



**CATEGORY** Sans-serif

**DESIGNER** Matthew Carter Commissioned by AT&T

**FOUNDRY** Mergenthaler Linotype

**PRECURSOR:** Bell Gothic

**DATE CREATED** 1975–8

# Bell Centennial

BELL  
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Prior to 1937 telephone books were printed in a variety of typefaces.

Bell Gothic was designed in 1937 by Chauncey H Griffith for use in American telephone directories. Bell Gothic created very readable blocks of very small text and is still ideal for communicating large amounts of information on a single page. Bell Gothic was used till 1970s but new printing technology compromised its readability.

Bell Centennial as designed in 1978 by Matthew Carter for hundredth anniversary of AT&T Corporation.

The text needed to be legible at very small sizes and be economical with space. An increase in counter spaces increased legibility and curved terminals helped define the stroke.

The high speed printing process for telephone newsprint meant that the typeface should also take into account any ink spread or 'dot' gain. Ink traps or 'notches' were exaggerated on letters x, w and k in order to preserve the shape in adverse printing conditions.

# BELL CENTENNIAL

# 12345678910

**BOLD LISTING 30PT**  
**12345678910**

**BOLD LISTING 14PT**

**Name and Number 30pt**

**12345678910**

Name and Number 14pt

**Subcaption 30pt**

**12345678910**

Subcaption 14pt

**Address 30pt**

**12345678910**

Address 14pt

# BellBellBellBellBellBel

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A B C D E F G

H I J K L M N

O P Q R S T

U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

# 20,000 LEAGUES UNDER THE SEA

## CHAPTER 1 A SHIFTING REEF

The year 1866 was signalised by a remarkable incident, a mysterious and puzzling phenomenon, which doubtless no one has yet forgotten. Not to mention rumours which agitated the maritime population and excited the public mind, even in the interior of continents, seafaring men were particularly excited.

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**Not to mention rumours which agitated the maritime population and excited the public mind, even in the interior of continents, seafaring men were particularly excited. (Name and Number 12)**

The year 1866 was signalised by a remarkable incident, a mysterious and puzzling phenomenon, which doubtless no one has yet forgotten. Not to mention rumours which agitated the maritime population and excited the public mind, even in the interior of continents, seafaring men were particularly excited. (Sub Caption 14)

**THE YEAR 1866 WAS SIGNALISED BY A REMARKABLE INCIDENT, A MYSTERIOUS AND PUZZLING PHENOMENON, WHICH DOUBTLESS NO ONE HAS YET FORGOTTEN. NOT TO MENTION RUMOURS WHICH AGITATED THE MARITIME POPULATION AND EXCITED THE PUBLIC MIND, EVEN IN THE INTERIOR OF CONTINENTS, SEAFARING MEN WERE PARTICULARLY EXCITED. (BOLD LISTING 14)**