

A Garamond by Any Other Name

IF IT'S CALLED GARAMOND, then it's Garamond – true? If there were only one version of Garamond, perhaps. But in fact, there is more than one Garamond, just as there are multiple versions of many other designs.

Similar name, different design

Multiple versions most often occur in revivals of historical typeface designs, such as Garamond, Bodoni, or Caslon. That's because the original designs have been revived by many different type designers and foundries over the years. Each revival offers its own interpretation of the original, which makes them, ultimately, different designs.

A major cause for confusion is that all these different designs may have very similar names. Often, the designer or foundry creating the revival will merely add a prefix or suffix to the name of the original design to distinguish it from its competitors (and remember, two fonts with exactly the same name installed on your system will cause font conflicts). Some of the currently available Bodoni versions are ITC Bodoni, Poster Bodoni, E+F Bauer Bodoni, URW Bodoni Antiqua, Monotype Bodoni, Berthold Bodoni Antiqua, and WTC Our Bodoni. These are just a few of the Bodonis now on the market, and they're all different from each other!

Same design, different metrics

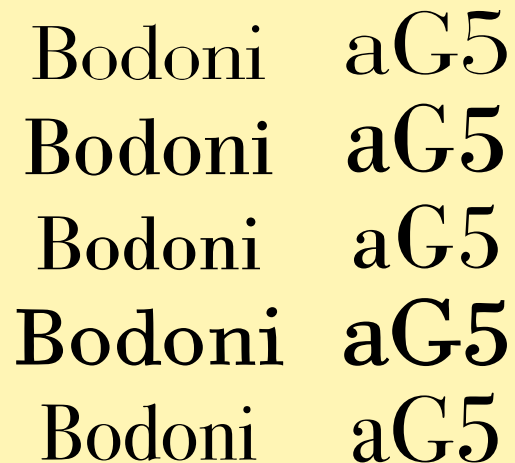
A less frequent occurrence (but one with a more complicated explanation!) is when two fonts have exactly the same name but space differently, or have slightly different proportions.

Here's why: years ago, finished typeface designs were created in analog format – that is, black images on white paper. When the faces were licensed to other foundries, the artwork was provided as photographic prints.

Armed with these prints, each foundry then "produced" the design for its own equipment. The result could

be different spacing, proportions, and even varying designs for the same character. Depending on which foundry produced it, the font might run copy shorter, longer, tighter, more open or with a varying height for the same point size than another licensed version of the same design.

For these reasons, always note the complete name and manufacturer when purchasing or specifying a typeface. Paying attention to the true identity of your fonts will help keep you in control of your type.



Bodoni	aG5
Bodoni	aG5
Bodoni	aG5
Bodoni	aG5
Bodoni	aG5

From top to bottom: E+F Bauer Bodoni, WTC Our Bodoni, URW Bodoni Antiqua, ITC Bodoni Six and ITC Bodoni Seventy-two. Despite their similar foundations, each is a distinctive interpretation of an original Bodoni design.

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