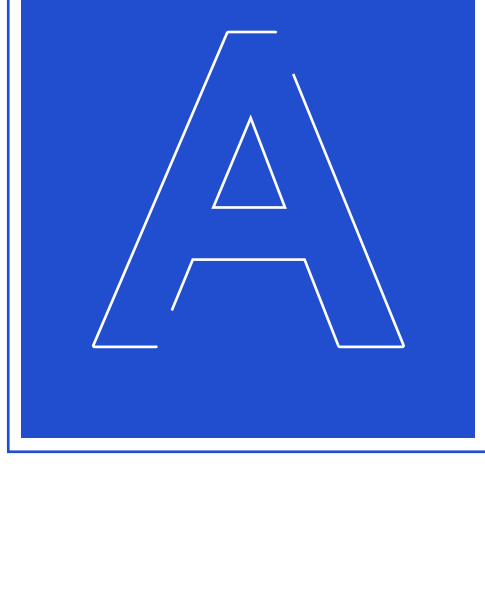
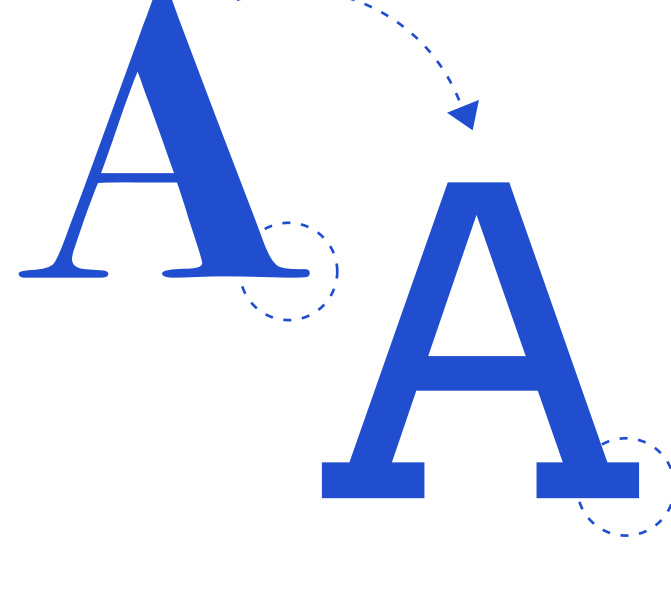
Didot XL

**1780**

The first "modern" Roman typefaces—Didot and Bodoni—are created.

**1815**

The first Egyptian, or Slab Serif, typeface is created by Vincent Figgins.



**1816**

The first sans-serif typeface is created by William Caslon IV.



**1916**

Edward Johnston designs the iconic sans-serif typeface used by London's Underground system.

GOUDY  
OLD  
STYLE

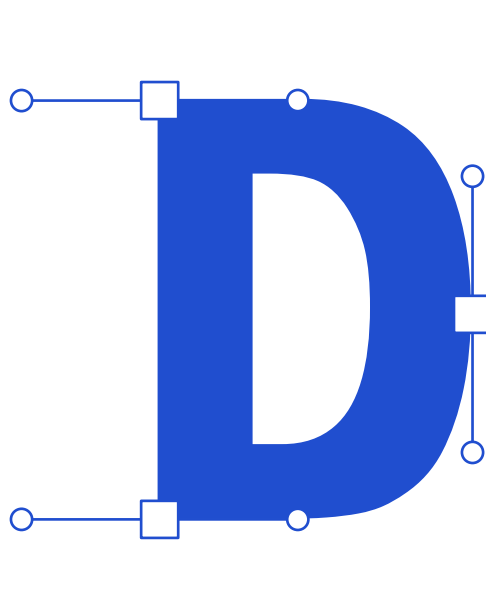
**1920**

Frederic Goudy becomes the first full-time type designer, and creates Copperplate Gothic and Goudy Old Style, among others.

**1957**

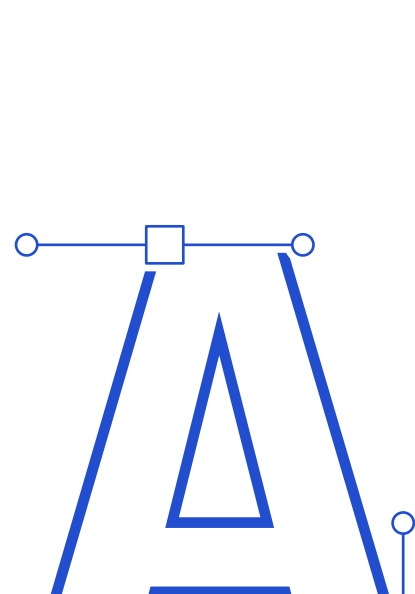
Helvetica is created by Max Miedinger. Other minimalist, modern sans-serif typefaces, including Futura, emerge around this time.

## helvetica



**1968**

The first digital typeface, Digi Grotesk, is designed by Rudolf Hell.

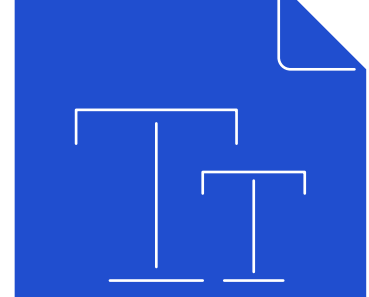


**1974**

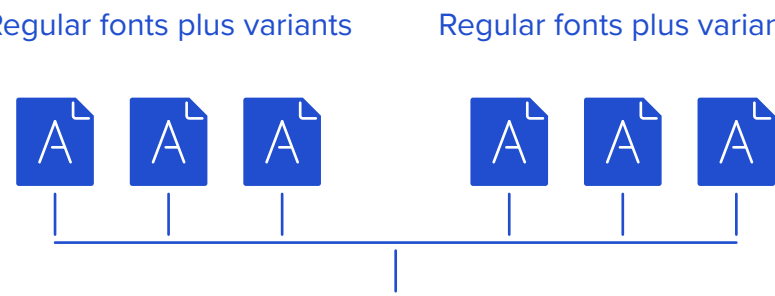
Outline (vector) fonts are developed for digital typefaces, resulting in smaller file sizes and less computer memory usage.

**Late 1980s**

TrueType fonts are created, resulting in a single file being used for both computer displays and output devices such as printers.



Windows Regular fonts plus variants      Macintosh Regular fonts plus variants



**1997**

Open Type fonts are invented, which allow for cross-platform use on Macs and PCs.

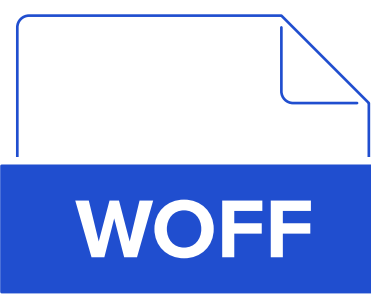
**1997**

CSS incorporates the first-ever font styling rules.



**1998**

Web Fonts are made possible with the release of Internet Explorer 4 but aren't widely adopted.

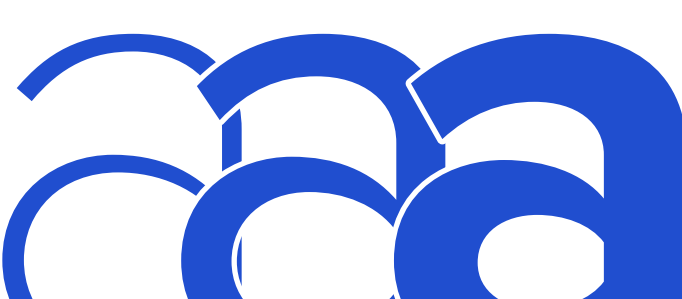
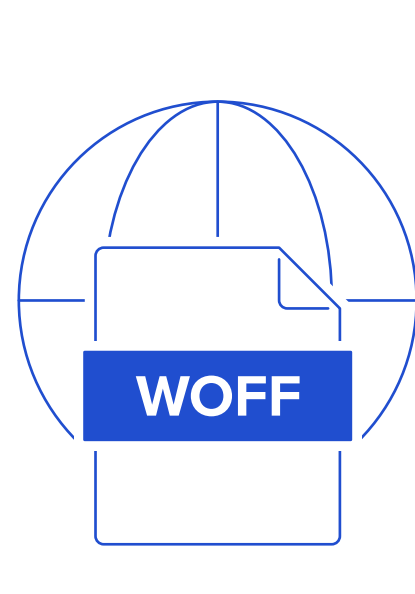


**2009**

The Web Open Font Format (WOFF) is developed and added to the W3C open standard for the web.

**2011**

All major browsers adopt support for WOFF.



**2016**

Open Type adopts variable fonts, a single font file which can change shape, weight, thickness, and slant based on where it's used in an interface.