

Gill Sans

Eric Gill painted sans serif capitals above the window of a bookshop in Bristol and gave the shop owner the alphabet for future use. His type face became popular when in 1929 it became the standard typeface for the London and North Eastern Railway. The typeface continues to thrive to this day, often being held to bring an artistic or cultural sensibility to an organisation's corporate style.

Eric Gill attempted to make the ultimate legible sans-serif text face to function equally well as a text face and for display. Gill Sans is a humanist typeface, which means it has more stroke variation and form variation than geometric sans-serif fonts, making it lighter and easier to read as inline text. The uppercase is modelled on the monumental Roman capitals, and the lower case is modelled on the lower-case Carolingian script.

1926
ERIC GILL
ENGLAND