



Category: Sans-serif, humanist
Designer: Matthew Carter
Foundry: Microsoft
Date released: 1996

Verdana

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NDR E Verdana
Verdana Bold

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History

Verdana is a humanist sans-serif typeface designed by Matthew Carter for Microsoft Corporation, with hand-hinting done by Thomas Rickner, then at Monotype. Demand for such a typeface was recognized by Virginia Howlett of Microsoft's typography group. The name "Verdana" is based on verdant (something green), and Ana (the name of Howlett's eldest daughter).

Released in 1996, Verdana was bundled with subsequent versions of the Windows operating system, as well as their Office and Internet Explorer software on both Windows and Mac OS. Since at least Mac OS X 10.4 it is even bundled with the operating system itself. Verdana is also one of the bundled book-reading fonts on the iPad.

According to one long-running survey, the availability of Verdana is 99.70% on Windows, 98.05% on computers running Mac OS, and 67.91% on free operating systems like Linux.

In 2008, during their merger with Northwest Airlines and resulting rebranding effort, Delta Airlines changed their official logo typeface from Times New Roman to Verdana.

IKEA caused furor in the graphic design world in 2009 when it changed the typeface used in its catalog from Futura to Verdana, expressing a desire to unify its branding between print and web media. Many newspapers ran articles. The Guardian asked "Ikea is changing its font to Verdana – causing outrage among typomaniacs. Should the rest of us care? Absolutely." The New York Times said the change to Verdana "is so offensive to many because it seems like a slap at the principles of design by a company that has been hailed for its adherence to them."

Basic Characteristics

Verdana was designed to be readable at small sizes on a computer screen. The lack of serifs, large x-height, wide proportions, loose letter-spacing, large counters, and emphasized distinctions between similarly-shaped characters are chosen to increase legibility.

Characteristics of the typeface are:

Lower case

- square dot over the letter i
- the lowercase j has a short bar on top that protrudes left
- double-story a

Upper case

- the capital Q's tail is centered under the figure
- the uppercase J has a slight hook
- there are two versions of uppercase R, one with a straight tail and one with a curved tail.
- the uppercase I has short bars on the top and bottom

- Numerals

- the digit "1" (one) in Verdana was given a horizontal base and a hook in the upper left to distinguish it from lowercase "l" (L) and uppercase "I" (i).

VERDANA 24PT

Regular REGULAR REGULAR

Italic ITALIC ITALIC

Bold BOLD BOLD

Bold Italic BOLD ITALIC Bold Italic

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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