

PERIODIC TABLE OF POPULAR TYPEFACES

Organized by Search Frequency and Family

SANS SERIF

1 H Helvetica 7.2 Max Miedinger 1957	2 A Arial 4.4 Robin Nicholas 1982																
3 F Futura 3.0 Paul Renner 1927	4 Ca Calibri 2.4 Lucas de Groot 2005	5 G Gotham 2.0 Tobias Frere-Jones 2000	6 Ma Myriad 1.98 Robert Slimbach 1992	7 Di Din 1.86 Albert-Jan Pool 1992	8 Gd Avant Garde 1.36 Herb Lubalin 1970	9 Fr Frutiger 1.34 Adrian Frutiger 1975	10 U Univers 1.32 Adrian Frutiger 1957										
11 Ta Tahoma 1.08 Matthew Carter 1994	12 Vd Verdana 1.06 Matthew Carter 1996	13 Es Eurostile 0.99 Aldo Novarese 1962	14 Fo Folio .098 Konrad Bauer 1957	15 Av Avenir 0.92 Adrian Frutiger 1988	16 Gs Gill Sans 0.89 Eric Gill 1926	17 O Optima 0.87 Hermann Zapf 1955	18 Im Impact 0.86 Geoffrey Lee 1965										
19 Tr Trebuchet 0.82 Vincent Connare 1996	20 Mt Meta 0.79 Erik Spiekermann 1991	21 St Stone 0.78 Sumner Stone 1987	22 Bk BANK GOTHIC 0.74 Morris Fuller Benton 1930	23 Is Interstate 0.68 Tobias Frere-Jones 1993	24 Ba Base 0.64 Zuzana Licko 1995	25 Ae Agency 0.64 Morris Fuller Benton 1932	26 If Info 0.62 Erik Spiekermann 1996	27 Ak Akzidenz Grotesk 0.58 Günter Gerhard Lange 1896	28 Ls Lucida Sans 0.57 Charles Bigelow 1985	29 BB BEBAS 0.56 Ryoichi Tsunekawa 2005	30 Fg Franklin Gothic 0.56 Morris Fuller Benton 1902	31 Tg Trade Gothic 0.55 Jackson Burke 1948	32 Da Dax 0.54 Hans Reichel 1995	33 Ne Neutraface 0.53 Richard Neutra 2002	34 Ct Chalet 0.52 Ken Barber 2000	35 Al Aller 0.50 Dalton Magg 2008	36 Sx Syntax 0.46 Hans Eduard Meier 1968
37 Kb Kabel 0.45 Rudolph Kock 1927	38 Ea Eras 0.39 Albert Boton 1976	39 Th Thesis 0.37 Lucas de Groot 1994	40 Dr Droid Sans 0.35 Steve Matteson 2007	1 Ti Times 6.8 Victor Lardent 1931	2 C Century 1.96 Morris Fuller Benton 1900	3 Lu Lucida 1.52 Charles Bigelow 1985	4 Cr Courier 1.18 Howard Kettler 1955	5 Ga Garamond 1.16 Claude Garamond 1530	6 Ma Matrix 1.12 Zuzana Licko 1986	7 Tj TRAJAN 0.98 Carol Twombly 1989	8 M Museo 0.97 Jos Buvenga 2008	9 Ge Georgia 0.96 Matthew Carter 1993	10 Cb Cooper Black 0.94 Oswald Bruce Cooper 1921	11 Ro Rockwell 0.90 Frank Hinman Pierpont 1934	12 B Bodoni 0.84 Giambattista Bodoni 1789	13 CG COPPERPLATE GOTHIC 0.83 Frederic Goudy 1901	14 Go Goudy Old Style 0.76 Frederic Goudy 1915
15 Bv Baskerville 0.72 John Baskerville 1757	16 Cm Cambria 0.70 Jelle Bosma 2004	17 Cl Caslon 0.60 William Caslon 1722	18 Cd Clarendon 0.56 Robert Besley 1845	19 Pa Palatino 0.55 Hermann Zapf 1948	20 Sw Swift 0.54 Gerard Unger 1995	21 Di Didot 0.52 Fimrn Didot 1799	22 Mn Minion 0.46 Robert Slimbach 1990	23 Bm Bookman Old Style 0.40 Alexander Phemister 1858	24 En Egyptian 0.38 André Gürtler 1966	25 Rs Rotis 0.35 Ott Aicher 1988	26 Ao Arno 0.34 Robert Slimbach 2007	27 Bo Bembo 0.33 Francesco Griffo 1495	28 Sb Sabon 0.32 Jan Tschichold 1967	29 Mi Miller 0.31 Matthew Carter 1997	30 Sa Scala 0.31 Martin Majoor 1990	31 Be Benguiat 0.28 Edward Benguiat 1977	32 So Souvenir 0.26 Morris Fuller Benton 1914

BLACKLETTER

CONSOLE & SYSTEM FONTS

SERIF

ORNAMENTAL

Rank¹ — 1 — Trending² ↑

Symbol — **Ti**

Percent³ — Times — Name — 6.8

Designer — Victor Lardent — Year — 1931

1 S STENCIL 1.68 R. Hunter Middleton 1937	2 py Papyrus 1.26 Chris Costello 1982	3 Bh Bauhaus 1.02 Edward Benguiat 1975	4 Ce Celtic Garamond 0.60* Levente Halmos 1995	5 UV universal 0.58 Herbert Bayer 1925	6 Br Broadway 0.55 Morris Fuller Benton 1927	7 AN ALGERIAN 0.52 Alan Meeks 1988	8 Ch Chiller 0.45 Andrew Smith 1995	9 Cz Curlz 0.44 Carl Crossgrove 1995	10 Mg Magneto 0.38 Leslie Cabarga 1995	11 Ar Allegro 0.29 Hans Bohn 1937	12 Bl Blur 0.28 Neville Brody 1992	13 un uncial 0.28 Victor Hamner 1923	14 BC Bernhard Condensed 0.25 Lucian Bernhard 1912
1 Ed Edwardian Script 1.38 Edward Benguiat 1994	2 Cs Comic Sans 0.88 Vincent Connare 1994	3 Bs Brush Script 0.80 R.E. Smith 1942	4 Sc Scriptina 0.79 Frederic Nadar 2001	5 Bi Bickham Script 0.71 Richard Lipton 2000	6 Z Zephyr 0.70 Hermann Zapf 1998	7 Ra Rogo Ralic 0.59 Ron Zwingelberg 1984	8 Vi Vindali 0.55 Friederich Peter 1994	9 Zc Chancery 0.54 Herman Zapf 1979	10 Mz Mistral 0.42 Roger Excoffon 1953	11 Kr Kristen 0.38 George Ryan 1995	12 Ha Hards 0.37 LettError 1991	13 Ku Kuenstler Script 0.36 Hans Bohn 1902	14 Bd Bradley Hand 0.34 Richard Bradley 1995

SCRIPT

1. Popularity rank was determined by plugging the font name plus the term "font," i.e. "Helvetica font," into Google Insights for Search and recording side-by-side comparison results. The lower the number the more frequently the font was searched for by Google users. Insights searches were restricted to 2011 and 2012.

2. Popularity trending was determined by recording whether the Google Interest Over Time graph had a general up or down trend. If a trend in the graph was difficult to discern, no trend is shown. Trending graphs used the complete Google Insights history which extends from 2004 through the present.

3. This number is a percent of relative interest as compared to the other fonts on the table, i.e., out of all searches for all fonts on this table, 1.96% of them were for Century, and Century has almost four times the search interest of Didot. These values were determined through analysis of the Google Insights results.

*Search results for the term celtic font were high enough to warrant listing at least one "Celtic Style" font. Celtic Garamond was substituted for "Celtic Font" because it had the most interest among users on a popular font downloading site.

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