

OLD STYLE  
TYPESETTING

GARAMOND

GARAMOND

7.6 / 12.7 / CENTERED

+40 TRACK

The system is based on the British standard system of type classification, which is commonly used in English-speaking countries today. The symbols themselves have no meaning, but they represent the sounds of speech. By ordering the phonetic systems, groups of phonemes are separated by gap to indicate the end of one word and the beginning of another. Ideographic systems based on pictograms require the development of many symbols. It is theoretically possible therefore, to 'read' ideographic systems without being able to speak the language. Eastern languages such as Chinese and Japanese are ideographically based. Chinese students today 'read' the words of Confucius written 2,500 years ago. But were his voice to have been recorded, they would barely recognize a word. A basic system for classifying typefaces was devised in the nineteenth century, when printers sought to identify a heritage for their own craft analogous to that of art history. Sans serif typefaces generally have a virtually consistent stroke weight and serifless terminals.