

**PHILIPP STAMM**

**TYPEFACE COMBINATION  
AS TYPOGRAPHIC STIMULUS**

## Contents

Introduction 7

### 1

**Historical considerations** 11

Interplay 12

### 2

**A typology of type** 39

Writing 40

Writing system 40

Typeface category 41

Typeface genre 44

Type form 45

Typeface 45

Type family 47

Font style 48

Typeface series 49

Type appearance 49

Typeface character 53

### 3

**Basic shapes | Measurements** 55

Basic shapes 57

Em quad 65

Body width 66

Kerning 67

Tracking 68

Measurement systems 69

Point size 70

Font size 72

Type size 74

Design size 75

Opticals 78

Pixel 78

Type format 80

### 4

**Typeface classification** 83

Typeface classification systems 84

Pro typeface classification 93

Type form | Class 95

Attribute 95

Stroke contrast 96

Type style 96

Classification groups 97

I Glyphic 98

II Script 100

III Blackletter 102

IV Antiqua 104

V Egyptian 110

VI Grotesque 112

VII Latin 114

*Tables of the groups I-VII* 116

### 5

**Typeface concepts** 131

Type family: dyad 132

Type family: triad 133

Extended type family 134

The designer effect 135

Superfamily 137

Multiple master 141

Variable fonts 145

## 6

### **Typeface combination | Criteria** 149

Analogy 154

Contrast 155

Varieties of contrast *Table* 156

Design features *Tables* 160

1 Type form 166

2 Curve form - Letter O 167

3 Heights 167

4 Type style 172

4.1 Stress axis | Counter 173

4.2 Curve direction | Counter 174

4.3 Instroke | Outstroke 175

4.4 Rhythm | Proportions 176

4.5 Offset | Center position 177

5 Weight - Typographic color 178

5.1 Stroke weight 179

5.2 Stroke contrast 180

6 Width 182

7 Slant 184

8 Ductus 186

8.1 Connection 186

8.2 Movement 186

9 Shaping 187

9.1 Stroke and curve 187

9.2 Stroke and curve terminals 189

9.3 Bracket 191

9.4 Juncture 191

10 Letter design 192

11 Effect | Decoration 193

11.1 Fill 193

11.2 Outline 194

12 Setting length - Words | Texts 195

13 Type size 195

14 Color 196

## 7

### **Typeface combination | Instructions** 199

Configuring a matrix 202

Using in the layout 206

## 8

### **Typeface combination | Examples** 209

### **Appendix** 335

Notes 336

Index of names 343

Index of typefaces 345

Bibliography 348

Illustrations 354

Postscript 357

Author | Thanks 358