

Sabon

SPOTTING SABON

A P p
T N

- Angled apex on **A**
- Open bowl on **P**
- Stem of italic **p** extends beyond bowl
- Serifs extend above **T** arm
- Diagonal extends beyond right stem in italic **N**

ETYMOLOGY

Jan Tschichold
Released between 1964 and 1967

FAMILY

Two weights with corresponding italics, small caps and old style figures

FONT FACTS

Only family to be designed specifically for three types of composition; hand-set type, machine-set type and phototype.

Sabon is patterned loosely on specimen sheets of an early Frankfurt printer and type founder, Konrad Berner. Berner married the widow of Jacques Sabon (hence the typeface name) who brought some of Garamond's original matrices to Frankfurt.

Felbridge

SPOTTING FELBRIDGE

I i J j M
W l a f
z 1 3 6

- Cap and lc **I** and **J** have top serifs
- Middle strokes of **M** and **W** are short
- Lowercase **l** is clipped on top & has a curved base
- Italic **a**, **f**, and **z** are cursive forms
- Old style figures

ETYMOLOGY

Robin Nicholas
Released by Monotype in 2003

FAMILY

Six Roman weights with italics for the Regular & Bold

FONT FACTS

The inspiration came from experiments to develop an ideal typeface for use in web pages and electronic media.

Italics were drawn in the tradition of being visually lighter than their related Roman fonts.

Felbridge™

**Ads are the
cave art
of the
twentieth
century.**

*Marshall McLuhan
(1911 – 1980)
Canadian Sociologist*

Sabon™

**The life
which is not
examined
is not worth
living.**

PLATO
(427 BC – 347 BC)
GREEK AUTHOR &
PHILOSOPHER