

Century Schoolbook

SPOTTING CENTURY SCHOOLBOOK

a r o t • Ball terminals
• Italic **t** has flat top
• Vertical weight stress
O G Q • Spur on **G**
• Tail of **Q** curves inside counter

ETYMOLOGY

Morris Fuller Benton
Released by American Type Founders in 1918

FAMILY

Two weights with corresponding italics.

FONT FACTS

Century Schoolbook is the result of the request of a publisher of textbooks. In 1915, Ginn & Company approached ATF requesting a typeface for use in school books. Morris Fuller Benton had been interested in the early studies into typographic legibility and readability, and the requested typeface seemed a natural project to test some of the new theories.

Columbus

SPOTTING COLUMBUS

Q i w • Long tail on **Q**
• Short, cupped serifs
p j J A • Italic **p** stem extends above x-height
• Sharp angle at base of **j** & **J**
• **A** has a flat top

ETYMOLOGY

Patricia Saunders
Released by Monotype in 1992

FAMILY

Three weights with corresponding italics, small caps and old style figures.

FONT FACTS

Two early-sixteenth-century Spanish books served as inspiration for the design: a collection of Virgil's works by Jorge Coci, a printer working in Saragossa, and a writing manual by the famous Spanish calligrapher, Juan de Yciar.

COLUMBUS™

**Every act
of creation
is first an
act of
destruction.**

*Pablo Picasso
(1881 – 1973)
Spanish Artist & Painter*

Century™ Schoolbook

**If you only
do what you
know you
can do, you
never do
very much.**

*Tom Krause
(1934 –)
motivational speaker,
teacher, & coach*