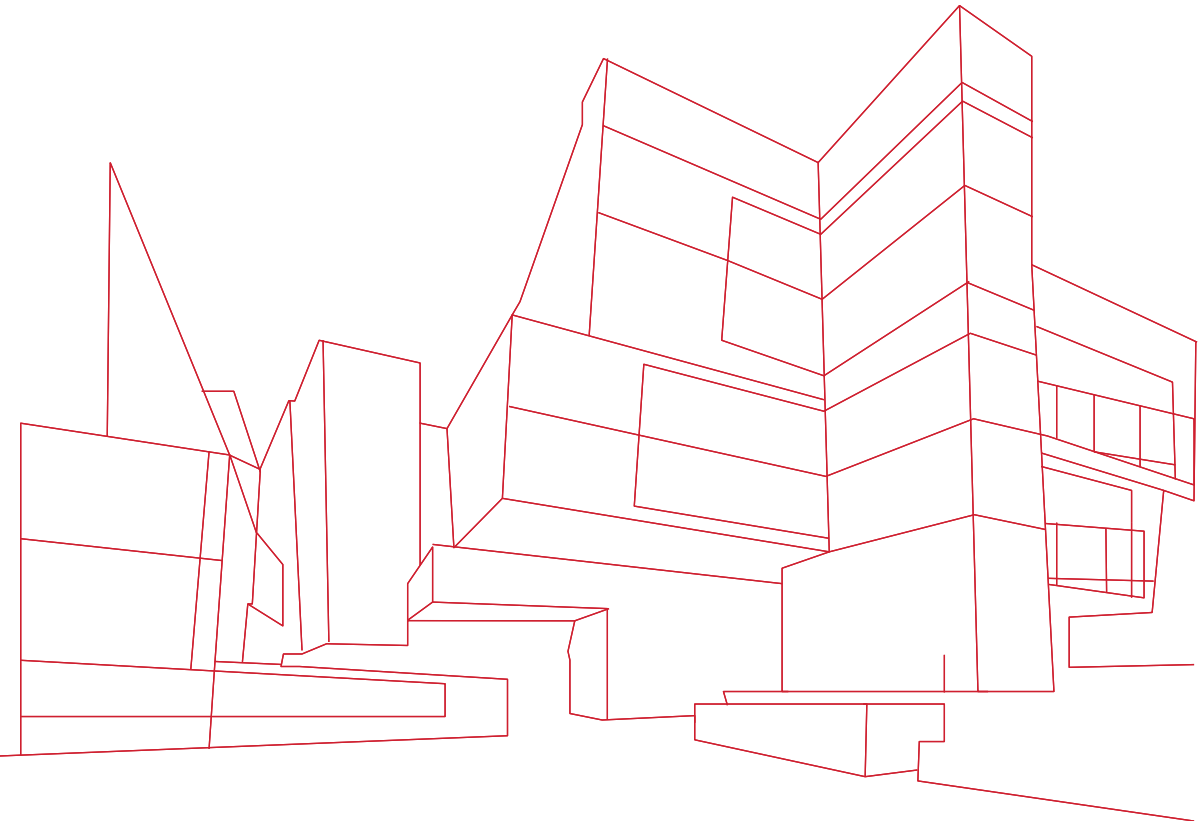


Greenville, North Carolina, USA

# What The Font?

**Gunnar Swanson**

**East Carolina University**



# What the Font?

# Gunnar Swanson

East Carolina University

[swansong@ecu.edu](mailto:swansong@ecu.edu)

[gunnar@gunnarswanson.com](mailto:gunnar@gunnarswanson.com)

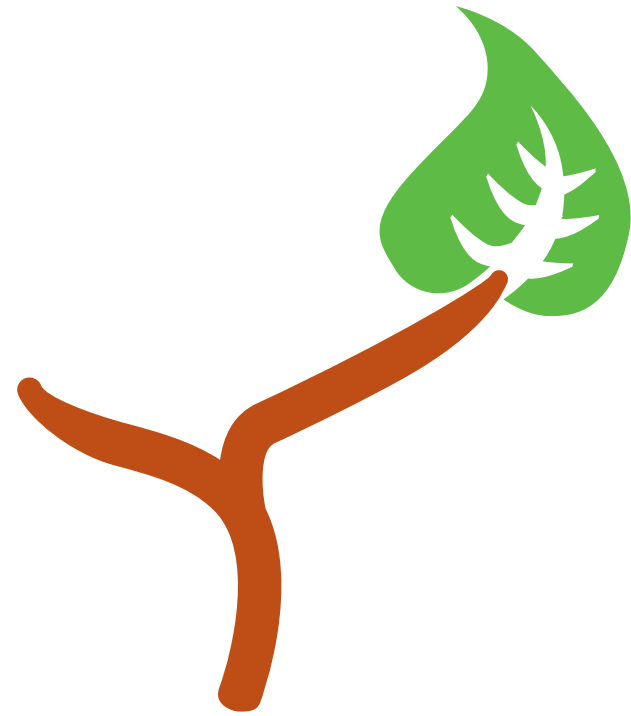
[www.gunnarswanson.com](http://www.gunnarswanson.com)

**clone**

**klon**



**klon**



**clone**



S P K M  
B E G I N

a book  
about fonts

JUST

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"Enthralling...fascinating...strikes a  
great balance between fact and  
humour." —*Time Out London*

JUST

MY TYPE

SIMON GARFIELD

FOREWORD BY CHIP KIDD

ON  
FIELD

P Q Y  
S R U W Z X

HAM  
KS

**This is Helvetica**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqr**  
**stuvwxyz1234567890**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz1234567890

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz1234567890

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**OPQRSTUVWXYZ**  
**abcdefghijklmnopqr**  
**stuvwxyz1234567890**

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OPQRSTUVWXYZ  
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stuvwxyz1234567890

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abcdefghijklmnopqr  
stuvwxyz1234567890

**This is Helvetica**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqr**  
**stuvwxyz1234567890**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz1234567890  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz1234567890

**This is Arial**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqr**  
**stuvwxyz1234567890**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz1234567890

aRe1

helvetica

aR

aRe1

arial

aR

**This is Helvetica**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqr**  
**stuvwxyz1234567890**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz1234567890  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz1234567890

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**ABCDEFGHIJKLMN**  
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**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqr**  
**stuvwxyz1234567890**  
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OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz1234567890  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz1234567890

**This is Univers**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**abcdefghijklmnopqr**  
**stuvwxyz1234567890**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz1234567890  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz1234567890

**“Call It What It Is”**

**John Downer**

**First published in 2003 in the type specimen booklet for Tribute.**

**<https://www.emigre.com/Essays/Type/CallItWhatItIs>**

**Revivals/Recuttings/Reclamations**

**Anthologies/Surveys/Remixes**

**Knockoffs/Clones/Counterfeits**

**Reconsiderations/Reevaluations/Reinterpretations**

**Homages/Tributes/Paeans**

**Encores/Sequels/Reprises**

**Extensions/Spinoffs/Variations**

**Caricatures/Parodies/Burlesques**

**A B C D E**

**F G H I**

Introducing Rosemary, a wood letterpress typeface. It was not named after Rosemary Swanson, the wife of the typeface's designer, Gunnar Swanson. It's named after Rosemary Woods, Richard Nixon's secretary. Like a lot of classic wood type fonts, it's all caps. The lower case is in the 18 minutes of silence. It attempts the right touch of awkwardness to salute the ungratefully dignified "real" wood type and the sturdiness that's the whole point of the enterprise without the artificial noise of so much early '80s "grunge" type. Rosemary (the typeface, not the woman) is the love child of Trade Gothic and Clarendon and has been made into wood type by Craig Malinzo.

**J K L**

**M N O**

**P Q R S T U V**

**W X Y Z**

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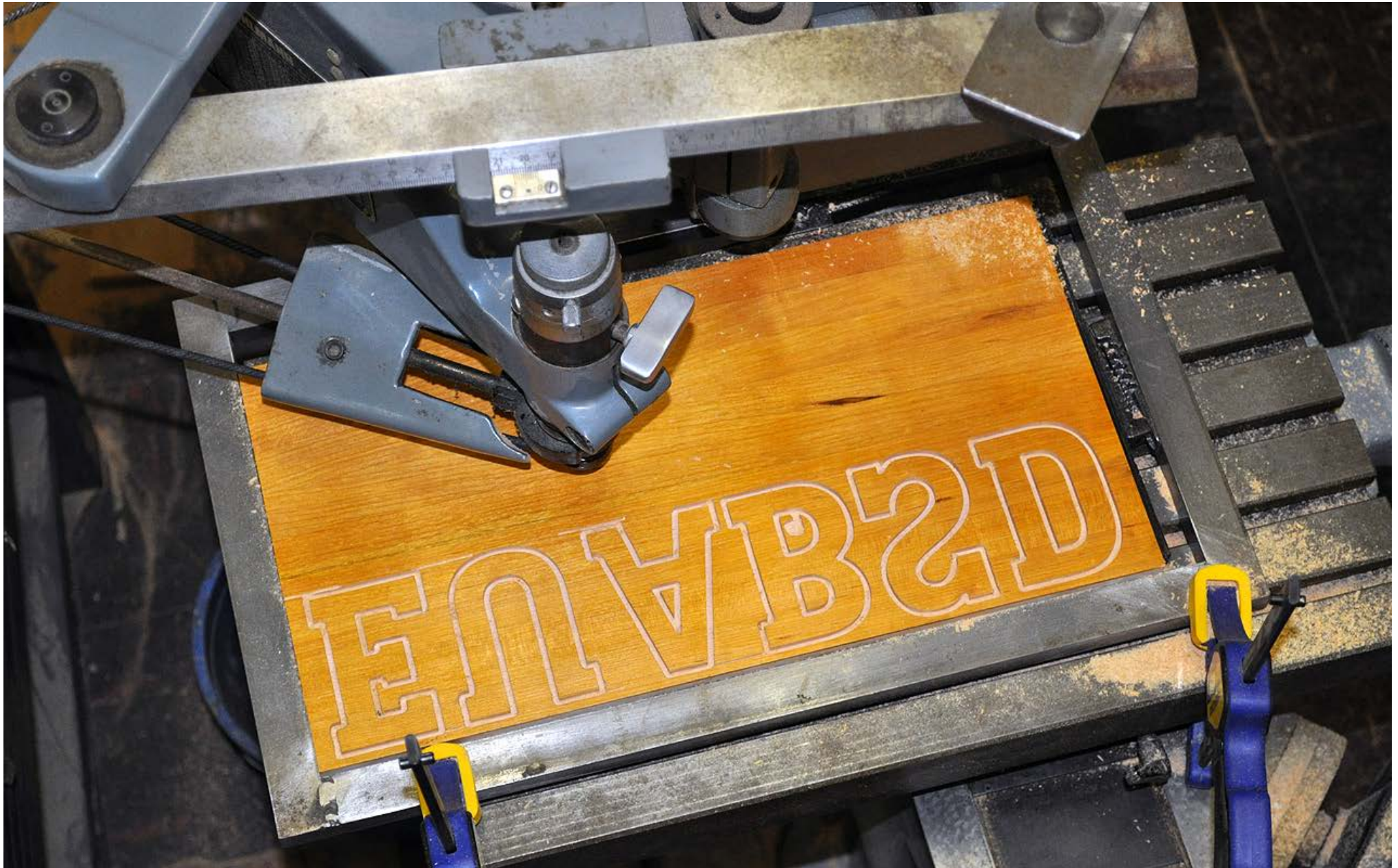
Rosemary (the typeface, not the woman) is the love child of Trade Gothic and Clarendon and has been made into wood type by Craig Malmrose.

**M N O**

**J J J**

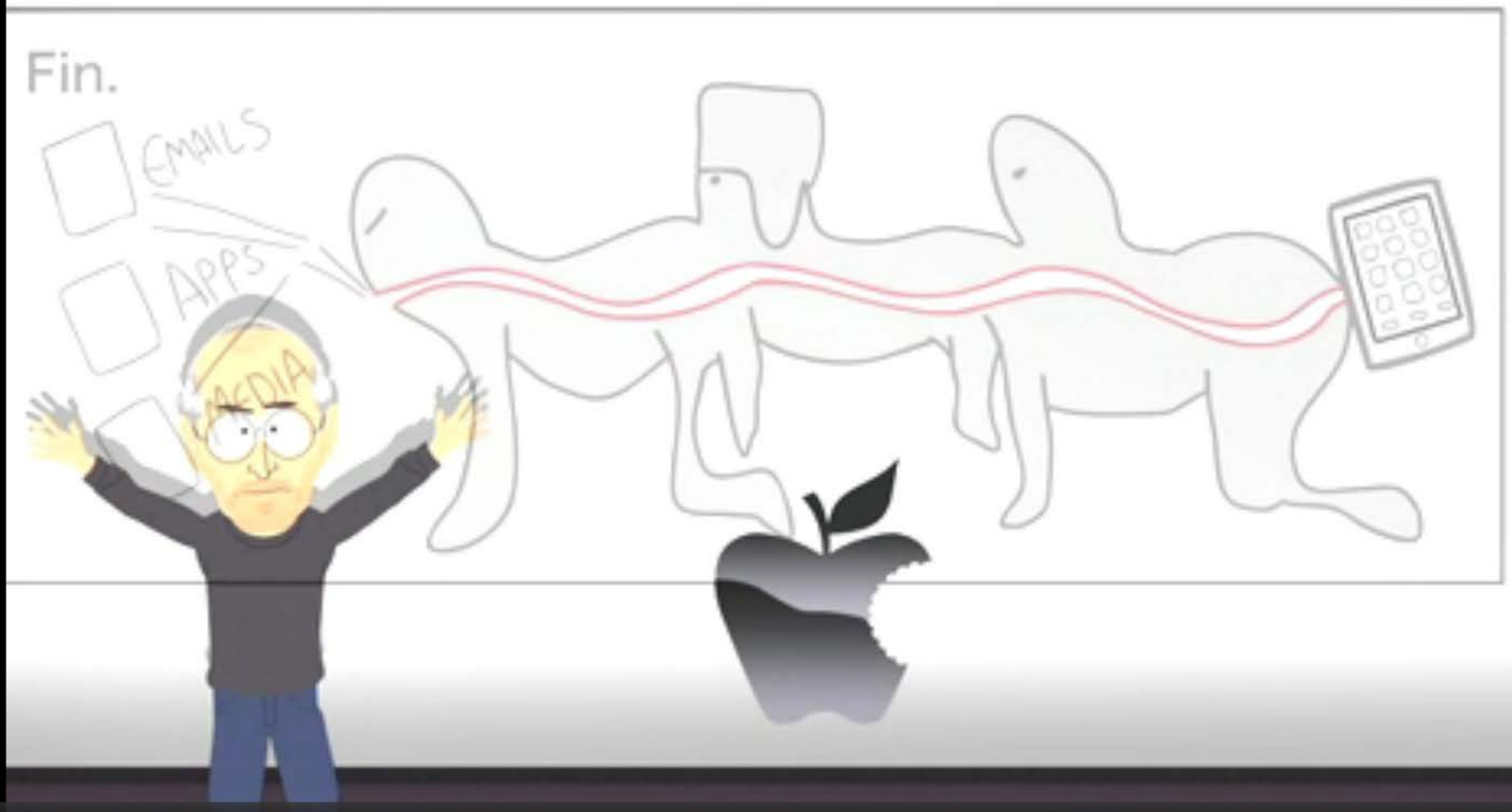
**Q P Q P**







# HUMANCENTiPad





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# Gunnar Swanson

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