

25 1000

2015 DESIGNER TYPE COLLECTION

NEW

STYLISH FONTS

Type  
TIPS

Font  
PAIRINGS



COLOR  
palettes

*Jostens*<sup>®</sup>

## CONTENTS

1	Type & Tips	30	<b>AYT DELANO OUTLINE</b>	48	AYT Impresa
14	<i>AYT Arizona</i>	32	AYT Dessau	50	<b>AYT JOSIE</b>
16	<b>AYT AZUCAR GOTHIC</b>	34	<b>AYT Egyptienne</b>	52	<i>AYT Malacca</i>
18	<b>AYT BANKER SQUARE</b>	36	AYT EMPIRE	54	<i>AYT Platinum Blonde</i>
20	AYT Betany	38	<b>AYT Fette</b>	56	AYT Rockingham
22	<i><b>AYT Cadenza</b></i>	40	<b>AYT Foundation Roman</b>	58	<b>AYT Salut</b>
24	<b>AYT Centrum</b>	42	AYT Foundation Sans	60	<b>AYT Square Serif</b>
26	<b>AYT CONEY</b>	44	<i>AYT Hudson</i>	62	<b>AYT Wired 90</b>
28	<b>AYT Cooper Black</b>	46	AYT HUXLEY VERTICAL	64	AYT Font Collection

# welcome

TO THE FAMILIES

We believe the more fonts, the better; the cooler the font, the better; the more font families, better still. That's why we're introducing 25 new families, including Arizona, Egyptienne, Rockingham and more.

As yearbook designers, let's capture each moment and express it using the best font we can find. Today, it's easier than ever, because it's right at your fingertips. Enjoy!

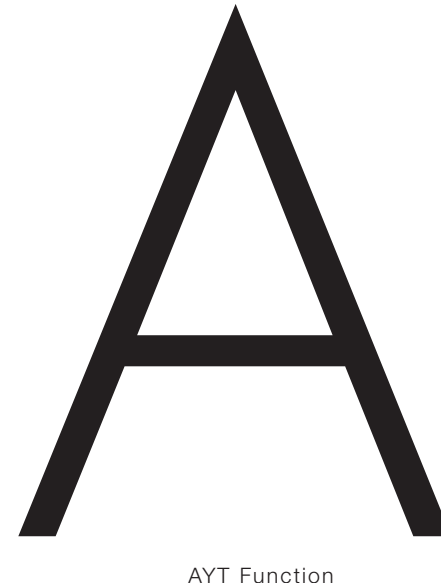
# *just your type*

Typography is timeless, yet always changing. The first font, a script called Blackletter, sometimes called Old English, was used for the Gutenberg Bible. While there are thousands of typefaces available, they fall into **F O U R B A S I C C A T E G O R I E S .**



## **SERIF:**

Serifs, tiny brackets at the end of the letter stroke, characterize these typefaces.



## **SANS SERIF:**

No serifs for these typefaces (“sans” means “without” in French). The letter strokes are all the

same thickness.

These typefaces appear streamlined and modern, yet have a presence on the page.

# TIPS ON TYPE



AYT Arizona

## **SCRIPT:**

These styles look like handwriting or cursive writing and come in many varieties.



AYT Delano Outline

## **DECORATIVE:**

These styles have a definite look, almost like artwork. They are often called novelty or display type.

- Serif typefaces are generally considered to be the best choice for stories because of readability.
- For captions, some designers prefer to use the same typeface used for the stories for continuity while other designers prefer to use a different typeface, often a sans serif, for contrast.
- When using script and decorative typefaces, use these for emphasizing only key word(s) in a primary headline.
- Avoid using all-caps for script typefaces.
- Avoid using script and decorative typefaces smaller than 24 point.

# *the nitty gritty*

Like people, typefaces come in all shapes and sizes. From tall and slender to fat and clumsy and everything in between, there is a typeface for every taste and purpose. To make discriminating type choices, it is helpful to know about serifs, x-height and other parts of the **TYPOGRAPHIC ANATOMY**.

## **POINT SIZE:**

Typography is measured in points from the top of an ascender to the bottom of the descender.

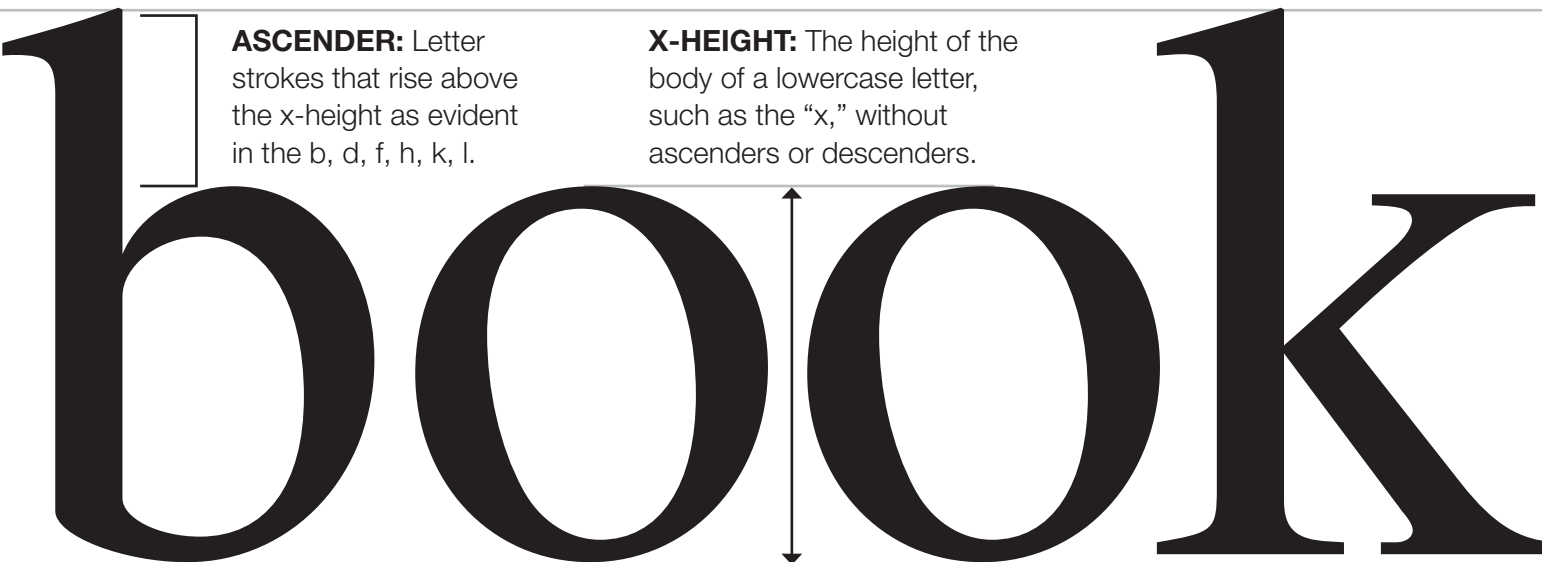


year

**DESCENDER:** Letter strokes that dip below the x-height as evident in the g, j, p, q, y.

**SERIF:** Tiny marks or “feet” at the end of the letter stroke.

# TIPS ON TYPE



**ASCENDER:** Letter strokes that rise above the x-height as evident in the b, d, f, h, k, l.

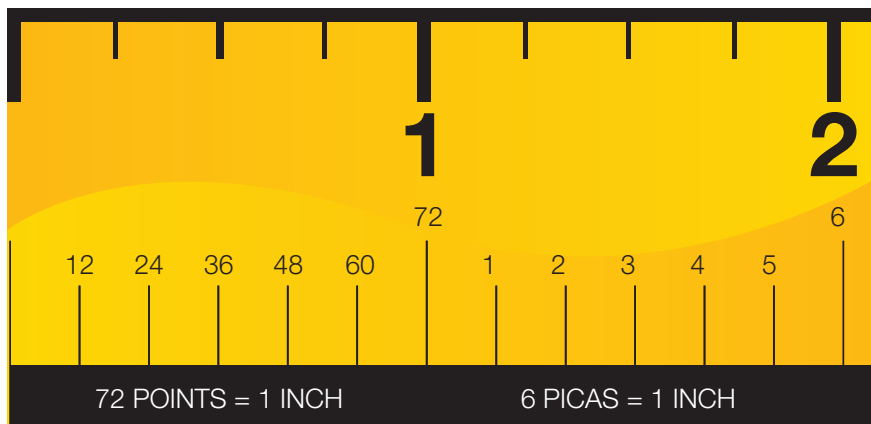
**X-HEIGHT:** The height of the body of a lowercase letter, such as the "x," without ascenders or descenders.

**BASELINE:** Invisible guide line the characters sit on.

- Don't be confused. The height of capital letters is not the point size. The point size is technically measured from the top of the lower-case letters with ascenders to the bottom of the lower-case letters with descenders.
- Learn to let go of inches. True typographic designers use the point system, not inches or millimeters.
- Consider pairing a serif font, such as Betany, for the stories with a sans serif, such as Foundation Sans, for the captions.

# to the point

Who knew? In 1883 the U.S. Type Founders Association decided that a point should be 1/72 of an inch. In the world of graphic design, professionals don't use inches or millimeters, they use points and picas for precise **TYPOGRAPHIC MEASUREMENTS**.



## THE POINT SYSTEM:

Graphic arts uses a measuring system based on points and picas.



## POINT SIZE:

Typography is measured in points from the top of an ascender to the bottom of the descender.

Since there are 72 points to an inch, 36-point type would be a half-inch tall.



# Betany

**BETANY COMPRESSED CAPS**

**Betany Bold Compressed**

Betany Light

Betany Medium

**Betany Bold**

**Betany Extra Bold**

## TYPEFACE FAMILY:

A typeface family has a name such as Helvetica or Betany and includes a full range of styles.

## STYLES:

Variations in a typeface that create design variety while maintaining the visual character of the typeface. These include variations in the weight, width or posture. Styles include italic, bold, extra bold, condensed, extended.

## FONT:

A particular size and style of a typeface.

- Some typefaces appear much larger than others in the same point size because x-height can vary greatly. Be sure you are viewing the text at actual size on the screen, before committing to a size.
- Yearbook designers frequently use 10 point for stories and 8 point for captions. Primary headlines range from 24 to 200 point or larger. Secondary headlines are ideal in 14 to 18 point.
- Use one space after a period.

# spaced out

Let's get to the point, literally. The readability of stories and captions is enhanced by maintaining a consistent point size and carefully considering the leading or the **T Y P O G R A P H I C   S P A C I N G .**

**14 POINT WITH 15 POINT LEADING**

AYT Foundation Roman

Also called line spacing, this is the space between lines of text, measured in points from baseline to baseline. As the difference between the point size and the leading increases, so does the space between the lines.

**14 POINT WITH 18 POINT LEADING**

AYT Foundation Roman

Also called line spacing, this is the space between lines of text, measured in points from baseline to baseline. As the difference between the point size and the leading increases, so does the space between the lines.

**LEADING**



## 14 POINT WITH 22 POINT LEADING

AYT Foundation Roman

Also called line spacing, this is the space between lines of text, measured in points from baseline to baseline. As the difference between the point size and the leading increases, so does the space between the lines.

## 14 POINT WITH 30 POINT LEADING

AYT Foundation Roman

Also called line spacing, this is the space between lines of text, measured in points from baseline to baseline. As the difference between the point size and the leading increases, so does the space between the lines.

- Be consistent with the indentation of paragraphs. Generally speaking, 12-point, or one-pica, paragraph indents work well.
- For 10-point stories, avoid using a column width wider than about 24 picas.
- For 8-point captions, avoid using a column width narrower than eight picas. For a column this narrow, align left is suggested.

# ragged (is) right

Avoid a blocky look by resisting the urge to justify every story and caption. Take a cue from the pros and try align left for longer stories. Align right and centered can also have impact if the designer skillfully considers **T Y P O G R A P H I C A L I G N M E N T .**

## ALIGN LEFT

AYT Foundation Roman

Type set flush left is considered the most readable and natural because spacing is consistent between the words and the reader's eye can easily find the beginning of each line. The reader appreciates the openness created by the space at the end of the lines, especially in longer stories.

## ALIGN RIGHT

AYT Foundation Roman

The spacing between the words is consistent in flush right alignment also, but readability drops because the left side, where the reader expects to see a line start, is not even but ragged. Type that is aligned right has a distinctive look and could be a design choice for a small amount of text.

## J U S T I F I E D

AYT                      Foundation                      Roman

When type is justified, it has a structured or blocky look with even edges on both the left and the right. Uneven spacing between words is especially noticeable in narrower columns of text.

## CENTERED

AYT Foundation Roman

Balanced and formal, centered alignment is best used for a small amount of text. While symmetrical, the reader has to keep finding the line beginnings, which becomes tiring for larger text blocks.

- Many beginning yearbook designers are compelled to use justified captions and stories. Follow the cue of professional designers and consider using align left.
- Some designers align captions to the edge of the photograph, using either align left or right depending on the caption position.
- When using align left or align right text, consider shutting off the hyphenation when using InDesign.
- Study professional magazines for inspiration on alternatives to using justified stories and captions.

# visual sparks

Opposing visual elements spark visual interest. If all typographic elements appear in the same typeface, size, color, alignment or capitalization pattern, boredom could result. Add energy to your design by **CREATING CONTRAST.**

VISUAL  
SPARKS

AYT Wired 90 Bold & Light

Using bold creates visual emphasis and **heavy-light contrast.**

VISUAL  
SPARKS

AYT Centrum Stencil Medium

Combining big and small establishes **contrast by size.** For effective contrast, size differences should be pronounced. Although visual emphasis is usually

on the largest element, a primary headline displayed in a small point size can command attention, especially when surrounded with white space.

visual  
sparks

AYT Foundation Sans Ultra Light & AYT Salut

Mixing typefaces from two different categories, such as serif and sans serif establishes **contrast by combination.**

## *visual* **SPARKS**

AYT Foundation Roman Italic

Using all caps, or lowercase or even small caps establishes **contrast by capitalization**. While readers reject body copy

in all caps or all lowercase, these capitalization techniques are powerful for a few key words in a headline.

## **VISUAL** **SPARKS**

AYT Foundation Sans Black

**Color-black contrast** is powerful and effective when a key word or phrase in the primary

headline is printed in color. Drop caps and caption lead-ins often echo the color from the headline.

- Consider using drop caps or inset quotes to provide reader-entry points into the text.
- When possible, use black for stories and captions. Color might be used for highlighting key words in the primary headline or drop cap.
- Match the font and technique for caption lead-ins with the headline presentation.

O d

>>>>  
>>>>  
<<<<  
<<<<

1 2 3

X

¥ £

W

! ?

Arizona

Aa Bb Cc  
Aa Bb Cc  
Aa Bb Cc

&

[] [] [] []  
[] [] [] []  
[] [] [] []

D



SCRIPT // CASUAL // RUSTIC // CURSIVE



*Nervous as* 106 POINT  
*a long-tailed cat* 72 POINT  
*in a room full of rocking chairs.* 36 POINT

*Font Pairing*

**PAIR WITH AYT BETANY MEDIUM**

He's so mean he'd steal a fly from a blind spider.

*&*

*Font Pairing*

**PAIR WITH AYT FUNCTION LIGHT**

She'd been in the desert so long, she knew all the lizards by their first names.

>> >> >> >>  
>> >> >> >>  
<< << << <<  
<< << << <<

A B C

W

Q

X

Y \$

AZUCAR

GOTHIC

W

! ?

1 2 3 4 5

6 7 8 9 0

R

[ ] [ ] [ ] [ ]  
[ ] [ ] [ ] [ ]  
[ ] [ ] [ ] [ ]

Z

HEADLINE // EMPHASIS // DRAMATIC // DROP CAP



**ZOMBIE** 105 POINT

**DEADLINES** 70 POINT

**KEEP COMING BACK TO LIFE** 28 POINT

**FONT PAIRINGS**

**PAIR WITH AYT STRUKTUR**

**How does one act like a common vampire?**  
Get the attitude down! Remember that this type of vampire is not the kind that broods in a melodramatic fashion all day.

**PAIR WITH AYT FOUNDATION ROMAN**

You should be quiet and mysterious, but also relaxed and friendly. Act as normal as possible in order to deflect awkward questions. Always act intelligent and polite but keep a secretive darkness to yourself.

G G



8

“ ” “ ”

\$ \$ \$ \$  
¥ ¥ ¥ ¥  
£ £ £ £

H



! ?

**BANKER**  
**SQUARE**

REGULAR / BOLD / EXTRA BOLD / CONDENSED

A A B B C C  
A A B B C C  
A A B B C C



Z

HEADLINE // CLASSIC // OFFICIAL // FORMAL



AYT BANKER SQUARE CONDENSED

THE ROUND MUSTACHIOED

AYT BANKER SQUARE BOLD CONDENSED

BANKER IN MONOPOLY

AYT BANKER SQUARE EXTRA BOLD CONDENSED

HAS A NAME. HE IS

AYT BANKER SQUARE REGULAR

CALLED RICH UNCLE

AYT BANKER SQUARE BOLD

PENNYBAGS.

AYT BANKER SQUARE EXTRA BOLD

FONT PAIRINGS



**PAIR WITH AYT STRUKTUR**  
Bank error in your favor. Collect \$200.

**PAIR WITH AYT SQUARE SERIF BOOK**  
Bank error in your favor. Collect \$200.



» » » » »  
» » » » »  
« « « « «  
« « « « «

**A B C**

**B B**

**X x**

£ ¥

Betany

**e**

: ?

COMPRESSED CAPS **BOLD CONDENSED** LIGHT MEDIUM **BOLD EXTRA BOLD**

1 2 3 4 5  
6 7 8 9 0

@

[ ] [ ] [ ] [ ] [ ]  
[ ] [ ] [ ] [ ] [ ]  
[ ] [ ] [ ] [ ] [ ]

Ω



AYT BETANY COMPRESSED CAPS

# WHEN DID A BARREL OF MONKEYS BECOME THE STANDARD FOR FUN?

AYT BETANY LIGHT

The answer lies with a man in the Old West, who had gotten quite bored with the normal ideas of fun. He decided that he needed new ways to have fun.

First, he noticed children having fun with sticks and the hoops that go around the barrels. He decided that if a single hoop was fun, the whole barrel would be even better.

AYT BETANY MEDIUM

He climbed into a barrel and rolled it down hill. This was dizzying, but fun. Next, he tried going over a waterfall in the barrel. This was quite fun, too. Next, he started adding different animals to the barrel with him. He tried cats. Too finicky. He tried dogs. Too hyper. He tried snakes, but they tickled too much and also gave him the heebie-jeebies.

AYT BETANY BOLD

**Then, it hit him: Monkeys. Monkeys seemed to give him the maximum amount of fun. They were playful but not too hyper. They tickled some, but not as bad as the snakes. They seemed to be the perfect addition to the barrel.**

AYT BETANY EXTRA BOLD

**Townpeople watched him as he did his testing. Upon finding out that he considered the barrel full of monkeys to be the most fun, they started using the phrase "almost as fun as a barrel full of monkeys." Later, they changed it to "more fun that a barrel full of monkeys."**

AYT BETANY BOLD CONDENSED

**This spread throughout the land, what with Morse code being as predominant as it was.**

*Uy*

;

*Tt*

*S*

*fg*

*Cadenza*

}

*g*

*14*

*f*

*Aa*

!?



DECORATIVE // ELEGANT // ORNATE



*Life is a* 88 POINT

*lot like jazz.* 57 POINT

*It's best when you improvise.* 24 POINT

## *font pairings*

**PAIR WITH AYT  
AVALON REGULAR**

Come on, babe  
We're gonna brush the sky  
I betcha Lucky Lindy  
never flew so high  
'Cause in the stratosphere  
How could he lend an ear  
To all that jazz?

**PAIR WITH AYT  
IMPRESA REGULAR**

Come on, babe  
We're gonna brush the sky  
I betcha Lucky Lindy  
never flew so high  
'Cause in the stratosphere  
How could he lend an ear  
To all that jazz?

Aa



Ee

ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ\*

&

Hh

9

!?

CENTRUM

LIGHT • MEDIUM • BOLD • STENCIL

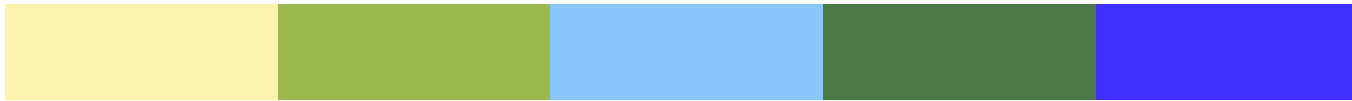
Qq Qq  
Qq Qq

Xx



31

HEADLINE // TEXT // SQUARED // LEGIBLE



SM Lemonade

SM Frisbee

SM Perfect Day

SM Lawn

SM Pool Party

AYT CENTRUM LIGHT

My friend thinks he's so

AYT CENTRUM MEDIUM

smart. He said onions

AYT CENTRUM BOLD

are the only food that

AYT CENTRUM STENCIL MEDIUM

can make you cry. So

AYT CENTRUM MEDIUM COMPRESSED

I THREW A COCONUT AT HIS FACE.

Font Pairing

**PAIR WITH BETANY BOLD CONDENSED**

**If we're not supposed to have midnight snacks,  
then why is there a light in the fridge?**



FONT PAIRING

**PAIR WITH AYT FUNCTION CONDENSED**

**If we're not supposed to have midnight snacks,  
then why is there a light in the fridge?**



A B C

3 D

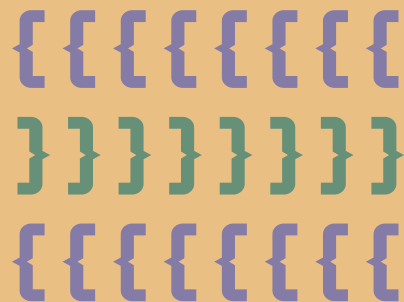


C O N E Y

W



1 2 3 4 5  
6 7 8 9 0



HEADLINE // CHARACTER // ROUNDED // FUN



**A CONEY DOG**

80 PT. AYT CONEY HIGHLIGHT

**IS A BEEF HOT DOG**

58 PT. AYT CONEY INLINE

**TOPPED WITH AN ALL-MEAT BEANLESS  
CHILI AND DICED OR CHOPPED WHITE  
ONIONS, WITH ONE OR TWO STRIPES  
OF YELLOW MUSTARD.**

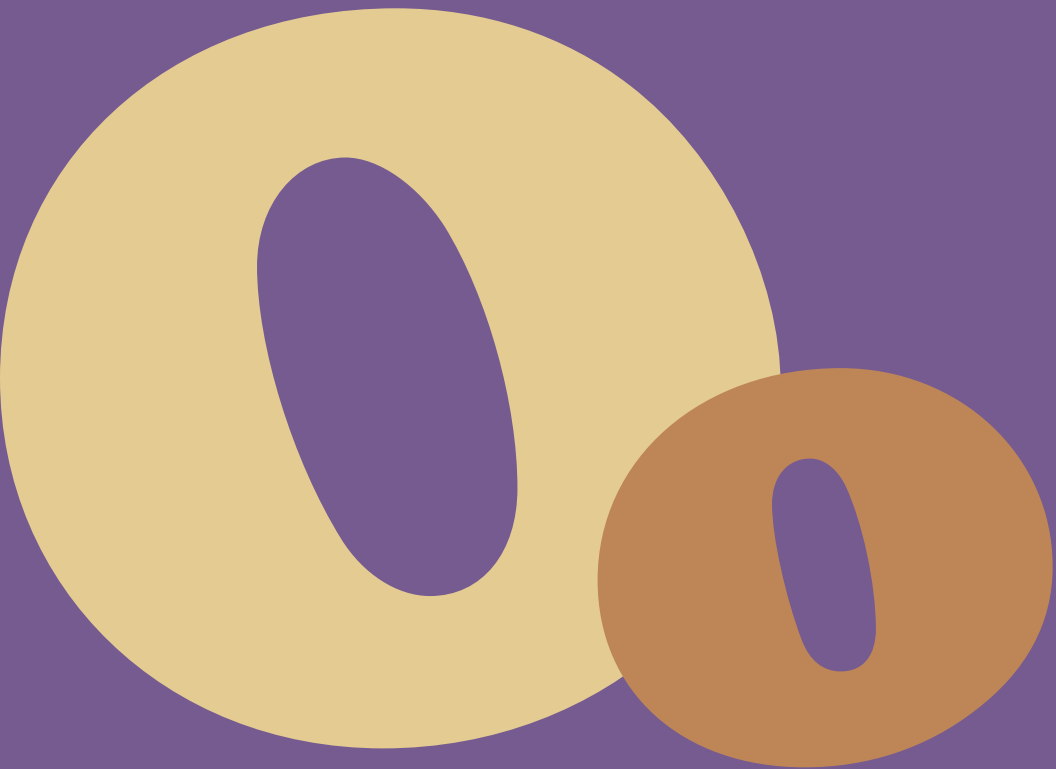
30 PT. AYT CONEY

**PAIR WITH AYT CHELTENHAM**

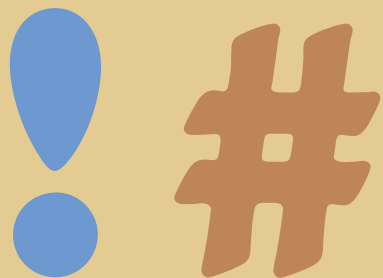
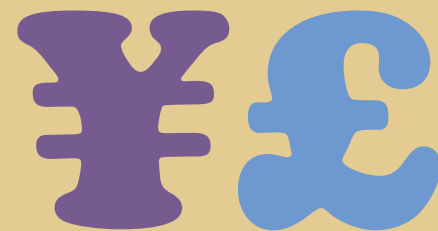
A coney dog is not to be confused with a chili dog, a more generic chili-topped hot dog.

**PAIR WITH AYT EBONY**

A coney dog is not to be confused with a chili dog, a more generic chili-topped hot dog.

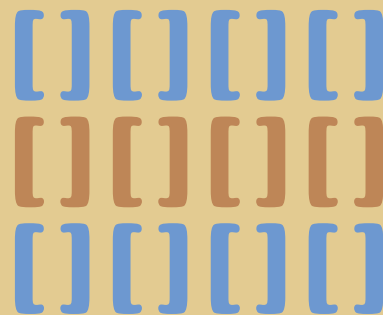


1 2 3  
4 5 6



Cooper  
< BLACK >

Aa Bb Cc  
Aa Bb Cc  
Aa Bb Cc



HEADLINE // BOLD // OLD STYLE // UBIQUITOUS



SF Apricot

SF Seaside Blue

SF Saffron

SF Hyacinth

AYT COOPER BLACK STENCIL

**Look at this**

AYT COOPER BLACK CONDENSED

**font and you'll see it  
everywhere: from Tootsie Rolls**

AYT COOPER BLACK REGULAR

**to British and American sitcom titles.**

AYT COOPER BLACK ITALIC

***Font Pairing***

**PAIR WITH HELVETICA**

Cooper Black exhibits influences of Art  
Nouveau, Art Deco and the Machine Age.



AYT COOPER BLACK CONDENSED

**FONT PAIRING**

**PAIR WITH AYT CLEARFACE**

Cooper Black exhibits influences of Art  
Nouveau, Art Deco and the Machine Age.

Font specimen showing decorative symbols and ligatures in white and purple.

A B C

Q R

S

o o  
o o

DELANO  
OUTLINE

W

! !  
o o

1 2 3 4 5  
6 7 8 9 0

Decorative symbol resembling a stylized 'S' or 'C'.

Font specimen showing decorative symbols and ligatures in green and white.

Z





AYT DELANO OUTLINE

DELANO,  
MINNESOTA  
IS KNOWN FOR ITS  
STRONG SENSE OF COMMUNITY.

◇◇ FONT PAIRINGS ◇◇

**PAIR WITH AYT ROCKINGHAM**

People in the community enjoy a high quality of life, great schools and access to parks and trails.

**PAIR WITH AYT GROTESK**

People in the community enjoy a high quality of life, great schools and access to parks and trails.

A B

5/8

Gg



Q

23

W

DESSAU

light • medium • demibold • bold • heavy

Mm Nn Oo  
Mm Nn Oo  
Mm Nn Oo

! ?

&

x x

HEADLINE // SANS SERIF // GEOMETRIC // SIMPLE



AYT DESSAU LIGHT

The letter "X" is the

AYT DESSAU MEDIUM

twenty-fourth letter

AYT DESSAU DEMIBOLD

in the ISO basic latin

AYT DESSAU BOLD

alphabet. In Roman

AYT DESSAU HEAVY

numerals, it is 10.

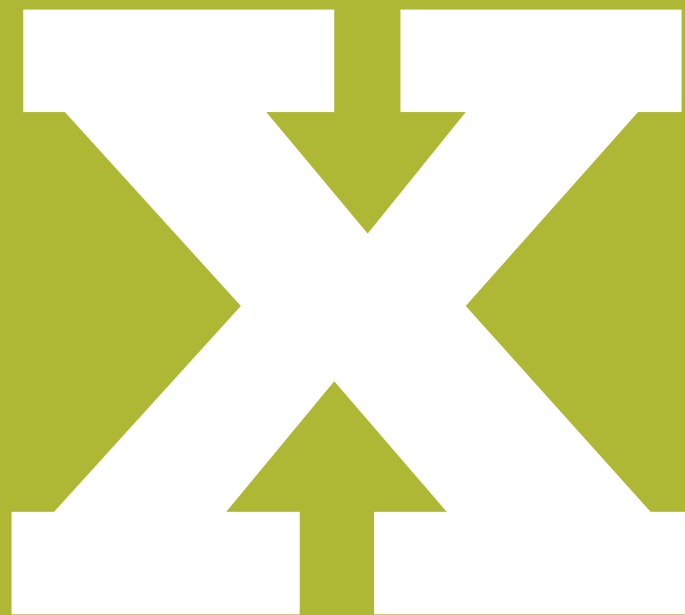
**PAIR WITH AYT MAXIMO**

Dear Algebra, Stop asking us to find your X. She's not coming back.

**PAIR WITH AYT FOUNDATION SANS**

Dear Algebra, Stop asking us to find your X. She's not coming back.

4



Ll Mm Nn

Ll Mm Nn

**Ll Mm Nn**

Qq

Egyptienne

Extra Light • Light • Regular • Medium • Bold

Jj



**Aa**



12345  
**67890**

&

HEADLINE // TEXT // SLAB SERIF



SP Amber

SP Fusion

SP Marmalade

SP Salsa Red

AYT EGYPTIENNE EXTRA LIGHT

Egyptienne was designed

AYT EGYPTIENNE LIGHT

in 1956 by Adrian Frutiger

AYT EGYPTIENNE REGULAR

for the Deberny & Peignot

AYT EGYPTIENNE MEDIUM

Foundry and was the first

AYT EGYPTIENNE BOLD

**new text face created for the  
process of phototypesetting.**

**PAIR WITH AYT FRANKLIN GOTHIC**

The x-height is high, and some lowercase characters, especially a and e bear comparison with other Frutiger typefaces, especially Méridien and Serifa.



**PAIR WITH AYT IMPRESA**

The x-height is high, and some lowercase characters, especially a and e bear comparison with other Frutiger typefaces, especially Méridien and Serifa.

A B C D

{ }

1 2 3 4 5

Nº 8

! ?

%  
00

@

EMPIRE

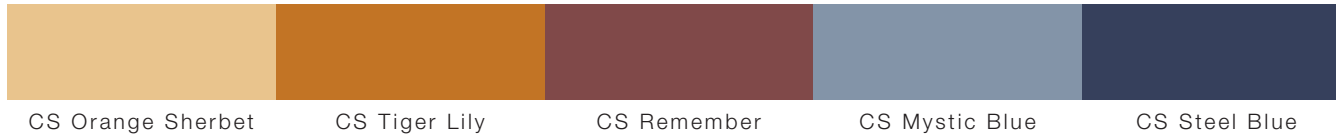
>>>>>

6 7 8 9 0

£ ¥

X Y Z

DECORATIVE // SANS SERIF // CONDENSED // STYLIZED



AYT EMPIRE

GET MARRIED AT 1,000 FEET.  
EVERY VALENTINE'S DAY, COUPLES GET MARRIED  
ON THE 80TH FLOOR OF THE BUILDING AND JOIN  
THE EMPIRE STATE BUILDING WEDDING CLUB.

=====**FONT PAIRINGS**=====

**PAIR WITH AYT FUNCTION**

This entitles them to free admission to the observatories every valentine's day. To have your wedding at the top of the empire state building,

**PAIR WITH TIMES**

you must submit an application detailing why you want to get married there. Couples are chosen on the basis of originality and style.

\*

fi fl

Gg

83

Aa Bb  
Cc Dd

**Fette**

ENGSCHRIFT +  
MITTELSCHRIFT

Yy

{ }

! ?

Mm

@

12345  
67890





FETTE MITTELSCHRIFT

FEAR

ZWEI FLIEGEN  
MIT EINER  
KLAPPE  
SCHLAGEN.  
– To hit two flies  
with one swatter.  
– Equivalent:  
To kill two birds  
with one stone.

- G E R M A N P R O V E R B

FETTE ENGSCHRIFT

makes the wolf  
bigger than he is.

MORGENSTUND' HAT  
GOLD IM MUND.  
– The early  
morning hour has  
gold in its mouth.  
– Equivalent:  
The early bird gets  
the worm.

PAIR WITH AYT FUNCTION CONDENSED

When comparing German proverbs and sayings with their English counterparts, one can distinguish three different types:

PAIR WITH AYT FOUNDATION SANS ROMAN

1. direct equivalents
2. sayings that employ similar images, i.e. animals
3. proverbs that have no direct equivalent

FONT  
PAIRINGS

W

! ?

X x

{ }

Aa Bb Cc Dd

**Aa Bb Cc DD**

Aa Bb Cc Dd

6

ffi

Foundation  
ROMAN

V V V V  
^ ^ ^ ^

*Ee*

&

58

HEADLINE // TEXT // SANS SERIF STANDARD



AYT FOUNDATION ROMAN

**A SUCCESSFUL MAN**

AYT FOUNDATION ROMAN ITALIC

*is one who can lay a firm*

AYT FOUNDATION ROMAN BOLD

**foundation with the bricks**

AYT FOUNDATION ROMAN BOLD ITALIC

*others have thrown at him.*

*font pairing*

**PAIR WITH AYT MARSEILLE**

The Foundation series is classic, quintessential, and beloved science fiction.

**Font pairing**

**PAIR WITH AYT FRANKLIN GOTHIC**

The original stories won their own Hugo for Best All-Time Series in 1966.

G

Gg

Gg

Gg

**Gg**

Gg

! ?

**Hh**

24

Aa Bb Cc Dd

Aa Bb Cc **DD**

**Aa Bb Cc Dd**

**58**

ff i

**FOUNDATION**SANS

>>>>>> 5 WEIGHTS 24 STYLES

Qq Rr Ss Tt

Qq Rr Ss Tt

**Qq Rr Ss Tt**

E e

**&**

**37**

HEADLINE // TEXT // SANS SERIF STANDARD



AYT FOUNDATION SANS OUTLINE

Foundation Sans

AYT FOUNDATION SANS BLACK EXTENDED

**is a standard typeface**

AYT FOUNDATION SANS BLACK OUTLINE EXTENDED

similar to Helvetica,

AYT FOUNDATION SANS BOLD EXTENDED

**one of the most popular fonts in the world.**

AYT Foundation Sans Ultra Light

*AYT Foundation Sans Ultra Light Italic*

AYT Foundation Sans Light

*AYT Foundation Sans Light Italic*

AYT Foundation Sans Roman

*AYT Foundation Sans Italic*

**AYT Foundation Sans Bold**

***AYT Foundation Sans Bold Italic***

**AYT Foundation Sans Black**

***AYT Foundation Sans Black Italic***

AYT Foundation Sans Light Condensed

*AYT Foundation Sans Light Condensed Italic*

AYT Foundation Sans Condensed

*AYT Foundation Sans Condensed Italic*

**AYT Foundation Sans Bold Condensed**

***AYT Foundation Sans Bold Condensed Italic***

**AYT Foundation Sans Black Condensed**

***AYT Foundation Sans Black Condensed Italic***

AYT Foundation Sans Light Extended

AYT Foundation Sans Extended

Bb

{ }

123  
456

4y

9

Kk

\* \*

Hudson

»»»  
«««

78

!?

Ee



AYT HUDSON MEDIUM

The air traffic controller then asks where he'll land and the pilot says "We'll be in the Hudson." There's a brief pause followed by "Excuse me?"

## Font Pairing

### PAIR WITH AYT FUNCTION

"We can't do it," replies the plane's pilot. "Which runway would you like at Teterboro?" asks the tower at LaGuardia. "We'll be in the Hudson," the pilot replies.



## Font Pairing

### PAIR WITH AYT LETTER GOTHIC

"We can't do it," replies the plane's pilot. "Which runway would you like at Teterboro?" asks the tower at LaGuardia. "We'll be in the Hudson," the pilot replies.

ABC



QRS

{ }

12345

HUXLEY VERTICAL

&

ffG

XYZ

#

!?

67890





AYT HUXLEY VERTICAL

THE VERTICAL JUMP  
IS AN ATHLETIC SKILL  
EMPHASIZED IN THE SPORT OF VOLLEYBALL.

**PAIR WITH AYT ENGLISH SERIF**

A number of consistent techniques have evolved in volleyball, including spiking and blocking as well as passing, setting, and specialized player positions and offensive and defensive structures.



**PAIR WITH AYT NEWS GOTHIC**

A number of consistent techniques have evolved in volleyball, including spiking and blocking as well as passing, setting, and specialized player positions and offensive and defensive structures.

123

Gg

Q R

Zz

à á â ä  
è é ê ë

Impresa

*Regular / Italic / Bold*

&

456

!?

789

Yy

*Aa Bb  
Cc Dd*



AYT IMPRESA +++++

**Impressive** (April 15, 1969–March 20, 1995)  
was born an Appendix American

AYT IMPRESA BOLD

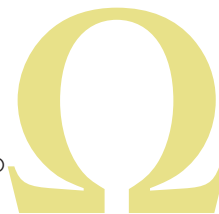
**Quarter Horse, who earned his  
full AQHA registration in 1971.**

AYT IMPRESA ITALIC

*He was the 1974 World Champion Open Aged halter  
stallion, the first such World Champion in his breed.*

**PAIR WITH AYT FUNCTION**

He is famous for his highly successful  
progeny, having sired 2,250 foals.  
Nearly thirty of his offspring went on to  
be World Champions.



**PAIR WITH AYT NEW BASKERVILLE**

He is famous for his highly successful  
progeny, having sired 2,250 foals. Nearly  
thirty of his offspring went on to be  
World Champions.

ABC

&

EQ

\*\*\*

49

RP

\*\*\*

Ff

JOSIE

!?

76

“”

38

XYZ

Dd



AYT JOSIE

**JOSIE** an amazing  
get going girl.  
She is always up for anything!  
She is intelligent, has loads of common  
sense and is good at anything she does!

## Font Pairing

### PAIR WITH AYT FUNCTION

Very fun, energetic, hard working, gorgeous girl. She is definitely someone you want to know!



## Font Pairing

### PAIR WITH AYT FRANKLIN GOTHIC CONDENSED

A great friend, she has your back. She doesn't care much about money but she loves things that come from the heart.

VW\*

{ }

123

Ee

9T

abc

@

\* Malacca \*

Tt

456

%

Dd

HEADLINE // CASUAL // HANDWRITTEN



AYT MALACCA

*Be a rainbow  
in someone else's cloud.*

*– Maya Angelou*

**PAIR WITH AYT CHANTILLY**

One of Malaysia's most eagerly sought-after destinations, the small city-state of Malacca lures droves of visitors to its namesake historic port city, where they are quickly steeped in a world of multicultural heritage, architecture and the alluring aromas of distinctive local cooking.

**PAIR WITH AYT GOUDY SANS**

One of Malaysia's most eagerly sought-after destinations, the small city-state of Malacca lures droves of visitors to its namesake historic port city, where they are quickly steeped in a world of multicultural heritage, architecture and the alluring aromas of distinctive local cooking.

8

£g

M

12345  
67890

{ }

 *Platinum*  
*Blonde*

! ?

abcde  
abcde

A

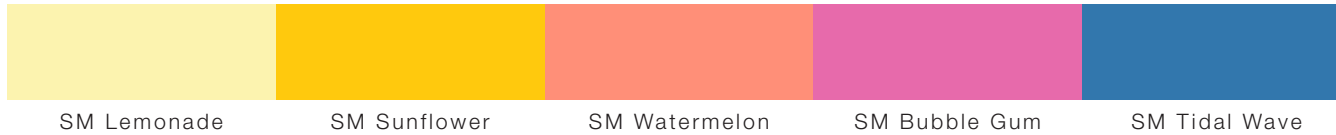
ffi

\*

y y



HEADLINE // DECORATIVE // RETRO



AYT PLATINUM BLONDE

*If Grace Kelly was the*

AYT PLATINUM BLONDE OUTLINE

*ultimate Hitchcock Blonde*

AYT PLATINUM BLONDE

*. . . then Kim Novak*

AYT PLATINUM BLONDE OUTLINE

*was the Meta-Blonde.*

**PAIR WITH AYT FUNCTION REGULAR**

In *Vertigo*, she plays a character who seems like a typical girl-in-trouble heroine, desperately requiring a noble savior. But then everything changes...

**PAIR WITH AYT FOUNDATION SANS BOLD**

In *Vertigo*, she plays a character who seems like a typical girl-in-trouble heroine, desperately requiring a noble savior. But then everything changes...

486

&

Pp

Aa Bb  
Cc Dd

EE

Rockingham  
5 WEIGHTS / 8 STYLES

!?

Qq

\*

75

xyz

Aa Bb Cc Dd  
Ee Ff Gg Hh

HEADLINE // TEXT // VERSATILE



AYT ROCKINGHAM CONDENSED

Completing the entire 2,000+ miles of

AYT ROCKINGHAM EXTRABOLD

**the Appalachian Trail**

AYT ROCKINGHAM DEMIBOLD

**in one trip is a colossal**

AYT ROCKINGHAM DEMIBOLD ITALIC

*undertaking. Each year,*

AYT ROCKINGHAM MEDIUM

thousands of hikers attempt to hike the AT;

AYT ROCKINGHAM MEDIUM ITALIC

*only about one in four make it all the way.*

AYT ROCKINGHAM LIGHT

"I once got attacked by a bearskin rug,  
two days before it was a rug."

— Jarod Kintz, *It Occurred to Me*

AYT ROCKINGHAM LIGHT ITALIC

*"I once got attacked by a bearskin rug, two  
days before it was a rug."*

— Jarod Kintz, *It Occurred to Me*

**abc**

**::;**

**Gg**

**75**

**Hh**

**Salut**

**{ }**

**23**

**Ww**

**48**

**x y z**

**!?**

SCRIPT // GRAPHIC // BOLD



AYT SALUT

# Salut

means hi in French.

## PAIR WITH AYT GOUDY SANS

The basic French greeting is *bonjour*, which can mean *hello*, *good morning*, or *good afternoon*. When greeting someone in the evening, beginning at about 6pm, use *bonsoir*.

## PAIR WITH AYT GROTESK

The basic French greeting is *bonjour*, which can mean *hello*, *good morning*, or *good afternoon*. When greeting someone in the evening, beginning at about 6pm, use *bonsoir*.

Q

3/8

Gg

Kk

Ww Xx Yy

Ww Xx Yy

**Ww Xx Yy**

29

Zz

SQUARE  
SERIF

light • book • italic • medium • demi • bold

Mm Nn Oo

Mm Nn Oo

**Mm Nn Oo**

&

Bb

57

HEADLINE // TEXT // GEOMETRIC // FRIENDLY



AYT SQUARE SERIF BOLD ITALIC

***The Hollywood Squares was***

AYT SQUARE SERIF BOLD ITALIC

***an American panel game show***

AYT SQUARE SERIF DEMI

***in which two contestants played***

AYT SQUARE SERIF DEMI ITALIC

***tic-tac-toe to win cash and prizes.***

AYT SQUARE SERIF MEDIUM

**The "board" for the game was a 3 × 3 vertical stack of cubes, each occupied by a celebrity.**

AYT SQUARE SERIF MEDIUM ITALIC

***The host asked the stars questions and the contestants judged the truth of their answers.***

AYT SQUARE SERIF BOOK

The game acted as the background for the show's comedy in the form of joke answers,

AYT SQUARE SERIF BOOK ITALIC

*Paul Lynde was the featured "center square" throughout most of the original show's run.*

AYT SQUARE SERIF LIGHT

Lynde's outrageous jokes helped him win two daytime Emmy Awards, in 1974 and 1978.

AYT SQUARE SERIF LIGHT ITALIC

*In 2013, TV Guide ranked it number seven in its list of the 60 greatest game shows ever.*

76

!?

Gg

Qq

Aa Bb  
Cc Dd

WIRED90

“”

Hh

&

85

xlyz

Aa Bb  
Cc Dd



HEADLINE // MODERN // TECHNO // ROUNDED



SH Spring Green

SH Turquoise

SH Tomato

IN Imperial Purple

AYT WIRED 90 BOLD

Size matters not. Look at me. Judge me by my size,  
do you? Hmm? Hmm. And well you should not.

AYT WIRED 90 REGULAR

For my ally is the Force,  
and a powerful ally it is.

FONT PAIRING + FONT PAIRING

**PAIR WITH AYT FUNCTION**

Life creates it, makes it grow. Its energy surrounds us and binds us. Luminous beings are we, not this crude matter.

**PAIR WITH AYT CHANTILLY**

You must feel the Force around you; here, between you, me, the tree, the rock, everywhere, yes. Even between the land and the ship.

# the complete collection

S AYT *Abigail*

H AYT **Abyss**

D AYT **Action**

D AYT *Albert*

D AYT **Klibi**

B AYT *ALOFT*

D AYT **AMIGO**

D AYT *Amorie*

D AYT **Angst**

D AYT **Appetite**

D AYT *Aramar*

S AYT *Arizona*

D AYT **ASHLEY**

H AYT **Austere**

B AYT Avalon Book

AYT *Avalon Book Italic*

AYT Avalon Book Condensed

AYT **Avalon Bold**

AYT ***Avalon Bold Italic***

AYT **Avalon Bold Condensed**

AYT **Avalon Demi**

AYT ***Avalon Demi Italic***

AYT **Avalon Demi Condensed**

AYT Avalon Extra Light

AYT *Avalon Extra Light Italic*

AYT **Avalon Medium**

AYT ***Avalon Medium Italic***

AYT **Avalon Medium Condensed**

D AYT **AWKWARD**

D AYT **AZUCAR GOTHIC**

D AYT **BadHabit**

D AYT **BANKER SQUARE**

AYT **BANKER SQUARE BOLD**

AYT **BANKER SQUARE CONDENSED**

AYT **BANKER SQUARE BOLD**

**CONDENSED**

AYT **BANKER SQUARE EXTRA**

**BOLD**

AYT **BANKER SQUARE EXTRA BOLD**

**CONDENSED**

B AYT **Basel**

AYT **Basel Bold**

AYT *Basel Italic*

AYT ***Basel Bold Italic***

B AYT **Baskerville**

AYT **Baskerville Bold**

AYT *Baskerville Italic*

AYT ***Baskerville Bold Italic***

H AYT **Batavia**

S AYT *Bedford*

S AYT *Benjamin*

B AYT **Bergamo**

AYT **Bergamo Bold**

AYT *Bergamo Italic*

AYT ***Bergamo Bold Italic***

AYT **Bergamo Extra Bold**

AYT ***Bergamo Extra Bold Italic***

AYT **Bergamo Semibold**

AYT *Bergamo Semibold Italic*

D AYT **Best Seven**

B AYT **Betany Light**

AYT **Betany Medium**

AYT **Betany Bold**

AYT **Betany Bold Condensed**

AYT **Betany Extra Bold**

AYT **BETANY COMPRESSED CAPS**

Font categories: **B** = Body | **D** = Decorative | **H** = Headline | **O** = Ornamental | **S** = Script

**S** AYT *Betsy*

**D** AYT **Big Fiction**

**B** AYT Bodoni

AYT **Bodoni Bold**

AYT *Bodoni Italic*

AYT **Bodoni Bold Italic**

AYT **Bodoni Black**

AYT **Bodoni Black Italic**

AYT **Bodoni Semibold**

AYT *Bodoni Semibold Italic*

**S** AYT *Brave*

**D** AYT **BREEZY**

**D** AYT **BRIA**

**D** AYT **Buzzhack**

**D** AYT **Cadenga**

**B** AYT **Calm**

**S** AYT *Calypso Script*

**D** AYT **CAMPBELL CUTOUT**

**D** AYT **Canaan**

**B** AYT Caslon Book

AYT *Caslon Book Italic*

AYT **Caslon Black**

AYT **Caslon Black Italic**

AYT **Caslon Bold**

AYT **Caslon Bold Italic**

**D** AYT **Casual**

**S** AYT *Catherine*

**S** AYT *Cecil*

**B** AYT Centrum Light

AYT **Centrum Medium**

AYT **Centrum Bold**

AYT **CENTRUM MEDIUM COMPRESSED**

AYT **Centrum Stencil Medium**

**B** AYT Century Old Style

AYT **Century Old Style Bold**

AYT *Century Old Style Italic*

**B** AYT Chantilly

AYT **Chantilly Bold**

AYT *Chantilly Italic*

AYT **Chantilly Bold Italic**

AYT *Chantilly Condensed*

AYT **Chantilly Heavy**

AYT **Chantilly Heavy Italic**

AYT *Chantilly Light*

AYT *Chantilly Light Italic*

AYT **Chantilly Medium**

AYT **Chantilly Medium Italic**

AYT **Chantilly UltraBold**

AYT **Chantilly Ultra Bold Condensed**

**D** AYT *Cheers Type*

**S** AYT *Chelsea*

**B** AYT Cheltenham Book

AYT *Cheltenham Book Italic*

AYT **Cheltenham Book Condensed**

AYT *Cheltenham Book Condensed Italic*

AYT **Cheltenham Light**

AYT *Cheltenham Light Italic*

AYT **Cheltenham Bold**

AYT **Cheltenham Bold Italic**

AYT **Cheltenham Light Condensed**

AYT *Cheltenham Light Condensed Italic*

AYT **Cheltenham Bold Condensed**

AYT *Cheltenham Bold Condensed Italic*

**D** AYT *Christina Print*

**H** AYT **Clarence**

Font categories: B = Body | D = Decorative | H = Headline | O = Ornamental | S = Script

**B** AYT Clearface

AYT **Clearface Bold**

AYT *Clearface Italic*

AYT **Clearface Bold Italic**

AYT **Clearface Black**

AYT **Clearface Black Italic**

AYT Clearface Medium

AYT *Clearface Medium Italic*

**D** AYT **GLOWNING WAY**

**H** AYT *Compact*

**D** AYT **CONEY**

AYT **CONEY HIGHLIGHT**

AYT **CONEY INLINE**

**D** AYT *Connie Three Dec*

**D** AYT **Cooper Black**

AYT **Cooper Black Italic**

AYT **Cooper Black Condensed**

AYT **Cooper Black Stencil**

**D** AYT COPPERPLATE

AYT **COPPERPLATE BOLD**

AYT COPPERPLATE CONDENSED

AYT **COPPERPLATE BOLD**

**CONDENSED**

**D** AYT **Corrosion**

**S** AYT *Cowgirl*

**D** AYT **CruftPlatz**

**S** AYT *Cursive Hand*

**D** AYT *Curve*

**S** AYT *Daisy*

**D** AYT **Dancing Comfort**

**S** AYT *Danny*

**S** AYT **Darnell**

**S** AYT *Deanna Script*

**D** AYT **DELANO OUTLINE**

**D** AYT **DENISE**

**D** AYT Dessau Light

AYT Dessau Medium

AYT **Dessau Bold**

AYT **Dessau DemiBold**

AYT **Dessau Heavy**

**O** AYT Dingbats Medium ❖❖■\*⊗⊗↕↔

**D** AYT **EAGLE TYPE**

**D** AYT *Earthquake*

**B** AYT *Ebony*

**H** AYT **Eddie**

**B** AYT **Egyptienne**

AYT *Egyptienne Extra light*

AYT *Egyptienne Light*

AYT **Egyptienne Medium**

AYT **Egyptienne Bold**

**H** AYT **Elegance**

**D** AYT **Elmore**

**D** AYT **EMILEE**

**D** AYT **EMPIRE**

**B** AYT **English Serif**

AYT **English Serif Bold**

AYT *English Serif Italic*

AYT **English Serif Bold Italic**

AYT **English Serif Medium**

AYT *English Serif Medium Italic*

**D** AYT **ENGRAVERS GOTHIC**

AYT **ENGRAVERS GOTHIC BOLD**

AYT **ENGRAVERS GOTHIC**  
**EXTENDED**

AYT **ENGRAVERS GOTHIC**  
**BOLD EXTENDED**

**B** AYT Ennis Book  
AYT Ennis Light  
AYT Ennis Medium  
AYT **Ennis Bold**  
AYT **Ennis DemiBold**  
AYT **Ennis Ultra**

**D** AYT Eric Brush

**D** AYT **Falcon**

**B** AYT Fast Pardon

**H** AYT **Fatback**

**S** AYT *Felix Script*

**D** AYT **Feltpoint**

**B** AYT Fette Engschrift  
AYT Fette Mittelschrift

**D** AYT **Firewalk**

**S** AYT *Florence Script*

**S** AYT *Footloose*

**B** AYT Foundation Roman  
AYT **Foundation Roman Bold**  
AYT *Foundation Roman Italic*  
AYT **Foundation Roman Bold Italic**

**B** AYT Foundation Sans  
AYT **Foundation Sans Bold**

AYT *Foundation Sans Italic*

AYT **Foundation Sans Bold Italic**

AYT Foundation Sans Ultra Light

AYT *Foundation Sans Ultra Light Italic*

AYT Foundation Sans Light

AYT *Foundation Sans Light Italic*

AYT **Foundation Sans Black**

AYT **Foundation Sans Black Italic**

AYT Foundation Sans Extended

AYT **Foundation Sans Bold Extended**

AYT Foundation Sans Light Extended

AYT **Foundation Sans Black Extended**

AYT Foundation Sans Condensed

AYT **Foundation Sans Bold Condensed**

AYT *Foundation Sans Condensed Italic*

AYT **Foundation Sans Bold Condensed Italic**

AYT Foundation Sans Light Condensed

AYT *Foundation Sans Light Condensed Italic*

AYT **Foundation Sans Black Condensed**

AYT **Foundation Sans Black Condensed Italic**

AYT Foundation Sans Outline

AYT Foundation Sans Outline Extended

**B** AYT Franklin Gothic Book  
AYT *Franklin Gothic Book Italic*  
AYT Franklin Gothic Condensed  
AYT *Franklin Gothic Condensed Italic*  
AYT **Franklin Gothic Medium**  
AYT **Franklin Gothic Medium Italic**  
AYT **Franklin Gothic Medium Condensed**  
AYT *Franklin Gothic Medium Condensed Italic*  
AYT **Franklin Gothic Demi**  
AYT **Franklin Gothic Demi Italic**  
AYT **Franklin Gothic Demi Condensed**  
AYT **Franklin Gothic Demi Condensed Italic**  
AYT **Franklin Gothic Heavy**  
AYT **Franklin Gothic Heavy Italic**

**D** AYT **Frenzy**

Font categories: **B** = Body | **D** = Decorative | **H** = Headline | **O** = Ornamental | **S** = Script

**B** AYT Function Book

AYT **Function Bold**

AYT *Function Book Italic*

AYT **Function Bold Italic**

AYT **Function Bold Condensed**

AYT **Function Bold Condensed Italic**

AYT **Function Demi**

AYT **Function Demi Italic**

AYT **Function Extra Bold**

AYT **Function Extra Bold Italic**

AYT **Function Extra Bold Condensed**

AYT **Function Extra Bold Condensed Italic**

AYT Function Light

AYT *Function Light Italic*

AYT Function Light Condensed

AYT *Function Light Condensed Italic*

AYT **Function Medium**

AYT **Function Medium Italic**

AYT **Function Medium Condensed**

AYT **Function Medium Condensed Italic**

**B** AYT Garamond Classic

AYT **Garamond Classic Bold**

AYT *Garamond Classic Italic*

AYT **Garamond Classic Bold Italic**

AYT **Garamond Classic Heavy**

AYT **Garamond Modern Book Condensed**

AYT **Garamond Modern Condensed Italic**

AYT **Garamond Modern Light Condensed**

AYT **Garamond Modern Light Condensed Italic**

AYT **Garamond Modern Bold Condensed**

AYT **Garamond Modern Bold Condensed Italic**

AYT **Garamond Modern Ultra Condensed**

AYT **Garamond Modern Ultra Condensed Italic**

**D** AYT **Gary**

**H** AYT **Genuine**

**D** AYT **GHOSTWRITER**

**S** AYT *Giulio*

AYT *Giulio Bold*

**B** AYT Good Name

**B** AYT Goudy Oldstyle

AYT **Goudy Oldstyle Bold**

AYT *Goudy Oldstyle Italic*

AYT **Goudy Oldstyle Extra Bold**

**B** AYT Goudy Sans

AYT **Goudy Sans Bold**

AYT *Goudy Sans Italic*

AYT **Goudy Sans Bold Italic**

**D** AYT **GRAPHIC FONTS**

**H** AYT **Graphics Wide**

**D** AYT **GRAY**

**D** AYT **Grid**

**B** AYT Grotesk

AYT **Grotesk Bold**

AYT *Grotesk Italic*

AYT **Grotesk Bold Italic**

AYT Grotesk Light

AYT *Grotesk Light Italic*

AYT **Grotesk Medium**

AYT Grotesk Light Condensed

AYT **Grotesk Bold Condensed**

**H** AYT **Hedgehog**

**B** Helvetica

**B** Helvetica Neue

**S** AYT *Henry*  
**D** AYT *High Emotions*  
**D** AYT **High Goal**  
**D** AYT *Hilarious*  
**H** AYT **Hobo**  
**S** AYT **Hudson Medium**  
**D** AYT HUXLEY VERTICAL  
**D** AYT **IMPORT TEXT**  
**B** AYT Impresa  
     AYT **Impresa Bold**  
     AYT *Impresa Italic*  
**H** AYT **Jackson**  
**D** AYT **JADE**  
**D** AYT *Jasper*  
**D** AYT *Jeremy Pointed*  
**D** AYT Jinx  
**H** AYT *Johnson Text*  
**H** AYT *Josh*  
**D** AYT **JOSIE**  
**D** AYT **Josie Square**  
**S** AYT *Kendall Script*  
**D** AYT *Kendric Curl*  
**D** AYT **Knockout**  
**B** AYT Koch Geometric Book  
     AYT **Koch Geometric Bold**

    AYT Koch Geometric Medium  
     AYT **Koch Geometric DemiBold**  
     AYT **Koch Geometric Ultra**  
**D** AYT Kurt  
**D** AYT **KYLE**  
**B** AYT Letter Gothic  
     AYT Letter Gothic Bold  
     AYT *Letter Gothic Italic*  
     AYT *Letter Gothic Bold Italic*  
     AYT Letter Gothic Extra  
     **Bold**  
**B** AYT Litho Antique Light  
     AYT *Litho Antique Light Italic*  
     AYT Litho Antique Medium  
     AYT *Litho Antique Medium Italic*  
     AYT **Litho Antique DemiBold**  
     AYT **Litho Antique DemiBold Italic**  
     AYT **Litho Antique Extra Bold**  
     AYT **Litho Antique Condensed**  
**D** AYT *Logic Disk*  
**S** AYT *Luke*  
**B** AYT Lynn

**S** AYT *Malacca*  
**B** AYT Marseille  
     AYT **Marseille Bold**  
     AYT *Marseille Italic*  
     AYT **Marseille Bold Italic**  
**D** AYT **MATTER OF FACT**  
**B** AYT Maximo  
     AYT *Maximo Italic*  
     AYT Maximo Bold  
     AYT *Maximo Bold Italic*  
**H** AYT Mech Monoline  
**D** AYT *MELTED TEXT*  
**S** AYT *Melville*  
**B** AYT MicroSquare  
     AYT **MicroSquare Bold**  
     AYT **MicroSquare DemiBold**  
     AYT **MicroSquare ExtraBold**  
     AYT MicroSquare  
     Extended  
     AYT **MicroSquare Bold Extended**  
**B** AYT Missouri  
     AYT **Missouri Bold**  
     AYT Missouri Light  
     AYT **Missouri Heavy**

Font categories: **B** = Body | **D** = Decorative | **H** = Headline | **O** = Ornamental | **S** = Script

**B** AYT **Modern 216**

AYT **Modern 216 Bold**

AYT *Modern 216 Italic*

AYT *Modern 216 Bold Italic*

**H** AYT **Modern Art**

**D** AYT **Moondog**

**D** AYT **Mystical**

**D** AYT **NAPPING**

**B** AYT **New Baskerville**

AYT **New Baskerville Bold**

AYT *New Baskerville Italic*

AYT *New Baskerville Bold Italic*

AYT **New Baskerville Semibold**

AYT *New Baskerville Semibold  
Italic*

**B** AYT **News Gothic Book**

AYT **News Gothic Bold**

AYT **News Gothic DemiBold**

AYT **News Gothic Light**

AYT **News Gothic Medium**

**S** AYT *Nicole*

**H** AYT **Numbscull**

**D** AYT *Old Wall*

**D** AYT **Olive Oil**

**D** AYT **Open Classic**

**B** AYT **Opus**

AYT **Opus Bold**

AYT *Opus Italic*

AYT *Opus Bold Italic*

**B** **Palatino**

**B** AYT **Palladio**

AYT **Palladio Bold**

AYT *Palladio Italic*

AYT *Palladio Bold Italic*

AYT **Palladio Medium**

AYT *Palladio Medium Italic*

**D** AYT **PATHFINDER**

**D** AYT **Pesky**

**D** AYT *Platinum Blonde*

AYT *Platinum Blonde Outline*

**S** AYT *Rachel*

**D** AYT **Recessed**

**D** AYT **Regal**

**S** AYT *Renatta Hand Drawn*

**D** AYT **Repel**

**H** AYT **Return to Earth**

**D** AYT **RIGID**

**D** AYT **Rippulation**

**B** AYT **Rockingham Light**

AYT *Rockingham Light Italic*

AYT **Rockingham Medium**

AYT *Rockingham Medium Italic*

AYT **Rockingham DemiBold**

AYT *Rockingham DemiBold  
Italic*

AYT **Rockingham Extra  
Bold**

AYT **Rockingham Condensed**

**D** AYT **Roughcut**

**D** AYT **Rovertex**

**H** AYT **Rundschrift**

**D** AYT **Salut**

**B** AYT **Sans**

AYT **Sans Bold**

AYT **Sans Condensed**

AYT **Sans Light Condensed**

AYT **Sans Black Condensed**

AYT **Sans Extended**

AYT **Sans Compressed**

AYT **Sans Extra Compressed**

AYT **Sans Ultra Compressed**

**S** AYT *Sha Sha*

**D** AYT **Sham Cutout**

**D** AYT **SHARP**



**D** AYT **Sumpp Type**  
**D** AYT **Sharpie Print**  
**D** AYT **Sheared**  
**D** AYT **Sidewalk Cracked**  
**D** AYT *Sleepwalker*  
**D** AYT **Snooze**  
**D** AYT **Speaking Style**  
**D** AYT **SPRINT**  
**B** AYT Square Serif Book  
 AYT *Square Serif Book Italic*  
 AYT Square Serif Light  
 AYT *Square Serif Light Italic*  
 AYT **Square Serif Medium**  
 AYT *Square Serif Medium Italic*  
 AYT **Square Serif Demi**  
 AYT *Square Serif Demi Italic*  
 AYT **Square Serif Bold**  
 AYT *Square Serif Bold Italic*  
**S** AYT *Stern Hand*  
**D** AYT **Strike**  
**D** AYT Struktur  
 AYT **Struktur Bold**  
 AYT *Struktur Italic*  
 AYT **Struktur Bold Italic**  
 AYT **Struktur Heavy**

**D** AYT **Stylish**  
**B** AYT Sunset Light  
 AYT *Sunset Light Italic*  
 AYT **Sunset Medium**  
 AYT *Sunset Medium Italic*  
 AYT **Sunset Bold**  
 AYT *Sunset Bold Italic*  
 AYT **Sunset Demi**  
 AYT *Sunset Demi Italic*  
**D** AYT **Super Type**  
**D** AYT **Swipe**  
**D** AYT **Swishworks**  
**D** AYT Tarnished  
**D** AYT The Hawk  
**D** AYT **THE WALL**  
**D** AYT **Thunbprint**  
**D** AYT **Tick Tock**  
**B** Times  
**H** AYT **Tremolo**  
**D** AYT **Trunko**  
**D** AYT *Typemaker*  
**B** AYT Typewriter  
 AYT **Typewriter Bold**  
 AYT *Typewriter Italic*  
 AYT **Typewriter Bold Italic**

AYT Typewriter Condensed  
 AYT **Typewriter Bold Condensed**  
**S** AYT *Typo Upright*  
**B** AYT Urbano  
 AYT **Urbano Bold**  
 AYT *Urbano Italic*  
 AYT **Urbano Bold Italic**  
 AYT Urbano Light  
 AYT *Urbano Light Italic*  
 AYT Urbano Light Condensed  
 AYT *Urbano Light Condensed Italic*  
 AYT **Urbano Condensed**  
 AYT *Urbano Condensed Italic*  
 AYT **Urbano Bold Condensed**  
 AYT *Urbano Bold Condensed Italic*  
 AYT **Urbano Extra Bold Condensed**  
 AYT *Urbano Extra Bold Condensed Italic*  
 AYT **Urbano Black**  
 AYT *Urbano Black Italic*  
**D** AYT **Vision Thick**  
**D** AYT Wired 90  
 AYT **Wired 90 Bold**  
**D** AYT **Yellow Jacket**

## MAC | special characters

‘	Left single quote	<i>option }</i>
’	Right single quote	<i>shift option }</i>
“	Left double quote	<i>option {</i>
”	Right double quote	<i>shift option {</i>
–	En dash	<i>option -</i>
—	Em dash	<i>shift option -</i>
™	Trademark	<i>option 2</i>
¡	Inverted exclamation	<i>option 1</i>
¢	Cent	<i>option 4</i>
£	Pound sterling	<i>option 3</i>
¥	Yen	<i>option Y</i>
§	Section sign	<i>option 6</i>
¨	Umlaut (dieresis)	<i>shift option U</i>
©	Copyright	<i>option G</i>
<sup>a</sup>	Feminine ordinal	<i>option 9</i>
«	Left guillemet	<i>option \</i>
®	Registered trademark	<i>option R</i>
ˉ	Macron	<i>shift option &lt;</i>
°	Degree sign	<i>shift option 8</i>
±	Plus or minus	<i>shift option +</i>
μ	Mu or micro	<i>option M</i>
¶	Paragraph (pilcrow)	<i>option 7</i>
•	Dot / Small Bullet	<i>shift option 9</i>
¸	Cedilla mark	<i>shift option Z</i>
º	Masculine ordinal	<i>option 0 (zero)</i>
»	Right guillemet	<i>shift option \</i>
¿	Inverted question mark	<i>shift option ?</i>
À	A grave	<i>option ` then shift A</i>
Á	A acute	<i>shift option Y</i>

Â	A circumflex	<i>shift option M</i>
Ã	A tilde	<i>option N then shift A</i>
Ä	A umlaut	<i>option U then shift A</i>
Å	A ring	<i>shift option A</i>
Æ	AE ligature	<i>shift option “</i>
Ç	C cedilla	<i>shift option C</i>
È	E grave	<i>option ` then shift E</i>
É	E acute	<i>option E then shift E</i>
Ê	E circumflex	<i>option I then shift E</i>
Ë	E umlaut	<i>option U then shift E</i>
Ì	I grave	<i>option ` then shift I</i>
Í	I acute	<i>shift option S</i>
Î	I circumflex	<i>shift option D</i>
Ï	I umlaut	<i>shift option F</i>
Ñ	N tilde	<i>option N then shift N</i>
Ò	O grave	<i>shift option L</i>
Ó	O acute	<i>shift option H</i>
Ô	O circumflex	<i>shift option J</i>
Õ	O tilde	<i>option N then shift O</i>
Ö	O umlaut	<i>option U then shift O</i>
Ø	O slash	<i>shift option O</i>
Ù	U grave	<i>option ` then shift U</i>
Ú	U acute	<i>option E then shift U</i>
Û	U circumflex	<i>option I then shift U</i>
Ü	U umlaut	<i>option U then shift U</i>
ß	Esszet	<i>option S</i>
à	a grave	<i>option ` then A</i>
á	a acute	<i>option E then A</i>
â	a circumflex	<i>option I then A</i>

ã	a tilde	<i>option N then A</i>
ä	a umlaut	<i>option U then A</i>
å	a ring	<i>option A</i>
æ	ae ligature	<i>option “</i>
ç	c cedilla	<i>option C</i>
è	e grave	<i>option ` then E</i>
é	e acute	<i>option E then E</i>
ê	e circumflex	<i>option I then E</i>
ë	e umlaut	<i>option U then E</i>
ì	i grave	<i>option ` then I</i>
í	i acute	<i>option E then I</i>
î	i circumflex	<i>option I then I</i>
ï	i umlaut	<i>option U then I</i>
ñ	n tilde	<i>option N then N</i>
ò	o grave	<i>option ` then O</i>
ó	o acute	<i>option E then O</i>
ô	o circumflex	<i>option I then O</i>
õ	o tilde	<i>option N then O</i>
ö	o umlaut	<i>option U then O</i>
÷	Division sign	<i>option ?</i>
ø	o slash	<i>option O</i>
ù	u grave	<i>option ` then U</i>
ú	u acute	<i>option E then U</i>
û	u circumflex	<i>option I then U</i>
ü	u umlaut	<i>option U then U</i>
ý	y acute	<i>option E then Y</i>
ÿ	y umlaut	<i>option U then Y</i>

## PC | special characters

Alt 0145	‘	Left single quote
Alt 0146	’	Right single quote
Alt 0147	“	Left double quote
Alt 0148	”	Right double quote
Alt 0150	–	En dash
Alt 0151	—	Em dash
Alt 0153	™	Trademark
Alt 0161	¡	Inverted exclamation
Alt 0162	¢	Cent
Alt 0163	£	Pound sterling
Alt 0164	¤	Currency
Alt 0165	¥	Yen
Alt 0166	∣	Broken vertical bar
Alt 0167	§	Section sign
Alt 0168	¨	Umlaut (dieresis)
Alt 0169	©	Copyright
Alt 0170	ª	Feminine ordinal
Alt 0171	«	Left guillemet
Alt 0174	®	Registered trademark
Alt 0175	ˉ	Macron
Alt 0176	°	Degree sign
Alt 0177	±	Plus or minus
Alt 0185	<sup>1</sup>	Superscript 1
Alt 0178	<sup>2</sup>	Superscript 2
Alt 0179	<sup>3</sup>	Superscript 3
Alt 0180	´	Acute accent
Alt 0181	μ	Mu or micro
Alt 0182	¶	Paragraph (pilcrow)
Alt 0183	·	Middle dot / Small bullet
Alt 0184	¸	Cedilla mark
Alt 0186	º	Masculine ordinal
Alt 0187	»	Right guillemet
Alt 0188	¼	One quarter

Alt 0189	½	One half
Alt 0190	¾	Three quarters
Alt 0191	¿	Inverted question mark
Alt 0192	À	A grave
Alt 0193	Á	A acute
Alt 0194	Â	A circumflex
Alt 0195	Ã	A tilde
Alt 0196	Ä	A umlaut
Alt 0197	Å	A ring
Alt 0198	Æ	AE ligature
Alt 0199	Ç	C cedilla
Alt 0200	È	E grave
Alt 0201	É	E acute
Alt 0202	Ê	E circumflex
Alt 0203	Ë	E umlaut
Alt 0204	Ì	I grave
Alt 0205	Í	I acute
Alt 0206	Î	I circumflex
Alt 0207	Ï	I umlaut
Alt 0208	Ð	Capital eth
Alt 0209	Ñ	N tilde
Alt 0210	Ò	O grave
Alt 0211	Ó	O acute
Alt 0212	Ô	O circumflex
Alt 0213	Õ	O tilde
Alt 0214	Ö	O umlaut
Alt 0215	×	Multiply sign
Alt 0216	Ø	O slash
Alt 0217	Ù	U grave
Alt 0218	Ú	U acute
Alt 0219	Û	U circumflex
Alt 0220	Ü	U umlaut
Alt 0222	Þ	Capital thorn

Alt 0223	ß	Esszet
Alt 0224	à	a grave
Alt 0225	á	a acute
Alt 0226	â	a circumflex
Alt 0227	ã	a tilde
Alt 0228	ä	a umlaut
Alt 0229	å	a ring
Alt 0230	æ	ae ligature
Alt 0231	ç	c cedilla
Alt 0232	è	e grave
Alt 0233	é	e acute
Alt 0234	ê	e circumflex
Alt 0235	ë	e umlaut
Alt 0236	ì	i grave
Alt 0237	í	i acute
Alt 0238	î	i circumflex
Alt 0239	ï	i umlaut
Alt 0240	ð	Small eth
Alt 0241	ñ	n tilde
Alt 0242	ò	o grave
Alt 0243	ó	o acute
Alt 0244	ô	o circumflex
Alt 0245	õ	o tilde
Alt 0246	ö	o umlaut
Alt 0247	÷	Division sign
Alt 0248	ø	o slash
Alt 0249	ù	u grave
Alt 0250	ú	u acute
Alt 0251	û	u circumflex
Alt 0252	ü	u umlaut
Alt 0253	ý	y acute
Alt 0254	þ	Lower case thorn
Alt 0255	ÿ	y umlaut

# “I learned about serif and sans serif typefaces,

about varying the amount of space  
between different letter combinations,  
about what makes great typography  
great. It was beautiful, historical,  
artistically subtle in a way that science  
can't capture, and I found it fascinating.”

AYT Square Serif

» **STEVE JOBS** was the first to give us so many fonts to express ourselves  
digitally with emotion. He named the fonts after cities he loved: London,  
Chicago, Geneva, Toronto, Venice, Los Angeles, San Francisco.

Helvetica

The logo for Jostens, featuring the word "Jostens" in a stylized, cursive script font with a registered trademark symbol (®) at the end. The text is white and set against a dark background.