

# LOREM IPSUM

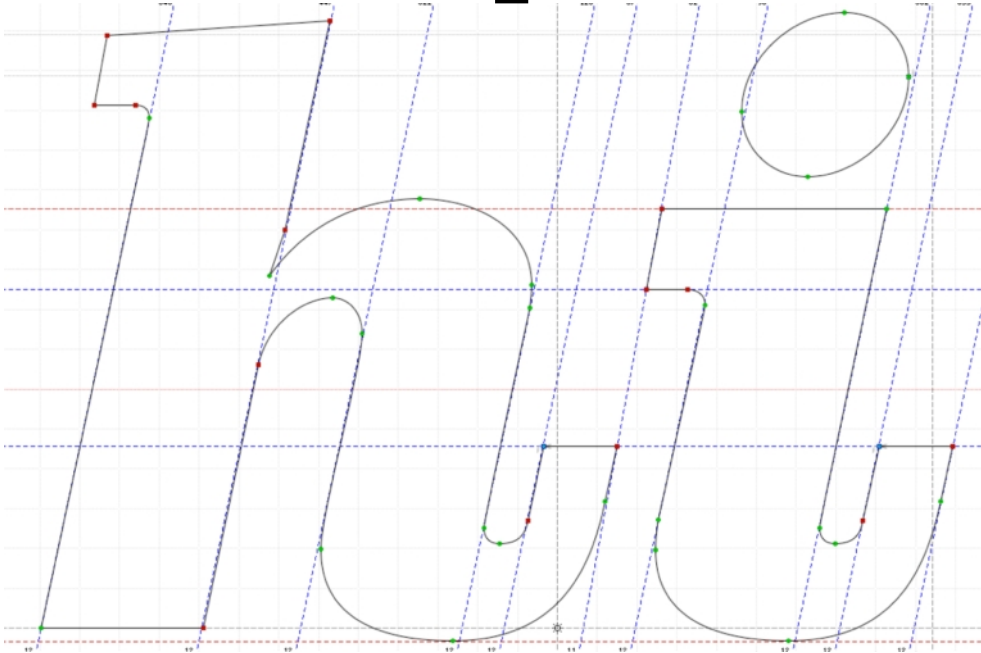
Monday, July 16, 2007

TYPEFACE NEWS

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IT'S A PRO! TRUE ITALICS, SMALL CAPS & 5 SETS OF FIGURES

## "I feel special!"



BOSTON - There's always a first time, the old adage goes. And today nobody is happier about a first than Mr. Clarendon, who just received a major face lift.

"I was beginning to lose my real Western look, you know," a clearly fresh Clarendon informs. "I could only take so much of Century's harrasement, after all. Century has it easy, having been born five decades later! He kept insisting that I had lost my roots, that I had become too 'globalized.' Sometimes he would look at my a's tail or

g's ball and say that I was too pretty for my own good and everyone else's. He said that when our kind lose focus and origin, we lose purpose. So I was very curious when he gave me Canada Type's number. The rest is history."

The studio that performed the massive makeover on Clarendon specializes in "contemporizing the worthy." So says Canada Type's Patrick Griffin. "I was very happily surprised when we received Clarendon's call," said Griffin. "For more (continued on page 2)

## Clarendon Makeover

TORONTO - He seemed quite nervous as he sat in the chair. But there was no looking back. After three months of back-and-forth trials and errors, Clarendon is very happy with his new look. "I can't believe this," a delighted Clarendon exclaimed.

"I was starting to feel like I was over 180 years old. I feel like a new face now, so rejuvenated, ready to take on the world."

(continued on page 4)

## Western Redefined

EUREKA - Designers' long-time favorite typeface, the one that gave identity to the good, the bad and the ugly of the west and spawned hundreds of spinoffs for over a century and a half now, is now intent on expanding its territory by going beyond titling on posters and signage. A brand new Clarendon is hitting the books full-force (continued on page 5)

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## BOOK-A-LICIOUS

One of the reasons Clarendon never competed with the traditional romans as a book face is that until now nobody thought of giving it the expert features that book designers look for, such as small caps which come in handy for introductory words, or numerators (superscript

figures) which are a must for footnotes. It is with these considerations in mind that Canada Type went ballistic with the book-friendly features. Small caps, numerators, denominators, and a complete set of fractions round up the book designer's dream font. Lest we (continued on page 3)

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### Oddly curled serifs and balled ears.

The classic Clarendon shapes, popular as they were and are, had a few problems when it comes to reading. Things like the vertical curled serifs on the a and t, the balled ear

on the g, and the right-pointing serif of the q, caused visuals that are slightly off in letter combinations that would normally flow smoothly in traditional roman

types. These shapes were changed to be in line with extended comfortable reading. The original shapes are still there as stylistic alternates, just in case.

## Languages?

The CLARENDON TEXT PRO family takes advantage of extensive Unicode mapping in order to support more than 40 Latin-based languages.

