

User's Guide

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▶ Aphrodite
Slim ◀

▶ *Aphrodite* ◀
Slim

► Introduction

This is to the ones who love calligraphy or to the ones who love typography.

It doesn't matter.

For us, those groups are the same.

Nowadays they need each other.

This is to the ones who spend hours practising with a nib, to the ones who think their art is a non sense for the others.

We strongly believe calligraphy is a kind of art, so we are trying to make a renaissance of it by applying every principle of its strokes and gesture in our creations.

Our country, Argentina, does not really appreciate calligraphy. Every library would look us in a strange way if we asked for a particular brush or nib. In fact, it is a must to import material from foreign countries if one wants to learn it. This makes really hard for argentinians to practise -which leads to love-calligraphy. This is the reason for the small number of type designers in Argentina and specially, let's call it, of "callitype" designers: The education of these kinds of art is poor in general.

By type designing and showing the results to the world, we hope our country gets conscious of the importance of the letter's value.

We had put all our effort in this typography, which we believe will become famous enough to beautify cities, or at least, the pack or card on which it is used.

We, Sav & Lián, are proud of presenting our last creation, and really hope you can appreciate the enormous work this type has.

[Maximiliano R. Sproviero]

► Aphrodite ◀
Slim

► Historical Inspiration

Once more a new typography with deep calligraphic ideals.

The new concept of Aphrodite Slim Pro was to join diverse styles of calligraphy in one in order to achieve an autonomous expressiveness, in fact, this is what calligraphy aims to, and we agreed to bring those ideals to the world of typography: It is justifiable to be inspired in hundred-year-old calligraphies, but it is even better if the results you obtain have a *plus*. A *personal plus*. During the creation process we were wondering whether it was possible to mix certain strokes of such rigid styles as *uncial*, (Lián's favourite style), with strokes of the *copperplate*, (Sav's favourite style), and also to take and mix qualities of *cancellaresca cursiva*, *formata* and *moderna*; finally giving our creation a *roman-transition italic* look.

So Aphrodite Slim takes ideals and aspects from those formal styles, following its own logic though, and emphasizing the fact of being a decorative typography.

Calligraphy masters of our past are who we are in debt with. They are the cause we have lovely letters now. They have been spontaneous at the moment of creation, what differs from the type-designers of nowadays, whose spontaneity is more limited.

Digital faces that we are used to see these days are a result of long hours of optical adjustments, grids, macros and inspirations of other existing typographies, but without personal contributions.

Aphrodite Slim wants to refute this. Its mission is to rescue the spontaneity of the artesanal lettering in order to obtain unique words; those which only calligraphy masters of our past or lettering artists of our present could give us.

We have worked hard to achieve this, making Aphrodite the most universal font we could: It was necessary to study the most common words, *focalizing more in the ones referring to "sensitivity"*, of four of the most spoken languages in the world. Aphrodite Slim has an enormous quantity of decorative characters and special ligatures for phrases and words in english, french, spanish and deutsch. (See "*English, Français, Español, Deutsch*" PDF in the gallery section).

We promise there is no existing type that decorates/ligates glyphs and words like Aphrodite Slim does: It is the first time a font like this *really* considers its purpose. The way glyphs are ligated is "*insane*":

Aphrodite Slim rescues some ideals of persons like Jan van den Velde (*italian cancellaresca* writing of XVI Century) who understands ascenders and descenders as possibilities to beautify the lines of



► Historical Inspiration

writing with curved strokes that seem to be dancing above and below of the words. This master also creates ascenders and descenders even where they are not necessary, on letters that do not actually need them:

Aphrodite Slim takes this ideal. The font counts with a wide range of glyphs that seem not to be satisfied with its more primitive form and prefer to extreme their parts to be decorative.

It also existed masters of calligraphy like José de Casanova of XVII Century, who, with a magnific skill and a really personal mark, had the particularity of ligating words that were actually separated with spaces:

This is another innovative feature in Aphrodite Slim. An investigation of the most common beginnings and endings words of the english language was done. Having that feature activated (*discretionary ligatures*), *common words* will start to ligate or to be decorated even when they are separated by spaces.

Impossible to forget Francesco Periccioli of XVII Century and our experience us designers to face with works of him: His letters, that today are included in the group of *cancellerescas modernas*, have been a direct inspiration to the *oldstyle figures* and *historical forms* variables in Aphrodite Slim.

Giovanni Antonio Tagliente (XVI Century) and his particular way of making tails and diagonals longer than usual, cualities that our creation reflects too.

Finally, our adventures in *Biblioteca Nacional* and *Barrio San Telmo, Buenos Aires*, were essential for us to make Aphrodite Slim more complete and interesting: My partner Sav did an excellent work when studying how the decorative miscellanea and swirls of early XX century were. She also investigated what particularities made those roman titling characters look antique so she could rescue some ideals for the *oldstyle figures* and *historical forms* variables. This also leaded her to create the *ornaments* variable in Aphrodite Slim.

We are really proud of presenting Aphrodite Slim Pro, a typography that was the result of days and nights of working hard, because we do love what we do; and we are glad we are living in a present that gives us the possibility to spread this kind of art, because that is the way we consider our job: Aphrodite Slim Pro is Art.



Abrazo

► *Abrazo is a spanish word that means hug. "Dame un abrazo". "Give me a hug".* ◀

Best Family Gorgeous Live Wonderful
Beautiful Passion Falling Perfection Good
Love And Forever
Heart Grateful King and Queen
Great Soft Birthday Sweet Enter Regards
Merry Darling

► Aphrodite ◄
Slim

► The Process

The idea of **Aphrodite Slim Pro** was gestated almost at the same time of its heavier sister Aphrodite Pro.

It is this last version which actually demanded us, asked us, a lighter version: More delicate and meticulous, which could work even better at display sizes and, of course, match with the original.

Everything begins a year ago; a process that we thought would be short, because our very first goal was to complete an alphabet we had created that year, (2008-Check Aphrodite Pro's Process Guide in order to have a detailed description) but Aphrodite seemed to ask for more. Once Aphrodite Pro's glyphs turned into lighter ones, its traces asked us for a new style of decoration, a new route for the ink. This led us to investigate more about these styles we wanted to achieve.

We immersed ourselves into the world of each calligraphy *ductus* and each calligraphy masters by studying from decoration to lettering books.

This was the key for the logic of Aphrodite Slim's behavior:

There is a technical base that it is a must to acquire and "respect", but every hand contributes in a subjective way: If we'd like to make copperplate calligraphy, for example, we learn copperplate, plus gothic, *cancilleresca*, uncial... because our hands and eyes really need first to be "charged of styles".

The atmosphere of a blackletter type and its classic layouts, found in an old magazine in San Telmo, Buenos Aires, could be achieved with copperplate traces too!

This was what happened as regards Aphrodite Slim Pro: We were looking for an atmosphere. Understanding its logic could lead us to give it every calligraphic finish we wanted to.

It is important to understand that our desire was to make a roman-transitional typeface, and knowing its *ductus*, the last referent we would look at is a roman one. There were several other styles which we had to learn in order to enrich even more our work.

After walking on the streets of centuries of calligraphy's history, and after living in such a digital era, I am glad to say that the paper and the nib are still the most perfect technologies and even the most powerful machine could never beat them: Because when an ink drop flows over a blank paper, it makes ideas and possibilities ways of expression born. Thus, digital media is just a tool for adjusting forms' geometry and code programming: It has been our hands, in my case the left one, which gave Aphrodite Slim its spirit.

There will be no day in my professional life in which I stop mentioning that I am here writing this because I was blessed to work with such a brilliant person as my colleague is.



Roman



Copperplate

Cancilleresca

► Features

Aphrodite Slim Pro is the most complete variable.

It includes more than 1000 glyphs.

Thanks to the Open-Type programming, it counts with a easy way to change/alternate glyphs if the application in which the font is used supports this.

The variables contained in Aphrodite Slim Pro are also offered separately:

Aphrodite Slim Text: It is the variable for lines and paragraphs. Thus it is the least ornamental and the most accurate to achieve a satisfying legibility. It has the *Standard Ligatures* feature in order to improve the possible conflicts some glyphs could have by others.

Aphrodite Slim Contextual: It is the one that makes emphasis in decorating. It has the particularity of ligating/decorating words of common use in English, French, Spanish and Deutsch. It also has de quality of ligating common beginnings and endings of the common words in english.

Aphrodite Slim Stylistic: With similar features of Slim Contextual. It includes a set of decorative numbers for a display use.

Aphrodite Slim Swash: This one has special beginnings and endings to decorate words.

Aphrodite Slim Endings: It makes words look as a signature.

Aphrodite Slim Historical: It adds an antique look to the written word. It also has the special historical ligature function.

Aphrodite Slim Titling: This one is the most decorative. Its copperplate inspired ornaments give words a special *colour*, in order to handle the quantity of decoration, it comes with the standard ligature feature, which has the most common ligatures plus others that make decorative swirls not to be conflictive.

Aphrodite Slim Ornaments: A set of 52 ornaments.

*Aphrodite Slim Pro includes all this features plus the *Stylistic Set 1*; *Stylistic Set 2* and the possibility of *Slashed Zero*.