Garamond

Garamond is part of the Aldine Roman pattern, which also includes Jenson, and Bembo. This group traces its roots back to 1495. The Garamond typeface was created by French type designer Claude Garamond in 1540. He was the first designer to create typefaces to sell rather than designing them only for his own use. It was widely used over the next 200 years, but then fell out of favor as more modern designs were introduced in the 18th century. Garamond returned to favor in the early 20th century with the advent of mechanical typesetting and the movement to revive traditional type faces.

InDesign comes loaded with three versions of Garamond: Garamond, **ITC Garamond** and Adobe Garamond Pro. Though all are similar the Adobe face uses larger rounded serifs and has a bigger x height.

Garamond gives documents a classic, formal look. It can be used as either a body type or a display type. It denotes a sense of class and provides a good alternative to Times New Roman.

Type history research from *Type and Typography* by: Phil Baines and Andrew Halsam