

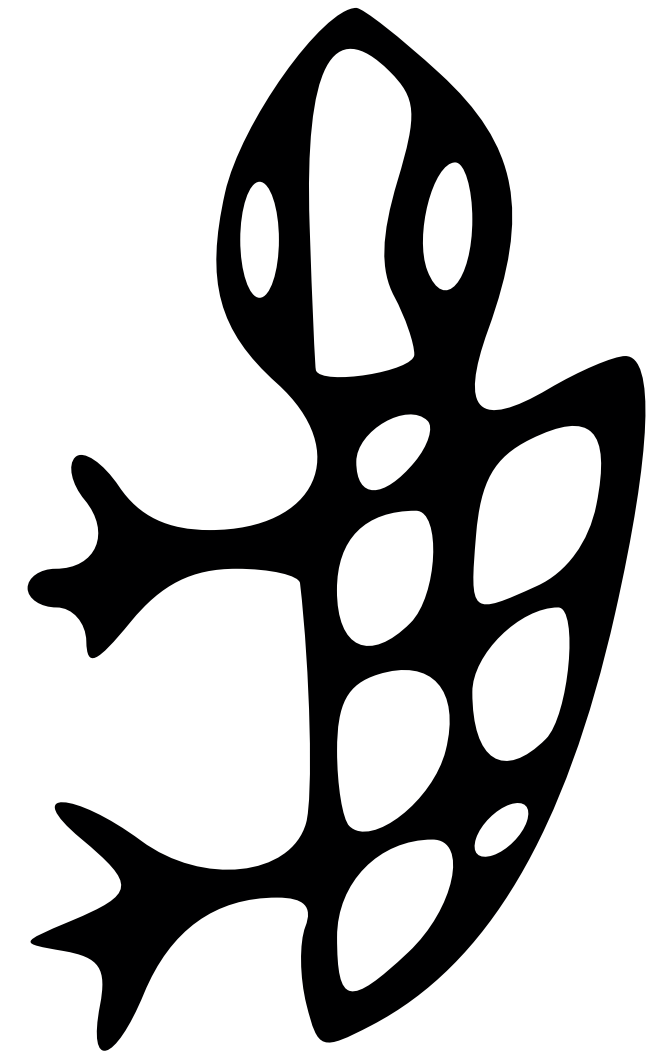
**Language lives,
Type speaks.**

A small talk on
Latin & Chinese Typefaces

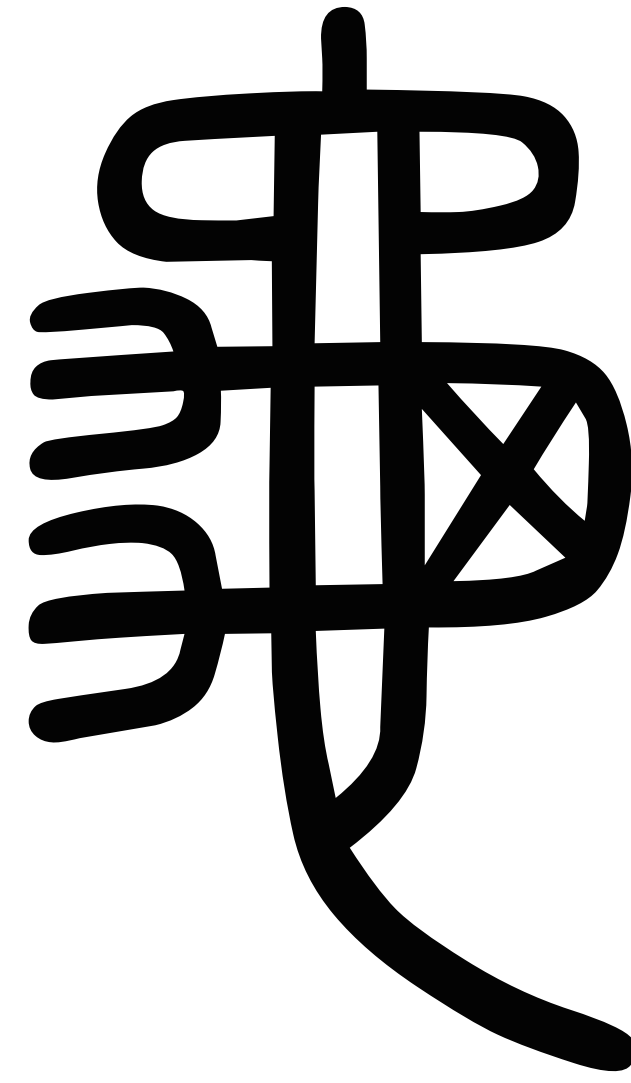
**Where did the
letters come from?**

Origin

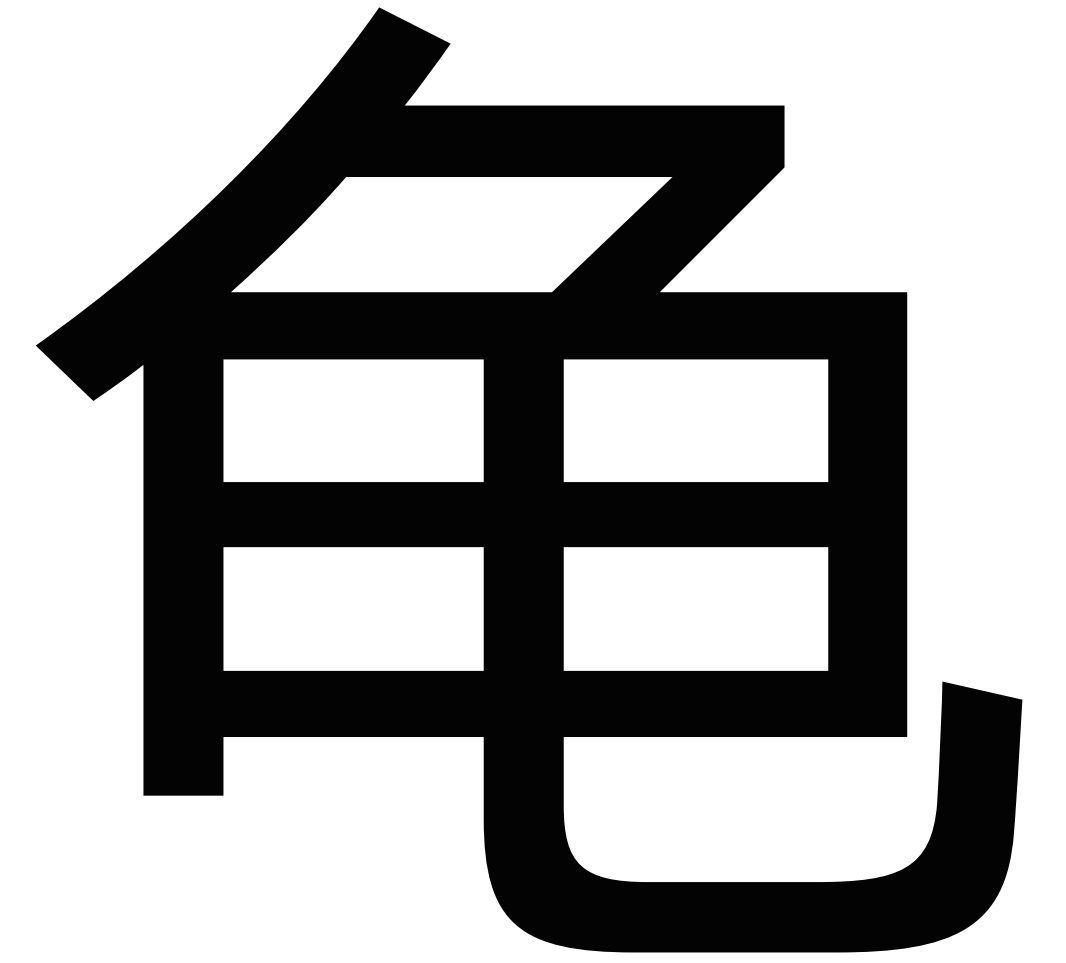
Chinese



Oracle bone script



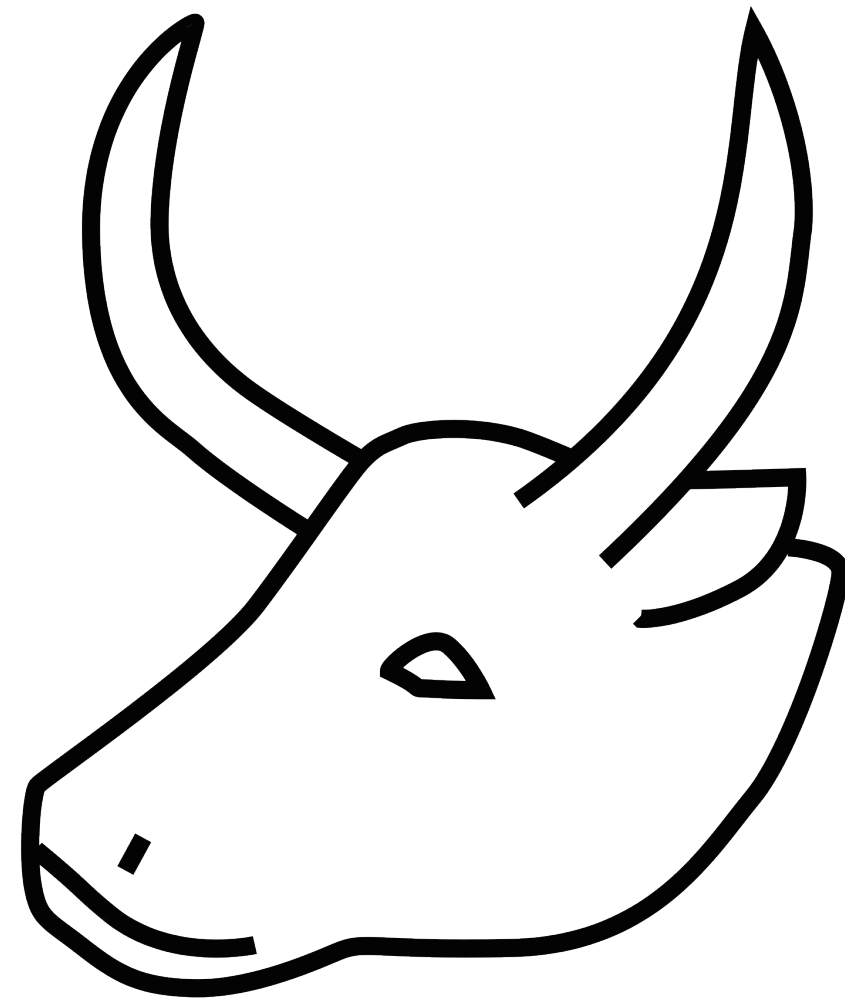
Seal Script



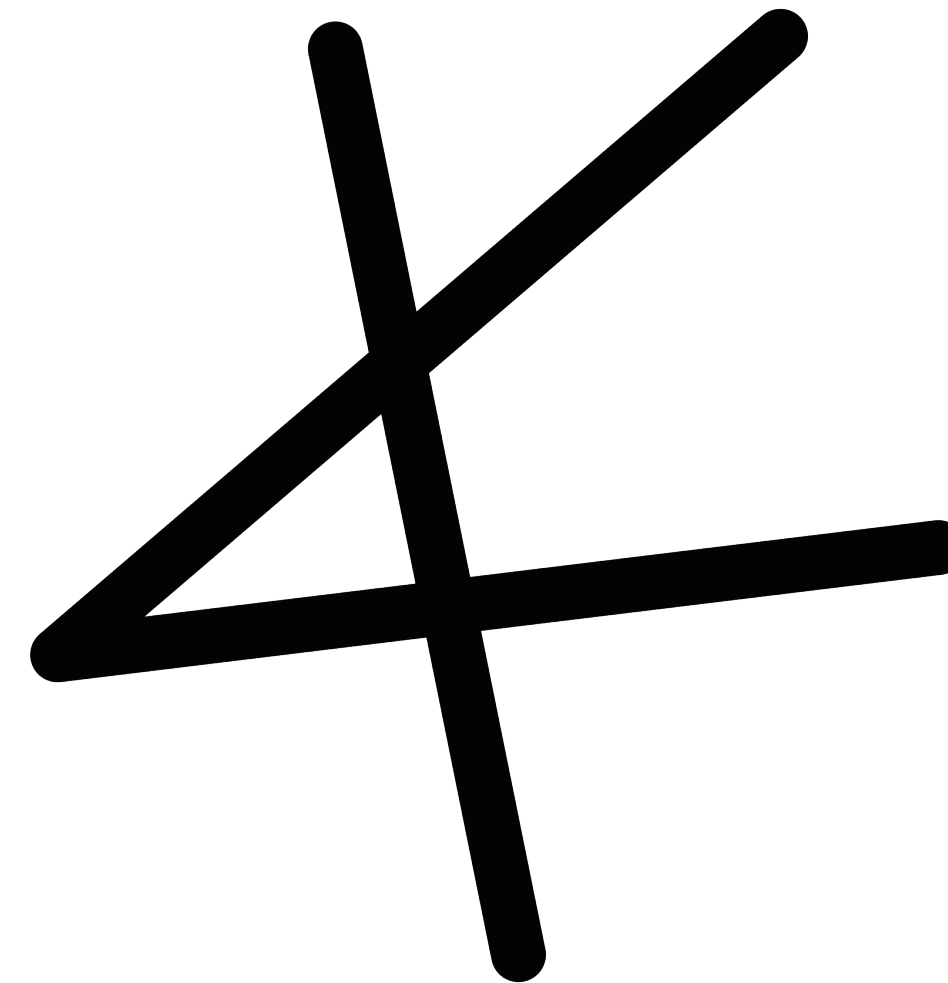
Simplified Chinese Character

Origin

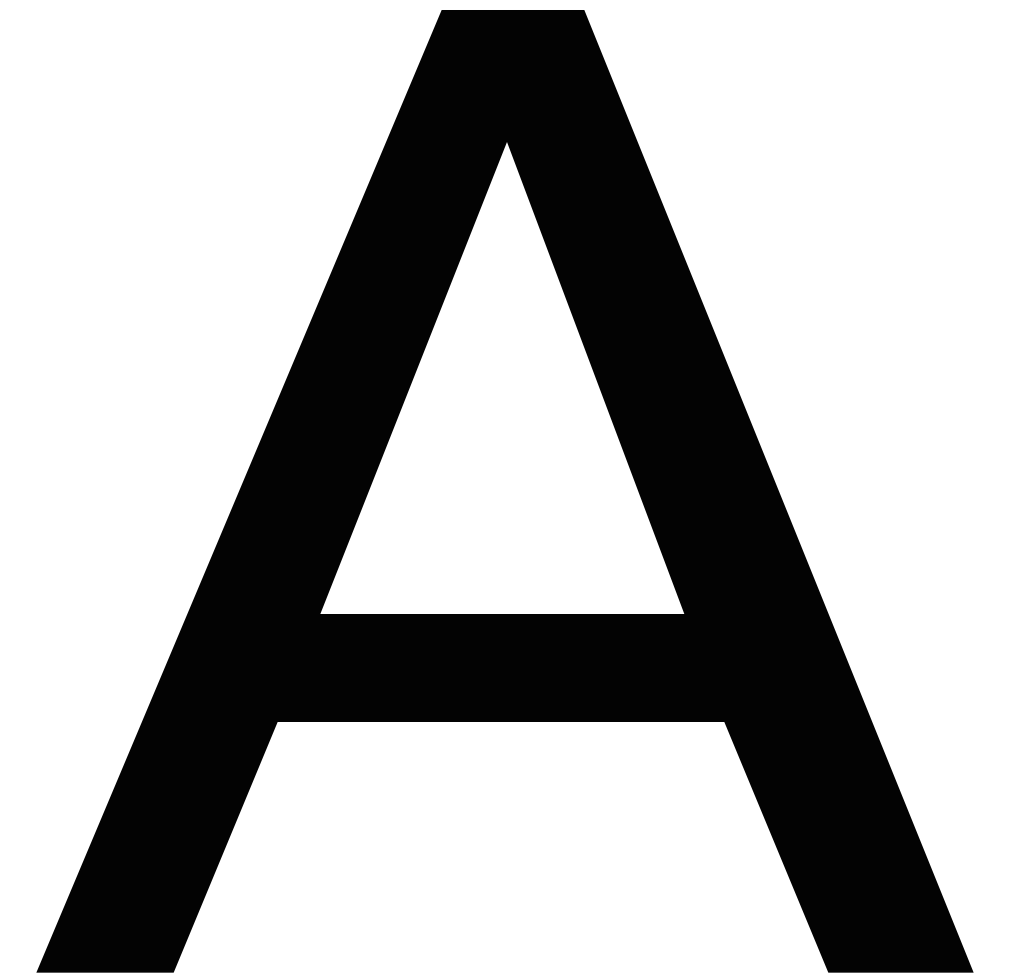
Latin



Egyptian Hieroglyphs



Phoenitian



Capital Form

**What is the main
difference between
Phonetic &
Logographic
writing system?**

**The Basic Logic
of English**

**masters
streams**

The Basic Logic of Chinese

Ideograms

木

“Wood, Tree”

林

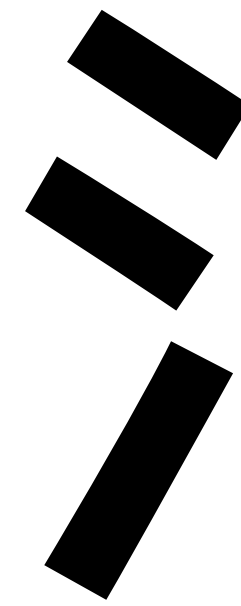
Forest

森

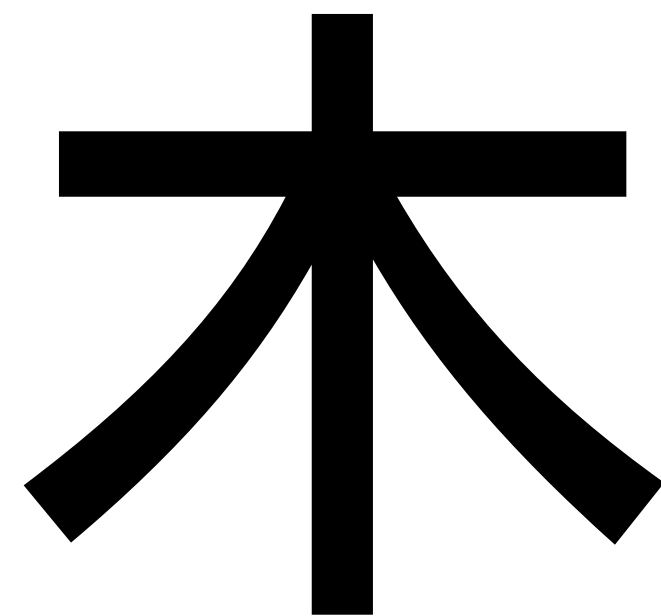
Well... Big forest.

The Basic Logic of Chinese

Phono-semantic Compound



“Water”



“Wood, Tree”
Pronouced as mù



“to wash oneself”
Pronouced as mù

The Basic Logic of Chinese

猪

Pig

豕

Pig

豚

Small Pig

豕

Big Pig

一乙二十丁厂七卜人入八九凡
广亡门义之中尸弓己巳子卫也女
瓦止少日斗忆订贝内水见午牛手
方火为平灭轧东卡北占业尺引丑
布龙平用甩印乐句匆册犯外处归
丛发孕夸乔壮孙攻丽私状词拔杰
边匠迁色异贡两秀冻诊拢构昂征
页匠迁色异贡两秀冻诊拢构昂征
竹争导坝豆秃言诉抹枪易欣净帘贯
争色异贡两秀冻诊拢构昂征
导异贡两秀冻诊拢构昂征
坝异贡两秀冻诊拢构昂征
豆异贡两秀冻诊拢构昂征
秃异贡两秀冻诊拢构昂征
言异贡两秀冻诊拢构昂征
诉异贡两秀冻诊拢构昂征
抹异贡两秀冻诊拢构昂征
枪异贡两秀冻诊拢构昂征
易异贡两秀冻诊拢构昂征
欣异贡两秀冻诊拢构昂征
净异贡两秀冻诊拢构昂征
帘异贡两秀冻诊拢构昂征
贯异贡两秀冻诊拢构昂征
药异贡两秀冻诊拢构昂征
昨异贡两秀冻诊拢构昂征
段异贡两秀冻诊拢构昂征
奖异贡两秀冻诊拢构昂征
洲异贡两秀冻诊拢构昂征
盈异贡两秀冻诊拢构昂征
恐异贡两秀冻诊拢构昂征
虑异贡两秀冻诊拢构昂征
倚异贡两秀冻诊拢构昂征
病异贡两秀冻诊拢构昂征

We have too many
characters now.

井邪邪邪邪邪邪邪邪邪邪邪邪邪
卖矿码厕奔奇奋态欧垄妻轰顷转斩轮软到非叔肯齿些虎虜肾贤尚旺具果味昆国昌畅明
罗帜岭凯败贩购图钓制知垂牧物乖刮秆和季兔狐忽泼泽治始甚临拜看矩独狡洒孩埋套逐烈称浆流润浪浸涨烫涌
受乳贪念贫肤泄隶居届括砍炭很姜袄祖素样钱爹兼
炕炎炉该城威骂泉帝宪突绞统耕耗艳桃峰圆航途拿益
询详挠政歪咱侵追俊盾差养美扁袄祖素样钱爹兼
城绕建赴研响阁客冠语泰格校核贿拿益
咸威歪咱侵追俊盾差养美扁袄祖素样钱爹兼
咽骂鬼施闻穿窃耕耗艳桃峰圆航途拿益
皇泉帝宪突绞统耕耗艳桃峰圆航途拿益
音宫宪突绞统耕耗艳桃峰圆航途拿益
亲室宫宪突绞统耕耗艳桃峰圆航途拿益
给络真框哭恩唤徐舰般拳粉料
晋恶真框哭恩唤徐舰般拳粉料
获晋恶真框哭恩唤徐舰般拳粉料
晃晋恶真框哭恩唤徐舰般拳粉料
倍晋恶真框哭恩唤徐舰般拳粉料
健晋恶真框哭恩唤徐舰般拳粉料
剖晋恶真框哭恩唤徐舰般拳粉料
竞晋恶真框哭恩唤徐舰般拳粉料
旁晋恶真框哭恩唤徐舰般拳粉料
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畜晋恶真框哭恩唤徐舰般拳粉料
阅晋恶真框哭恩唤徐舰般拳粉料
羞晋恶真框哭恩唤徐舰般拳粉料
瓶晋恶真框哭恩唤徐舰般拳粉料
拳晋恶真框哭恩唤徐舰般拳粉料
粉晋恶真框哭恩唤徐舰般拳粉料
料晋恶真框哭恩唤徐舰般拳粉料
益晋恶真框哭恩唤徐舰般拳粉料
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烧晋恶真框哭恩唤徐舰般拳粉料
烛晋恶真框哭恩唤徐舰般拳粉料
烟晋恶真框哭恩唤徐舰般拳粉料
递晋恶真框哭恩唤徐舰般拳粉料
涛晋恶真框哭恩唤徐舰般拳粉料
浙晋恶真框哭恩唤徐舰般拳粉料
劳晋恶真框哭恩唤徐舰般拳粉料
涉晋恶真框哭恩唤徐舰般拳粉料
消晋恶真框哭恩唤徐舰般拳粉料
浩晋恶真框哭恩唤徐舰般拳粉料
海晋恶真框哭恩唤徐舰般拳粉料
涂晋恶真框哭恩唤徐舰般拳粉料
浴晋恶真框哭恩唤徐舰般拳粉料
浮晋恶真框哭恩唤徐舰般拳粉料
流晋恶真框哭恩唤徐舰般拳粉料
润晋恶真框哭恩唤徐舰般拳粉料
浪晋恶真框哭恩唤徐舰般拳粉料
浸晋恶真框哭恩唤徐舰般拳粉料
涨晋恶真框哭恩唤徐舰般拳粉料
烫晋恶真框哭恩唤徐舰般拳粉料
涌晋恶真框哭恩唤徐舰般拳粉料
悟晋恶真框哭恩唤徐舰般拳粉料

**Code Page
Standard**

GB18030-2005

70,244

characters

**A little story on
the little Serifs**

History in the West



Trajan Inscription
107–113 AD

History in the West



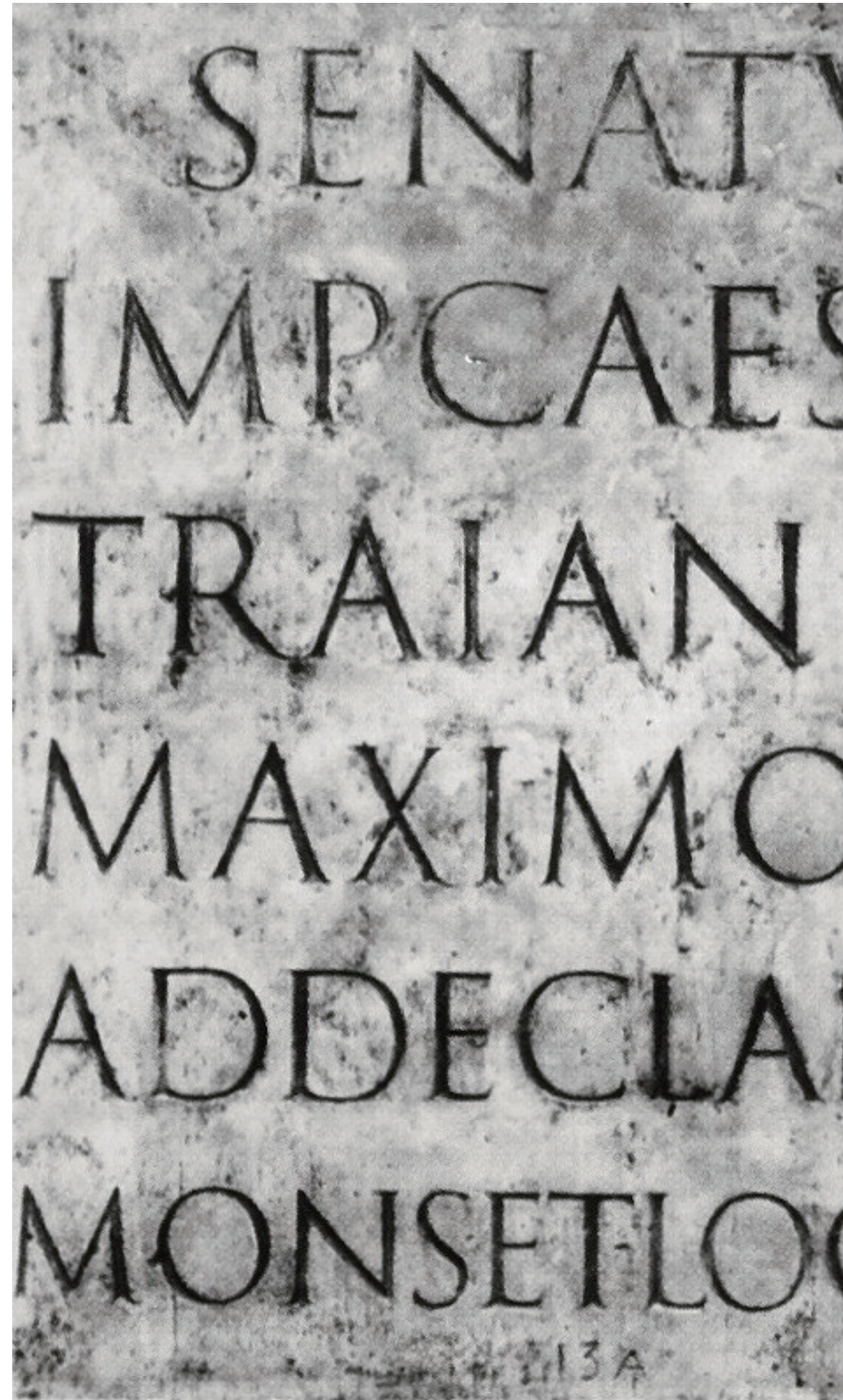
The Roman Colosseum

History in the West



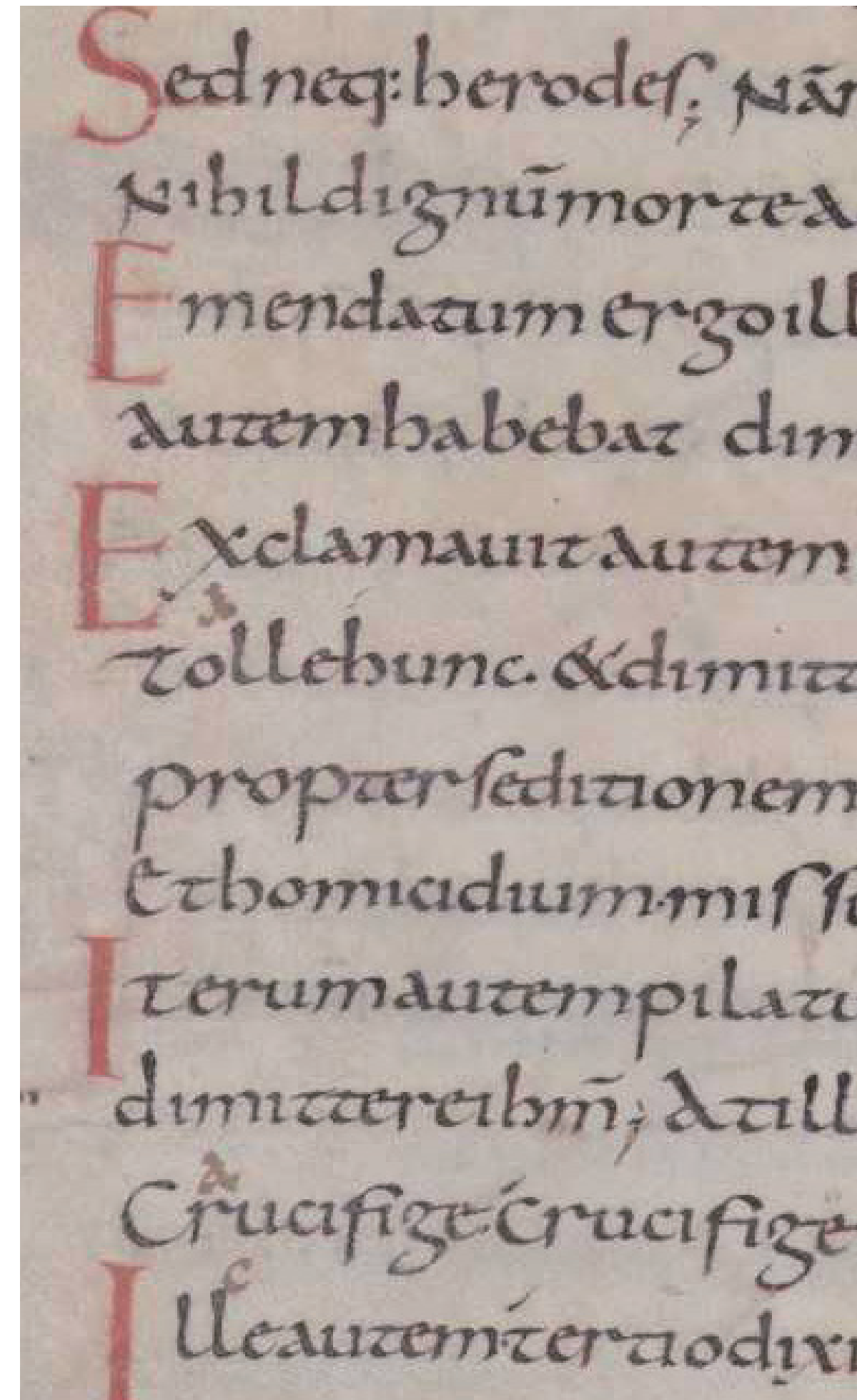
Albrecht Dürer
1471–1528

History in the West



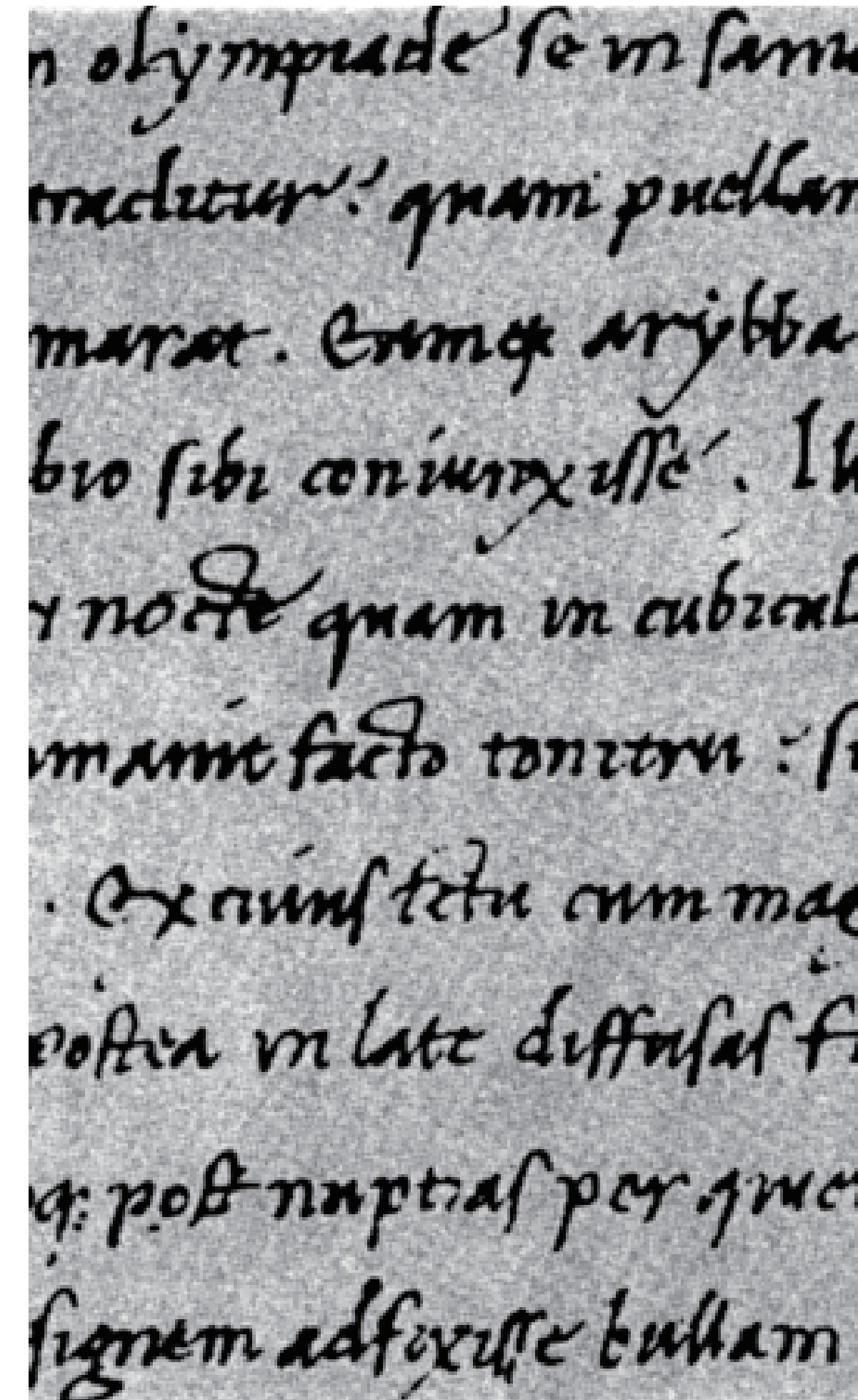
Roman Capitals
in Trajan Inscription

+



Carolingian minuscule
in a Carolingian Gospel Book

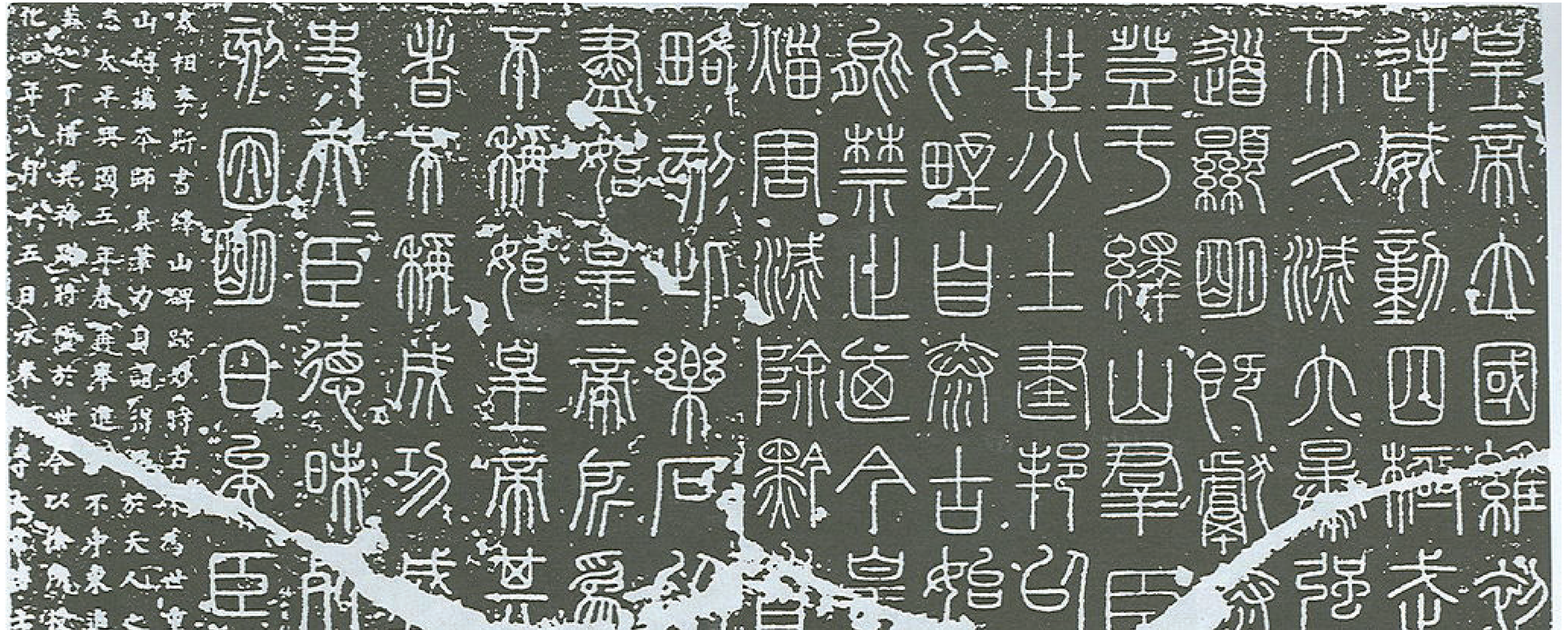
+



Cursive Script by
Niccolò de' Niccoli (1364 – 1437)
developed into Italic type

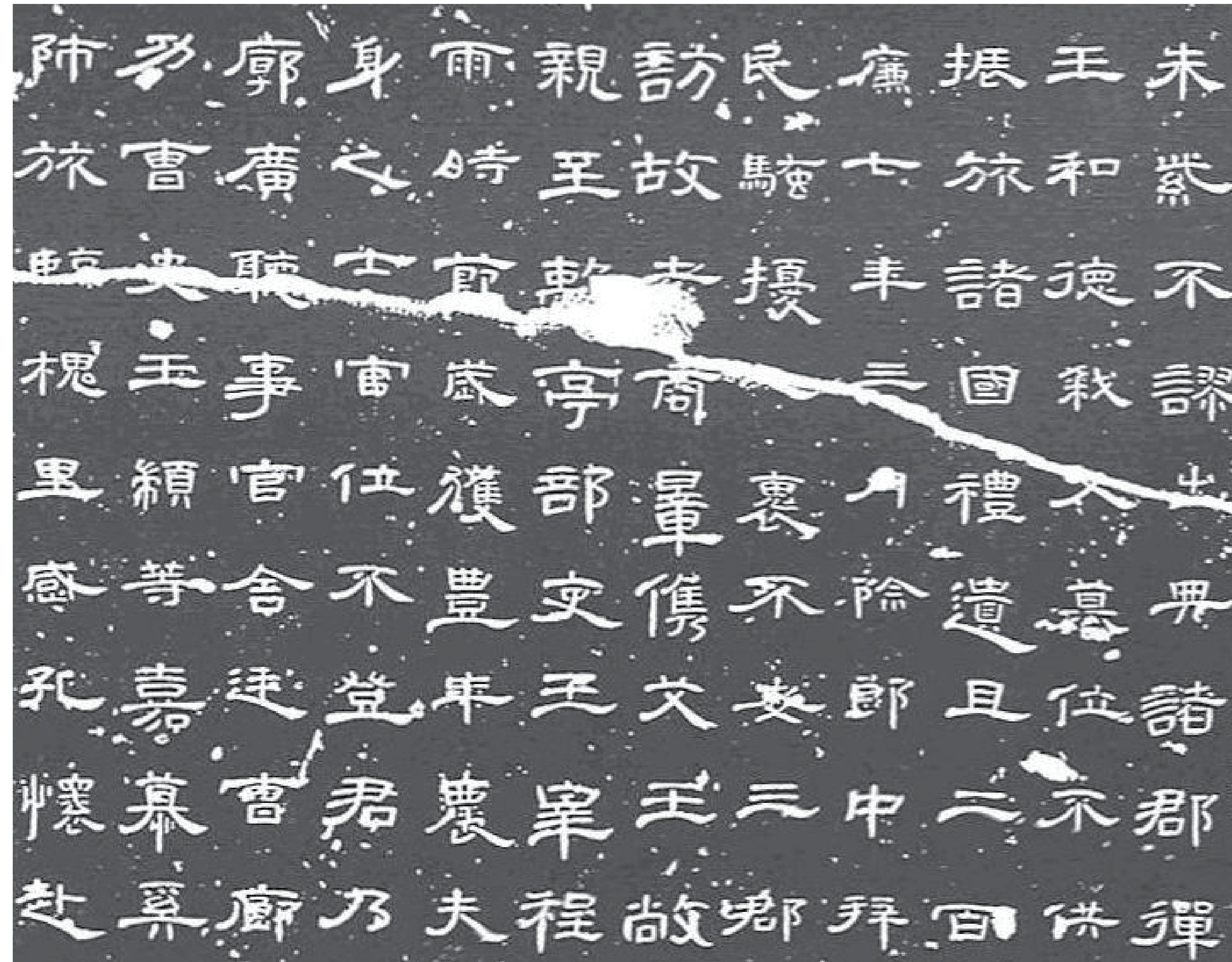
= ?

Meanwhile... in the East



Seal Script Inscription of Mountain Yi
219BC

History in the East



Clerical Script Inscription of Cao Quan
185AD

History in the East

切齒怒目橫向天
今生唯恨一劍敗

Seal Script

切齒怒目橫向天
今生唯恨一劍敗

Clerical Script

切齒怒目橫向天
今生唯恨一劍敗

Regular Script

切齒怒目橫向天
今生唯恨一劍敗

Semi-cursive Script

Two Independent Timelines of Movable Types



Bi Sheng
(990 – 1051)



Johannes Gutenberg
(1398 – 1468)

History of the Serifs

Garamond

Baskerville

Bodoni

Rockwell

Nng

Nng

Nng

Nng

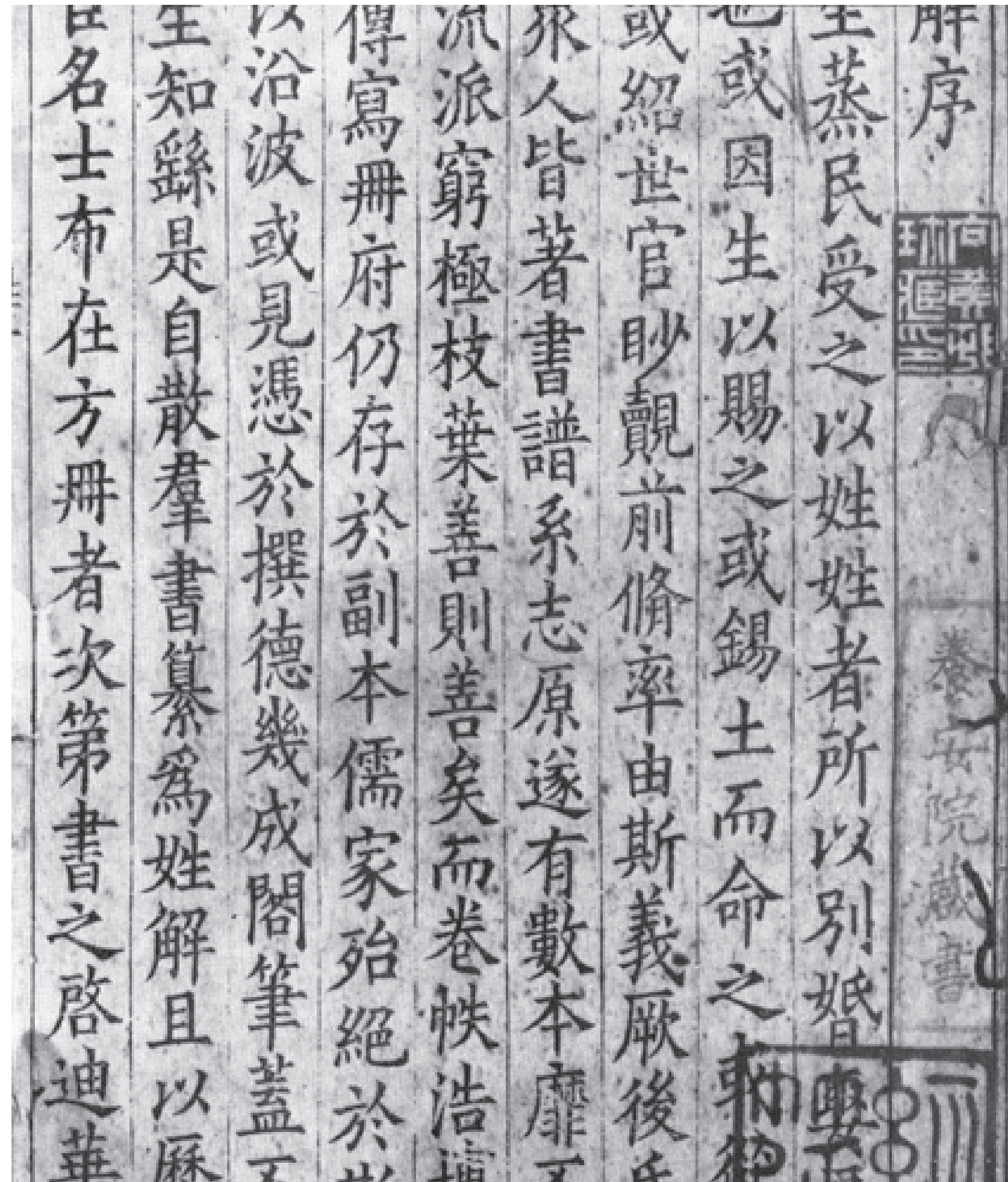
Old Style

Transitional

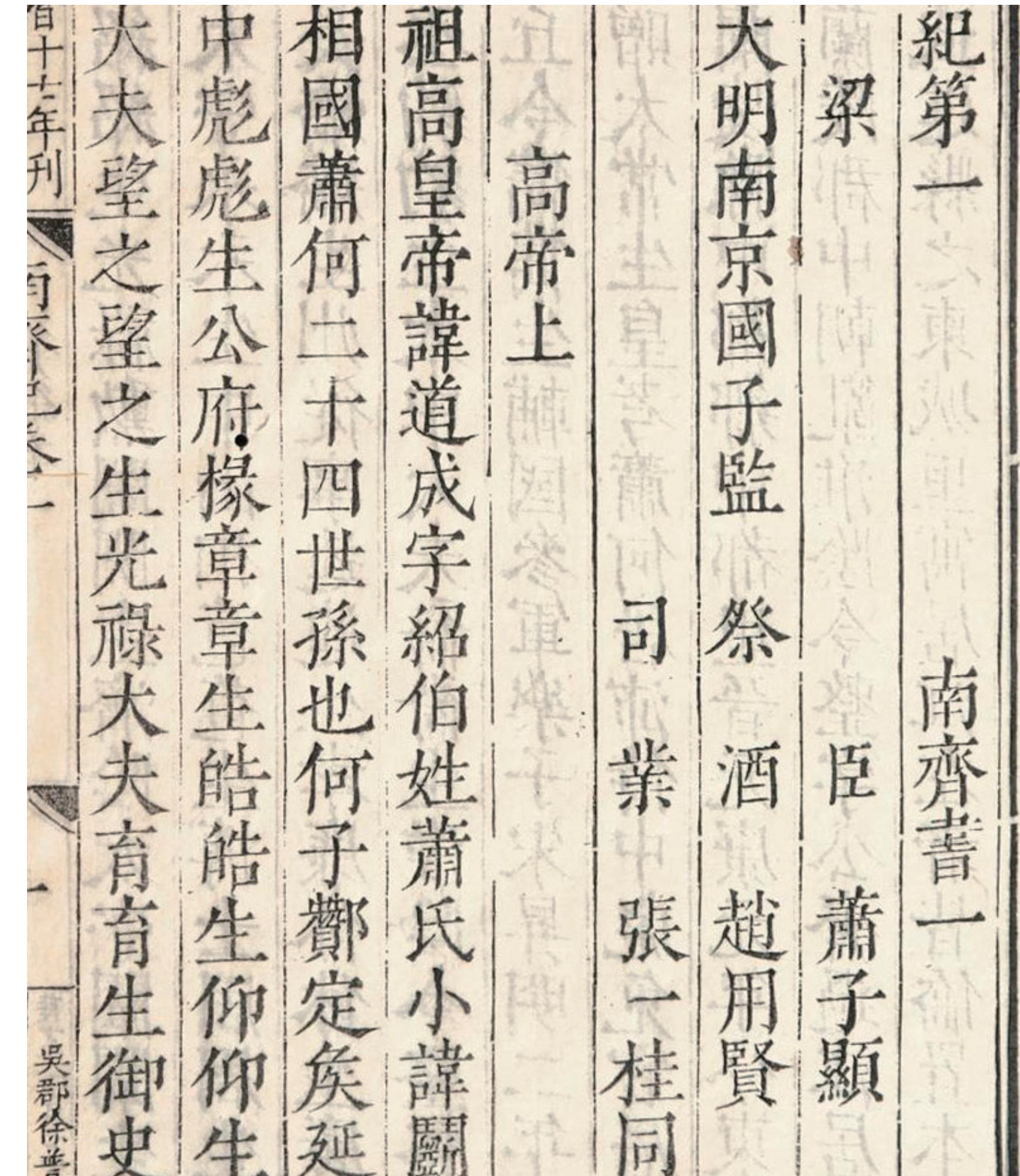
Didone

Slab Serif

History of Song(Mincho) Style

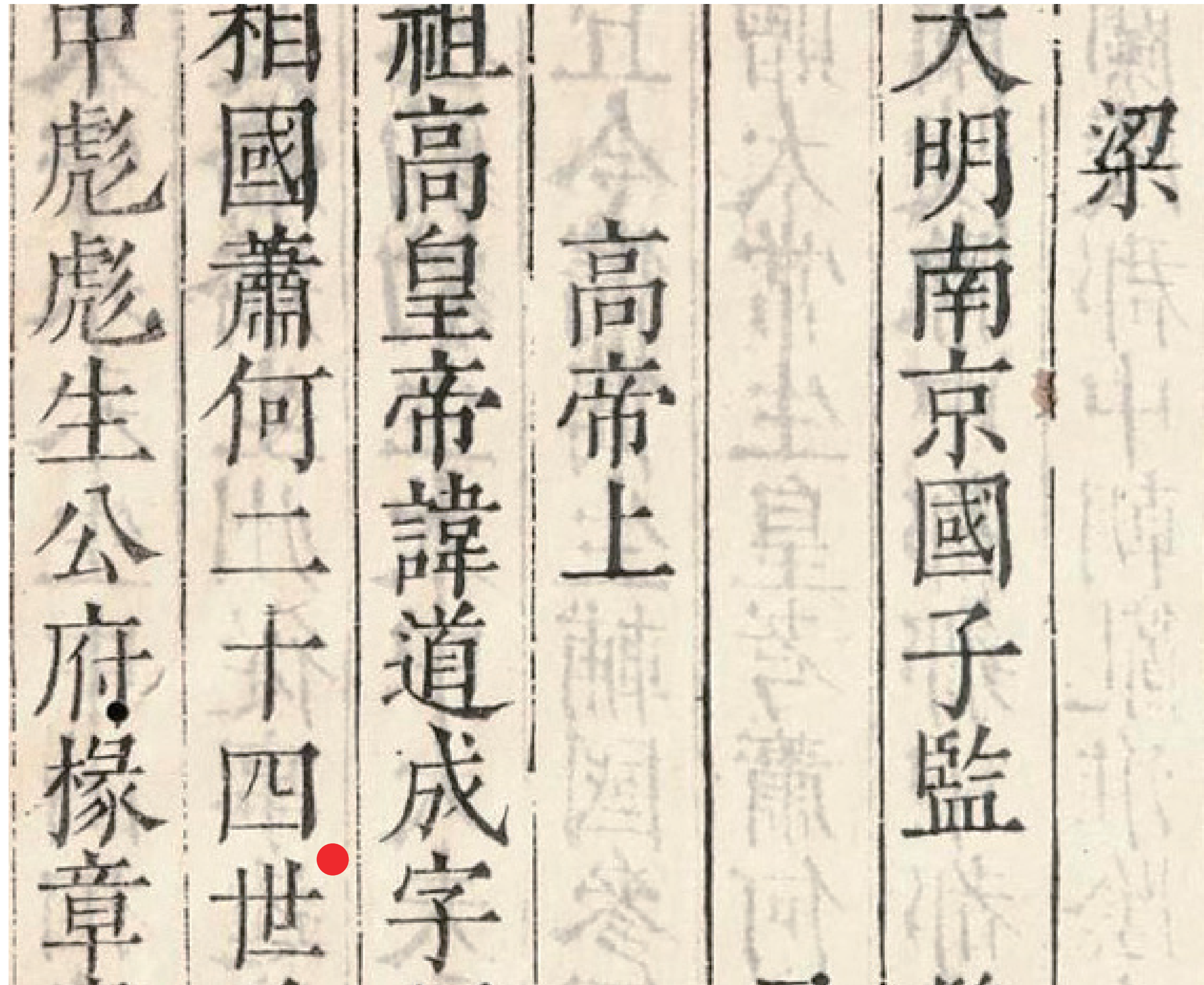


Book Sample in Regular Script
Song Dynasty



Book Sample in Song Style
Ming Dynasty

History of Song(Mincho) Style



Book Sample in Song Style
Ming Dynasty

世

Kozuka Mincho

**Different but
Similar History**

NET

世界

Minion

Kozuka Mincho

**Different but still
Similar History**

NET 世界

Avenir

Hanyi Qihei

Reduced Serif

NET

Optima

世界

ST Xihei

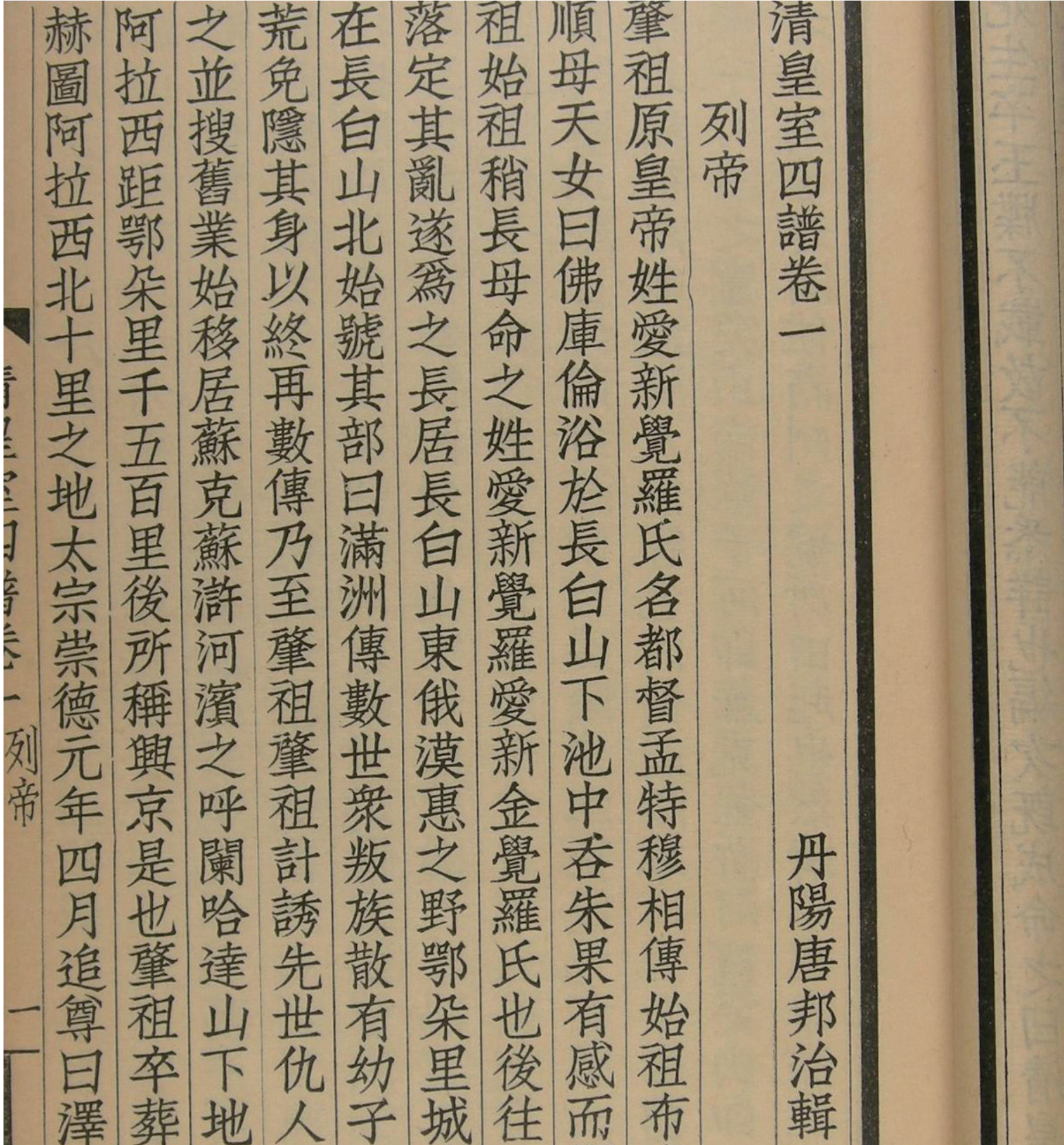
The Influence from Latin



Pinyin

A phonetic system for the Mandarin
pronunciations of Chinese characters

From Vertical to Horizontal



Book Sample in
Fangsong Style Types



Book Pages from
Oubun Shotai (Chinese ver),
Akira Kobayashi

This presentation is shown to you
in the typeface **Univers**, in remember of
the respected type designer

Adrian Frutiger.

Thank you.