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College
Graphic Design
ART160
Typographic
Form & Function
Spring 2023

ROCKWELL

a type specimen book

Rockwell's work
was dismissed by
serious art critics
in his lifetime.

which
tend
toward
idealistic or
sentimentalized
portrayals of
American life.

rats quickly
ch box.

rats quickly
ch box.

urats quickly
ach box.

Twelve ziggu
jumped a finc

Twelve ziggu
jumped a finc

Twelve zigg
jumped a fin

Rockwell Standard is a
geometric slab serif font,
which was a popular style
in the early to mid 30s.
It is known for its
distinctive angular
terminals, clipped serifs,
and homogeneously thick strokes.
It is primarily used as a display font
rather than a body text due to its
heavy appearance.

Rockwell Standard is part of the Rock-
well family of fonts,
which were designed in 1934 by English
type foundry and
typewriter manufacturer
Monotype Imaging.
The font family was developed
by a team supervised by
Frank Hinman Pierpoint,
an engineer and
typeface designer.
Pierpoint supervised
the development of many
of the foundry's fonts;
including Plantin, a precursor
to Times New Roman.

NAME:
Rockwell Std

ORIGINAL DESIGNER:
Frank Hinman Pierpoint

TYPE FOUNDRY:
Monotype Imaging

YEAR RELEASED:
1934

CLASSIFICATION:

slab serif

regular

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
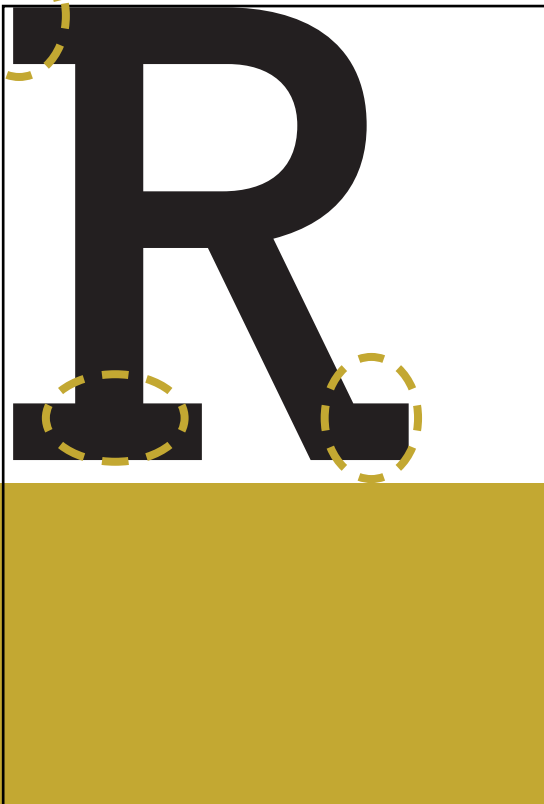
R
rockwell standard

R
clarendon urw

R
museo slab 900

R
Adelle

font comparison

Rockwell is a slab serif font.
Slab serifs
are characterized
by their thich,
block-like serifs

Characteristic
slab serifs

R

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

&@?!#$*%"

ÂÄÀÅÃ

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ÉÊËÈ

ð×©®ł€ž

regular

condensed

bold condensed

light

light italic

italic

bold

bold italic

special characters

Rockwell Std-
Rockwell Std-
Rockwell Std-
Rockwell Std-
Rockwell Std-
Rockwell Std-
Rockwell Std-
Rockwell Std-

1

anatomy

Handglovery

cap height

uppercase

lowercase

ascender

shoulder

terminal

stem

eye

bar

aperture

loop

neck

axis

vertex

bowl

serif

foot serif

counter

baseline