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Authoritative
Contemporary
versatile
cool, *calm* & **collected**

Arial

Arial is an extremely versatile family of typefaces which can be used for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and promotions.

<p>Category: Sans-serif</p> <p>Classification: Neo-grotesque sans-serif</p> <p>Designers: Robin Nicholas, Patricia Saunders</p> <p>Foundry: Monotype Imaging</p> <p>Date released: 1982</p> <p>License: Proprietary</p> <p>Design based on: Monotype Grotesque, Helvetica</p>
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Authoritative

NOTES:

Arial is not included as one of the 30 Essential Typefaces for a Lifetime or in Font: The Sourcebook. Both of which include Helvetica.

A 2010 Princeton University study involving presenting students with text in a font slightly more difficult to read found that they consistently retained more information from material displayed in so-called disfluent or ugly fonts (Monotype Corsiva, Haettenschweiler, Comic Sans Italicized were used) than in a simple, more readable font such as Arial.

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History

The typeface was designed in 1982 by a 10-person team, led by Robin Nicholas and Patricia Saunders, for Monotype Typography. It was created to be metrically identical to the popular typeface Helvetica, with all character widths identical, so that a document designed in Helvetica could be displayed and printed correctly without having to pay for a Helvetica license.

Fonts from the Arial family are packaged with all versions of Microsoft Windows, some other Microsoft software applications, Apple Mac OS X[2] and many PostScript 3 computer printers.

IBM named the font Sonoran Sans Serif due to licensing restrictions and the manufacturing facility's location (Tucson, Arizona, in the Sonoran Desert), and announced in early 1984 that the Sonoran Sans Serif family, "a functional equivalent of Monotype Arial," would be available for licensed use in the 3800-3 by the fourth quarter of 1984.

In 1990, Robin Nicholas, Patricia Saunders and Steve Matteson developed a TrueType outline version of Arial which was licensed to Microsoft.

In 1992, Microsoft chose Arial to be one of the four core TrueType fonts in Windows 3.1, announcing the font as an "alternative to Helvetica".

Basic Characteristics

Arial, sometimes marketed or displayed in software as Arial MT, is a sans-serif typeface and set of computer fonts. The letter shapes of Arial are based on Monotype Grotesque. Subtle changes and variations were made to both the letterforms and the spacing between characters in order to make it more readable at various resolutions. Arial contains more humanist characteristics than many of its predecessors:

- The overall treatment of curves is softer and fuller than in most industrial style sans serif faces.
- Terminal strokes on letters such as c, e, g and s are cut on the diagonal which helps to give the face a less mechanical appearance.

The Arial typeface comprises many styles: Regular, Italic, Medium, Medium Italic, Bold, Bold Italic, Black, Black Italic, Extra Bold, Extra Bold Italic, Light, Light Italic, Narrow, Narrow Italic, Narrow Bold, Narrow Bold Italic, Condensed, Light Condensed, Bold Condensed, and Extra Bold Condensed. The extended Arial type family includes more styles: Rounded (Light, Regular, Bold, Extra Bold); Monospaced (Regular, Oblique, Bold, Bold Oblique). Many of these have been issued in multiple font configurations with different degrees of language support.

But the only ones available on Adobe Typekit are:

Arial Regular ARIAL REGULAR ARIAL REGULAR

Arial Italic ARIAL ITALIC ARIAL ITALIC

Arial Bold ARIAL BOLD ARIAL BOLD

Arial Bold Italic ARIAL BOLD ITALIC ARIAL BOLD ITALIC

Arial Narrow ARIAL NARROW ARIAL NARROW

Arial Black ARIAL BLACK ARIAL BLACK

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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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. (Narrow)

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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 even in the interior of continents, seafaring men were particularly excited. (Black)**