**Sans Serif Typeface For Newspapers**

*Using sans serif typeface to meet the growing demands of newspapers on typeface.*

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News type design is the new generation, society consciousness, education standards outpacing development. Hardware and software development for newspapers, which is the design on the conditions and requirements of the printing house and the readers. Newspapers evolved over time changing, so do the typography in it.

Designing typeface for newspaper is really tough, it has to meet such a very demanding and exciting requirements, especially the text face (body text), a newspaper text face has to be compact, legible, and sturdy; it has to look contemporary and up-to-the-minute, yet still comfortable and familiar to the readers; and it has to stand up to the high speed industrial printing on poor quality paper under varying conditions.

Since the 19th century newspapers been dominated by ‘modern typefaces’, which normally featured vertical stress, rounded terminals, and a general feeling of roundness in which many of today typeface in newspapers tend to have that familiar look.

In correlation with my research on current influences in newspapers typographical evolution, and the notion that serif typefaces is easier to read than sans serif typefaces, the design studies on sans serif typeface specifically designed for newspapers body copy named News Reader, started in 2010.

**Introduction.**

As a designer we often encounter the question of “what works and what doesn't”, and most of the times the differences is very small. When it comes to typography in the newspapers it's become more complicated since newspapers is design on multitude of issues and requirements by the publishing house and the readers. Newspapers evolved as time changes, so does the typography in it.

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**The typefaces and the newspapers.**

Before advancing with the design process it is imperative to fully understand the outline of the design concept. There are four major components in it, that is cost saving, the environmental issue, readability and legibility. All of it have to be address using sans serif typeface.

When newspapers numbers of circulation has been affected by the rising cost and failing ad revenue some to a point where they are force to switch gear and deliver their content through online (digital media) means, changes have to be made. To survive they are force to take measures to cut cost which mean they have to go on diet by reducing the newspaper size but not the amount of content. Instead, they choose to move to a different type of typeface which allowed them to fit as many word on every page just as the previous paper size.

This is called typeface economy and it is not new, from the very beginnings of writing symbols on media, there has been pressure on the scribe to fit as much text on a page as possible. The cost of materials has always has been a concern, but it is joined by the desire to publish compact and portable editions. The needs for economy in writing and printing can be trace back to the manuscript page and latter in type itself. Blackletter scripts for example, are a direct result of an attempts to take and existing scripts such as Carolingian scripts, and find a new way to fit more text per line and even more line per page.

Designers of Roman type through out history have applied these and new technique to their quest. Their concern for space conservation initially focused on vertical character alterations
that allowed more lines of text per page, but gradually affected the most basic parameters of letter shape. New techniques were
developed not only to make letters more compact, but to make
smaller letters more legible. In the 18th century, condensed form
of typefaces emerged as an element in the economic of design.
Thinner typeface also can contribute due to the fact that different
typefaces require different amount of ink to print, you could be
using less ink to print newspapers written using Century
Gothic than Arial. You might save ¥2000 a year on ink for
normal personal used but for newspapers publication that have a
circulation anywhere between 100,000 to 1,000,000 copies daily
the amount of sum saved is quite significant.
Reducing production cost and saving the environment goes
together. Reducing the size of the newspaper means less trees are
cut to make them and less energy is used to produce them. Sans serif font that utilize thinner lines like Century Gothic
and the more condensed like Univers reduce paper size, cut the
use of ink thus giving the environment a better chance.
Reliable research shows that the common type sizes between 9
pt to 12 pt are equally readable, whilst 10 pt is the preferred size.
This put size 9 pt as the commonly used in newspaper body copy
as it is the most economic. As sizes increase above 12 pt, reading
become progressively slower for the same reason that larger sizes
are helpful for to younger children. Since san serif didn’t have
the small stroke at the end of the main stroke of the letter, it can
be design with thinner stem and smaller width giving it the ability
to be use in bigger size while occupying the same space as the
smaller serif typeface.
It may appear contradictory, but a highly legible typeface is
not always the most readable. The influence of legibility in
newspapers typography sometimes took it in a cross path with
economy, but does it has to be so? The answer is no. Economical
techniques, such as condensation of certain form can make text
easier to read when applied judiciously.

The design.

Why sans serif? because it have more flexibility when being
condensed since it does not have the small terminal stroke at
the end of the main stroke of the letter. Also condensed serif
typefaces legibility and readability deteriorated when printed in
small point size and in tight spacing and kerning.
Sans serif type, condensed, reduce weight by 10 to 20 percent
and improve legibility without sacrificing readability, with the
design guides in place, the design process of a sans serif typeface
named News Reader started from the initial scrapbook sketches
to digitally visualize vector graphics. Since the main objective of
News Reader is for it to be use as a body text in newspapers, the
design focus on the its readability and legibility efficiency in the
size from 9 pt to 12 pt.
Comparison were made with other typefaces to see and learn
how the selected typefaces readability and legibility change
when factors like size, kerning and spacing were manipulate.
Traits that have the positive effects like small curve at the end of
the stem to give legibility were added and overlapping strokes
also known as cross stems were avoided.
Special attention is given to alphabets and numerals that usually
were in the reverse shape of each other, for example the character
u with n, the numeral 6 with 9 and the different between capital
I and lowercase l. Also alphabets that are closely resemble each
others like b, d, p and q were given special attention. Changes to
the design were made to increase its legibility.
For the round look, rather than using the oval shape, obround
were chosen due to it ability to look wider than oval in the same
space. For the alphabet O and numerical 0, special attention were
given to the curve of their obround shape to make sure they are
easily differentiate from each other.
The italic or in sans serif form also known as oblique characters,
are slanted at the angle of 10 degrees which is quite minimal but
still manage to deliver the desired look.
The width and weight between capital and lower case both
standard and italic is different, it is reduced by 10 to 20 percent
so that it look thinner. Also, all the angle on the tail is the same.

Conclusion.

In general, sans serif typefaces in the newspapers is becoming
more popular especially with the publications that want a more
elegant and modern look and those with more younger readers.
The clean lines of sans serif type does hold certain advantages
against serif type especially when in tight spacing and kerning,
and in situation where the typeface are condensed.
As for the News Reader typeface it is still in the beginning phase
of the design, further studies and test are required to achieve
it goals, but its already showing positive result and promising
outcome.
Condensed form of typeface seem to be the most promising way
to fit as much text on a page as possible.