



Departures

Five Milestone Font Families by Emigre

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Five Milestone Font Families by Emigre

Berkeley, California, 2011

To purchase a font license for the Emigre typefaces presented in this book please visit www.emigre.com/FiveMilestoneFontFamilies

Published on the occasion of the acquisition of five Emigre font families by The Museum of Modern Art, New York in 2011.

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Type bios on pages 8, 10, 12, 14, and 16 are from the exhibition *Standard Deviations: Types and Families in Contemporary Design*, The Museum of Modern Art, New York, March 2, 2011 - January 30, 2012.

The text font used in this book is Base 900, designed by Zuzana Licko.

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Departures

This book celebrates the acquisition of five Emigre font families by the Museum of Modern Art in New York in 2011. The digital fonts are Jeffery Keedy's Keedy Sans, Jonathan Barnbrook's Mason Serif, Barry Deck's Template Gothic, Zuzana Licko's Oakland (a.k.a. Lo-Res), and P. Scott Makela's Dead History. They were added to the Architecture and Design Collection as part of a selection of 23 digital typefaces documenting milestone designs covering the twentieth century. The acquisition followed in the footsteps of the Museum's first ever typeface acquisition, a case of 36-point Helvetica Bold lead type designed by Max Miedinger and Eduard Hoffman in 1957 for the Haas type foundry in Münchenstein, Switzerland.

Considered to be era-defining type designs, each of these new acquisitions “visually reflect very closely the time and place in which they were made,” writes Senior Curator Paola Antonelli, “they represent a specific era in the digital revolution—the early 1990s, when digital typography was coming into its own. They were chosen based upon their importance to cultural history as well as their experimental aesthetics.”

The newly acquired typefaces will be on display as part of *Standard Deviations*, an installation of the contemporary design galleries from March 2nd, 2011 through January 30, 2012.

Inspired by the exhibit's title, we selected some of the most unique characters from each of these five Emigre fonts and compared them visually to Helvetica, its predecessor in the collection. One of the most widely used typefaces in the world, Helvetica's ubiquity is legendary. It has set a standard of utility, standardization, and timelessness that all fonts are measured against.

These five Emigre typefaces, on the other hand, are known for their idiosyncrasies, individuality, and unique features. They stand on the opposite side of the type spectrum. To show how much the Emigre fonts depart from the standard, we present them here with an outline overlay of Helvetica Bold.

We have used Adobe's version of Helvetica as we recognize this to be the most widely used version, and closest in design to the original lead type in the MoMA collection.

To show how the five Emigre fonts differ from each other, we paired two distinctly different lower case and two upper case characters from amongst the five fonts for all 26 letters of the alphabet. Each capital letter was scaled to match its cap height with the cap height of a 286 point Helvetica Bold. Each lower case letter was scaled to match its x-height with the x-height of a 286 point Helvetica Bold. The hash marks on the side of each character show the alignment of the ascenders and descenders of the respective fonts.

Emigre, Berkeley, California, 2011

Template Gothic

Barry Deck, Digital Typeface, 1990.

Template Gothic is an important milestone in the history of digital fonts due to its popularity but also because of the designer's unique voice and the vernacular source he used as inspiration—a sign posted in his neighborhood laundromat.

Template Gothic was ubiquitous by the end of the 1990s, representing the aesthetic of imperfection beloved by certain designers during the post-modern era. Deck, like other typographers of the time, spoke of his desire to abandon the perfection of modernist letter forms: “I was inspired to design a face that looked as if it had suffered the distortive ravages of photo mechanical reproduction.” His typeface reflects “more truly the imperfect language of an imperfect world, inhabited by imperfect beings.”

Vernacular
POST
MODERN
Digital
Milestone
IMPERFECT
Laundromat
Distortive
HUMANISTIC

Keedy Sans

Mr. Keedy, Digital Typeface, 1991.

Like many graphic designers of the late 1980s and early 1990s, Keedy was eager to embrace the computer as a tool, but was frustrated by the limited selection of digital typefaces available. Keedy Sans, created in response, was used in layouts for *Emigre* magazine and embraced by designers everywhere.

Keedy Sans is similar in significance to another important *Emigre* font, P. Scott Makela's *Dead History*, also in MoMA's collection, designed to celebrate its experimental nature with letter forms that are intentionally unfinished and incongruous. "Most typefaces are logically systematic; if you see a few letters you can pretty much guess what the rest of the font will look like. I wanted a typeface that would willfully contradict those expectations," Keedy has said.

intention
Purposefully
Unfinished
hyper
modern
Milestone
Willfully
Contradicting
Expectations
neo
typographic

Oakland (Renamed Lo-Res in 2001)

Zuzana Licko, Digital Typeface, 1985

Licko co-founded *Emigre* magazine with her husband, fellow typographer and graphic designer Rudy VanderLans, in 1984. The magazine was lauded for its attention to truly innovative graphic design experiments, and it became well-known for its fonts, designed by Licko on the first Apple Macintosh 128K computer model.

The Mac revolutionized font design: “It forced us to question everything we had learnt about design,” Licko has said. She created Oakland and several other of her early digital fonts as bitmap designs. These fonts had “limited applicability,” and were “soon to be rendered obsolete with the impending arrival of high resolution computer screens and printers,” she has explained.

However, bitmap fonts are enjoying a resurgence, used for nostalgic effect, mostly in print. *Emigre* magazine ceased publication in 2005. It’s entire run of 69 issues is in MoMA’s collection.



Dead History

P. Scott Makela, Digital Typeface, 1990

Makela designed this typeface in the period during which digital processes were becoming accepted as mainstream tools for graphic and communication designers. The past, especially in typography, is often an inspiration for contemporary designers; not so for Makela, whose design deemed it “dead.” According to him, Dead History “personifies a new attitude in type creation . . . the result of the computer’s capabilities to function as the perfect assembling tool,” Makela has said.

He began his design of Dead History by mashing together two existing digital fonts—Linotype’s Centennial and Adobe’s V.A.G. Rounded—to create something entirely new and unexpected. Makela used Dead History in a variety of his own layouts and designs.

**Innovative
Ultra
New
digital
contemporary
Neo-Modern
Assembly
tools
creat
Unexpected**

Mason Serif

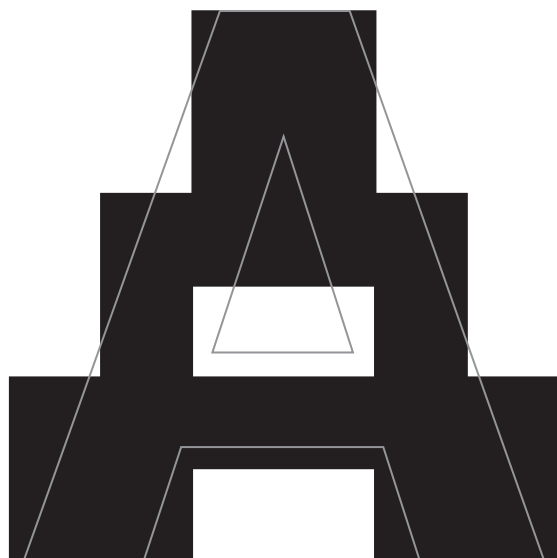
Jonathan Barnbrook, Digital Typeface, 1992

Barnbrook originally called this typeface Manson (after American serial killer Charles Manson) “to express extreme opposite emotions—love and hate, beauty and ugliness,” he has said. Emigre suggested the name be changed to Mason, as the letter forms also evoke stonecutters’ work, Freemasons’ symbology, and pagan iconography.

In its design, Barnbrook was influenced by nineteenth-century Russian letter forms, Greek architecture, and Renaissance Bibles; the font also displays many references to popular culture, politics, and typographic history.

Mason’s postmodern attitude is undeniable and, like Neville Brody’s Blur (also in the MoMA collection), Mason emerged during the explosion of digital typefaces in the early 1990s, both products of the technological and cultural influences of the time.

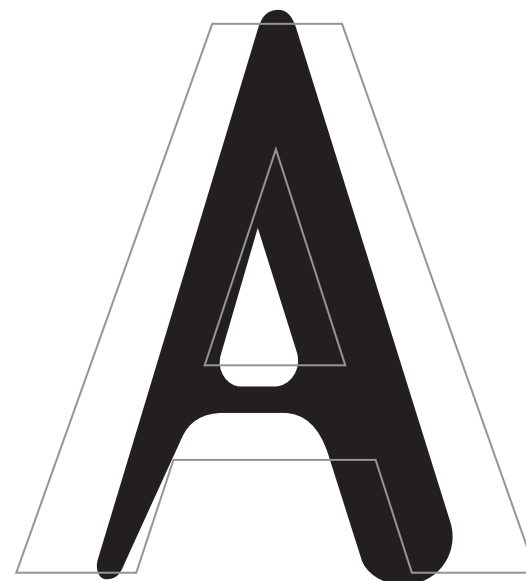
CUTTER
POST
MODERNIST
MILE
STOPPE
FREEMASON
PEO
GRAPHIC
ATTITUDE
TYPOGRA



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

20



Template Gothic Bold

Barry Deck
Digital typeface
1990

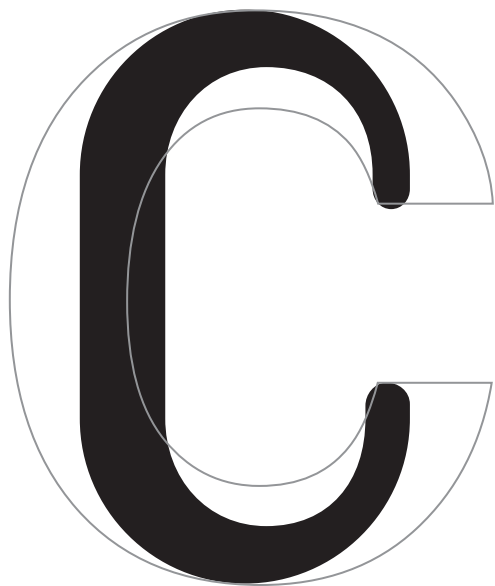
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Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992



Keedy Sans Bold
Mr. Keedy
Digital typeface
1989



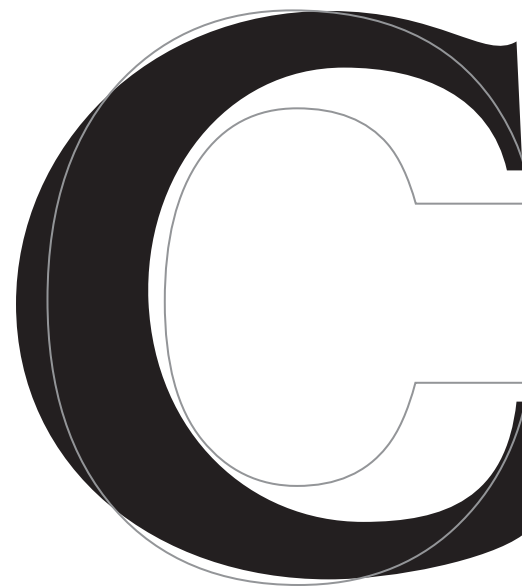
Template Gothic Bold

Barry Deck

Digital typeface

1990

24



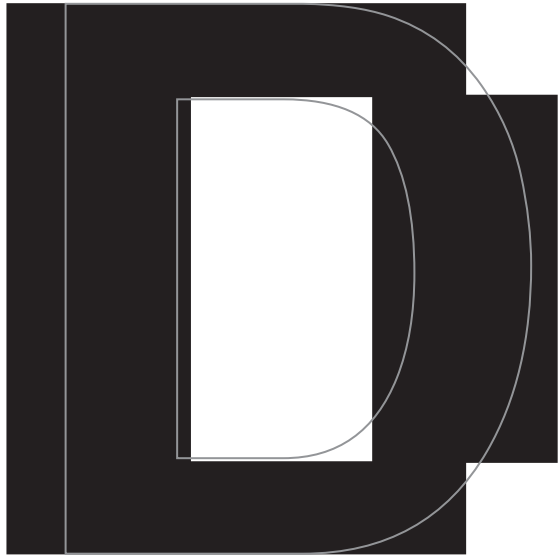
Mason Serif Bold

Jonathan Barnbrook

Digital typeface

1992

25



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

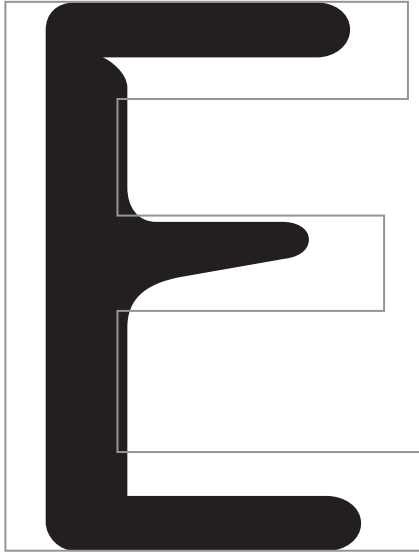
26



Dead History Bold

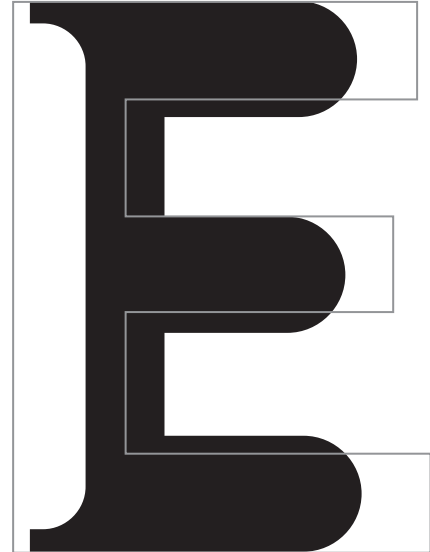
P. Scott Makela
Digital typeface
1990

27



Template Gothic Bold

Barry Deck
Digital typeface
1990



Dead History Bold

P. Scott Makela
Digital typeface
1990



Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992



Keedy Sans Bold
Mr. Keedy
Digital typeface
1989



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

32



Keedy Sans Bold

Mr. Keedy
Digital typeface
1989

33



Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992



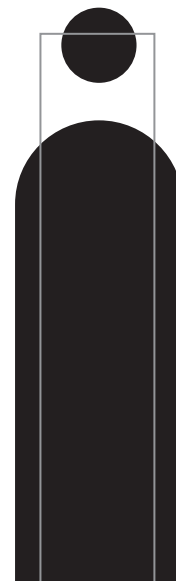
Keedy Sans Bold
Mr. Keedy
Digital typeface
1989



Template Gothic Bold

Barry Deck
Digital typeface
1990

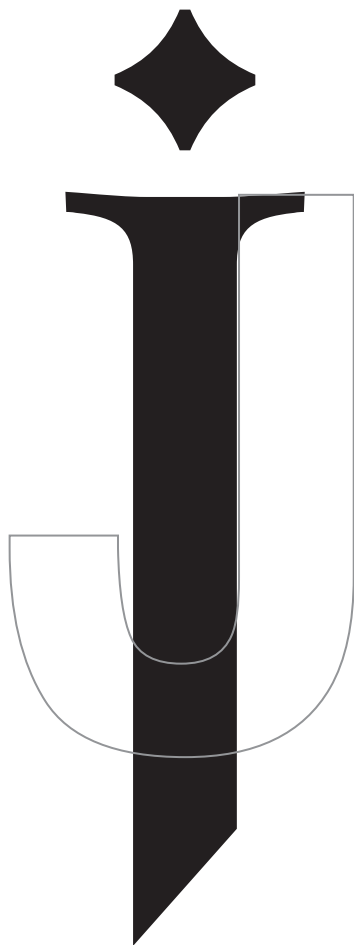
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Keedy Sans Bold

Mr. Keedy
Digital typeface
1989

37



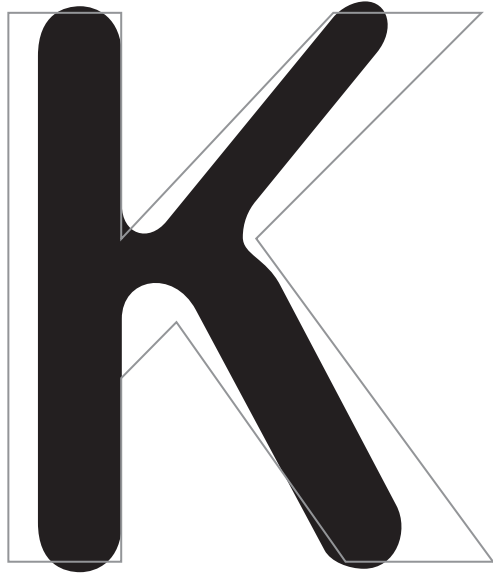
Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992

38



Template Gothic Bold
Barry Deck
Digital typeface
1990

39



Template Gothic Bold

Barry Deck

Digital typeface

1990

40



Mason Serif Bold

Jonathan Barnbrook

Digital typeface

1992

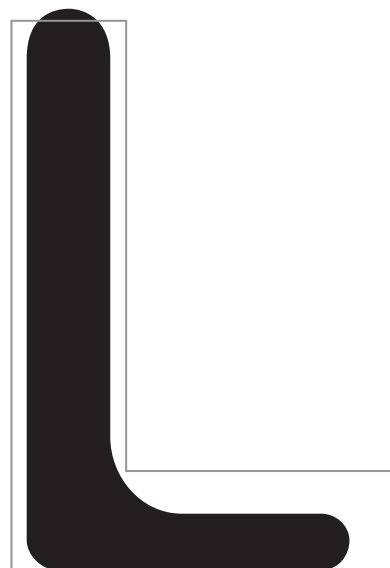
41



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

42



Template Gothic Bold

Barry Deck
Digital typeface
1990

43



Dead History Bold

P. Scott Makela
Digital typeface
1990

44



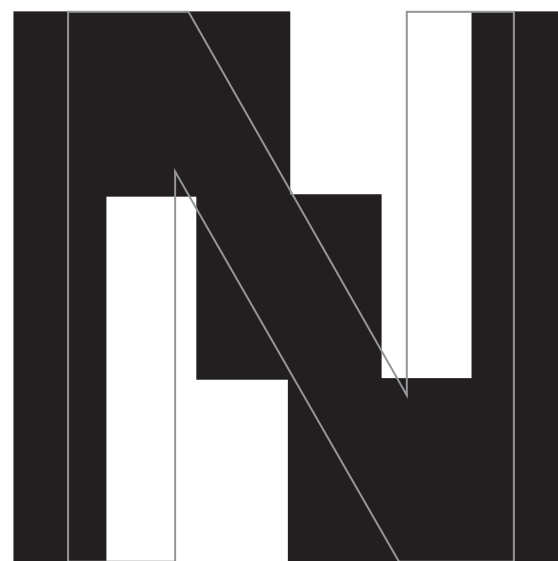
Keedy Sans Bold

Mr. Keedy
Digital typeface
1989

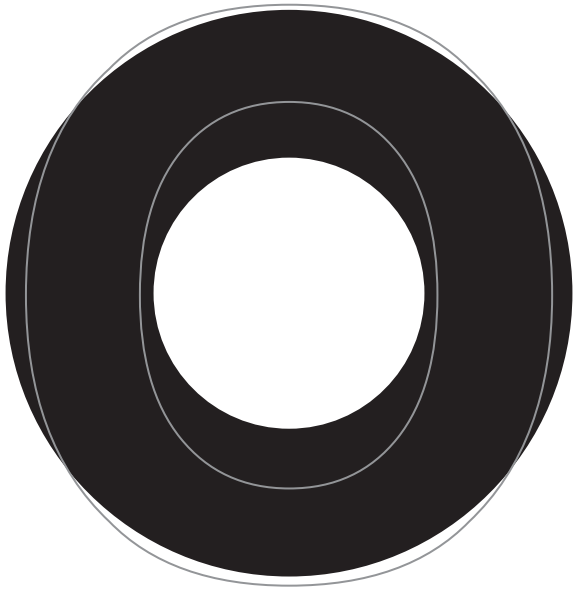
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Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992



Oakland (Lo-Res 9)
Zuzana Licko
Digital typeface
1985 and 2001



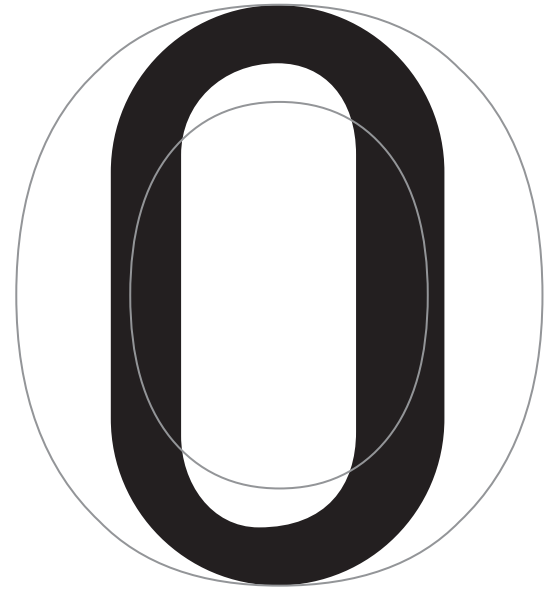
Keedy Sans Bold

Mr. Keedy

Digital typeface

1989

48



Template Gothic Bold

Barry Deck

Digital typeface

1990

49



Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992

50



Template Gothic Bold
Barry Deck
Digital typeface
1990

51



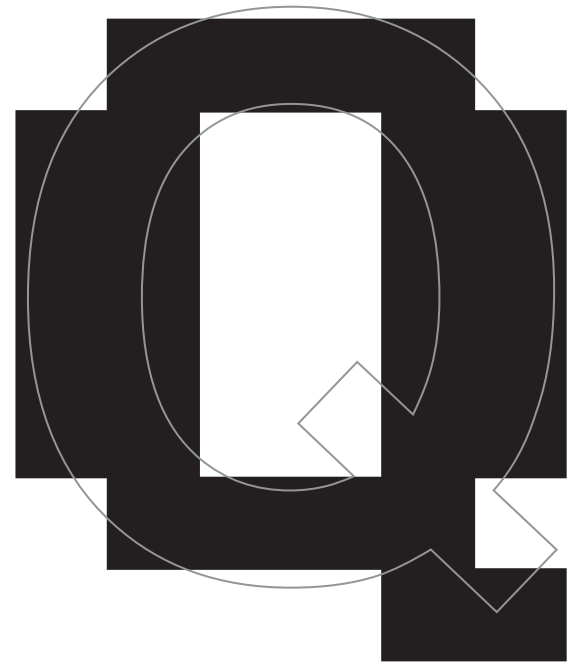
Keedy Sans Bold

Mr. Keedy

Digital typeface

1989

52



Oakland (Lo-Res 9)

Zuzana Licko

Digital typeface

1985 and 2001

53



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

54



Keedy Sans Bold

Mr. Keedy
Digital typeface
1989

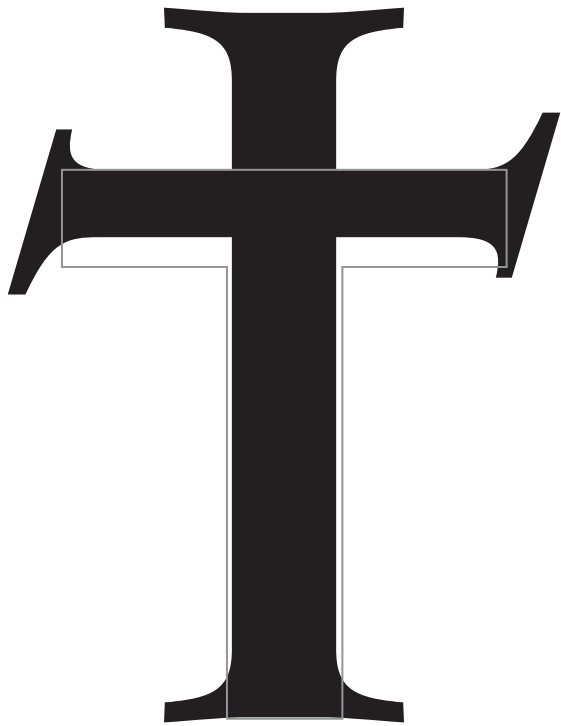
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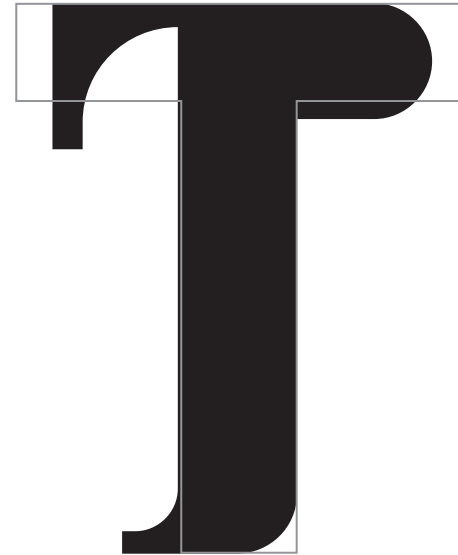
Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992



Keedy Sans Bold
Mr. Keedy
Digital typeface
1989



Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992



Dead History Bold
P. Scott Makela
Digital typeface
1990



Keedy Sans Bold

Mr. Keedy

Digital typeface

1989

60



Dead History Bold

P. Scott Makela

Digital typeface

1990

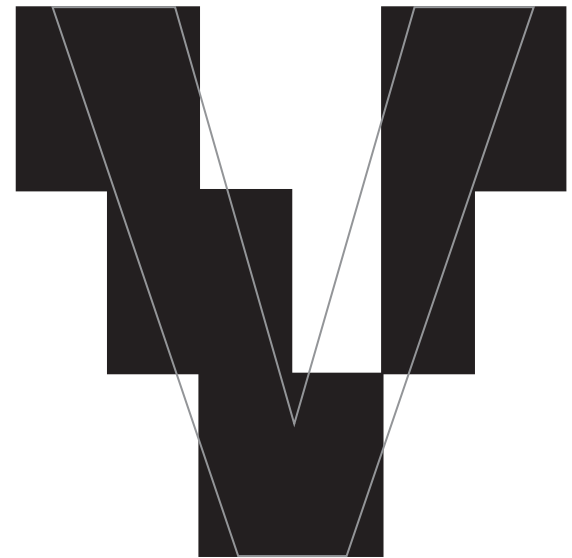
61



Dead History Bold

P. Scott Makela
Digital typeface
1990

62



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

63



Template Gothic Bold

Barry Deck
Digital typeface
1990

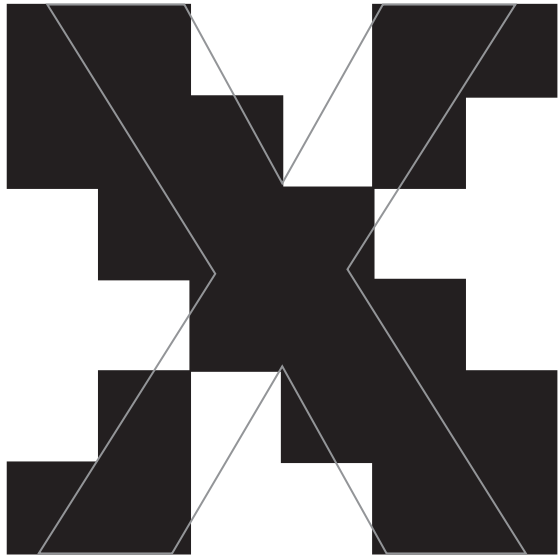
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Keedy Sans Bold

Mr. Keedy
Digital typeface
1989

65



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

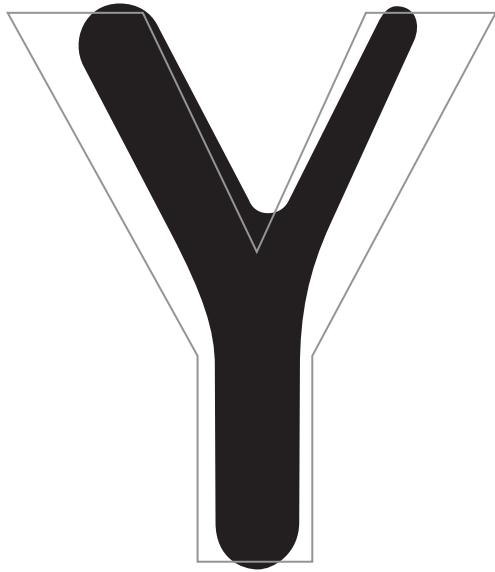
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Dead History Bold

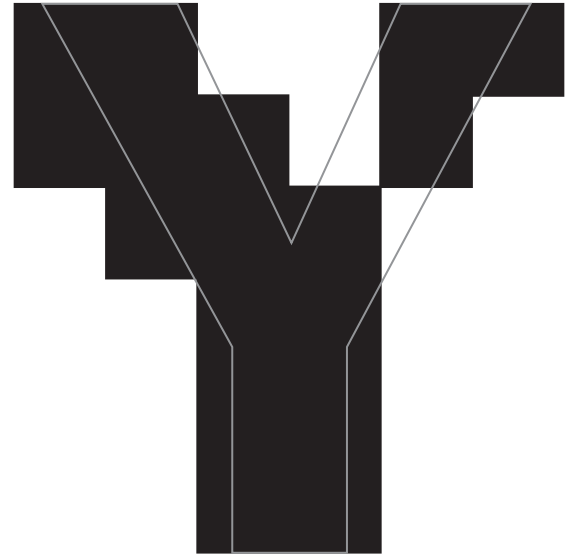
P. Scott Makela
Digital typeface
1990

67



Template Gothic Bold

Barry Deck
Digital typeface
1990



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001



Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992



Dead History Bold
P. Scott Makela
Digital typeface
1990



Template Gothic Bold

Barry Deck
Digital typeface
1990

72



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

73



Dead History Bold

P. Scott Makela
Digital typeface
1990

74



Keedy Sans Bold

Mr. Keedy
Digital typeface
1989

75



Dead History Bold

P. Scott Makela

Digital typeface

1990

76



Mason Serif Bold

Jonathan Barnbrook

Digital typeface

1992

77



Dead History Bold

P. Scott Makela
Digital typeface
1990

78



Template Gothic Bold

Barry Deck
Digital typeface
1990

79



Keedy Sans Bold

Mr. Keedy

Digital typeface

1989

80



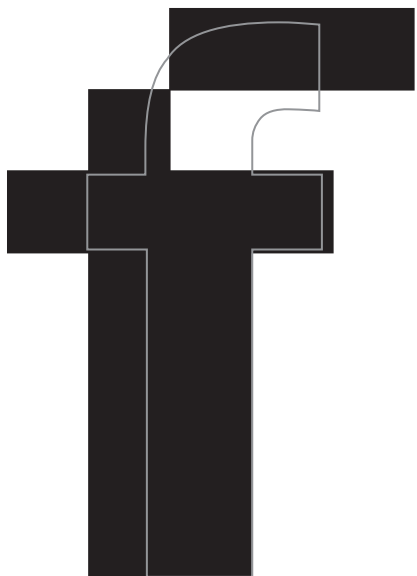
Dead History Bold

P. Scott Makela

Digital typeface

1990

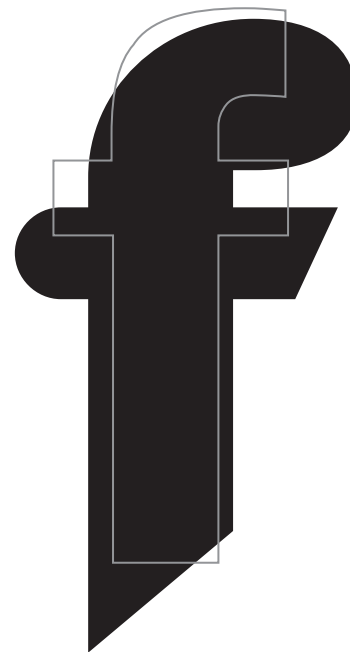
81



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

82



Kedy Sans Bold

Mr. Kedy
Digital typeface
1989

83



Template Gothic Bold

Barry Deck
Digital typeface
1990

84



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

85



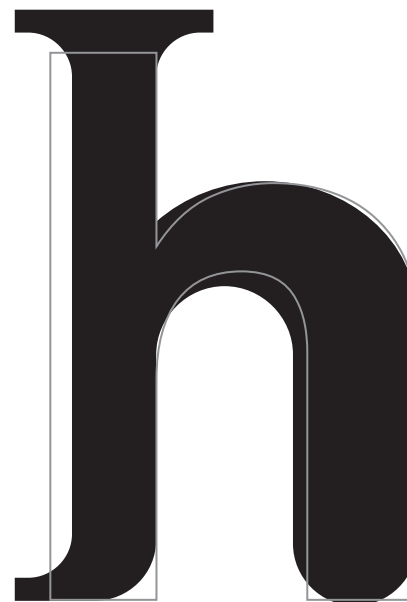
Keedy Sans Bold

Mr. Keedy

Digital typeface

1989

86



Dead History Bold

P. Scott Makela

Digital typeface

1990

87



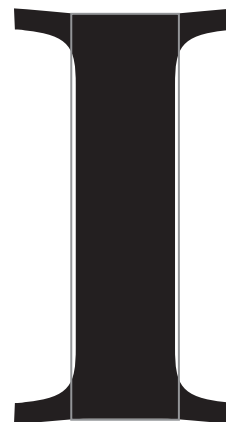
Template Gothic Bold

Barry Deck

Digital typeface

1990

88



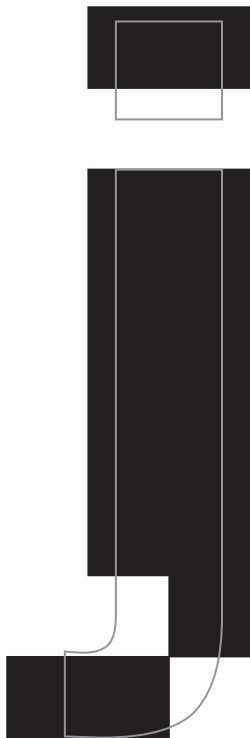
Mason Serif Bold

Jonathan Barnbrook

Digital typeface

1992

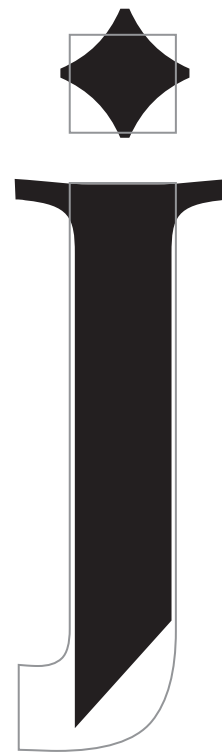
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Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

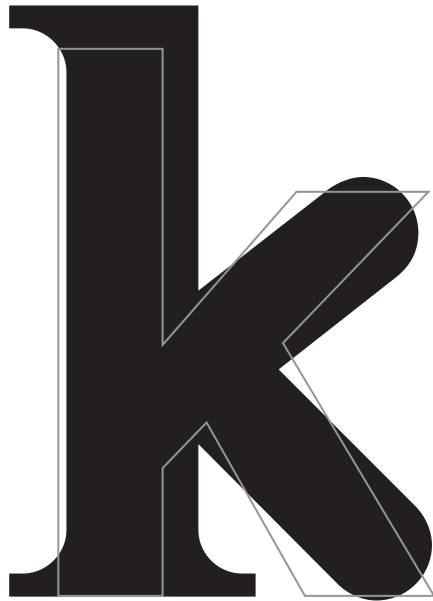
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Mason Serif Bold

Jonathan Barnbrook
Digital typeface
1992

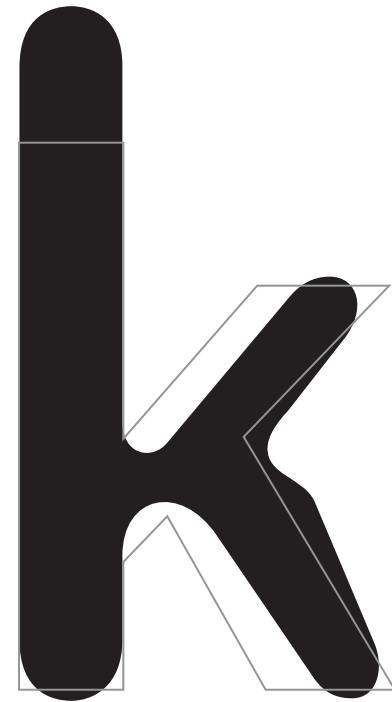
91



Dead History Bold

P. Scott Makela
Digital typeface
1990

92



Template Gothic Bold

Barry Deck
Digital typeface
1990

93



Keedy Sans Bold

Mr. Keedy

Digital typeface

1989

94



Dead History Bold

P. Scott Makela

Digital typeface

1990

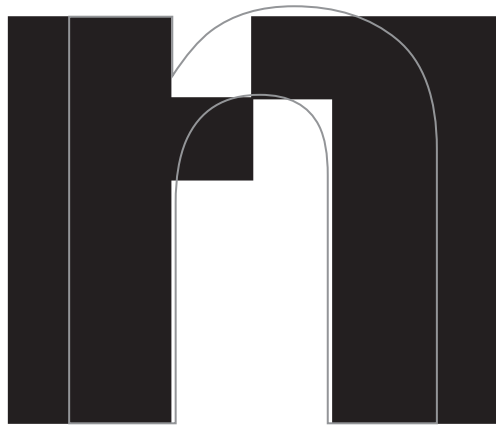
95



Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992



Keedy Sans Bold
Mr. Keedy
Digital typeface
1989



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

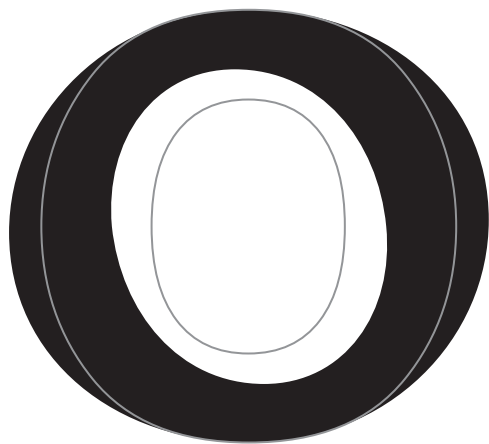
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Mason Serif Bold

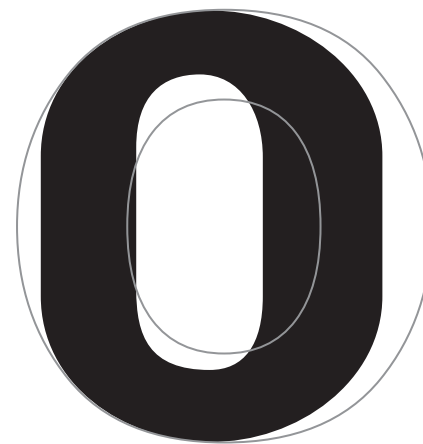
Jonathan Barnbrook
Digital typeface
1992

99



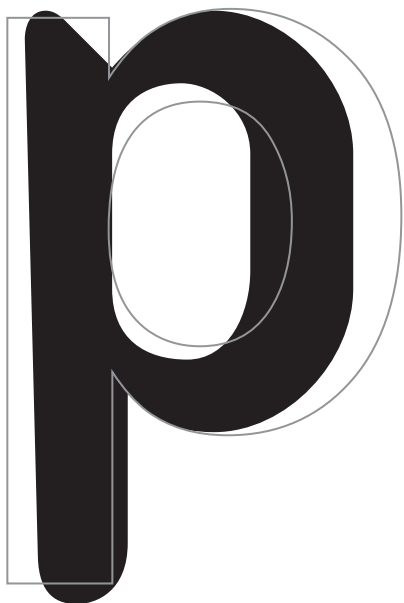
Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992

100



Template Gothic Bold
Barry Deck
Digital typeface
1990

101



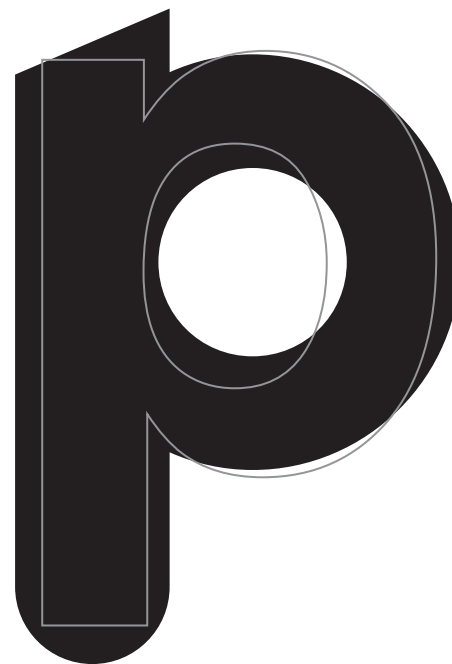
Template Gothic Bold

Barry Deck

Digital typeface

1990

102



Kedy Sans Bold

Mr. Kedy

Digital typeface

1989

103



Dead History Bold

P. Scott Makela
Digital typeface
1990

104



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

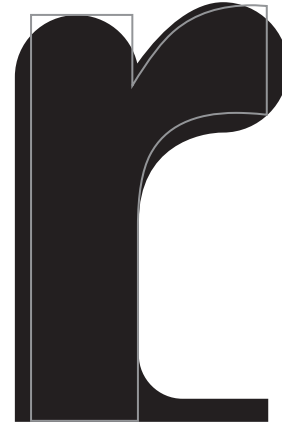
105



Template Gothic Bold

Barry Deck
Digital typeface
1990

106



Dead History Bold

P. Scott Makela
Digital typeface
1990

107



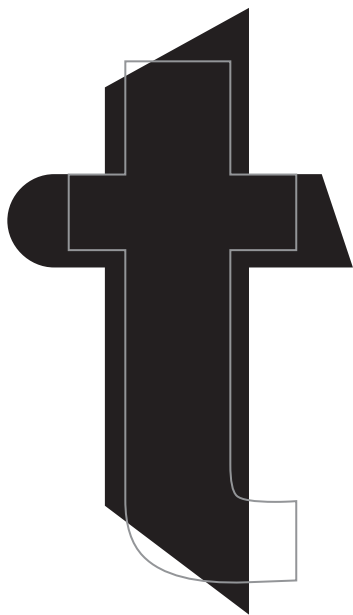
Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992

108



Oakland (Lo-Res 9)
Zuzana Licko
Digital typeface
1985 and 2001

109



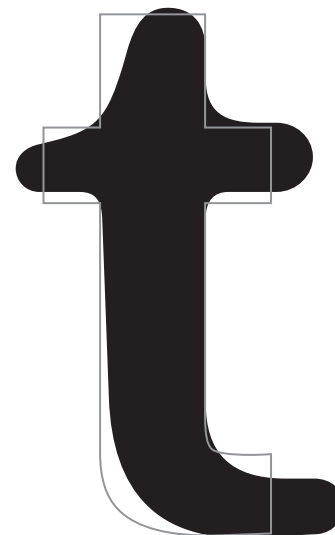
Keedy Sans Bold

Mr. Keedy

Digital typeface

1989

110



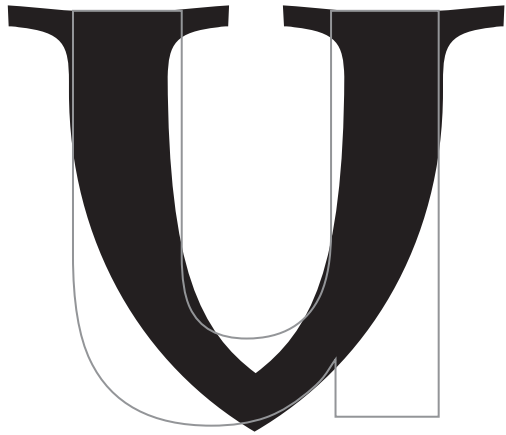
Template Gothic Bold

Barry Deck

Digital typeface

1990

111



Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992

112



Keedy Sans Bold
Mr. Keedy
Digital typeface
1989

113



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

114



Mason Serif Bold

Jonathan Barnbrook
Digital typeface
1992

115



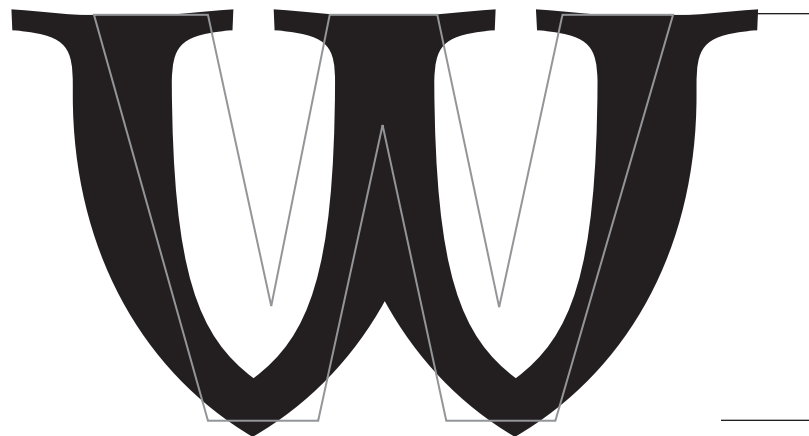
Dead History Bold

P. Scott Makela

Digital typeface

1990

116



Mason Serif Bold

Jonathan Barnbrook

Digital typeface

1992

117



Keedy Sans Bold

Mr. Keedy

Digital typeface

1989

118



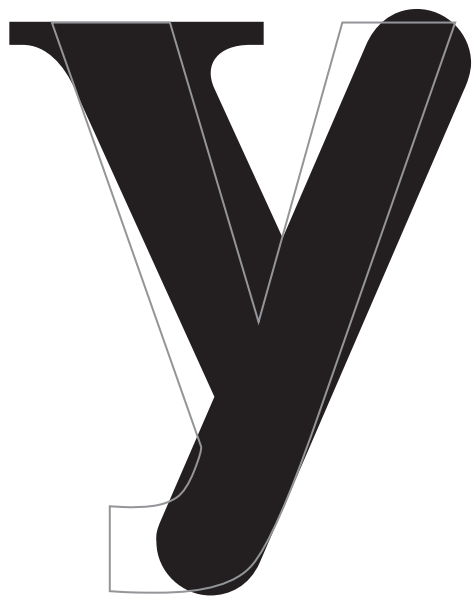
Template Gothic Bold

Barry Deck

Digital typeface

1990

119



Dead History Bold

P. Scott Makela

Digital typeface

1990

120



Oakland (Lo-Res 9)

Zuzana Licko

Digital typeface

1985 and 2001

121



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

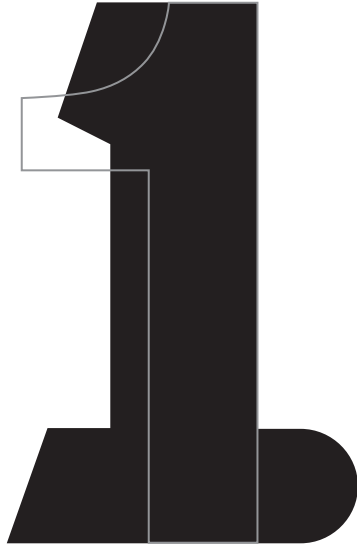
122



Template Gothic Bold

Barry Deck
Digital typeface
1990

123



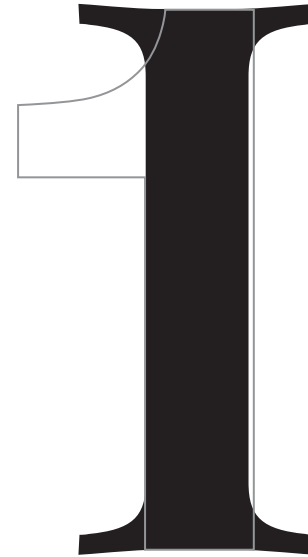
Keedy Sans Bold

Mr. Keedy

Digital typeface

1989

124



Mason Serif Bold

Jonathan Barnbrook

Digital typeface

1992

125



Template Gothic Bold

Barry Deck
Digital typeface
1990

126



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

127



Dead History Bold

P. Scott Makela
Digital typeface
1990

128



Mason Serif Bold

Jonathan Barnbrook
Digital typeface
1992

129



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

130



Dead History Bold

P. Scott Makela
Digital typeface
1990

131



Template Gothic Bold

Barry Deck

Digital typeface

1990

132



Keedy Sans Bold

Mr. Keedy

Digital typeface

1989

133



Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992

134



Oakland (Lo-Res 9)
Zuzana Licko
Digital typeface
1985 and 2001

135



Mason Serif Bold
Jonathan Barnbrook
Digital typeface
1992

136



Keedy Sans Bold
Mr. Keedy
Digital typeface
1989

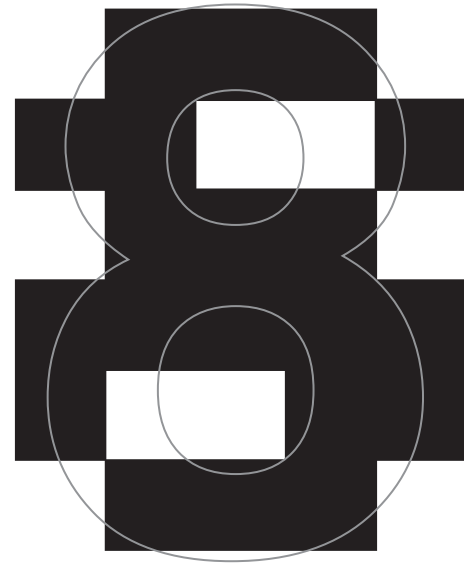
137



Dead History Bold

P. Scott Makela
Digital typeface
1990

138



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

139



Oakland (Lo-Res 9)

Zuzana Licko
Digital typeface
1985 and 2001

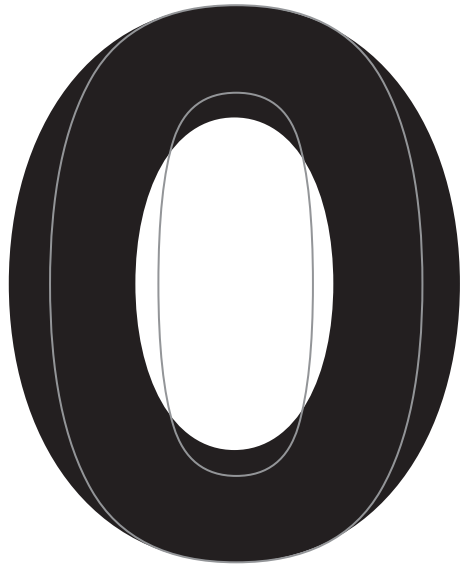
140



Template Gothic Bold

Barry Deck
Digital typeface
1990

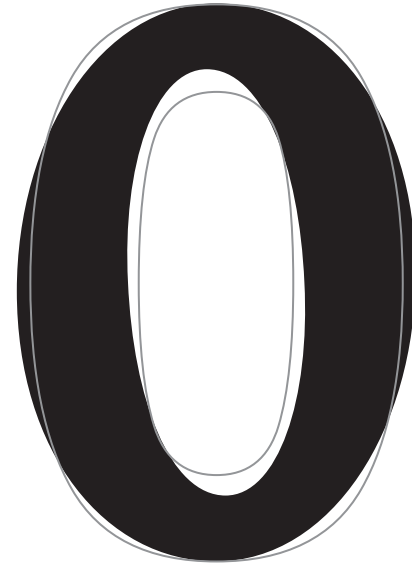
141



Dead History Bold

P. Scott Makela
Digital typeface
1990

142



Mason Serif Bold

Jonathan Barnbrook
Digital typeface
1992

143



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