

The

POWER

&

Beauty

of Typography

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Technology

www.phase2technology.com

Art Directors Club
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of Washington DC


www.adcmw.org

CDIA

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Boston University

www.cdiabu.com

Construct 2010

 SamanthaToy

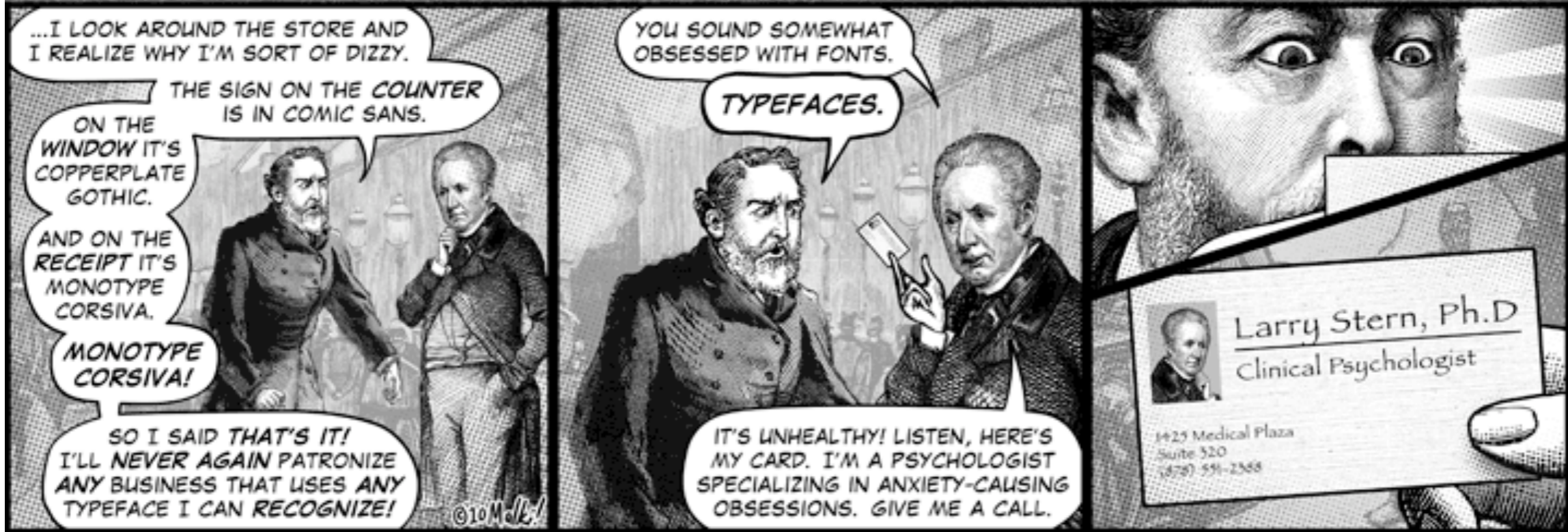
I have a

problem

I S E E

L E T T E R S

E R Y W H E R E





<http://www.flickr.com/photos/almagill/152652866>



<http://www.flickr.com/photos/splorp/3838533>

Monday, August 30, 2010



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My Goal:

is to get you to See Letters

in a Different Way

TRIUMPHVS



ce ligatura alla fistula tubale, Gli altri dui cū ueterrimi cornitibici con-
cordi ciascuno & cum gli instrumenti delle Equitante nymphe.

Sotto loquale triūphale sciughe era laxide nel meditallo, Nelq̄le gli
rotali radii erano infixi, deliniamto Balustico, graciliscanti lepofa
negli mucronati labii cum uno pomulo alla circunferentia. Elquale
Polo era di finissimo & ponderoso oro, repudiante el rodicabile erugi-
ne, & lo'incēdiofo Vulcano, della uirtute & pace exitiale ueneno. Sum-
mamente dagli festigianti celebrato, cum moderate, & repentine
riolutiōe intorno saltanti, cum solemniissimi plausi, cum
gli habiti cincti di fasciole uolitante, Et le sedente so-

pra gli trahenti centauri. La Sancta cagione,
& diuino mysterio, in uoce cōsone & car-
mini cancionali cum extre-
ma exultatione amo-
rosamente lauda-

uano.

*

PRIMVS



EL SEQVENTE triumpho nō meno mirauiglioso del primo. Im-
pero che egli hauea le quatro uolubile rote tutte, & gli radii, & il medital-
lo defusco achate, di candide uenule uagamente uaricato. Ne tal'e certa-
mente gestore Pyrrho cum le noue Muse & Apolline in medio pulsante
dalla natura impresso.

Laxide & la forma del dicto q̄le el primo, ma le tabelle erāo di cyaneo
Saphyro orienta'e, atomato de scintillule doro, alla magica granissimo,
& longe acceptissimo a cupidine nella sinistra mano.

Nella tabella dextra mirai exsculpto una insigne Matrōa che
dai ou hauea parturito, in uno cubile regio colloca-
ta, di uno mirabile pallacio, Cum obstetrice stu-
pefacte, & multe altre matrone & astante
Nymphe Degli quali uscua de

uno una flammula, & delal-

tro ouo due spectatissi-

me stelle.

ho, olubinq̄m lūq̄
dillū hū, ungal am
cōpōm tūmōu & loq̄
cōm tūmōu & loq̄
cōm tūmōu & loq̄
cōm tūmōu & loq̄
cōm tūmōu & loq̄
cōm tūmōu & loq̄
cōm tūmōu & loq̄



<http://www.sheaff-ephemera.com/>



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95
96
SEASON

THE
BETTER
VENUS

BRING IN 'DA NOISE,
BRING IN 'DA
FUNK

BY SAVION GLOYER,
REG.E. GAINES
AND GEORGE C. WOLFE



WRITTEN BY
STEVE MARTIN
DIRECTED BY
BARRY
EDELSTEIN

AND
OTHER
PLAYS
2 WOMEN IN REP
ANDREA MARTIN & MARGA GOMEZ

BY HAN ONG DIRECTED
BY MARCUS STERN

THE CHANG
FRAGMENTS

KING LEAR
WRITTEN BY
WILLIAM SHAKESPEARE
DIRECTED BY ADRIAN HALL

DANCING ON HER
KNEES
WRITTEN BY NILO CRUZ
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a movie by
**thomas
campbell**
the nature of the medium

The Quick Brown
Fox Jumps Over
The Lazy Dog. g

abcdefghijklmnopqrstuvwxyz0123456789 [] () / \ , < > ?

Andale Mono

The Quick Brown
Fox Jumps Over
The Lazy Dog. g

abcdefghijklmnopqrstuvwxyz0123456789 [] () / \ , < > ?

Arial
and Arial Black

The Quick Brown
Fox Jumps Over
The Lazy Dog. g

abcdefghijklmnopqrstuvwxyz0123456789 [] () / \ , < > ?

Comic Sans MS

The Quick Brown
Fox Jumps Over
The Lazy Dog. g

abcdefghijklmnopqrstuvwxyz0123456789 [] () / \ , < > ?

Courier New

The Quick Brown
Fox Jumps Over
The Lazy Dog. g

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Georgia

**The Quick Brown
Fox Jumps Over
The Lazy Dog. g**

abcdefghijklmnopqrstuvwxyz0123456789 [] () / \ , < > ?

Impact

The Quick Brown
Fox Jumps Over
The Lazy Dog. g

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Times New Roman

The Quick Brown
Fox Jumps Over
The Lazy Dog. g

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Trebuchet MS

The Quick Brown
Fox Jumps Over
The Lazy Dog. g

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Verdana



Webdings

PER LO ADVENTO DILAR MIGER ORECENSENTE
 POLIPHILONARRA, CHE FOR ADIL THEATROVSCI
 RONO CVM TVTTOIL CONSORTIO, ET CVMLAL-
 TRE NYMPHE AD VNOSACRO FONTE PER VENE-
 RON. OVE LENYMPHE NARRANODELSEPVL-
 CHRO DI ADONE, ET COMELA DEA ANNIVERSA-
 RIAMENTE IVICONVENIVA ADIMPIRELE SAN-
 CTE CERIMONIE, ET CESSANDO DALTRIPV
 DIOET CANTARE SVASENO. POSCIA A
 POLIA CHE ELLA NARRASSE LA SVA
 ORIGINE, ET IL
 SVO INAMO-
 RARE.

*
 *
 ○
RNATÈDINOVELLE QVALITATE CVM
 la mia pstante Polia, & cum le comite nostre, dindi al sa-
 cro fonte dispartendo nui, per quella medesima porta &
 adito che nui intrassemo fora similmente retornassimo
 Que p̄stolauano tutte le Nympe dagli suavi soni & cā-
 tatrice. Lequale insieme cum nui festiue ueneron, Onde
 io farcito di fructuoso amore nellaccenso pecto ampliato, cum omni ac-
 cessoria dulcedine, esclusi gli p̄teriti dolori, extincto omni molesto con-
 trario. refrenato oī ancipite cogitato. gia piu non hæsitante di Polia, ma
 come adũica Augusta delalma mia, Siluia del coremio, & di la uita Pto-
 lomæa. Arfaci degli sensi, & Murana del mio amore, & de me tutto pa-
 trona & reuerenda Imperatrice festiuo & lato humilmente, & deditissi-

POLIPHILI HYPNER OTOMACHIA, VBI
 HVMANA OMNIA NON NISI SO-
 MNIVM ESSE OSTENDIT, AT
 QVE OBITER PLVRIMA
 SCITV SANEQVAM
 DIGNA COM-
 MEMO-
 RAT.

 *

SIGN UP FOR NEWS ABOUT FUTURE SEED CONFERENCES

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THE VENUE WILL INFORM THE DISCUSSION TOO, SEED WILL BE HELD IN THE "CATHEDRAL OF MODERNISM"

CROWN HALL *by* Mies van der Rohe

Painstakingly renovated in 2005, Crown Hall stands as one of the most important buildings of the modern age and it was also held in the highest regard by Mies himself who said it best represented his "architecture of almost nothing."

* THE DAY'S SCHEDULE *and* INVITED GUESTS *

CARLOS SEGURA is the founder of **Segura, Inc.** an internationally recognized visual communications company and the creator of **T.26** the web's original digital type foundry as well as the **5"** retail brand and the **Cartype** weblog.

EDWARD LIFSON is a National Public Radio correspondent, architecture critic, blogger and Loeb Fellow at the

JASON FRIED is the founder of **37signals**, influential creators of web-based communication and collaboration tools **Basecamp**, **Highrise**, **Backpack & Campfire** and authors of the book *Getting Real* and the popular weblog **Signal vs. Noise**.

JIM COUDAL is the founder of **Coudal Partners**, a design and advertising consultancy that has created numerous

JAKE NICKELL is the Founder and **JEFFREY KALMIKOFF** is the Creative Director of **skinnyCorp**, the force behind the unstoppable community-based tee shirt design concept **Threadless** and a steady stream of other **great ideas**.

GARY VAYNERCHUK is the proprietor of **Wine Library TV** and a perfect example of someone who has used the



jt^{an}*rin*
on *gen*
E.

pith & pulp

— *not an image, but perhaps a reversion to type.*



PREFACE

I'm JON TAN, Creative Director at OMNI*T*I and sometime writer and speaker in Bristol, UK.

LATELY *in the* LOG

SkillSwap Goes Typographic — *Mon, 9th Mar 2009* {1}

Right. I'm blitzing this. Two posts in one day. It's unheard of! I've finally managed to put up my slides...

Seven Things — *Mon, 9th Mar 2009* {5}

Meme is a funny word. I remember interrogating the hive mind of Google to understand what it meant not that long ago....

Growing Omni*T*I — *Sun, 21st Dec 2008* {22}

'Twas the week before Christmas, and all was hectic in the house. Or, at least, that's how it seems!...

PHP Advent Seasoning — *Tue, 16th Dec 2008* {9}

Ladies and gentlemen, I give you the two-thousand and eight PHP

Curious ASIDES

TWITTER moments.

FLICKR tableaux.

DELICIOUS bookmarks.

UPCOMING events.

EXPLORE ASIDES →



search

enter keywords above to search this website

IESVS RODRIGVEZ VELASCO

RECENTLY PUBLISHED

These are the newest additions to the site.

Ninth street café readers, NYC Feb 21 2009

Winter in New York from my camera phone

Colloquium at Columbia U, pictures

De Amadis al Quijote (o viceversa, no sé)

Theorizing the Language of Law

Titan

Fotografías de una visita al Cloisters Museum

Round Belly - las últimas tardes en Berkeley

Herramientas (El hijo del Maestrín -2-)

Debajo de una escalera (El hijo del Maestrín -1-)

RECENTLY DISCUSSED

Participation is greatly encouraged: these are the latest comments.

dario commented on Está usted invitado/a a participar en este proyecto

Jorge commented on



- BREVILOQUIA
- AKADEMICA
- COMMENTARIA
- BIBLIOTHECA
- SECRETUM
- IMAGINES
- VOCES



The entire site's archives, ordered by month of publication.

February 2009

October 2008

September 2008

August 2008

April 2008

February 2008

January 2008

December 2007

November 2007

October 2007

September 2007

August 2007



Click below for related links to content outside this site.

University of California, Berkeley

Department of Spanish and Portuguese

Semmycolon

La SEMYR

Parnaseo - Universidad de Valencia

e-Spania

PhiloBiblon

Graduate Student Heather Bamford, Working blog

Graduate Student Israel Sanz, UCB, Working blog

Catálogo Colectivo del Patrimonio Bibliográfico Español

Red Románica. Recursos electrónicos para romanistas

Program in Medieval Studies

Pecia: le manuscrit médiéval

Medievalismo

Portal de Archivos Españoles

The Online Reference Book for Medieval Studies

Medieval Sourcebook

e-Humanista

Revue.org. Fédération de revues en sciences humaines et sociales

Studia Aurea. Revista de Literatura Española y Teoría Literaria del Renacimiento y Siglo de Oro

Biblioteca Virtual del Patrimonio Bibliográfico

Graduate Student Dan Nemser, UCB, working

This is the weblog of Jesús Rodríguez Velasco. Here you will find a veritable panoply of literary, visual and aural diversions related (or not) to academic pursuits, arcane (or simply dusty) vagaries and very earnest but most likely misguided contemporary concerns.

It is a repository of ongoing research, a forum for learned (and not so learned) minutiae, and a treasure trove of (possibly) worthless intellectual trinkets.

Some of the content is published in Spanish, as most of my current research deals with the fusty vicissitudes and curlicues of medieval and modern literary texts and traditions from that rich and complex culture.

Feel free to peruse the archives and by all



twitter

OFFICIAL

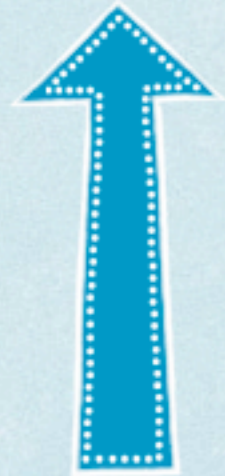


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EV WILLIAMS
TWITTER



RYAN SARVER
TWITTER



BIZ STONE
TWITTER



DICK COSTOLO
TWITTER

SCHEDULE

DAY 1

CONFERENCE

- ★ OAuth
- ★ Streaming
- ★ Geolocation



AFTER PARTY!
MISS IT AT YOUR PERIL!

I *obsess* over
the differences
between
print & web



WORKING

THE

WARRIORS

The Messy Screenprints of

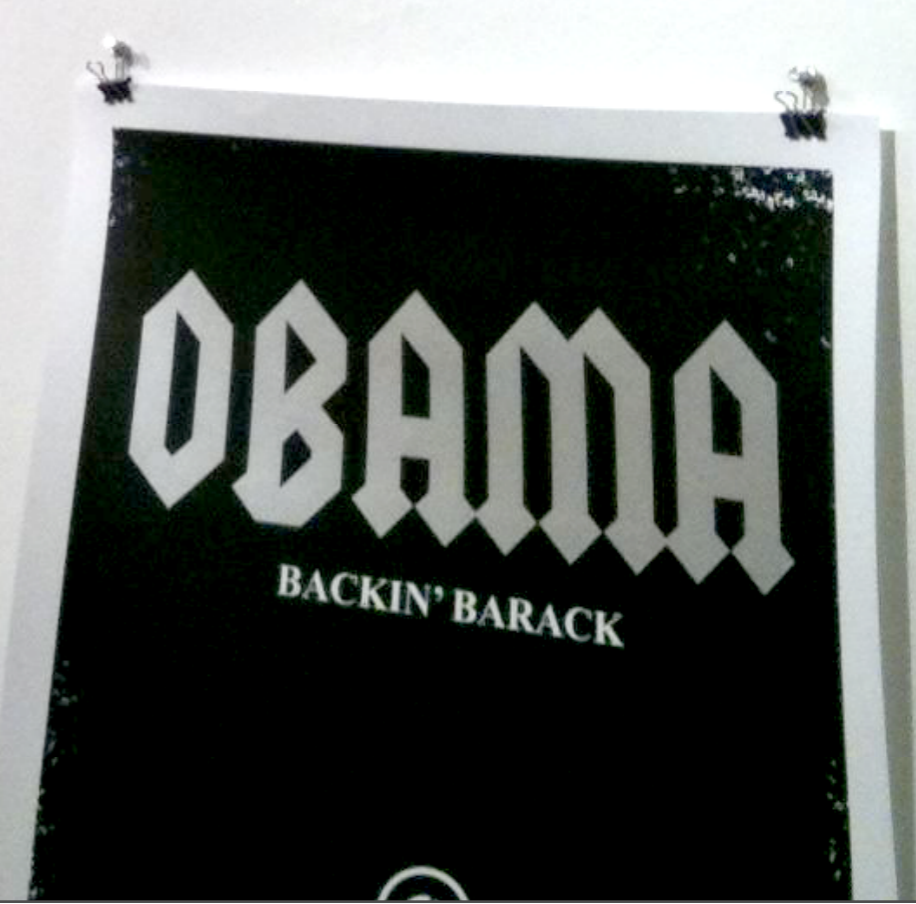
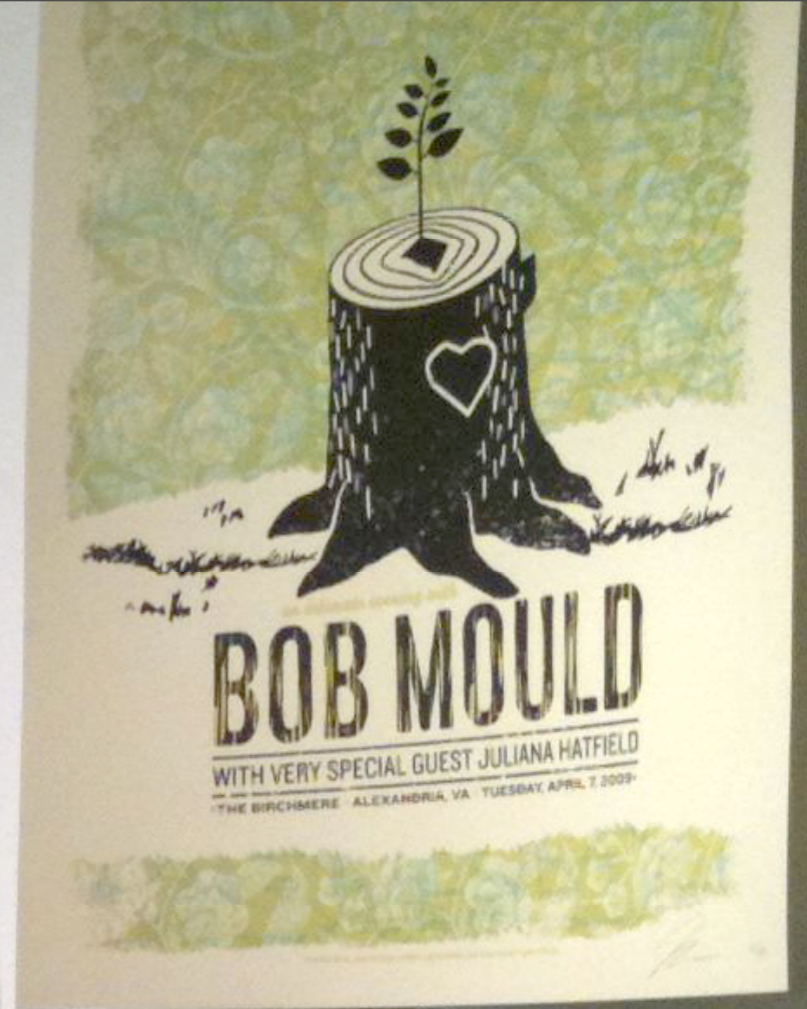
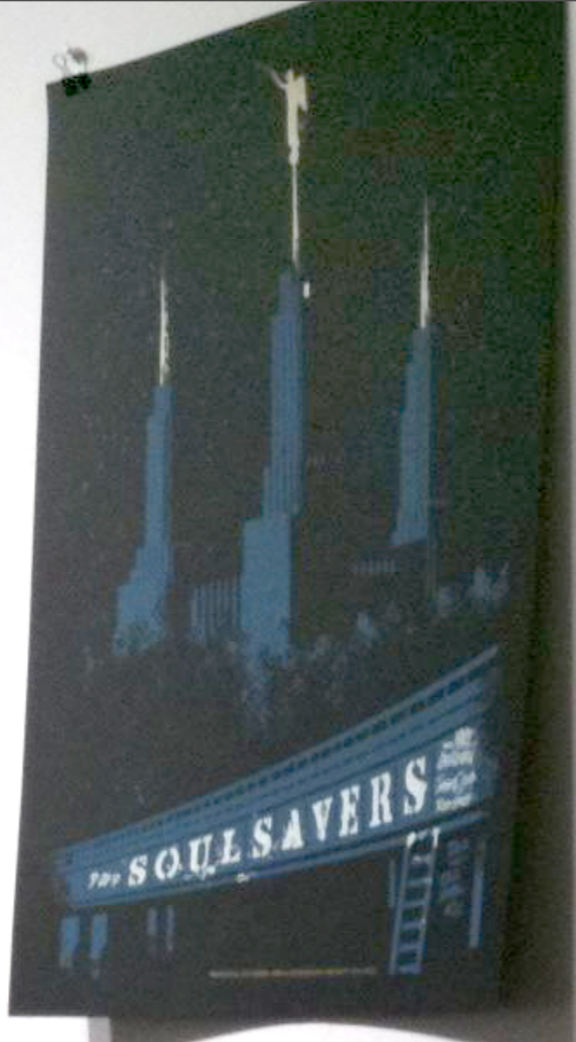
JEFFREY EVERETT & JOHN FOSTER

09.30.09 - 10.23.09

THE TYLER GALLERY • NOVA ALEXANDRIA CAMPUS

OPENING RECEPTION SEPTEMBER 30th AT 7:00PM

◆◆◆ **JOINT LECTURE OCTOBER 7TH** ◆◆◆



No Georgia

A gallery wall featuring a variety of posters and art prints. The posters include a red rotary phone, a woman in a blue dress, a man in a suit, a Native American figure, and a woman in a red dress. The text "No Arial" is overlaid in the center.

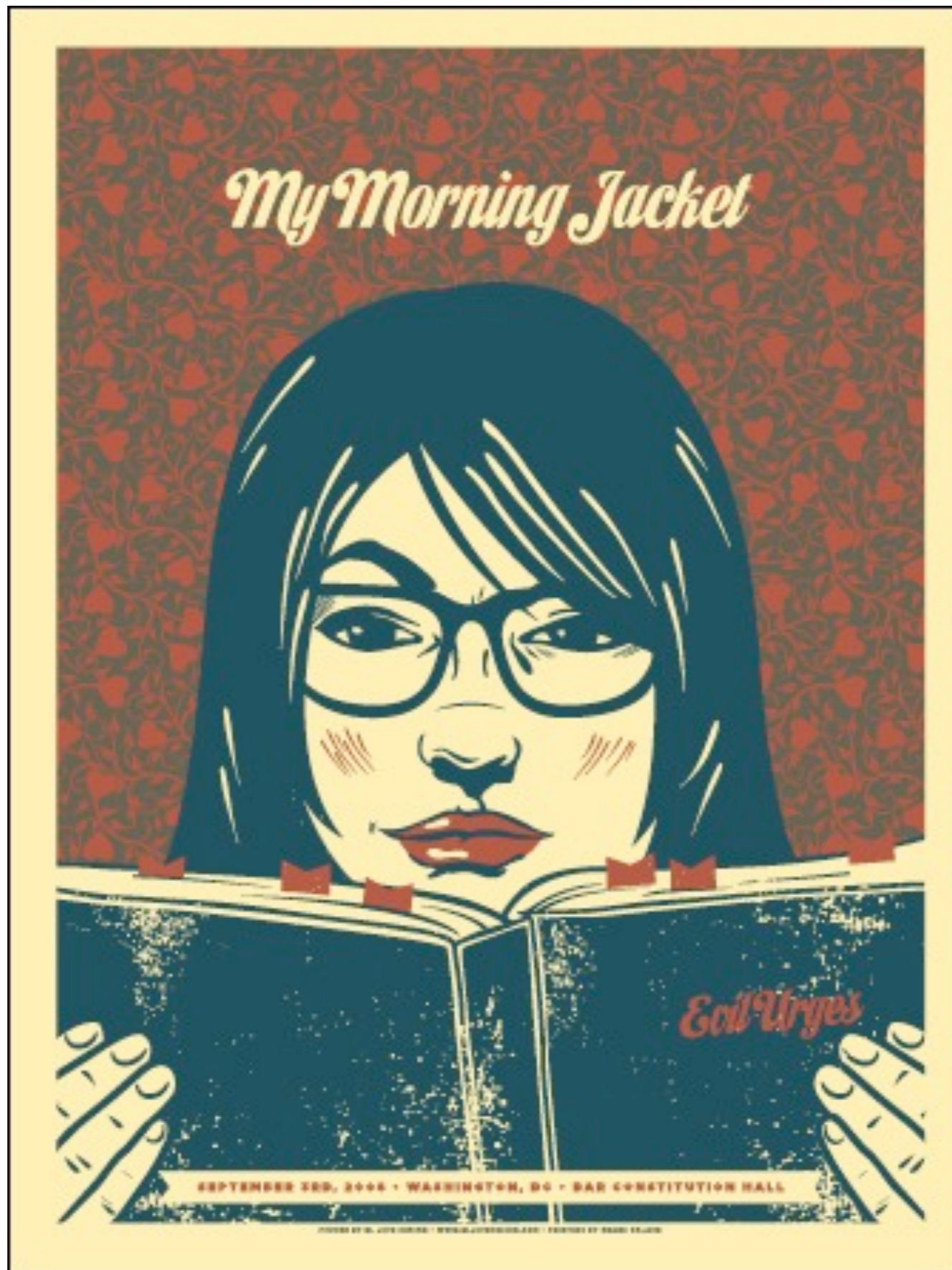
No Arial

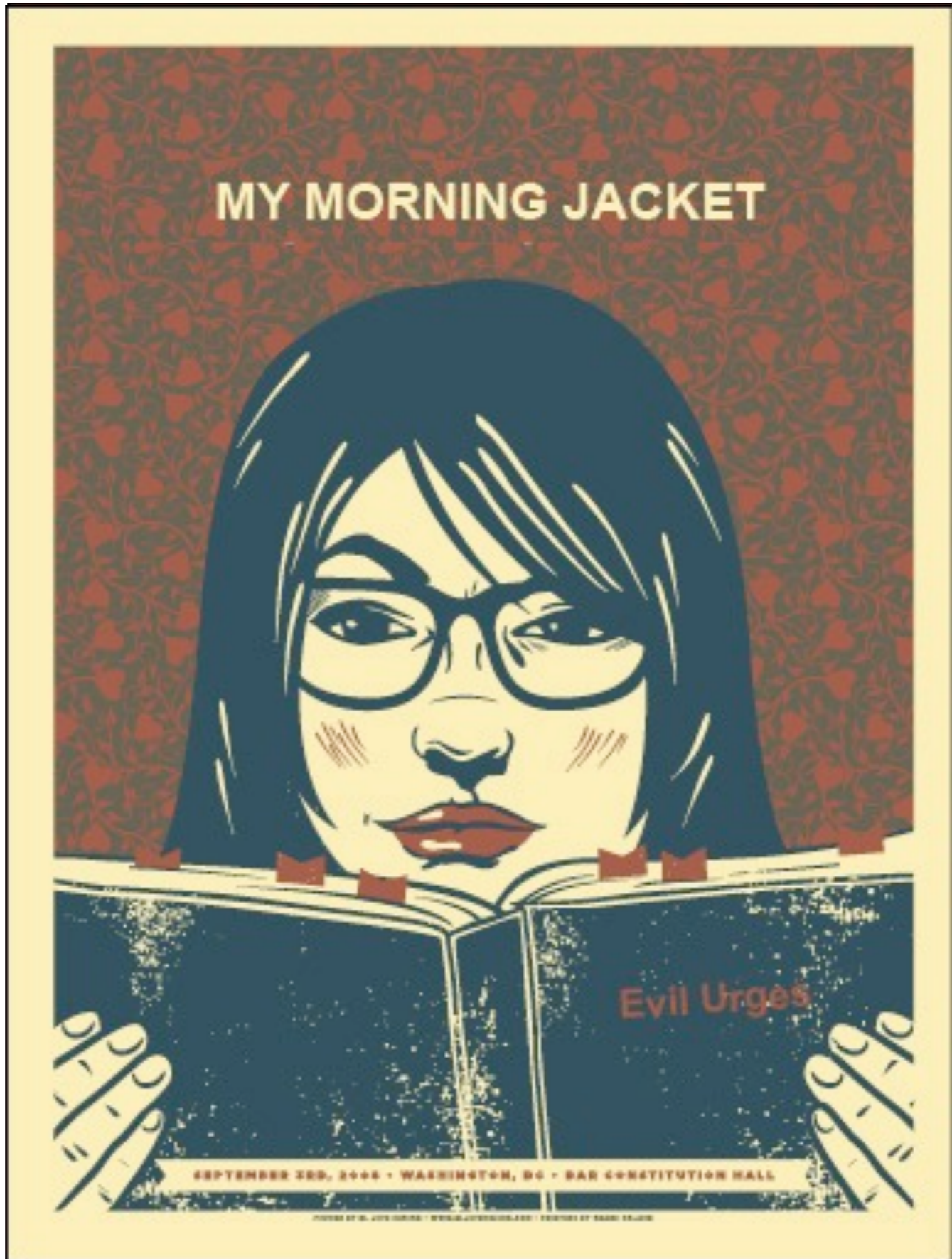
Letters

can say

far more

than the words they spell.





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Like any revolution, we aim to make progress, and we need help. If you want to be a part of this free, open-source type movement, you should join us and contribute. If you have any questions about The League or the movement, get in touch.

[READ OUR MANIFESTO](#)

NEW FONTS

Raleway

Harness
The Power



The sort of classical modernist line on how aware a reader should be of a typeface is that they shouldn't be aware of it at all. It should be this crystal goblet there to just hold and display and organize the information. But I don't think it's really quite as simple as that. I think even if they're not consciously aware of the typeface they're reading, they'll certainly be affected by it, the same way that an actor that's miscast in a role will affect someone's experience of a movie or play that they're watching. They'll still follow the plot, but, you know, be convinced or affected. I think typography is similar to that, where a designer choosing typefaces is essentially a casting director.

Tobias Frere-Jones

■ ■ a designer
choosing typefaces
is essentially a
casting director.

Tobias Frere-Jones

A *Designer* choosing
a typeface is picking
a pair of shoes
for their website



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Monday, August 30, 2010

Legibility Personality

Legibility = **Practicality**

Personality = **Fashion**



Legibility
Practicality

Ah Ah Ah

Dynamically grow cooperative synergy for competitive leadership skills. Synergistically maintain revolutionary e-markets after innovative schemas. Appropriately administrate process-centric intellectual capital before best-of-breed infrastructures.

Seamlessly leverage existing go forward leadership with future-proof processes. Synergistically iterate real-time portals rather than client-centered channels. Completely procrastinate multifunctional portals vis-a-vis parallel human capital.

Conveniently matrix client-centered customer service rather than end-to-end relationships. Enthusiastically deploy sticky core competencies with viral solutions. Intrinsicly evisculate worldwide networks vis-a-vis tactical networks.

Efficiently utilize virtual schemas and vertical total linkage. Uniquely mesh next-generation quality vectors whereas effective outsourcing. Globally network holistic deliverables without innovative solutions.

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Ah Ah Ah



Ah

Ah

Ah



Ah

Ah

Ah





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Peace & Gratitude

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Monday, August 30, 2010



Emotion
Fashion





Jessie Stefacopolis
Europe's mistress of song in America
Live in Concert
Featuring her hits "Arms not Armies"
"Hello, You"

The Lush Life

Hideaway & Garden

Antidotes

...for blue moods

Leaf through our drink menu

Prune your mental foliage

Decompose in Style





Howdy Partner
Partner. Howdy
y Partner. How
Howdy Partner
Howdy Partner
Partner. Howdy
y Partner. How
Howdy Partner





I thought
long and hard
about whether to
use Helvetica for
this poster

Fifty years of Helvetica



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your website



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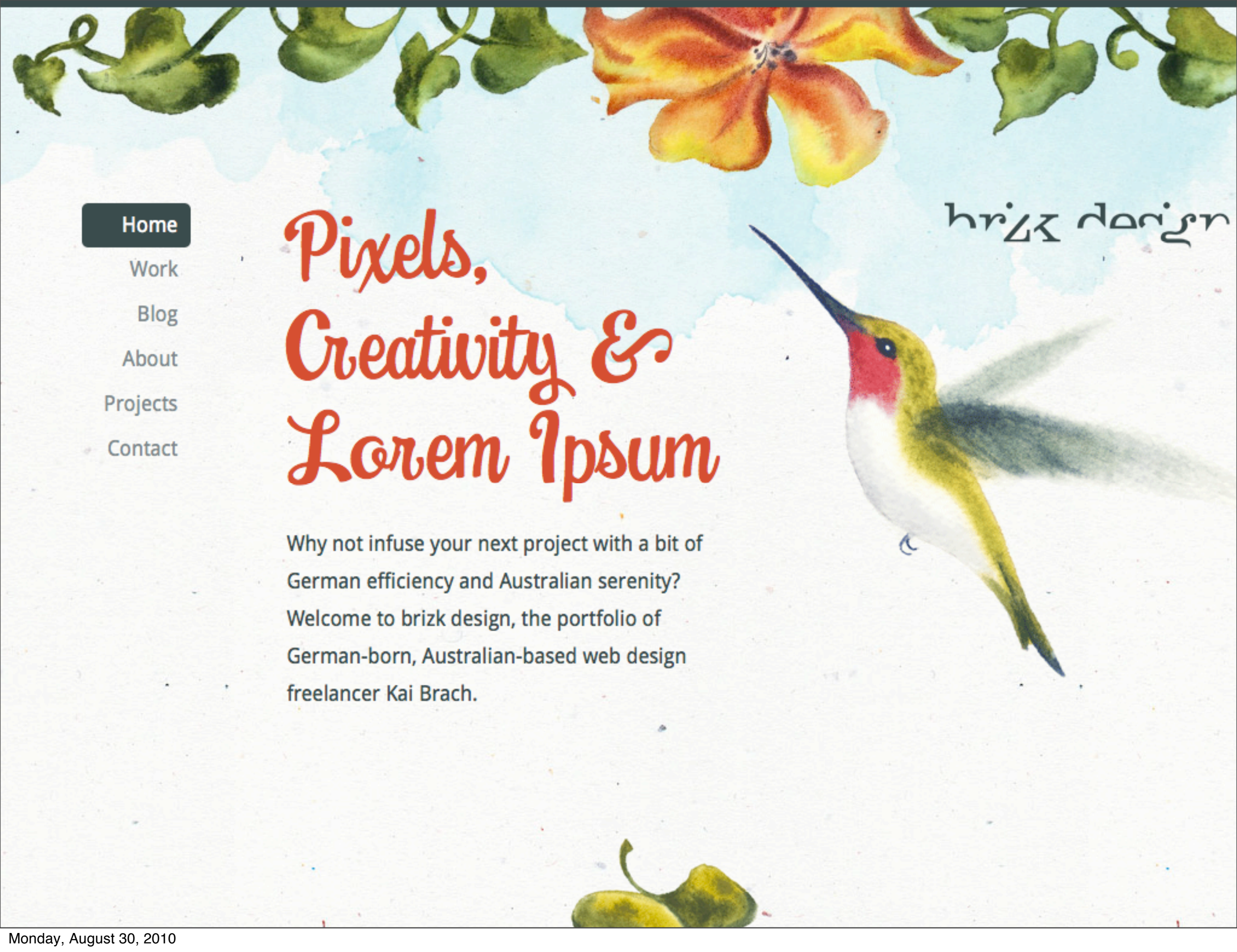
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Poems



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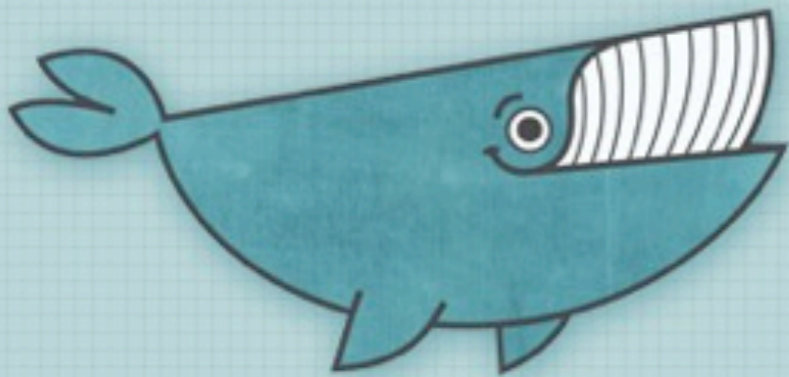
Pixels, Creativity & Lorem Ipsum

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six-cylinder engine
efficiently, with ea
performance. The
system uses an al



we have a

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for the tiniest details

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with Forum One Communications

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John D. Campbell
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Monday, August 30, 2010

Archer Light Small Caps

Archer Light Italic. Gently mixing geomet

Archer Light Italic

Archer Book. Politeness plus veracity ma

Archer Book

ARCHER BOOK SMALL CAPS. CREDIBLE A

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Versatility

Versatility =
Trendy

Versatility =
Trendy



Some typefaces just *Say* a lot

**“Formal as a
formality”**



<http://www.flickr.com/photos/stephenpoff/2540228312/>

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United We Serve

The President is calling on all Americans to participate in our nation's recovery and renewal by serving in our communities. There are many ways to get involved. America's new foundation will be built one community at a time – and it starts with you.

Find a Volunteer Opportunity

What interests you?

Example: hunger, veterans, mentoring, sports

Where would you like to volunteer?

(City, State, or ZIP Code)

Find Opportunities Now

POWERED BY
All for Good ALPHA

By clicking this button, you will exit the Serve.gov site and be redirected to the All for Good site where your search results will be displayed.

Honored to Serve

On February 18, Patrick Corvington was sworn in as the Chief Executive Officer of the Corporation for National and Community Service. Corvington, a recognized expert on nonprofit management and leadership, joins the agency at a time marked by unprecedented social need and support for national service.

- "Honored to Serve" – a message from Patrick Corvington
- Read Acting Corporation Board Chair Stephen Goldsmith's message

President Proposes Budget Increase for National Service

On February 1, President Obama released his Fiscal Year 2011 budget request for the Corporation for National and Community Service. The \$1.4 billion request will strengthen our nation's volunteer sector, foster innovation and

Initiatives

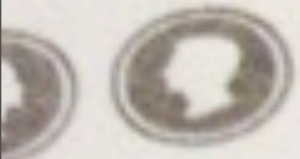
Martin Luther King, Jr. Day of Service

**“Traditional but
daringly casual”**



Oct 10
2009

MARATHA & JOSH
ARE GETTING MARRIED



PLEASE HOLD THE DATE

invitation to follow

Oct 10
2009

MARATHA & JOSH
ARE GETTING MARRIED



PLEASE HOLD THE DATE

invitation to follow

Worry less about trends
& **more about**

emotion

Get in touch with your
Font Feelings

Go forth & be

Radass

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Thanks!

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 SamanthaToy