

"It means just what I choose..."

PREFACE 1

LIGHT ABCdefghi1234
LIGHT ITALIC ABCdefghi1234
REGULAR ABCdefghi1234
ITALIC ABCdefghi1234
BOLD ABCdefghi1234
BOLD ITALIC ABCdefghi1234

PREFACE 2

THIN ABCdefghi1234
THIN ITALIC ABCdefghi1234
BOOK ABCdefghi1234
BOOK ITALIC ABCdefghi1234
BLACK ABCdefghi1234
BLACK ITALIC ABCdefghi1234

Each time he gave a talk,
Stokely would cite
Alice in Wonderland:

"When I use a word," Humpty Dumpty said in a rather scornful tone, "it means just what I choose it to mean, neither more nor less."
"The question is," said Alice, "whether you can make words mean so many things."
"The question is," said Humpty Dumpty, "who is to be master, that's all."
-Post-prison Writings, Eldridge Cleaver, 1969
-Alice's Adventures in Wonderland, Lewis Carroll, 1865



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SHINNTYPE

BECAUSE EVERY
SIZE MATTERS.



Generalized pathos of time past

GOODCHILD

REGULAR
ABCdefghi1234
ITALIC
ABCdefghi1234
BOLD
ABCdefghi1234
BOLD ITALIC
ABCdefghi1234
DISPLAY
ABCdefghi1234

THIS JENSON REVIVAL differs from previous versions by dint of its large x-height and short capitals. It was designed that way originally for newspaper use, and because there was no point in adding to the stock of book Jensons. However, *Goodchild/Nicholas* is true to the original in its tight fit, modulation of stroke contrast, and manipulation of x-height and serif size. It is a pragmatic face with a large x-height and crisp, decisive details which give it a freshly minted, contemporary appearance. **Each pkg. £89**

Aesthetic distance

The particular qualities and intentions of photographs tend to be swallowed up in the generalized pathos of time past.

Aesthetic distance seems built into the very experience of looking at photographs, if not right away, then certainly with the passage of time.

Time eventually positions most photographs, even the most amateurish, at the level of art.

— On Photography
Susan Sontag, 1973

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NICHOLAS

REGULAR
ABCdefghi1234
ITALIC
ABCdefghi1234
SEMIBOLD
ABCdefghi1234
BOLD
ABCdefghi1234

Handsome Pro

Thin
ABCdefghi 1234
Regular
ABCdefghi 1234
Bold
ABCdefghi 1234
Extra Bold
ABCdefghi 1234
Classic
ABCdefghi 1234
Rough
ABCdefghi 1234

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An Invitation

Florence Villa, Monday.

My dear Cousin,

We are going to have a soirée on Friday evening, and as the gathering would not be complete without your charming society, I write to ask you to favour us with your company! Be so kind as to bring your collection of operatic pieces, which you play so magnificently, they will add materially to the pleasure of the evening.

Hoping you will not disappoint us,
I am, My dear cousin,

Yours very affectionately,
Lizzie

—The Companion Letter
Writer, Anon.
Frederick Warne + Co.
Late 19th Century

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PANOPTICA

sans
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sans MEDIUM
ABCDEFGHI1234
sans BOLD
ABCDEFGHI1234
REGULAR
ABCDEFGHI1234
ITALIC
ABCDEFGHI1234
EGYPTIAN
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OCTAGONAL
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MAGICAL SQUARES

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MY FATHER OPENED THE FIELD GUIDE TO CRYSTALS TO PAGES WITH FINE PRINT TO SHOW ME HOW TO DECIPHER A LANGUAGE

HE GAVE ME HIS GEMCUTTER'S EYEPiece AND LEFT ME ALONE TO REVEL IN DETAIL — EDGES OF SERIFS, FIBRES IN PAPER

ONLY LATER DID HE TEACH ME HOW TO SOUND OUT THE WORDS

—FROM “DIAMONDS” BY CHRISTIAN BÖK

Ea

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890