

M A Ç A S I U

SÉRIE DE CARACTÈRES

Magasin

Magasin

Magasin

Magasin

Magasin

Magasin

Magasin

Magasin

Magasin

Magasin

Moderne

Moderne

Moderne

Moderne

Moderne

Moderne

Moderne

Moderne

Moderne

Moderne

SÉRIE DE FIGURES

1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0

A TRIBUTE TO DEAUVILLE SPECIMEN
Fonderie Typographique Française / 1920's

I've always been fascinated by typefaces based on fluid handwriting, and as a practitioner of copperplate calligraphy, I decided to give it a try and to design a display font based on this idea.

Magasin also explores the charm and playness of high-contrast typefaces that were designed during the 1930s. Some examples that have inspired me are Corvinus (Imre Reiner, 1934) and Quirinus (Alessandro Butti, 1939) and the later Fluidum (1951), a kind of non-connected script version of Quirinus, also designed by Alessandro Butti for Nebiolo foundry.

The geometric and upright construction of Magasin is combined with a lettering flavor in a experimental way. What I want to show is the obvious accuracy that can be seen in any calligraphic work, but with a close attention to the combination of linked letters when creating words. The glyphs alternates are very useful in a lot of applications, and for many various moods; moreover, the swash capitals can 'pimp' words and provide many possibilities, but normal capitals can also perform better in certain situations. The out-strokes of the c, ç, e and q give a better ending for sentences or words, and many ligatures help to balance the text flow. I imagine Magasin can be used... in magazines, but also for brands and packaging. The name of this typeface sounds like 'magazine' in English, but it is the word for 'store' in French. Go ahead and explore!

I've enjoyed working on Magasin immensely, and I learnt a lot, as it always happens with every typeface I design. Because I love and collect old specimens, my typeface and this specimen are also a celebration and a tribute to all those works of art and their designers.

Laura Meseguer

February 2013

Magasin

What is?

Magasin is a display typeface inspired by the pointed pen and copperplate calligraphy, yet with a retro-chic twist. It combines a sense of script with geometric structure resulting in idiosyncratic curves softly connecting the vertical elegance of its forms, ideally suited to use at large sizes in magazines, posters or packaging.

Available formats

Cross Platform
Open Type PS (OTF) format

Aa

Mississippi Swimming

Brownies & Cupcakes!

À la France

Electroencefalografistas

Wolfgang

Gottlieb Mozart

Affiches et Photographies

Saperlipopette de dit la crevette

Rocky Mountains

“El Paralelo 1894-1939”

Some
types talk
others only
whisper

A Tribute to Cooper Black Specimen
designed by Oswald Cooper between 1920 and 1926.

Pañel
de Chocolate
y Vainilla
+
Café/Cortado
1,80€

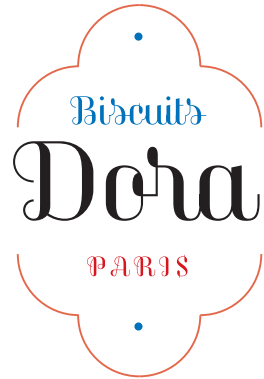
de 8 a 12 h

Number
49

Brushes for Lettering
Schriften



New Shop!
Delicatessen
FINE PRODUCTS



A Tribute to Richard Gans' Specimens, 1950's



Complete Character Set

Magasin

Uppercase

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ù Ú Û Ü
Ð Ñ Ò Ó Ù Ú Û Ü

Lowercase

a b c d e f g h i j k l m n o p q r s t u v w x y z
à á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü
ð ñ ò ó ù ú û ü

Figures, currency and related forms

0 1 2 3 4 5 6 7 8 9 ½ ¼ ¾ ¹ º ³ ´ µ ¶ · ¸ ¹ º
+ - ± × ÷ = ≠ < > | | ≤ ≥ < = > # ° † ‡ α β

Punctuation and marks

© ® ™ (/) [\] { | } ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾
< > « » - – — _ ° ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

Accents

ˆ ˘ ˙ ˚ ˛ ˇ

Swashes

A B D H I J K L M N O P R U V W X Y
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ù Ú Û Ü

Stylistic Set ss01

A L b h i j k l r s u v y z ý ü ÷ ž | Œ

Stylistic Set ss02

A G L Y Fr v w y ý ü

Final Forms

ce q ç è é ê ë

Ligatures

Cr Cb Cs Cz Cž Cr Cb Cs Cz Cž Er Eb Es Ez Ež Er Éb
És Éz Êr Êb Ês Êz Êž Er Èb Ès Èz Èž Er Ëb Ès Èz Èž
Er Èb Ès Èz Èž Er Èb Ès Èz Èž Er Èb Ès Èz Èž Er Èb Ès Èz Èž
Er Èb Ès Èz Èž Er Èb Ès Èz Èž Er Èb Ès Èz Èž Er Èb Ès Èz Èž
Er Èb Ès Èz Èž Er Èb Ès Èz Èž Er Èb Ès Èz Èž Er Èb Ès Èz Èž
Er Èb Ès Èz Èž Er Èb Ès Èz Èž Er Èb Ès Èz Èž Er Èb Ès Èz Èž

Sample Text
([LIGA]+[SWSH])
33/36pt

The quick brown
fox jumps over the
lazy dog.
Zel de grum:
quetxup, whisky,
café, bon vi; ja!
Portez ce vieux
whisky au juge
blond qui fume.
El veloz murciélago
lindú comía feliz
cardillo y kiwi.

Open Type Features

Magasin

Open Type formats allows to include an expanded character set and layout features, to provide advanced typographic control and better linguistic support such as ligatures, alternates characters and contextual substitutions.

Open Type fonts work in all applications but only some take profit of the features.

OT supports Unicode, which enables the fonts to contain more than 65,000 glyphs, while PostScript area limited to a maximum of only 256 characters.

Open Type fonts work in all platforms and operative systems, having one single file for Mac and PC makes sharing files much more easier.

Feature OFF

Feature ON

Standard ligatures [LIGA]

Standard ligatures are on by default! They are designed to enhance readability.

ffi fl ff fi fj ffi fl
 tr ts tz tš tž tr ts tz tš tž
 Cr Cb Cz Cš Cz Čr Čb Čz
 Čš Čž Er Eb Ez Eš Ež Ěr Ěb
 Ěš Ěž Ęr Ęb Ęz Ęš Ęž Ěr
 Ěb Ěž Ęš Ęž Ěr Ęb Ěž Ęš Ęž
 Ĥ Ĥr Ĥb Ĥz Ĥš Ĥž
 Ĵ Ĵr Ĵb Ĵz Ĵš Ĵž
 Czech France tztztziki
 Uffjewärnte Free, atz

ffi fl ff fi fj ffi fl
 tr ts tz tš tž tr ts tz tš tž
 Cr Cb Cz Cš Cz Čr Čb Čz
 Čš Čž Er Eb Ez Eš Ež Ěr Ěb
 Ěš Ěž Ęr Ęb Ęz Ęš Ěž Ěr
 Ęb Ęž Ęš Ęž Ěr Ęb Ěž Ęš Ęž
 Ĥ Ĥr Ĥb Ĥz Ĥš Ĥž
 Ĵ Ĵr Ĵb Ĵz Ĵš Ĵž
 Czech France tztztziki
 Uffjewärnte Free, atz

Contextual Alternates [CALT] and Stylistic Alternates [SALT]

Alternates are glyphs that can be substitute a standard glyph. OpenType fonts, can contain alternate glyphs that you can use to create different appearances for text.

Accessible via 'Contextual Alternates' or also: as 'Stylistic Alternates' in Illustrator or 'Stylistic Set 1' in InDesign

18A L
 bflnijklrđswyz
 šýýž
 Atomic, Espace, 185
 Idica, Lot, wliđky,
 Birra, kilo, rota,
 Brown, Dress

18A L
 bflnijklrđswyz
 šýýž
 Atomic, Espace, 185
 Idica, Lot, wliđky,
 Birra, kilo, rota,
 Brown, Dress

Terminal Forms

Substitutes a special form of a letter at end of words, and before punctuation signs.

ceqçéèêë
 preccoç, René!, Vidocq

ceqçéèêë
 preccoç, René!, Vidocq

Accessible via 'Contextual Alternates' in Illustrator and InDesign or also in InDesign via the 'Positional Form' Menú in two ways: as 'Automatic Form' or as 'Final Form'

Open Type Features

Magasin

	Feature OFF	Feature ON
Fractions [FRAC] OpenType fonts support styles for fractions, this feature turns them on	$1/2$ $1/4$ $3/4$ $0/0$ $0/00$	$\frac{1}{2}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{0}{0}$ $\frac{0}{00}$
Ordinals [ORDN] Replaces regular glyphs to their matching superior glyphs. The masculine and feminine ordinals are required in Spanish	4 ^o 5 ^a	4 ^º 5 ^ª
Superiors [SUPS] Replaces regular glyphs (numerals) to their matching superior glyphs.	1 2 3	1 ^ˆ 2 ^ˆ 3 ^ˆ
Swashes [SWSH] Swashes are decorative glyphs that use elaborate ornamentation often associated with calligraphy.	A B D H I J K L M N P R U V W X Y Á À Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ð Ù Ü Año, Barcelona, He! Pali, Rose, Why, Yoghourt, Milk	A B D H I J K L M N P R U V W X Y Á Á Á Á Á Æ Ç È É Ê Ë Ì Í Î Ï Ð Ù Ü Año, Barcelona, He! Pali, Rose, Why, Yoghourt, Milk
Other Stylistic Sets Only accesible via 'Stylistic Set 2'	Basic Character A G L Y v w y ý ü Adam v o w y e i h e r r Lola, Yolanda, Got	Stylistic Set 2 A G L Y v w y ý ü Adam v o w y e i h e r r Lola, Yolanda, Got

Contextual Alternates / Stylistic Set 01

Typographic 1

Typographic 1

The Contextual Alternates has been programmed with some exceptions that overwrite the Stylistic Sets, for instance, these combinations on the right will only appear like this with CALT disabled and Stylistic Set 1 on.

ph ez gz

Stylistic Set 02

Friend

Yop Vivid

Friend

Yop Vivid

Default

Pizza

Contextual Alternates ON

Pizza

CALT on CALT on

Contextual Alternates ON + Stylistic Set 01 ON

Pizza

CALT on SS01 on

Default

Brownie

Contextual Alternates ON + Swash ON

Brownie

CALT on CALT on

Swash ON

Swash on

Also via Positional Forms:
Automatic or Final

Stylistic Set 01 ON + Positional Forms: Automatic or Final ON

Brownie

SS01 on SS01 on SS01 on

Positional Forms:
Automatic or Final

SS 02 ON

w

SS02 on

Æ

Goggles

Hello!

Beijing

Artiste	Barcelona
Códex	Dank
Elegant	Fleur
Grüßen	Hände
Italy	Jardín
Kyoto	Logroño
Mississippi	Navarra
Odéon	Popcorn
Querétaro	Rochester
Sevilla	Tweed's
Ushuaia	Vroom!
Whiskey	Xocolat
Yellowstone	Zipper

P



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facebook.com/typeotones
twitter.com/typeotones