



Florence Futures Foundation
c/o Michael G. Wolf
Florence Branch Library
2920 Bondesson Street
Omaha, NE 68112-1822

How our name should appear & history of typeface used.

Before we cover the typeface used for our name, a little history. Many typefaces are named after their creator. Before computers, those names stuck for centuries, and “competitive respect” meant that others did not copy the designs. In our modern age, and the influence of computers, things have changed. Typefaces names can be trademarked but the designs of the letters themselves cannot be copyrighted. As a result, competing typeface manufacturers often will have the same design but give it a slightly different name, and very often a not so similar name. Sometimes the “knockoff” typeface is a derivative of the original, or the same design but have different attributes, such as spacing, or placement in the typeface character space (our preference is the original over knockoffs). The original typeface family designs often have several flavors of the same typeface. In the computer world, very often a single design will be much more readily available than the others. With that in mind, we have two choices when typesetting our name on common computers.

When writing our name in display sizes (larger than 18 points), you should use all caps set in the Goudy EF Handtooled typeface. The “handtooled” influence gives the 3-d effect to the letter’s face. When used in point sizes smaller than 18 points, the handtooled feature is not as visible. Therefore, in the smaller point sizes, we prefer to use Goudy EF Catalogue Regular, however, you will find that this variant may not be commonly available on some computers. The best substitute is to use the Goudy Old Style typeface, which is much more commonly available. Please note that the Goudy EF typeface family is a different design from the standard Goudy typeface family. A key difference is the amount of curve in the edges. For example, the bottom of the letter E is flat on Goudy Old Style, but is curved up in the center of the bottom in the Goudy EF Family. For typesetting at point sizes similar to this text, the difference is not all that discernable.

E vs. E

By the way, Frederic W. Goudy, a prolific typeface designer who designed several popular typefaces for the major type foundry companies of the day, designed the original Goudy Type Family in 1915. The Goudy Typeface Family design was trademarked by ATF, and later was used as the basis for the Goudy EF Family, drawn by Morris Benton Fuller in 1927 (see more below). Frederic W. Goudy, born August 3, 1865, died November 11, 1947 in Malborough-on-Houdson, USA. The Linotype Library GmbH of Bad Homburg, Germany owns both Goudy Typeface designs.

Here are samples of how HISTORIC FLORENCE should look in these two typefaces (two of Old Style).

HISTORIC FLORENCE

Goudy Old Style

HISTORIC FLORENCE

Goudy EF Handtooled

HISTORIC FLORENCE

Goudy Old Style BT (Another version of Goudy Old Style)



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History Details: In 1915, Frederic W. Goudy designed Goudy Old Style, his twenty-fifth typeface, and his first for American Type Founders (ATF). Flexible enough for both text and display, it is one of the most popular typefaces ever produced, frequently used for packaging and advertising. Its recognizable features include the diamond-shaped dots on i, j, and on punctuation marks, the upturned ear of the g, and the base of E and L. Several years later, in response to the overwhelming popularity of Cooper Black, Lanston Monotype commissioned Frederic W. Goudy to design heavy versions of Goudy Old Style. Goudy Heavyface and Goudy Heavyface Italic were released in 1925. The huge success of Goudy's typefaces led to the addition of several weights to many of his typefaces: designers working for American Type Founders produced additions to the family and in 1927 Morris Fuller Benton drew Goudy Extra Bold. **Goudy EF** is composed of three weights. The Handtooled displays a white inline form, which lets the figures look lighter and airier. This decorative weight is especially good for use in titling. The weights Catalogue regular and Catalogue italic were conceived for use in small point sizes, for example in catalogues and newspaper advertisements.

How our name appears in other typefaces.

HISTORIC FLORENCE

Times New Roman

HISTORIC FLORENCE

Baskerville Old Face

HISTORIC FLORENCE

Harding

HISTORIC FLORENCE

Imprint MT Shadow

HISTORIC FLORENCE

Poor Richard

HISTORIC FLORENCE

Zapf Ellipt BT

I think you will agree that we have chosen a magnificent typeface to set our name.