

Mentor

SPOTTING MENTOR

a r y g
M J P

- Calligraphic terminals on **a**, **r** and **y**
- One storey italic **g** with enclosed lower bowl
- **M** is splayed
- **J** drops below baseline
- Bowl of **P** is open

ETYMOLOGY

Designed by Michael Harvey
Released by Monotype in 2005

FAMILY

Four weights with corresponding italics, small caps, and old style figures.

FONT FACTS

Mentor is a tribute to those whose work influenced Michael Harvey's career path. According to him, "There are traces of Eric Gill and Reynolds Stone in the roman designs. The name 'Mentor' seems apt." Michael also looked at Reynolds Stone's distinctive italic script when he drew the italic. While by no means a copy, the final design shares the personality and proportion of the stone carver's inscriptual letters.

Neo Sans

SPOTTING NEO SANS

E F L a g
a m M W

- Curved stroke transitions in **E**, **F** and **L**
- Two storey **a** and **g**
- Italic lowercase based on cursive shapes
- High vertex on **M**
- Low apex on **W**

ETYMOLOGY

Designed by Sebastian Lester
Released by Monotype in 2004

FAMILY

Six weights with corresponding italics.

FONT FACTS

Neo Sans began as a custom font proposal. The branding agency's client wanted an "ultra modern" typeface that was "futuristic without being gimmicky or ephemeral." When a bureaucratic decision cancelled the project, Sebastian Lester decided to finish the design on his own.

Neo Sans™

**If someone
says can't,
that shows
you what
to do.**

*John Cage
(1912–1992)
US composer*

Mentor™

**Love your
enemies,
for they tell
you your
faults.**

*Benjamin Franklin
(1706–1790)
US scientist, inventor,
author, politician, & printer*