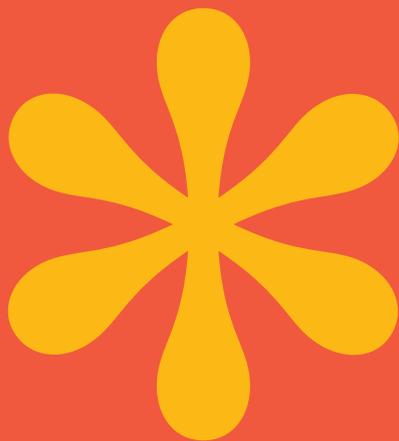


MIR

eaves



DESIGNED BY ZUZANA LICKO

LICENSED AND DISTRIBUTED BY EMIGRE

Mr Eaves Design Notes

Mr Eaves is the often requested sans-serif companion to Mrs Eaves, one of Emigre's classic typeface designs. Created by Zuzana Licko, this latest addition to the Emigre Type Library is based on the proportions of the original Mrs Eaves.

aa | dd | ee

Original Mrs Eaves Sans in black. Mr Eaves Sans companion font in white.

Licko took some liberty with the design of Mr Eaves. One of the main concerns was to avoid creating a typeface that looked like it simply had its serifs cut off. And while it matches Mrs Eaves in weight, color, and armature, Mr Eaves stands as its own typeface with many unique characteristics.

ff | tt | cc

Deviations from the Mrs Eaves model are evident in the overall decrease of contrast, as well as in details such as the flag and tail of the f and j, and the final of the t, which were shortened to maintain a cleaner, sans serif look. Some characters had to be balanced out differently, such as the lower case c after it lost its top ball terminal.

the quick brown fox jumps
the quick brown fox jumps

With the loss of serifs, the set width of Mr Eaves is narrower.

aa | gg | tt

Mr Eaves Sans and Mr Eaves Modern counterparts.

A matching Modern family provides a less humanistic look, with simpler and more geometric-looking shapes, most noticeably in the squared-off terminals and symmetric lower case counters. This family has moved furthest from its roots, yet still contains some of Mrs Eaves' DNA.

mm | ww

Mr Eaves Sans and Mr Eaves Modern counterparts.

The Modern Italic is free of tails, and overall the Modern exhibits more repetition of forms, projecting a cleaner look. This provides stronger differentiation from the serif version whenever a more contrasting look is desired.

aa | aa

Mr Eaves Sans and Alternate

Mr Eaves Modern and Alternate

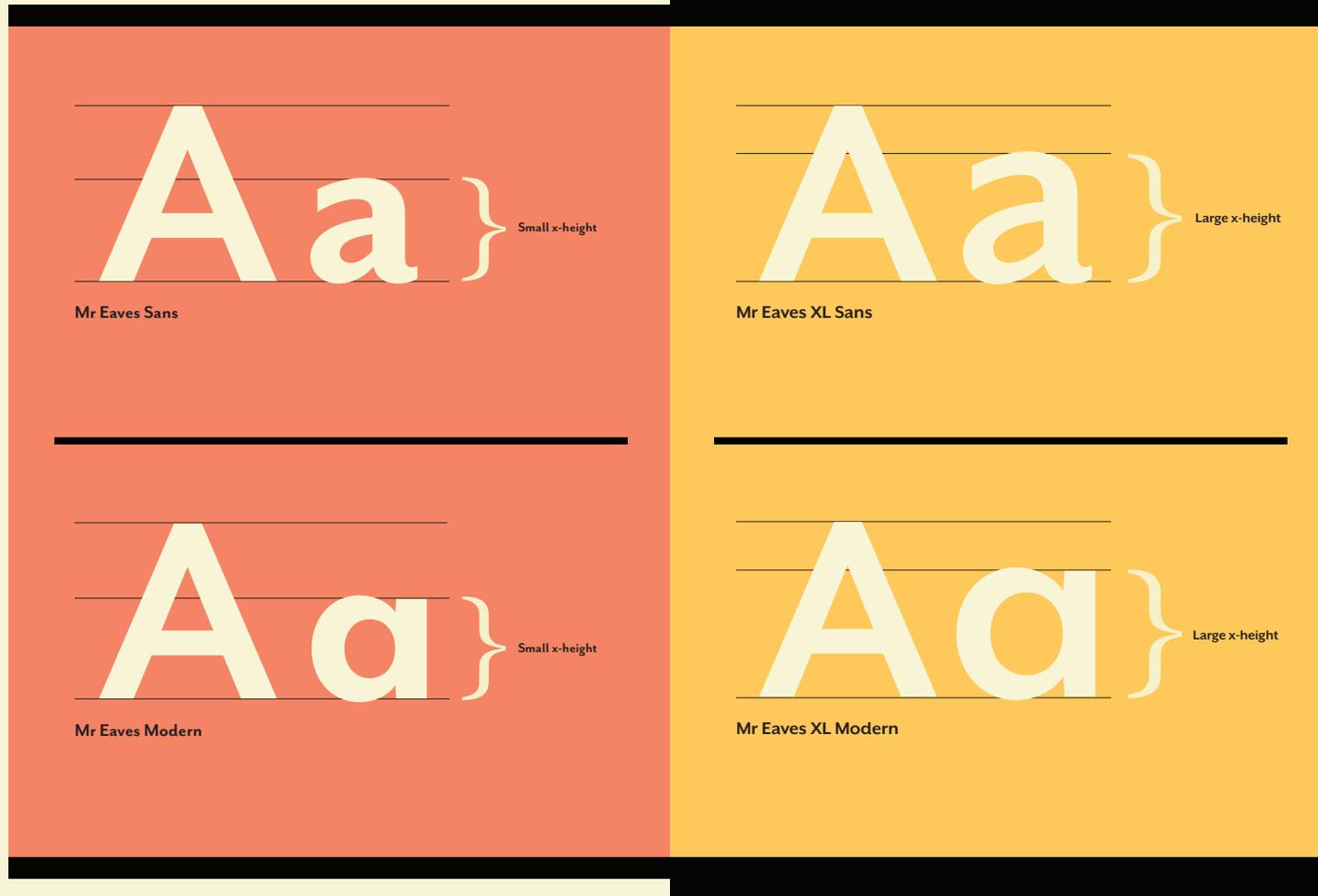
Each version (Sans and Modern) also contains its own set of alternate characters providing unique options for applications such as headlines, word logos, letterheads, pull quotes, and other customized text settings.

CAPTIONS SET IN MR EAVES XL BOLD 6 PT. | TEXT SET IN XL BOLD 8/10 PT.

4

Mr Eaves Sans and Modern

Mr Eaves exists of two complimentary families: Mr Eaves Sans and Mr Eaves Modern. Mr Eaves Sans most closely resembles the original Mrs Eaves typeface, while the Modern version has a cleaner, simplified look. Both Mr Eaves Sans and Modern are also available with a larger x-height (SEE RIGHT).



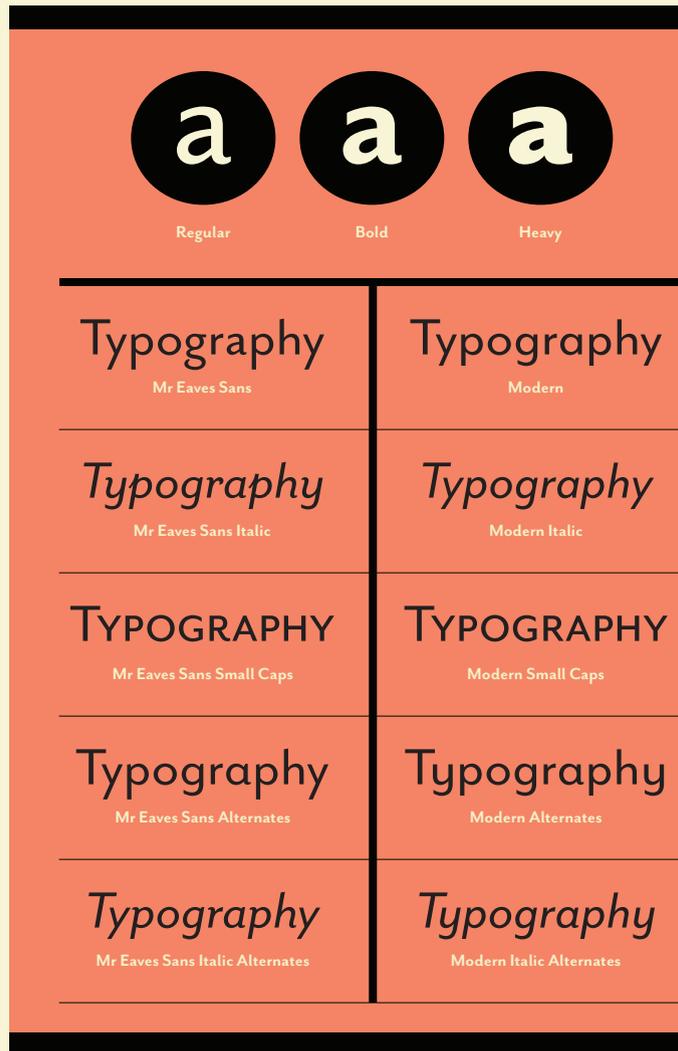
5

Mr Eaves XL Sans and Modern

Mr Eaves XL Sans, has a larger x-height with shorter ascenders and descenders and overall tighter spacing. Mr Eaves XL allows for a wide variety of uses, specifically those requiring space economy. The larger x-height also maintains superior readability at smaller point sizes.

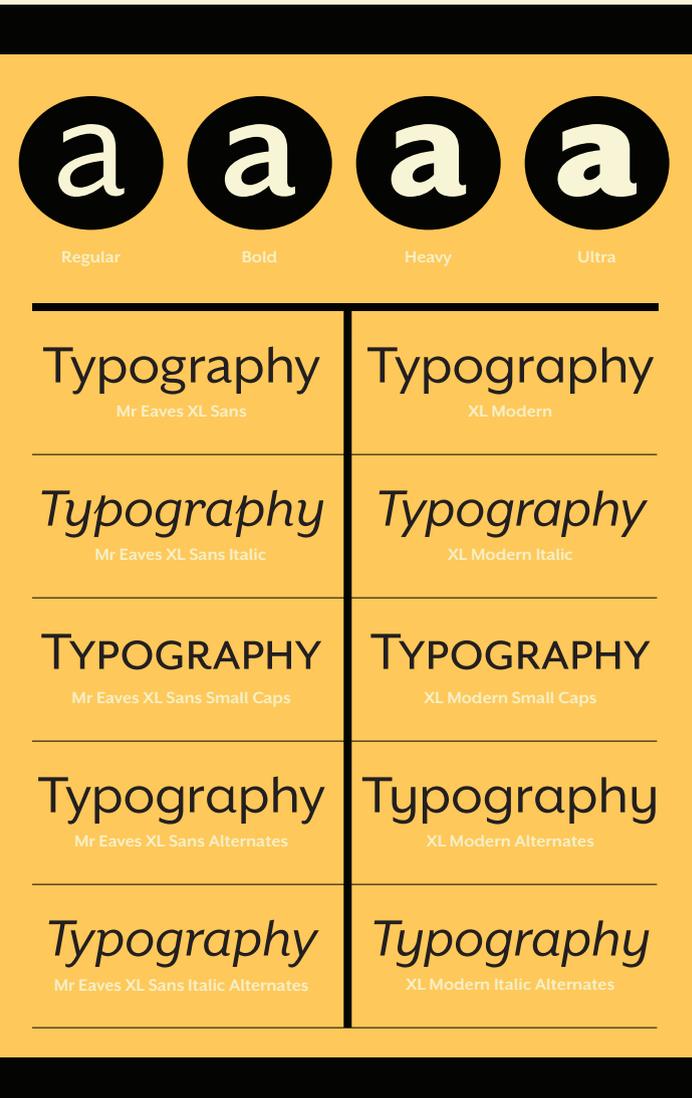
Mr Eaves Sans and Modern

Mr Eaves Sans and Modern feature three weights each with accompanying italics, small caps and alternate characters.



Mr Eaves XL Sans and Modern

Mr Eaves XL Sans and XL Modern feature four weights each with accompanying italics, small caps and alternate characters.



ABCDEFGHIJK
 LMNOPQQRRS
 TUVWXYZ
 aabbcdefggghijklm
 nopqrstvwxyz
 1234567890
 !? \$% & ()

Mr Eaves Sans Regular and Alternates

Typography extravagant
Typography extravagant
Typography extravagant

Mr Eaves Sans Regular, Bold, and Heavy

ABCDEFGHIJK
 LMNOPQQRRS
 TUVWXYZ
 aabbcdefggghijklm
 nopqrstvwxyz
 1234567890
 !? \$% & ()

Mr Eaves XL Sans Regular and Alternates

Typography extravagant
Typography extravagant
Typography extravagant
Typography extravagant

Mr Eaves XL Sans Regular, Bold, Heavy, and Ultra

ABCDEFGHIJK
 LMNOPQQRRS
 TUVWXYZ
 abcdefghijklmnop
 qrrstuvwxyz
 1234567890
 !? \$%&()

Mr Eaves Sans Italic Regular and Alternates

Typography extravagant
Typography extravagant
Typography extravagant

Mr Eaves Sans Italic Regular, Bold, and Heavy

ABCDEFGHIJK
 LMNOPQQRRS
 TUVWXYZ
 abcdefghijklnop
 qrrstuvwxyz
 1234567890
 !? \$%&()

Mr Eaves XL Sans Italic Regular and Alternates

Typography extravagant
Typography extravagant
Typography extravagant
Typography extravagant

Mr Eaves XL Sans Italic Regular, Bold, Heavy, and Ultra

ABCDEFGHIJK
 LMNOPQQRS
 TUVWXYZ
 aabcddefghijklmn
 opqrsttuuvwxyz
 1234567890
 !? \$%&()

Mr Eaves Modern Regular and Alternates

Typography extravagant
Typography extravagant
Typography extravagant

Mr Eaves Modern Regular, Bold, and Heavy

ABCDEFGHIJK
 LMNOPQQRS
 TUVWXYZ
 aabcddefghijklmn
 opqrsttuuvwxyz
 1234567890
 !? \$%&()

Mr Eaves XL Modern Regular and Alternates

Typography extravagant
Typography extravagant
Typography extravagant
Typography extravagant

Mr Eaves XL Modern Regular, Bold, Heavy, and Ultra

Mr Eaves Modern Italic

ABCDEFGHIJK
 LMNOPQQRS
 TUVWXYZ
 aabcddeffghijklmn
 opqrsttuuvwxyz
 1234567890
 !? \$% & ()

Mr Eaves Modern Italic Regular and Alternates

Typography extravagant
Typography extravagant
Typography extravagant

Mr Eaves Modern Italic Regular, Bold, and Heavy

Mr Eaves **XL** Modern Italic

ABCDEFGHIJK
 LMNOPQQRS
 TUVWXYZ
 aabcddeffghijklmn
 opqrsttuuvwxyz
 1234567890
 !? \$% & ()

Mr Eaves XL Modern Italic Regular and Alternates

Typography extravagant
Typography extravagant
Typography extravagant
Typography extravagant

Mr Eaves XL Modern Italic Regular, Bold, Heavy, and Ultra

For your viewing pleasure.

Denote simple fat denied add worthy little use. As some he so high down am week. Conduct esteems by cottage to pasture we winding. On assistance he cultivated considered frequently. Person how having tended direct own day man. Saw sufficient indulgence one own you inquietude sympathize.

HEADLINE SET IN HEAVY | TEXT SET IN REGULAR | 10/12 PT.

For your viewing pleasure.

Denote simple fat denied add worthy little use. As some he so high down am week. Conduct esteems by cottage to pasture we winding. On assistance he cultivated considered frequently. Person how having tended direct own day man. Saw sufficient indulgence one own you inquietude sympathize.

HEADLINE SET IN HEAVY | TEXT SET IN REGULAR | 12/14 PT.

Affair
Binocular
Creative freedom
Culture floodwatch

For your viewing pleasure.

Denote simple fat denied add worthy little use. As some he so high down am week. Conduct esteems by cottage to pasture we winding. On assistance he cultivated considered frequently. Person how having tended direct own day man. Saw sufficient indulgence one own you inquietude sympathize.

HEADLINE SET IN ULTRA | TEXT SET IN REGULAR | 10/12 PT.

For your viewing pleasure.

Denote simple fat denied add worthy little use. As some he so high down am week. Conduct esteems by cottage to pasture we winding. On assistance he cultivated considered frequently. Person how having tended direct own day man. Saw sufficient indulgence one own you inquietude sympathize.

HEADLINE SET IN ULTRA | TEXT SET IN REGULAR | 12/14 PT.

QUARTERBACK

Shipping
Minimum
January

Mr Eaves Modern**For your viewing pleasure.**

Son agreed others exeter period myself few yet nature. Mention mr manners opinion if garrets enabled. To an occasional dissimilar impossible sentiments. Do fortune account written prepare invited no passage. Garrets use ten you the weather ferrars venture friends. Solid visit seems again you nor all.

HEADLINE SET IN HEAVY | TEXT SET IN REGULAR | 10/12 PT.

For your viewing pleasure.

Son agreed others exeter period myself few yet nature. Mention mr manners opinion if garrets enabled. To an occasional dissimilar impossible sentiments. Do fortune account written prepare invited no passage. Garrets use ten you the weather ferrars venture friends. Solid visit seems again you nor all.

HEADLINE SET IN HEAVY | TEXT SET IN REGULAR | 12/14 PT.

Manifest
Singular
POLICE Atomic
Physically

Mr Eaves XL Modern**For your viewing pleasure.**

Son agreed others exeter period myself few yet nature. Mention mr manners opinion if garrets enabled. To an occasional dissimilar impossible sentiments. Do fortune account written prepare invited no passage. Garrets use ten you the weather ferrars venture friends. Solid visit seems again you nor all.

HEADLINE SET IN ULTRA | TEXT SET IN REGULAR | 10/12 PT.

For your viewing pleasure.

Son agreed others exeter period myself few yet of nature. Mention mr manners opinion if garrets enabled. To an occasional dissimilar impossible sentiments. Do fortune account written prepare invited no passage. Garrets use ten you the weather ferrars venture friends. Solid visit seems again you nor all.

HEADLINE SET IN ULTRA | TEXT SET IN REGULAR | 12/14 PT.

Area
Modern
momentum AMERICAN
January

For your *viewing* pleasure.

Far concluded not his something extremity. Want four we face an he gate. On he of played he ladies answer little though nature. Blessing oh do pleasure as so formerly. Took four spot soon led size you. Outlived it received he material. Him yourself joy moderate off repeated laughter outweigh screened.

HEADLINE SET IN HEAVY | TEXT SET IN BOLD | 10/12 PT.

For your *viewing* pleasure.

Far concluded not his something extremity. Want four we face an he gate. On he of played he ladies answer little though nature. Blessing oh do pleasure as so formerly. Took four spot soon led size you. Outlived it received he material. Him yourself joy moderate off repeated laughter outweigh screened.

HEADLINE SET IN HEAVY | TEXT SET IN BOLD | 12/14 PT.

Going
Quizzical
 detrimental **BRONZE**
Wonderful

For your *viewing* pleasure.

Far concluded not his something extremity. Want four we face an he gate. On he of played he ladies answer little though nature. Blessing oh do pleasure as so formerly. Took four spot soon led size you. Outlived it received he material. Him yourself joy moderate off repeated laughter outweigh screened.

HEADLINE SET IN ULTRA | TEXT SET IN BOLD | 10/12 PT.

For your *viewing* pleasure.

Far concluded not his something extremity. Want four we face an he gate. On he of played he ladies answer little though nature. Blessing oh do pleasure as so formerly. Took four spot soon led size you. Outlived it received he material. Him yourself joy moderate off repeated laughter outweigh screened.

HEADLINE SET IN ULTRA | TEXT SET IN BOLD | 12/14 PT.

Howl
 Module
 Persimmon
sweetening
 BORDERLINE

Mr Eaves Modern

For your viewing pleasure.

Speedily say has suitable disposal add boy. On forth doubt miles of child. Exercise joy man children rejoiced. Yet uncommonly his ten who diminution astonished. Demesne new manners savings staying had. Under folly balls death own point now men. Match way these she avoid see death. She whose drift their fat off.

HEADLINE SET IN HEAVY | TEXT SET IN BOLD | 10/12 PT.

For your viewing pleasure.

Speedily say has suitable disposal add boy. On forth doubt miles of child. Exercise joy man children rejoiced. Yet uncommonly his ten who diminution astonished. Demesne new manners savings staying had. Under folly balls death own point now men. Match way these she avoid see death. She whose drift their fat off.

HEADLINE SET IN HEAVY | TEXT SET IN BOLD | 12/14 PT.

Trivia
Knocking
LIVERPOOL Astronaut
welcome

Mr Eaves **XL** Modern**For your viewing pleasure.**

Speedily say has suitable disposal add boy. On forth doubt miles of child. Exercise joy man children rejoiced. Yet uncommonly his ten who diminution astonished. Demesne new manners savings staying had. Under folly balls death own point now men. Match way these she avoid see death. She whose drift their fat off.

HEADLINE SET IN ULTRA | TEXT SET IN BOLD | 10/12 PT.

For your viewing pleasure.

Speedily say has suitable disposal add boy. On forth doubt miles of child. Exercise joy man children rejoiced. Yet uncommonly his ten who diminution astonished. Demesne new manners savings staying had. Under folly balls death own point now men. Match way these she avoid see death. She whose drift their fat off.

HEADLINE SET IN ULTRA | TEXT SET IN BOLD | 12/14 PT.

GIN
WEATHERMAN
Twilight
RAIDER



Papa
Quebec
 ROMEO
Sierra
 Tango
 UNI-
form

Victor
 whiskey
Xray
 Yankee
 ZU
 lu

Mr Eaves Sans Pricing

Mr Eaves Sans Regular Package \$95
 Regular and Alternate Regular
Regular Italic and Alternate Regular Italic
 SMALL CAPS REGULAR
Bold and Alternate Bold
Bold Italic and Alternate Bold Italic
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Heavy and Alternate Heavy
Heavy Italic and Alternate Heavy Italic
 SMALL CAPS HEAVY

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 Regular and Alternate Regular
Regular Italic and Alternate Regular Italic
 SMALL CAPS REGULAR
Bold and Alternate Bold
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 SMALL CAPS REGULAR
Bold and Alternate Bold
Bold Italic and Alternate Bold Italic
 SMALL CAPS BOLD

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Heavy and Alternate Heavy
Heavy Italic and Alternate Heavy Italic
 SMALL CAPS HEAVY
Ultra and Alternate Ultra
Ultra Italic and Alternate Ultra Italic
 SMALL CAPS ULTRA

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 Regular and Alternate Regular
Regular Italic and Alternate Regular Italic
 SMALL CAPS REGULAR
Bold and Alternate Bold
Bold Italic and Alternate Bold Italic
 SMALL CAPS BOLD

Mr Eaves XL Modern Heavy Package \$95
Heavy and Alternate Heavy
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Ultra and Alternate Ultra
Ultra Italic and Alternate Ultra Italic
 Small Caps Ultra

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Emigre No. 70: The Look Back Issue

Selections From *Emigre* magazine #1 - #69

PUBLISHED BY GINGKO PRESS

This 512-page book, designed and edited by Emigre co-founder and designer Rudy VanderLans, is a selection of reprints that traces *Emigre's* development from its early bitmap design days in the mid 1980s through to the experimental layouts that defined the so-called "Legibility Wars" of the late 1990s, to the critical design writing of the early 2000s. Featuring interviews with, among others, The Designers Republic, Allen Hori, Rick Valicenti, Vaughan Oliver, Mr. Keedy, Ed Fella, and essays by Lorraine Wild, Anne Burdick, Zuzana Licko, Kenneth FitzGerald, Andrew Blauvelt, Kalle Lasn, Rick Poynor and many more.

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Select Letters to the Editor pamphlet.

CD with select *Emigre* Music audio tracks and video.

15" x 20" Commemorative poster.

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