

Truesdell

SPOTTING TRUESDELL

Q Z z
h m n

- Italic **Q** looks like the numeral **2**
- Bottom serif on cap and lowercase **Z**
- Large “pennant” top serifs in lowercase
- Final stroke of **h**, **m**, and **n** curve
- Uneven weights to curved strokes

ETYMOLOGY

Frederic Goudy/Steve Matteson
First used by Frederic Goudy in 1931
Revived by Monotype in 1994

FAMILY

Two weights with corresponding italics. Included are a suite of small caps, ligatures and swash characters.

FONT FACTS

Goudy was asked to write a two-page article that he could set in any typeface. Truesdell was hurriedly designed to replace “Kaatskill,” an existing design by Goudy, which was too large for the project. Truesdell is named after Fred Goudy’s mother’s maiden name.

Stellar

SPOTTING STELLAR

B S M
U u i j

- Caps based on Roman proportions
- Splayed cap **M**
- Cap and lowercase **U** share same design
- Angled dots to **i** and **j**
- Stroke terminals are flared

ETYMOLOGY

R. Hunter Middleton/Dave Farey
Released in 1929 by Ludlow Typograph
Revived by Dave Farey in 1997

FAMILY

Four weights named after galaxies.

FONT FACTS

Ludlow did not develop Stellar into a large family because they were more interested in cloning the competition of “Futura” and “Kabel.” “Tempo” took its place. Stellar predates “Optima” and “Syntax,” two other stressed sans serif designs, by over 30 years.

Stellar™

**We are an
impossibility
in an
impossible
universe.**

Ray Bradbury
American science
fiction author

Truesdell™

**Imagination
is more
important
than
knowledge.**

*Albert Einstein
American physicist
1879–1955*