

M M E T

MAKING
LANGUAGE

A Series of
Typographic Investigations

VISIBLE

Designed by
Erik Spiekermann

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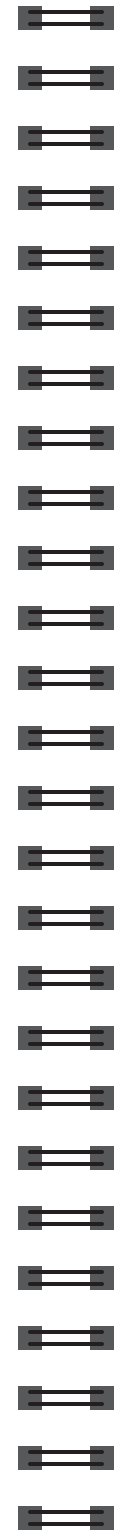
Humanistic
Sans
Serif
Type
Family

The Ohio State University
Department of Design

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S

- 1 Uppercase Letters
- 2 Lowercase Letters
- 3 Basic Glyphs
- 4 Basic Glyphs Italic
- 5 Complete Glyphs
- 6 Weights & Versions



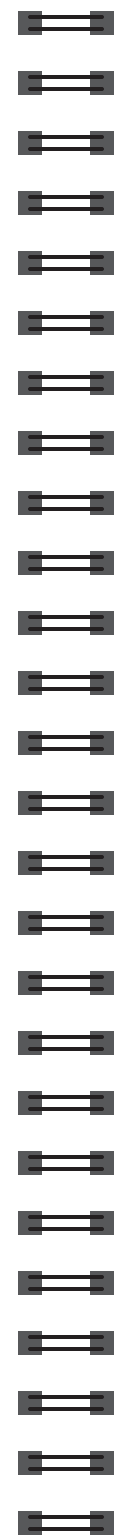
Meta Sans

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

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

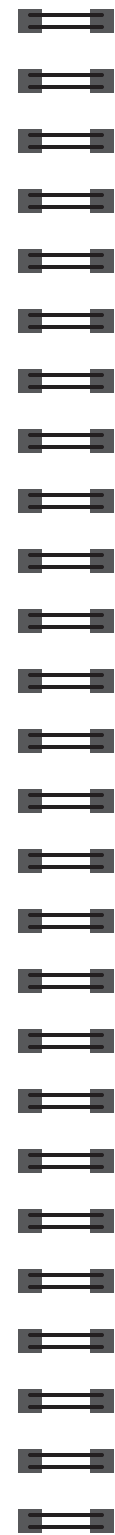
ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnop

qrstuvwxyz

1234567890



ABCDEFGHIJKLM

NOPQRSTUVWXYZ

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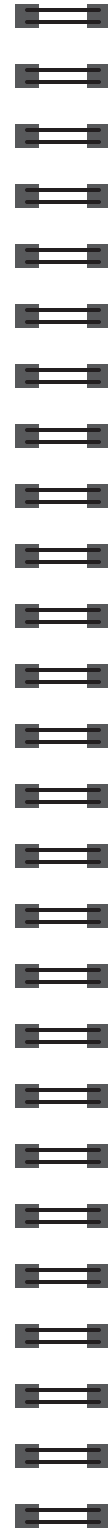
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T Y P O G R A P H I C
D E T A I L



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1 Abstraction

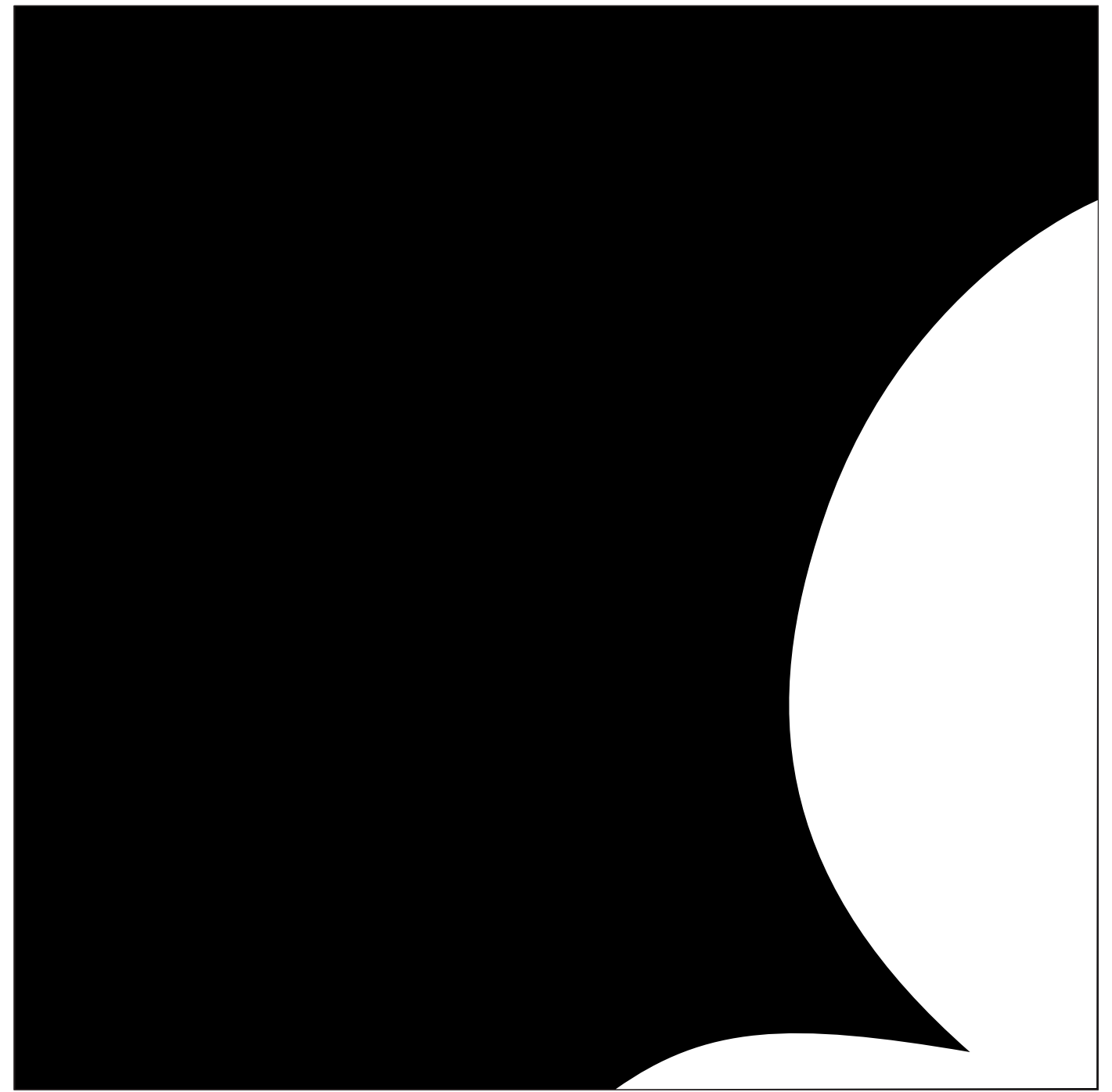
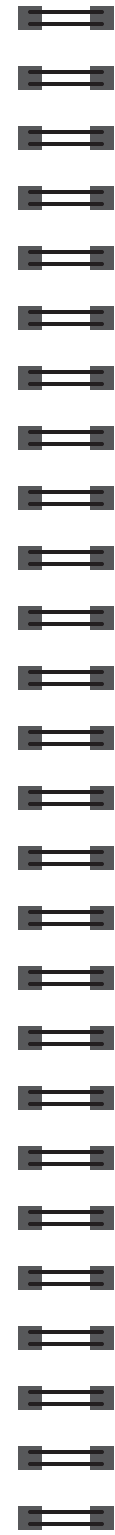
2 Clues

3 Distinction

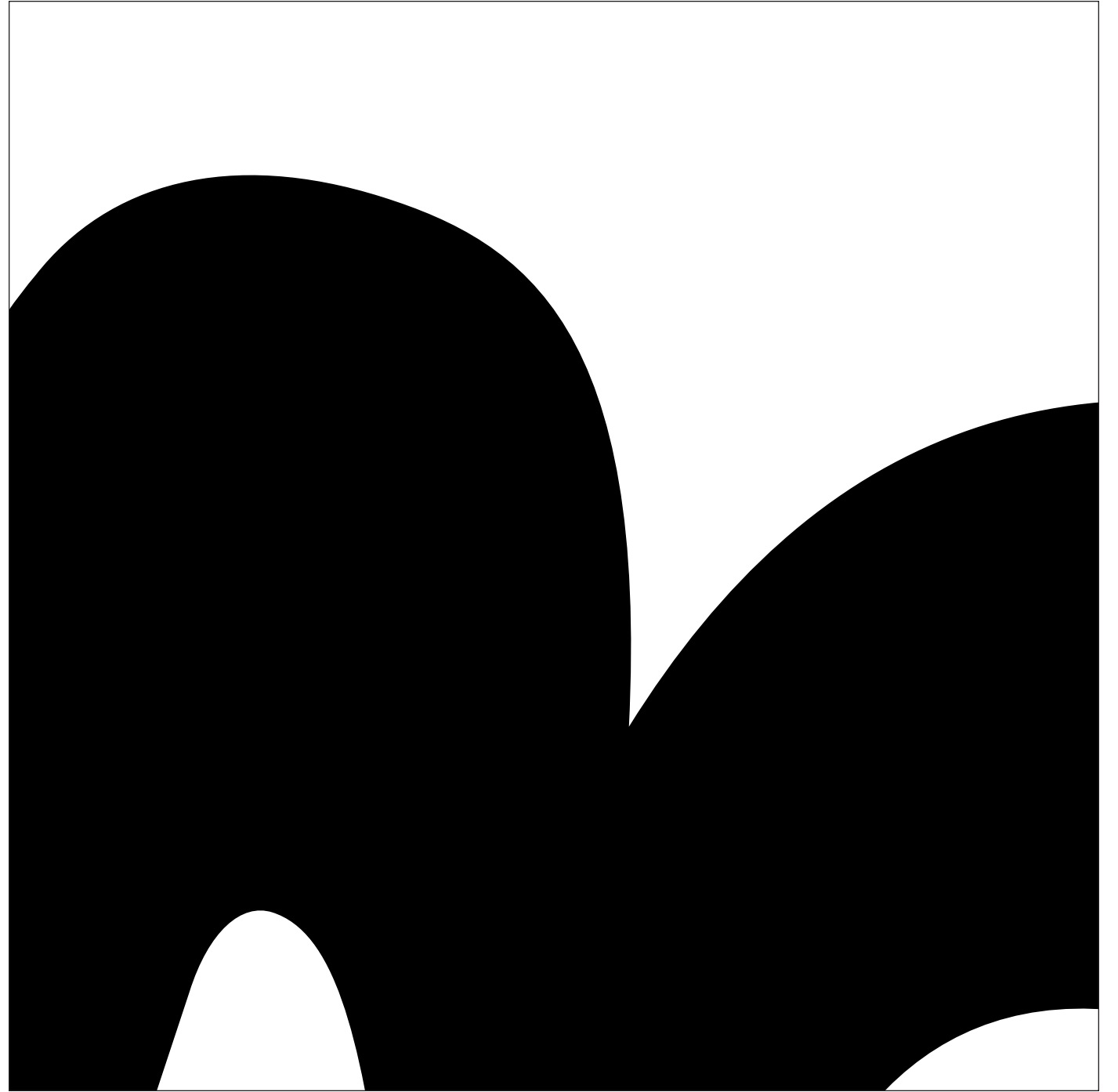
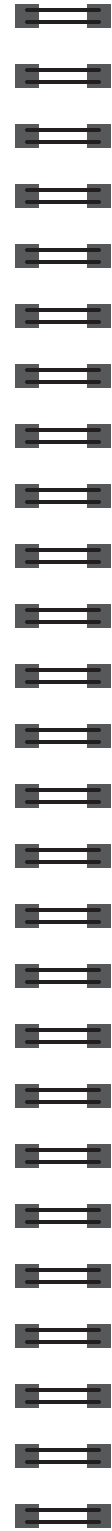
4 Reveal

5 Letterform Sequence

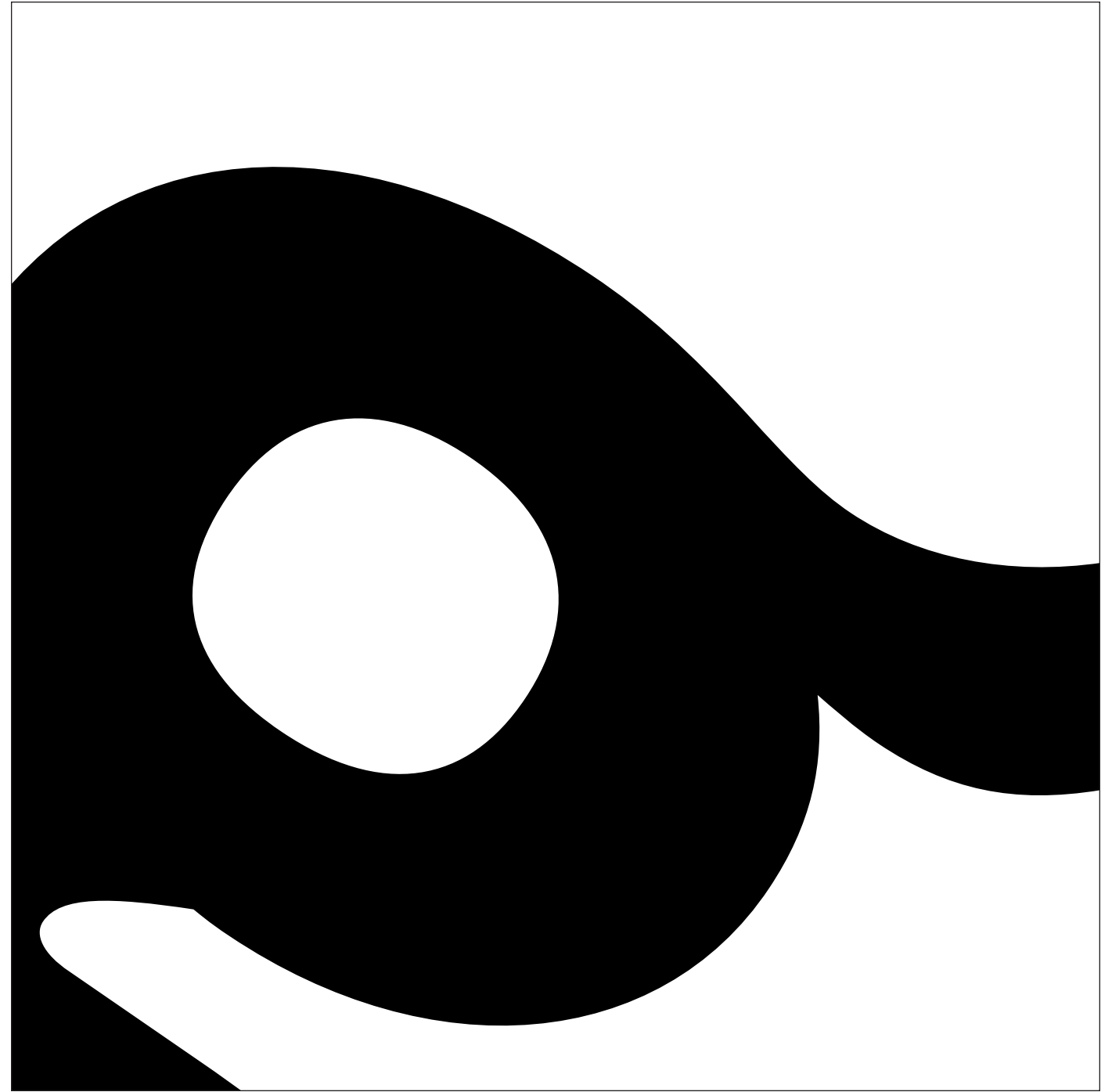
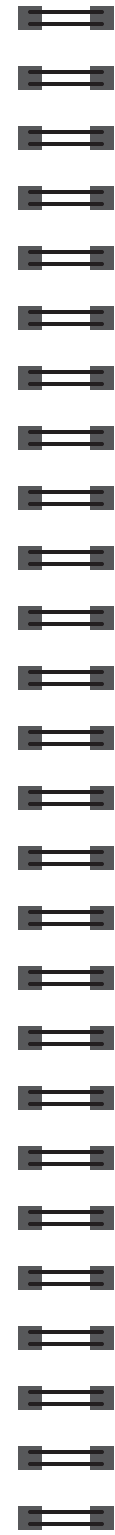
A B S
T R A
C T I
O N



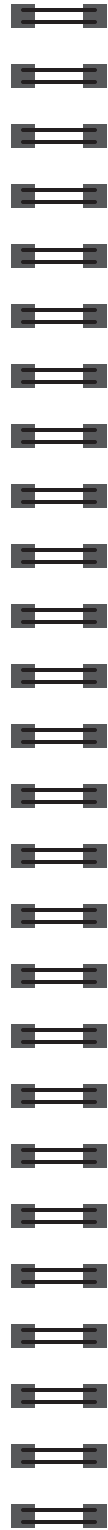
C L U
E S



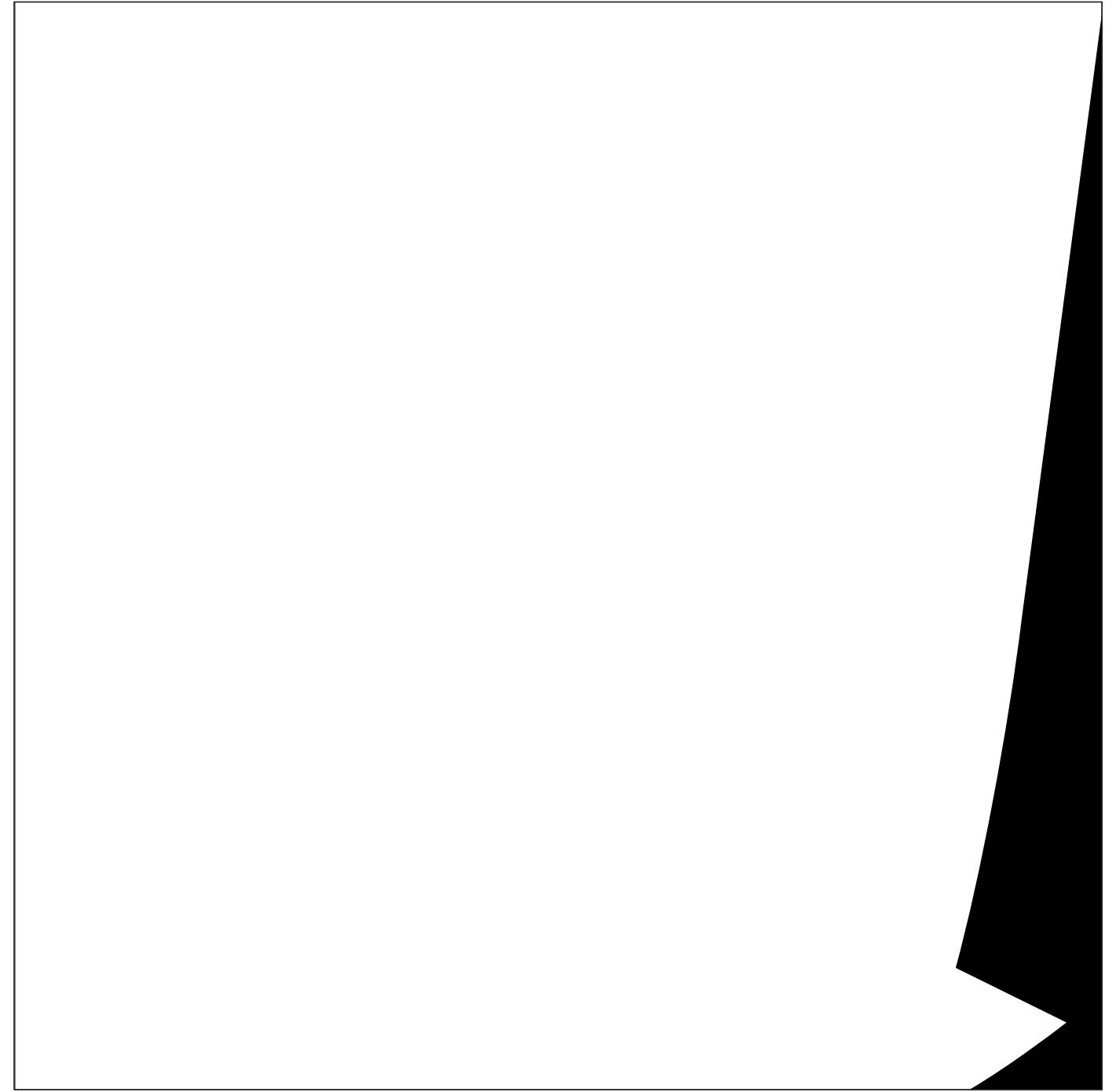
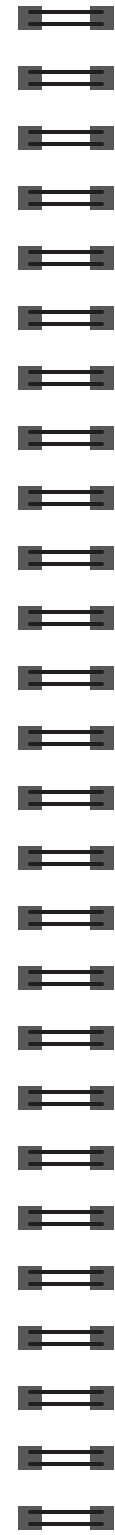
D I S
T I N
C T I
O N



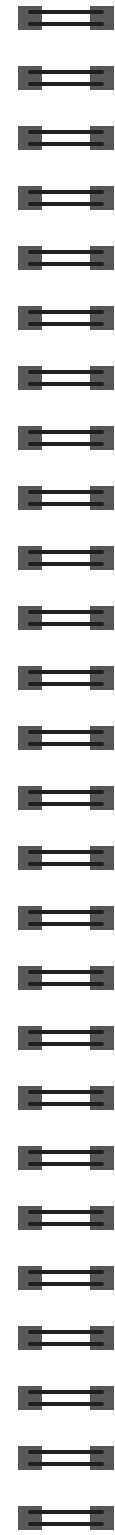
R E V
E A L



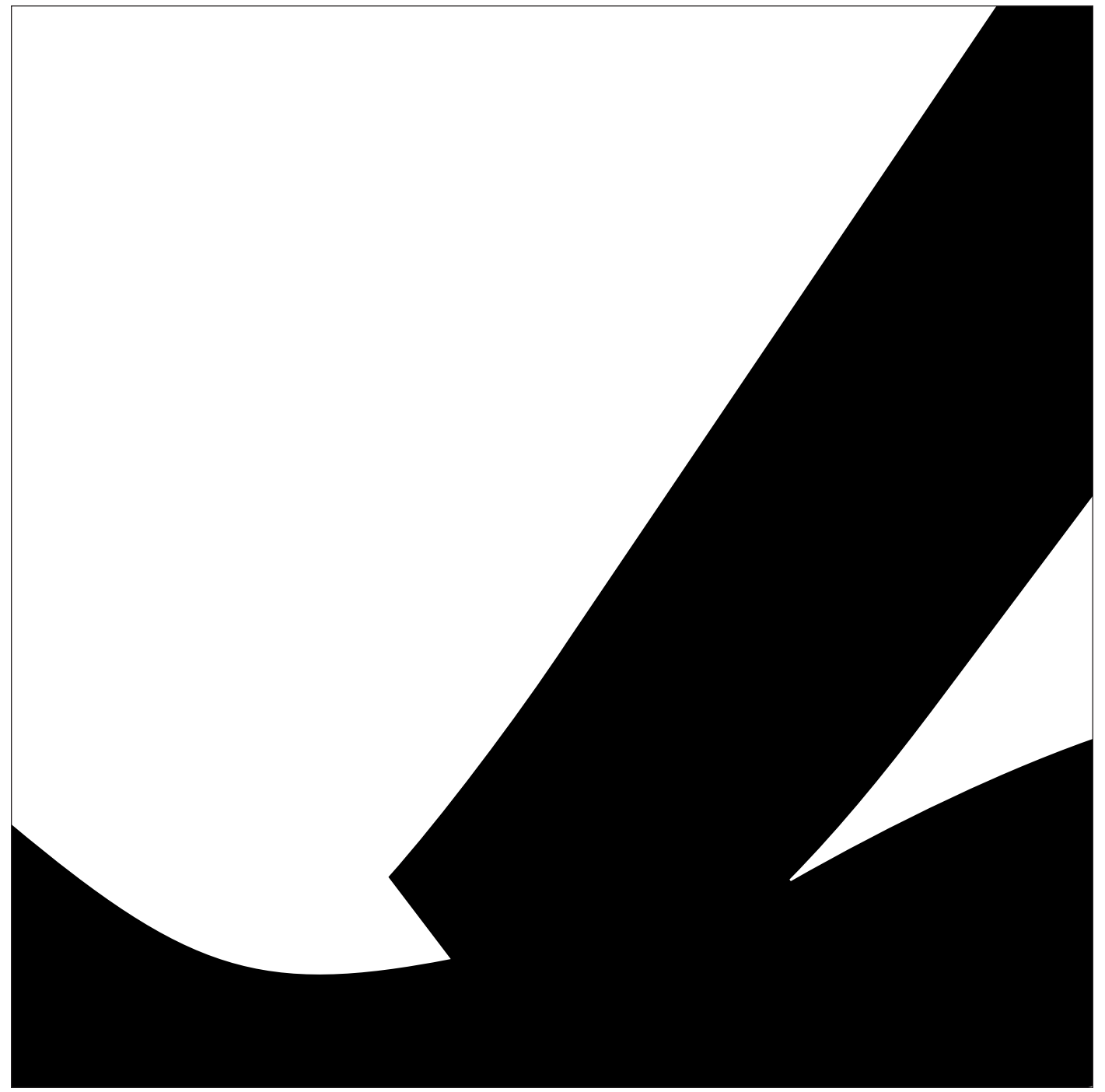
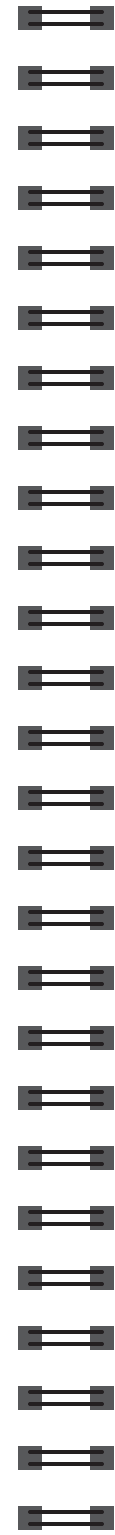
A B S
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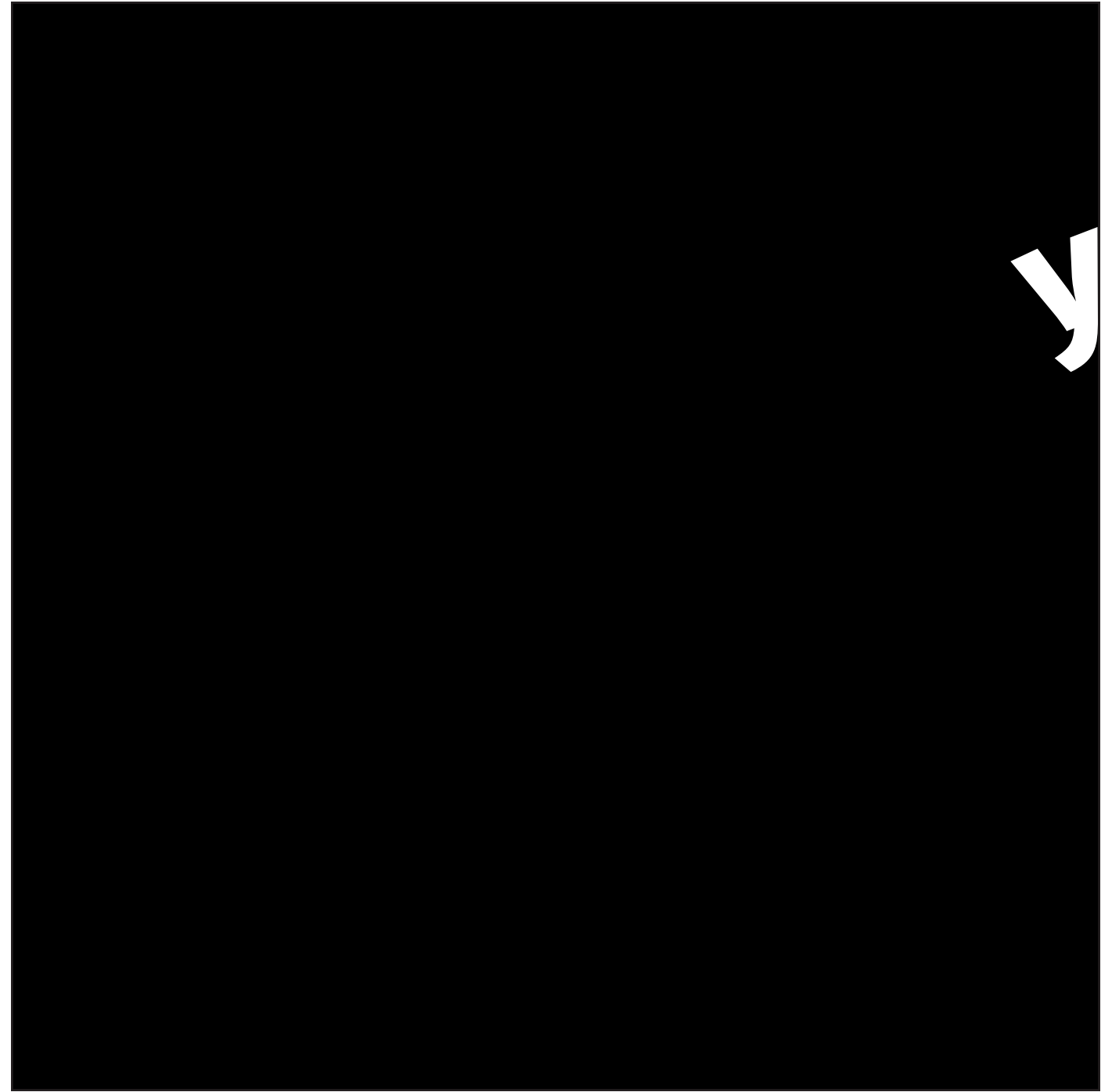
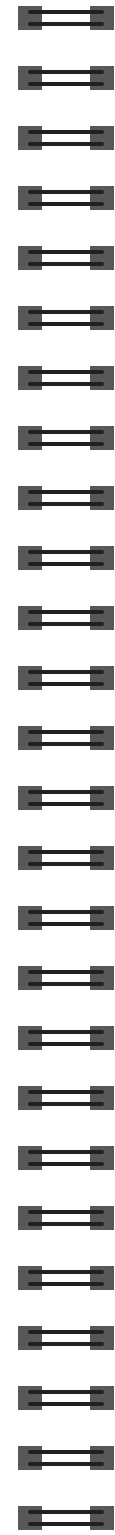
C L U
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E A L



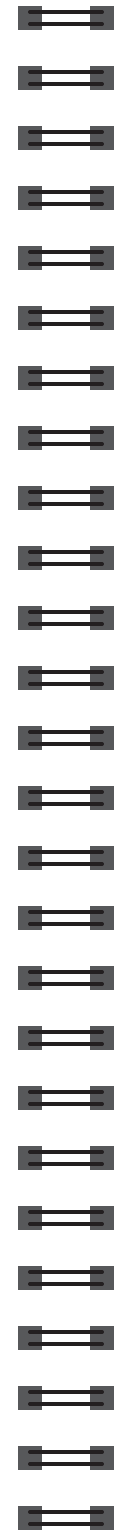
L E T T E R F O R M
S E Q U E N C E

Frame 1
Abstraction

Frame 2
Clues

Frame 3
Distinction

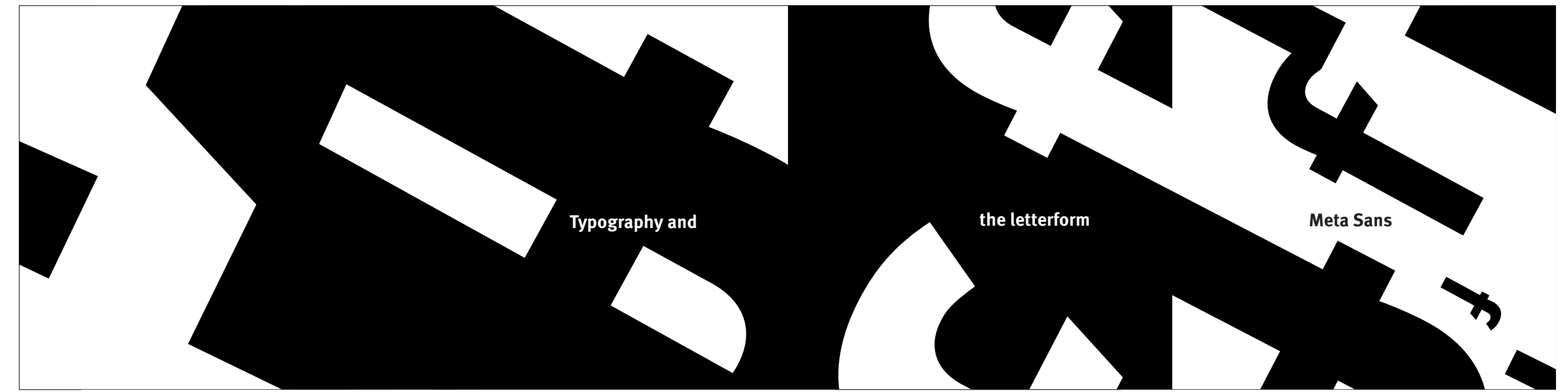
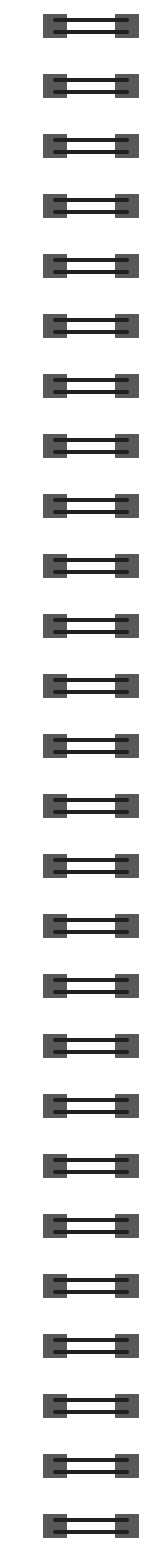
Frame 4
Reveal



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L E T T E R F O R M
S E Q U E N C E

- Frame 1
Abstraction
- Frame 2
Clues
- Frame 3
Distinction
- Frame 4
Reveal





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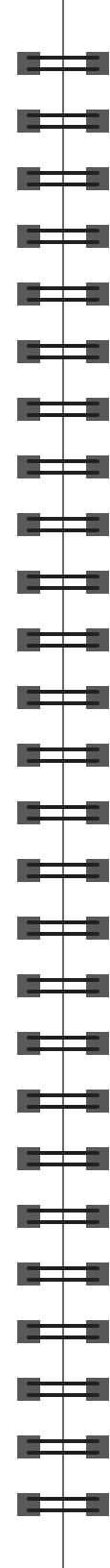
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T Y P O G R A P H I C
F O R M + C O U N T E R F O R M



R

S

- 1 Combine two black glyphs. Combine one black and one white glyph.
- 2 Combine one sans serif glyph with one serif glyph.
- 3 Combine one closed in counterform glyph with a geometric shape.
- 4 Combine two closed in counterform glyphs with a geometric shape.

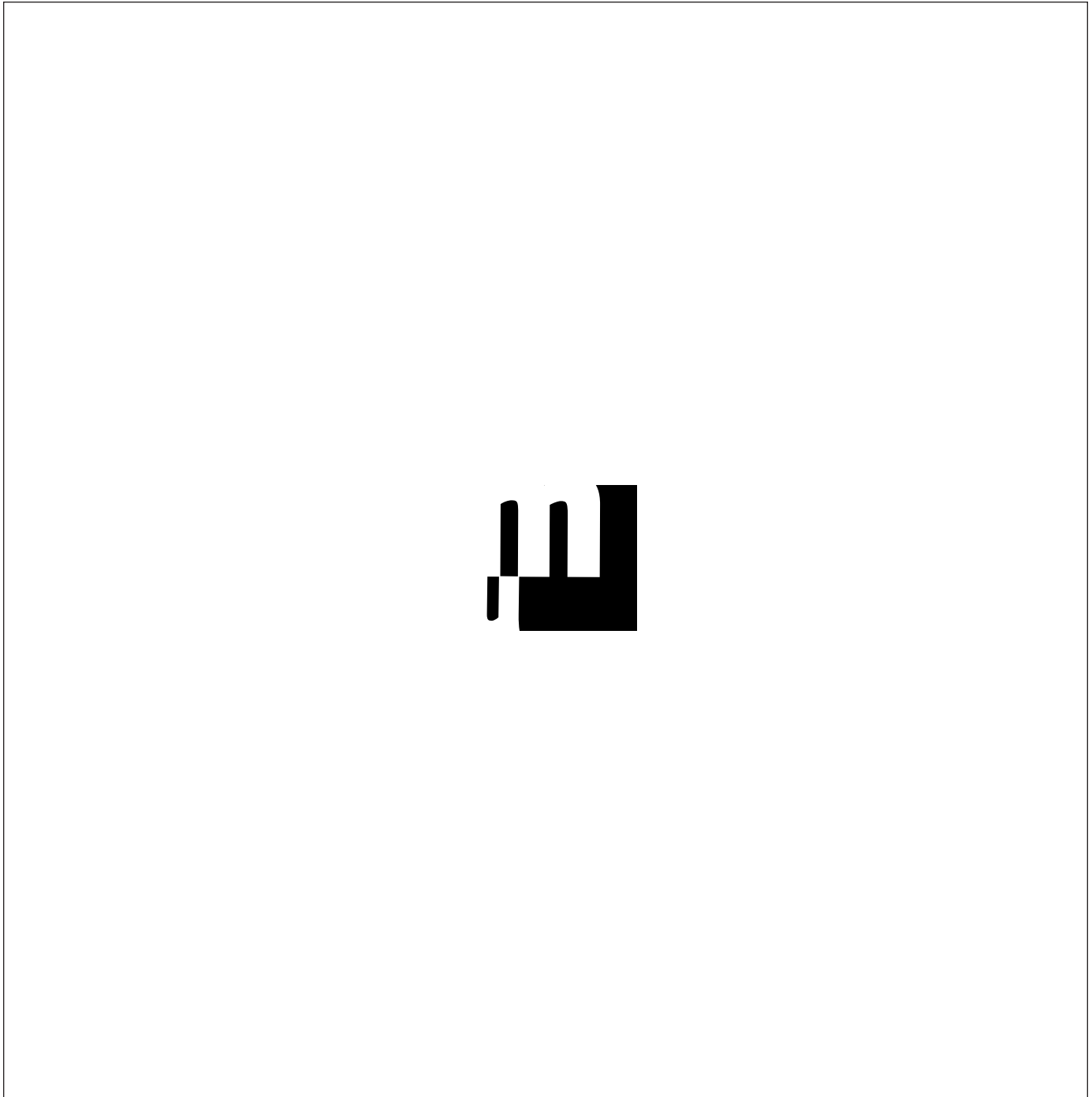
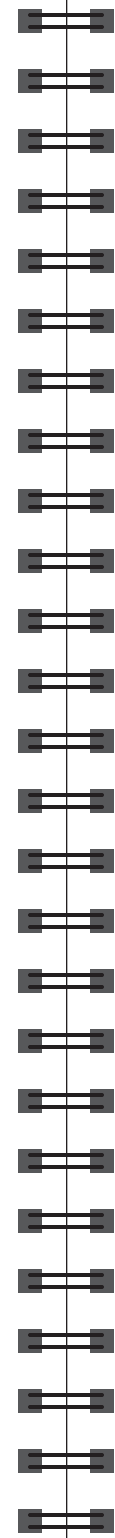
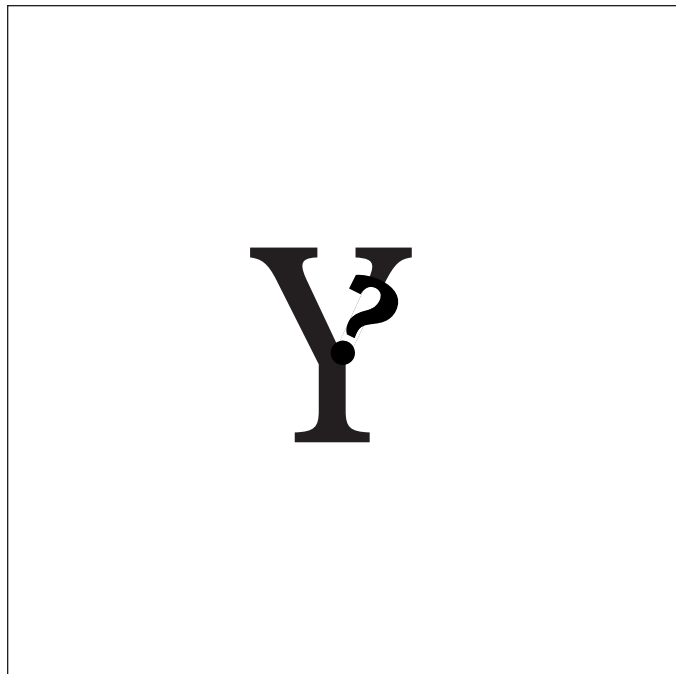
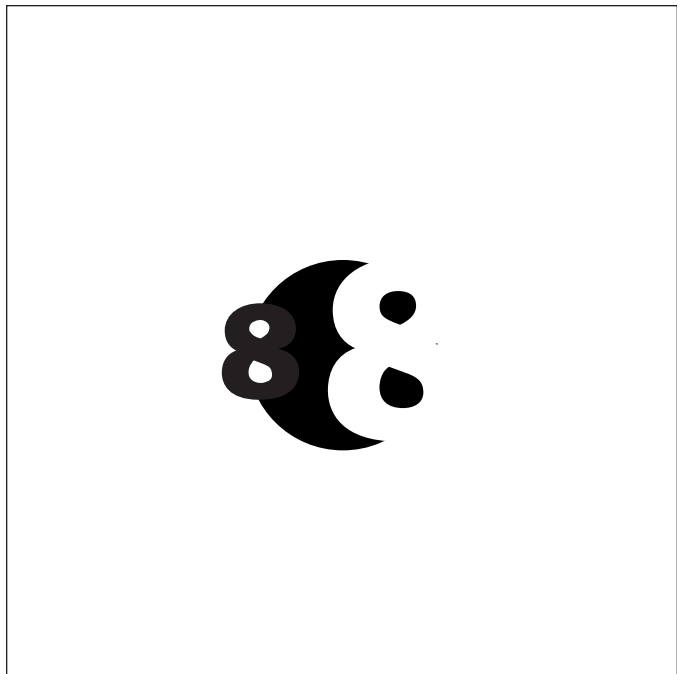
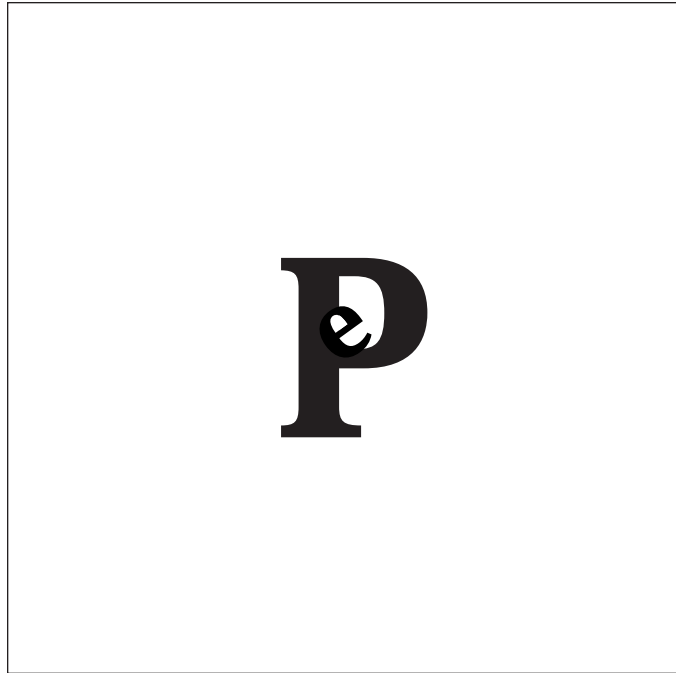
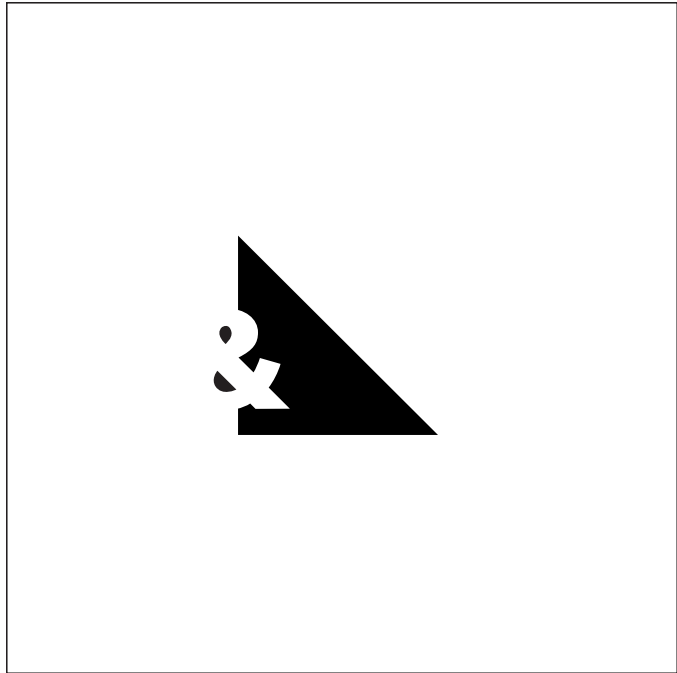
mf

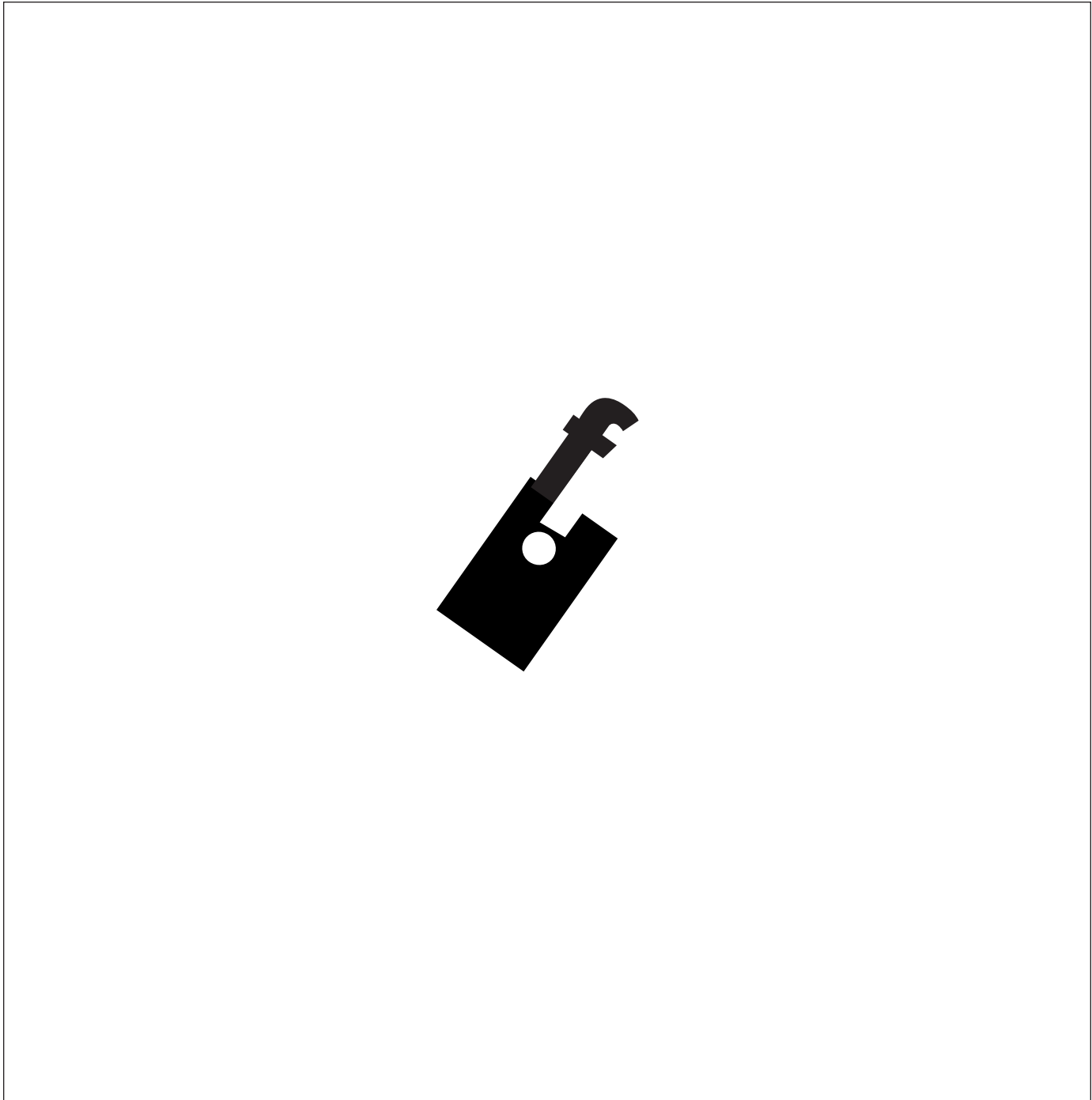
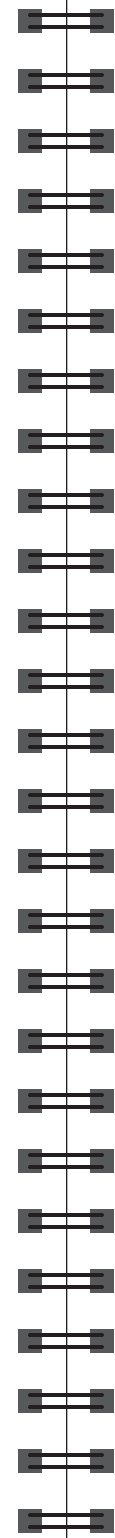
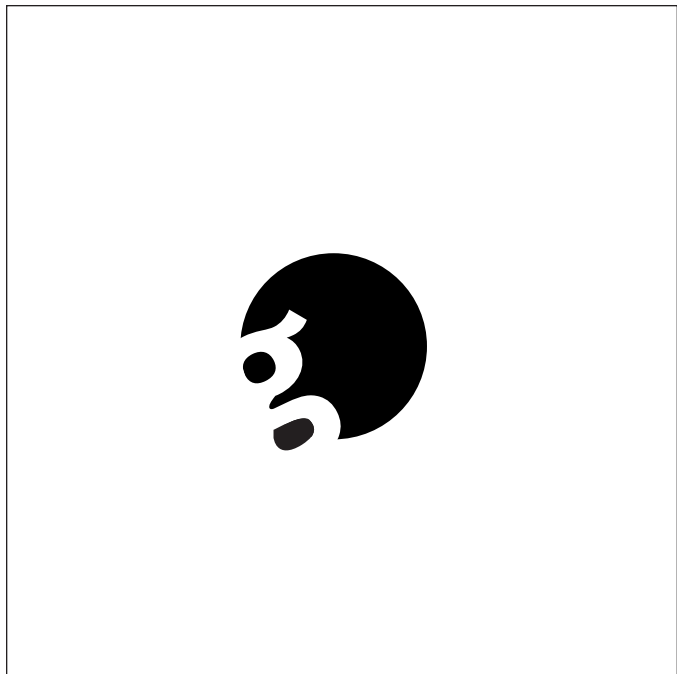
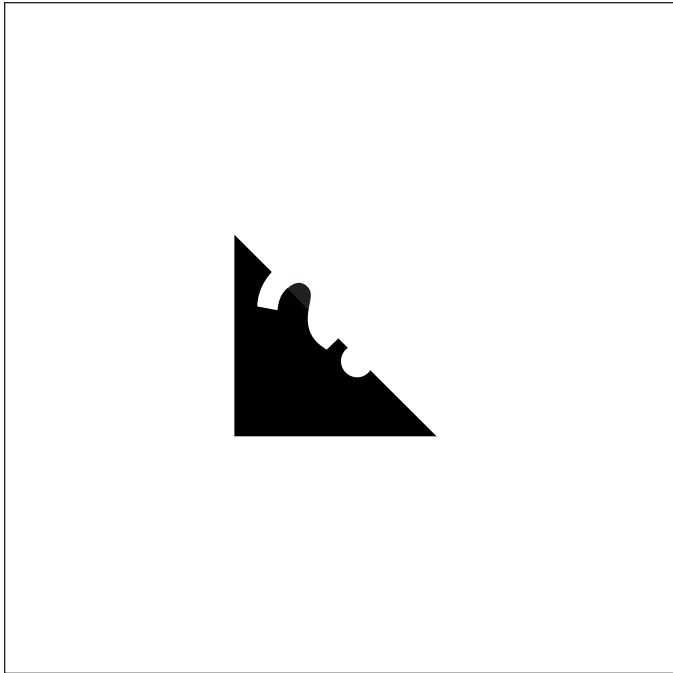
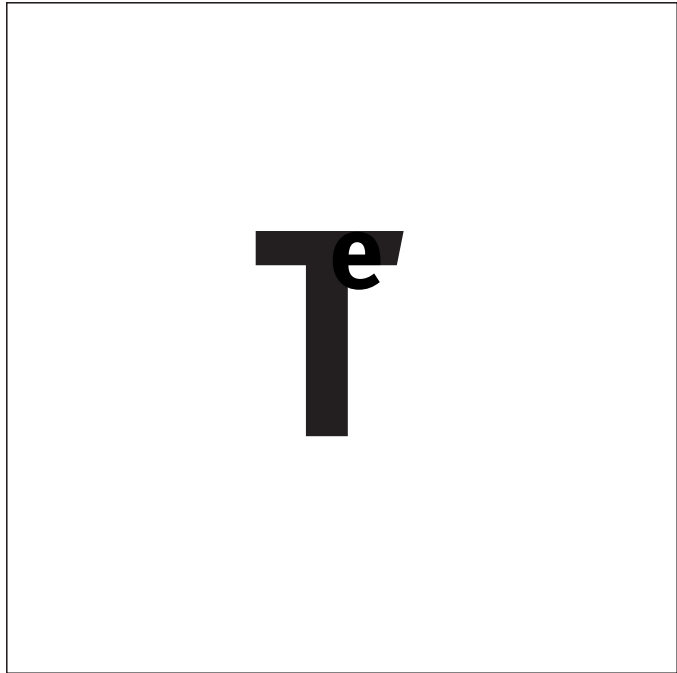
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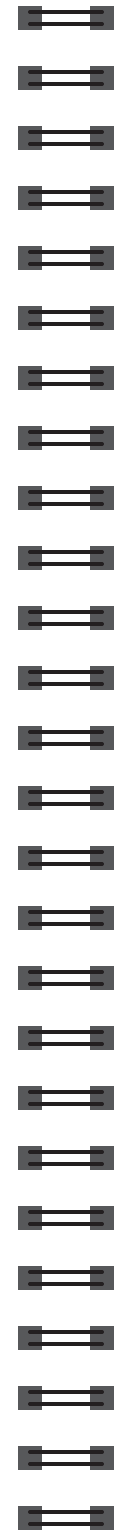
↶ Uppercase



↷ Typographic Anatomy

↷ Typographic Structure

S



METASANS

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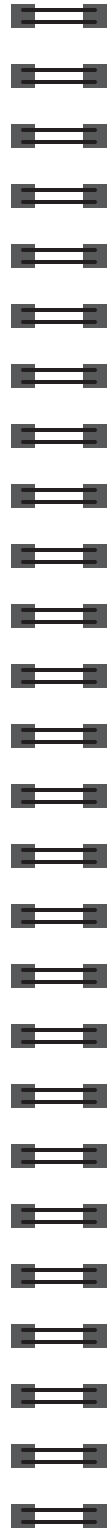


cap height

x-height

baseline

Handgloves



cap height

x-height

baseline

Handgloves

01 Crossbar	06 Counter	11 Counter
02 Bowl	07 Ascender	12 Crotch
03 Terminal	08 Link	13 Arm
04 Arc	09 Ear	14 Eye
05 Stroke	10 Stroke	15 Spine



S

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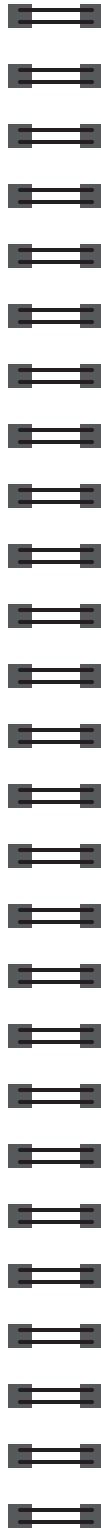
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Composition

Hierarchy

Meaning

Structure

Iteration

**One Size. One Weight.
Horizontal Baselines.**
12pt / regular weight /
roman version / b+w /

**One Size. One Weight.
Orthogonal Baselines.**
12pt / regular weight /
roman version / b+w

**One Size. Two Weights.
Horizontal & Orthogonal
Baselines. +Circle**
12pt / regular & bold /
roman version / b+w

**One Size. Two Weights.
Two Versions. Orthogonal
Baselines. +Rules**
12pt / regular & bold /
roman & italic / b+w

E

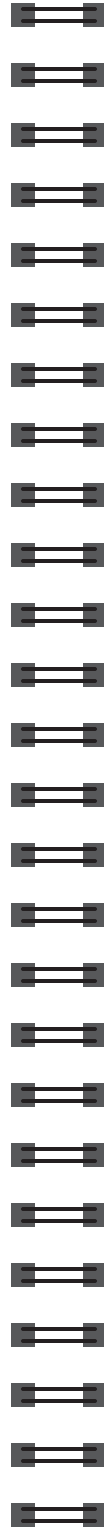
S

Making Language Visible Meta
A series of Typographic Investigations
Humanistic Sans Serif Type Family
15 of 16
Designed by Erik Speikermann 1991
The Ohio State University
08.2021

MAKING LANGUAGE VISIBLE A series of
Typographic Investigations 15 of 16
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Sans Serif
Type Family
Designed by Erik
Speikermann 1991
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Making Language Visible
Making Language Visible

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L A N G U A G E

V I S I B L E

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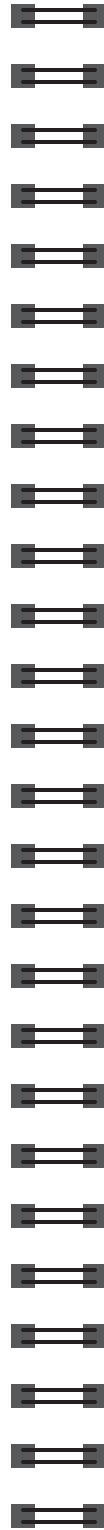
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Designed by
Erik Speikermann
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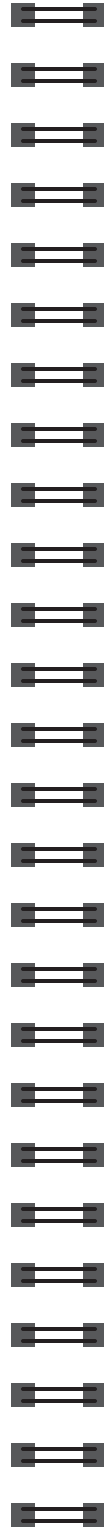
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Department of Design
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Making Language Visible
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Making Language Visible

Making Language Visible
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 Making Language Visible

A series of Typographic
 Investigations
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A Humanistic
 Sans Serif
 Type Family

Designed by
 Erik Speikermann
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MAKING LANGUAGE VISIBLE

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A series of Typographic Investigations
15 of 16

A Humanistic Sans Serif Type Family

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Autumn 2021

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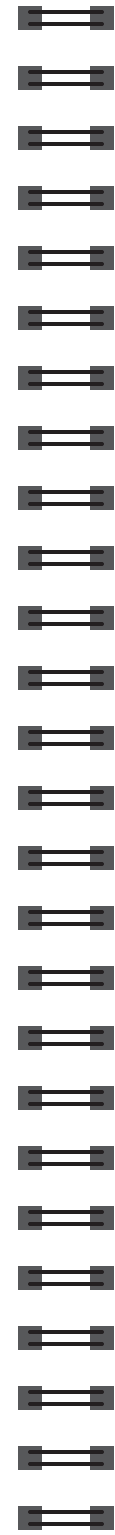
M E T A

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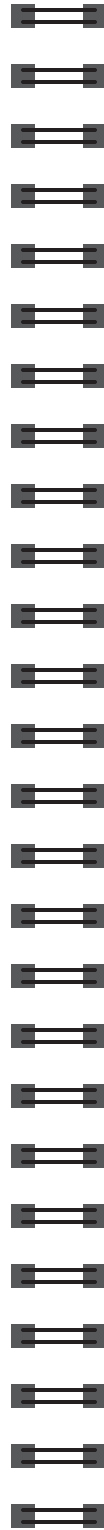
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S

Composition

Hierarchy

Meaning

Structure

Iteration

**Two Sizes. Two Weights.
Two Versions. Rules.
Horizontal & Orthogonal
Baselines. Gray Values.**

12pt. / regular & bold /
roman & italic / gray values

Second size x-height
matches 12pt text cap
height **or** Second size cap
height matches 12pt text
x-height **or** Second size to
the designers discretion

**Two Sizes. Two Weights.
Two Versions. Horizontal
& Orthogonal Baselines.**

12pt text / regular & bold
roman & italic / b+w

Second size x-height
matches 12pt text cap
height **or** Second size
cap height matches 12pt
text x-height

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A series of
Typographic
Investigations

15 of 16

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LANGUAGE
VISUAL

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Speikermann

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LANGUAGE	15 of 16		1 9 9 1	08 2021
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1991

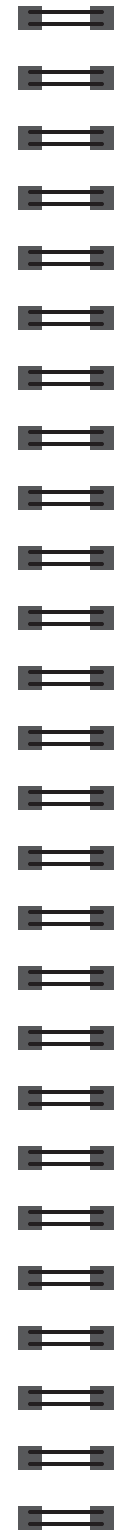
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VISUAL



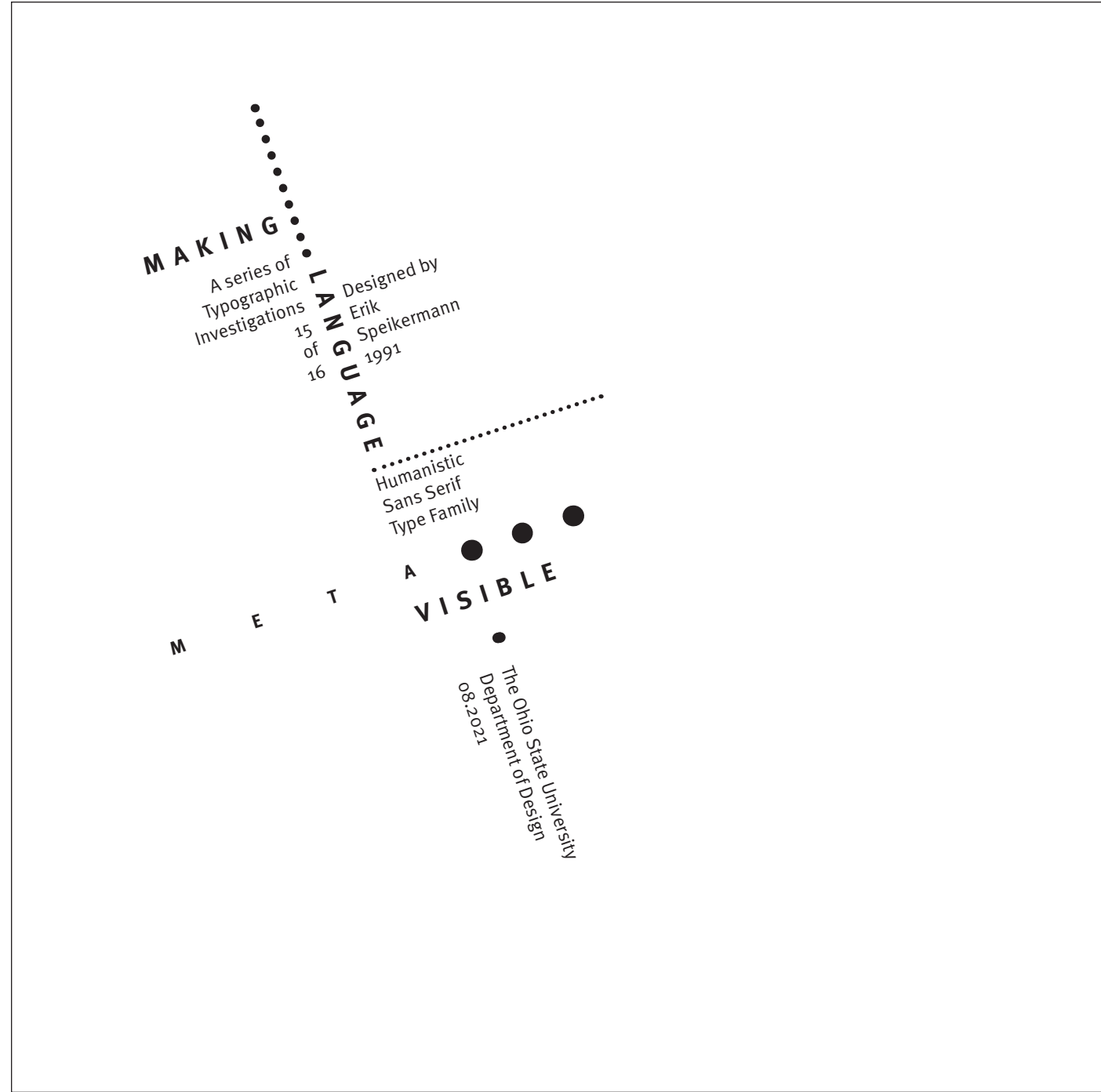
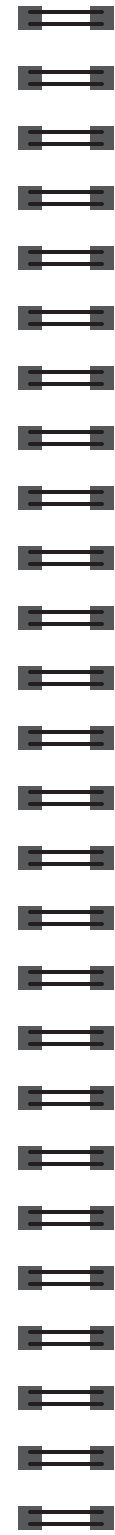
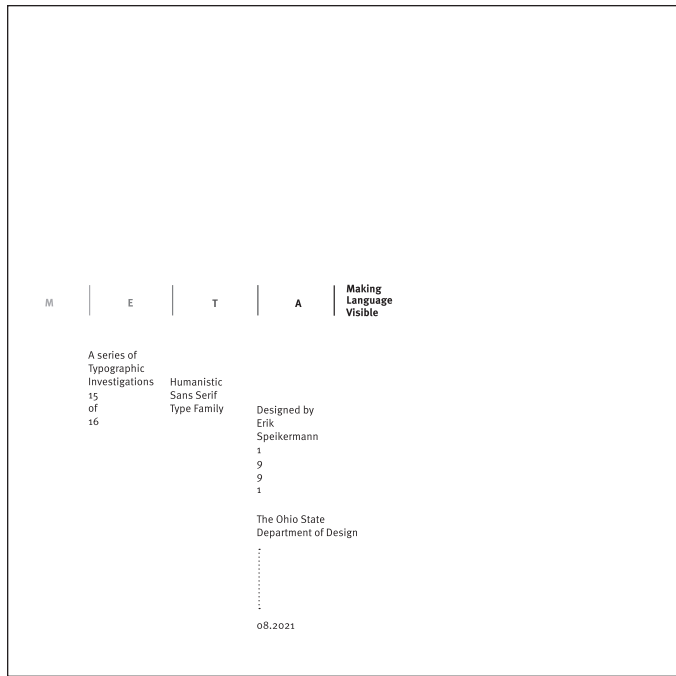
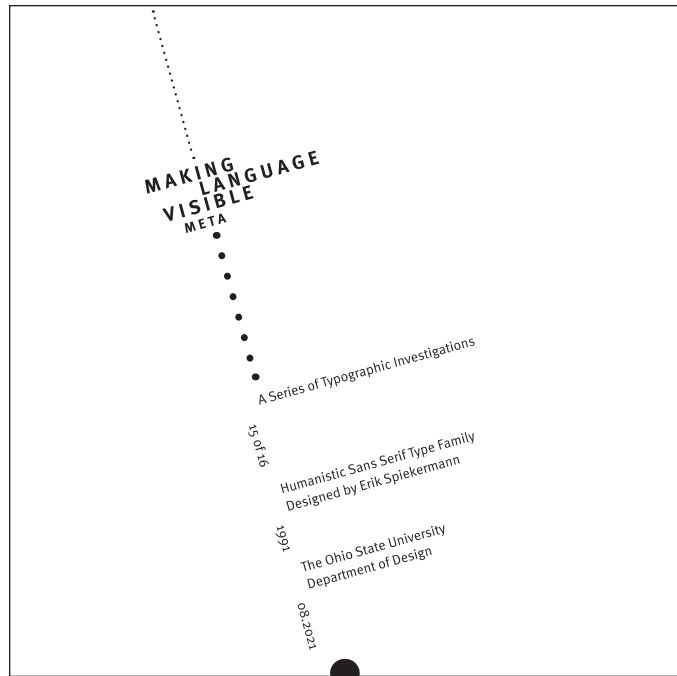
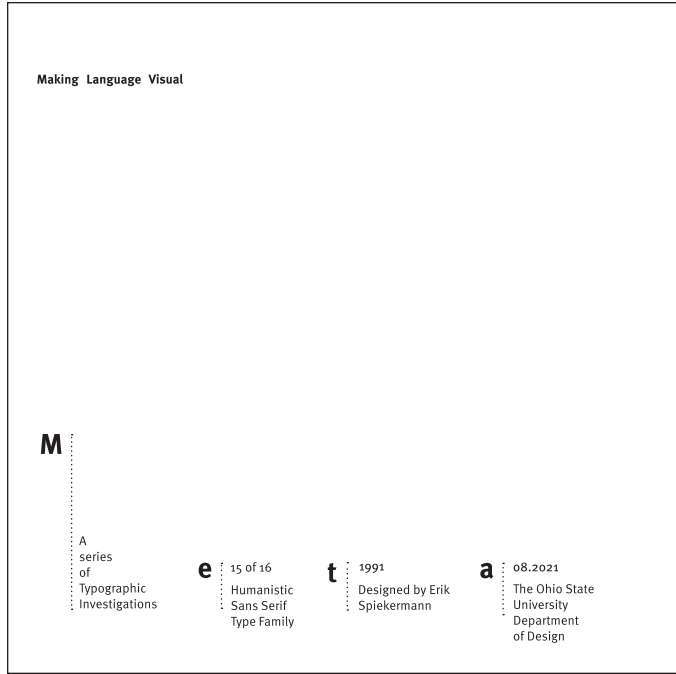
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LANGUAGE
VISIBLE

A
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Investigations

15 Humanistic
of Sans
16 Serif
Type
Family

Designed
by
Erik
Speikermann
1991

The
Ohio
State
University
Department
of
Design
08
2021



Lilyana Bryan
Designer

S

Typography Design
3 5 0 3

Keith Novicki, Instructor
2 0 5 + 2 0 6
Hayes Hall

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Autumn
2 0 2 0
W+F 1:00-3:40pm

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The Anatomy of Type:
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100 Typefaces
by Stephen Coles

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Rob Carter

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Email
bryan.308@osu.edu

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DESIGN
3 5 0 3

1 0 5
Hayes Hall

1 0 8
North Oval Mall

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4 3 2 1 0 - 1 3 1 8
Columbus, Ohio
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