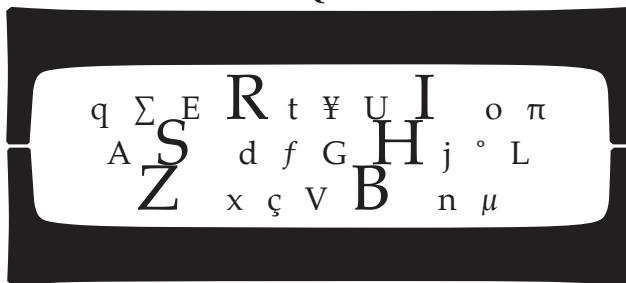


HERMANN ZAPFS & THE PALATINO TYPEFACE

Safe Type for a Modern Designer



HERMANN ZAPFS introduced Palatino to the world in **1948**, specifically as a display face rather than a print face. As such, Palatino is commonly known in technology circles as a “web safe font.” Its graceful, calligraphic forms echo the humanist typefaces of the Italian Renaissance, while its unusually wide characters make it very easy to read, especially on computer screens. Today, Palatino is one of the most widely used typefaces in the world, and such popularity is surely what prompted a 1999 revision called

Palatino Linotype, as well as the 2005 variant Palatino Nova and the 2006 variants Palatino Sans and Palatino Sans Informal. If you've ever surfed the Internet, chances are you've seen at least one font in the Palatino family. These days, however, you shouldn't be surprised to see Palatino on a *printed* page, as this family of so-called display faces has ironically become one of several favorites for print typesetting.

