

Palatino was designed by Hermann Zapf, a German typeface designer and calligrapher. He worked on many fonts throughout his career, including his favourite Optima, that was chosen for the Vietnam Memorial Wall in Washington D.C. He was one of the pioneers of computerised typeface and invented a typesetting programme called Hz-program hat later informed the design of Adobe InDesign. It is an old-style serif type, based on the humanist types of the Italian Renaissance. It was named after the "Italian master" of calligraphy Giambasttista Palatino. It is a strong, highly legible typeface and is thought to be in the top 10 most used typefaces in the world. Because of it's easy to read nature, Palatino has developed into being used for newspapers, books and advertisements.

# Palatino

Established in 1948 by  
Hermann Zapf

