

TRAJAN

THE OLDEST FONT

EST. 1989



T TRAJAN

AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ
RR SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9

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KK LL MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9

THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.



TRANA





A tall, fluted stone column with a bronze statue of Emperor Trajan on top. The column is set against a light beige background.

ROMAN CAPITALS

SUPREME PLACE

READABLENESS
AND BEAUTY

BEST FORMS

GRANDEST &
MOST IMPORTANT

OH ROMAN CAPITAL,
OH ROMAN CAPITAL,
YOU'RE BEAUTY
CANNOT COMPARE

OH ROMAN CAPITAL,
OH ROMAN CAPITAL,
YOU'RE MOST GRAND
AND MOST FAIR

OH TRAJAN,
OH TRAJAN,
ALL SUPREME YOU REIGN

OH TRAJAN,
OH TRAJAN,
I CANNOT COMPLAIN



TRAJAN

A SERIF TYPEFACE DESIGNED IN 1989 BY
CAROL TWOMBLY FOR ADOBE

MANY TRIED TO COMPARE, BUT
NONE COULD COMPETE

Weiss
by Emil Rudolf Weiss

FORUM TITLE
by Frederick Goudy

Hadariano
by Frederick Goudy

TRAJANUS
by Warren Chappell

Inspired by Roman square capitals, Trajan is a serif typeface designed in 1989 for Adobe by Carol Twombly. The Trajan typeface gets its name from Trajan's Column which is located in Trajan's Forum in honor of Roman Emperor Trajan.

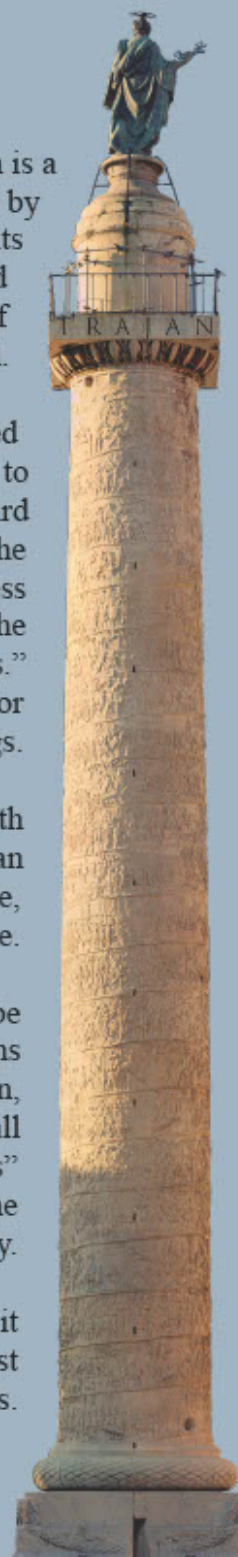
Roman capitals have long been regarded for their ease of readability. According to calligrapher and type designer Edward Johnston "the Roman capitals have held the supreme place among letters for readableness and beauty. They are the best forms for the grandest and most important inscriptions."

Trajan has been used for many years for British public signs and government buildings.

Many designers have tried to compete with Twombly's interpretation of the Trajan inscription, but none have been as accurate, with many designers inventing a lowercase.

Even since Twombly's retirement, Adobe has continued to release new versions of the typeface with her consultation, including adding multiple weights, small caps in lowercase slots, and a "Trajan Sans" companion font. Thus, completing the font superfamily.

No matter how the Trajan font is used, it cannot be argued against that it is the grandest and most supreme form of Roman capitals.





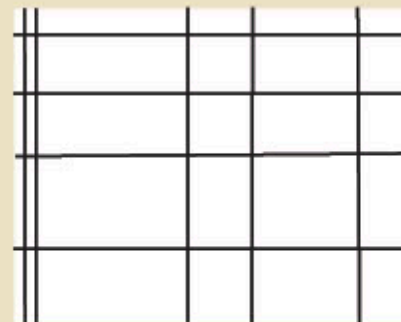
T TRAJAN

This zine was created for Professor Nace's ARTS 246, Typographic Design II, class at the University of South Carolina.

This zine was designed, edited, written, and assembled by Addison Browne, a student designer at the University of South Carolina. This zine is limited to a 3 print run.

Edition No.

Photographs by: Addison Browne, University of St. Andrews, Joseph Kürschner, The British Museum, Samantha Malgieri, and Matthias Kabel. Featuring words from Edward Johnston in his book: *Writing & Illuminating & Lettering* (1906)



TRAJAN PRO

REGULAR 193, 61, 49 14

SEMIBOLD 14, 57

BOLD 150, 163, 280

TRAJAN SANS

REGULAR 70, 14

LIGHT 70

EXTRA LIGHT 12

Times New Roman
Regular 18, 12



