



nce Upon a Drop Cap

when words were the experience &
letters were your voice

Jason Pamental / @jpamental

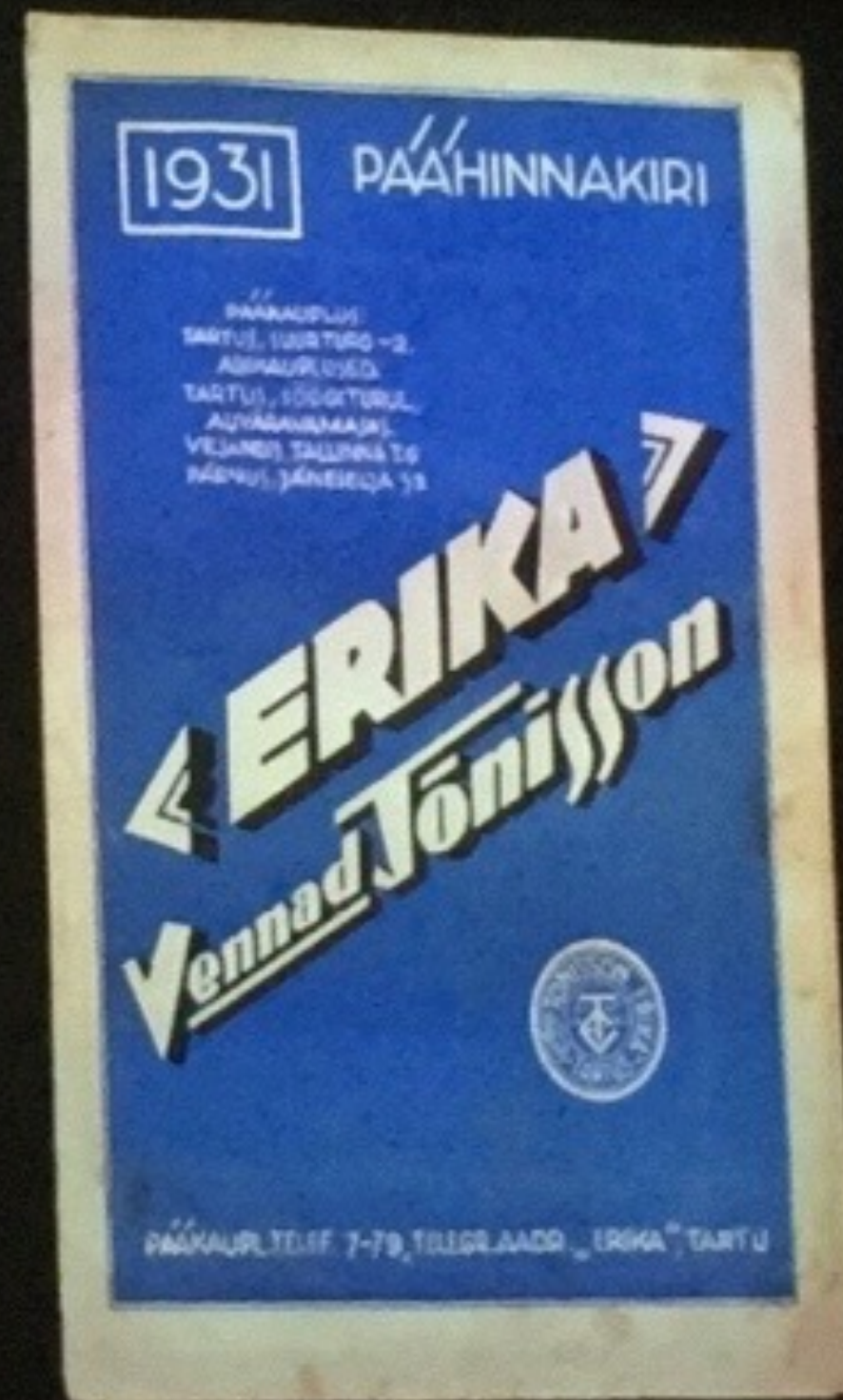
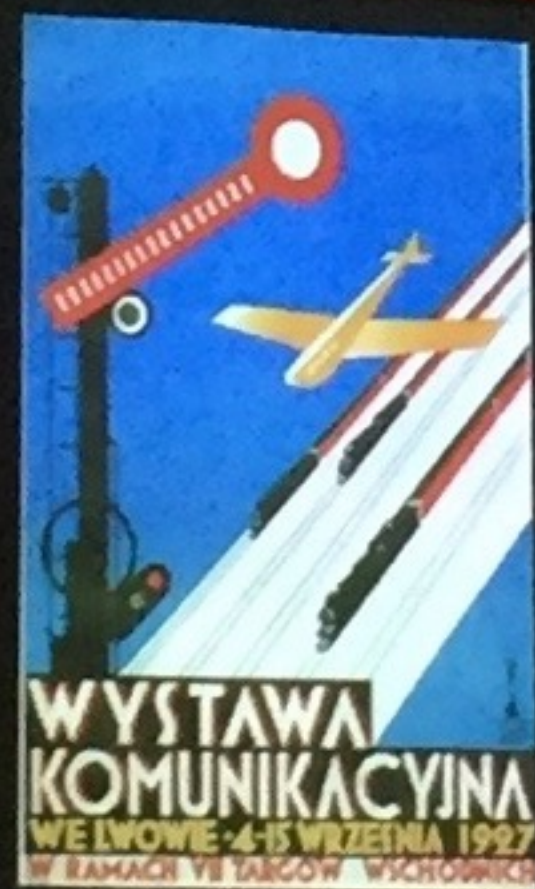
Senior Director of Design & Technical Strategy
Isovera



Roman Cieřlewicz 1960-s



Poster







要做就做出头鸟 

(Be The Bird That Sticks Out)

CHAPTER ONE

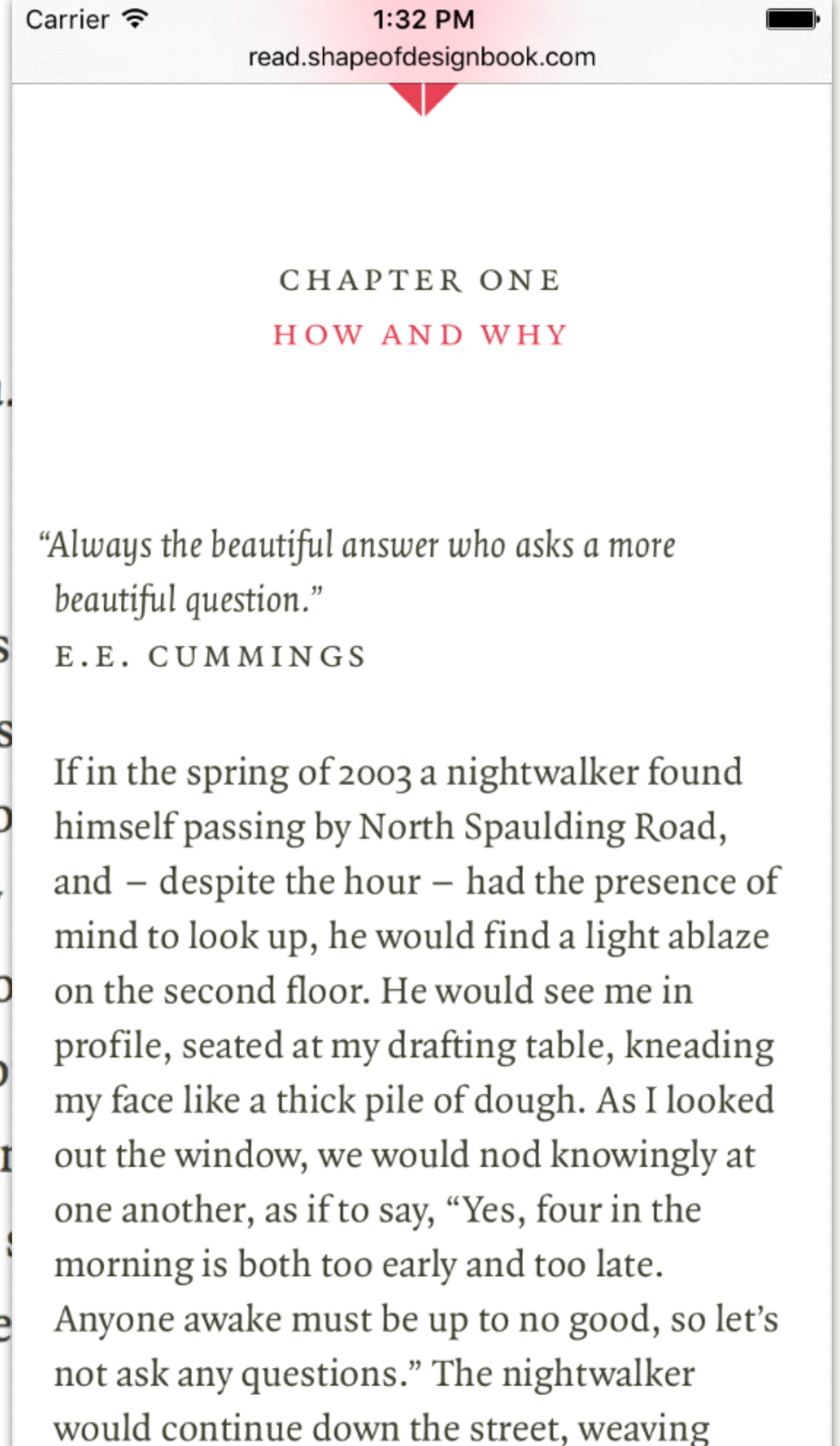
HOW AND WHY

"Always the beautiful answer who asks a more beautiful question."

E.E. CUMMINGS

If in the spring of 2003 a nightwalker found himself passing by North Spaulding Road, and – despite the hour – had the presence of mind to look up, he would find a light ablaze on the second floor. He would see me in profile, seated at my drafting table, kneading my face like a thick pile of dough. As I looked out the window, we would nod knowingly at one another, as if to say, "Yes, four in the morning is both too early and too late. Anyone awake must be up to no good, so let's not ask any questions." The nightwalker would continue down the street, weaving between the rows of parked cars and the sweetgum trees lining the sidewalk. I'd go back to kneading my face.

I remember one specific night where I found myself on the tail end of



80

100

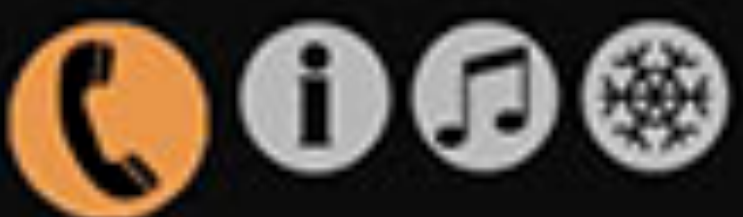
120

140



200 ft

Turn Left onto Main Street



Jeremiah Sans (Cell) 555-383-3382

72°F ☀ Sunny

January 4, 2015

4:35PM





ps. Jpin. evorac. *ad* *bn* *an* **B**enedictus deus
 israel. *ca*. Jpin. evorac. *ut* *ju*. **I**ubilamus
 deo Salutar nro. *lit* *ut* nō deliq̃. evorac.



Ora custodiā vias meas:
 ut nō delinquā in lin-
 gua mea. **P**osui ori-
 meo custodiā: cū cō-
 siteret peccōr adūsū me.
Omnitū et humiliatus sū et filii
 bonis: et dolor meus renouat' est.
Quāliut cor meū intra me: et in me-
 ditatione mea exarscet ignis.
Locutus sū in lingua mea: notum
 fac michi dñe finē meum.
Et numerū dierū meorū quis est?

ut sciam quid desit michi.
Ecce mēsurabiles posuisti dies me-
 os: et substantia mea tanquā
 nichilum ante te.
Verūptamen uniuersa uanitas:
 omnis homo uiuens.
Verūptamen in ymagine perāsit
 homo: sicut et frustra sturbatur.
Melancolat: et ignorat cui
 congregabit ea.
Et nunc que ē expectatio mea.
 nōne dñs: et substantia mea
 apud te est.
Ab omnibus iniquitatibus meis erue
 me: obprobriū insipienti dedisti me.
Omnitū et nō aperui os meū: quā-
 tiu fecisti amoue a me plagas
 tuas.
A fortitudine manus tue ego de-
 feci in increpationibus: ppter ini-
 quitatē corripuisti homines.

The Hobbit

or

There and Back

Again

by

J. R. R. Tolkien

Illustrated

by the Author

however, when I met a couple of friends of mine from Rivendell."

"Where's that?" asked Bilbo.

"Don't interrupt!" said Gandalf. "You will get there in a few days now, if we're lucky, and find out all about it. As I was saying I met two of Elrond's people. They were hurrying along for fear of the trolls. It was they who told me that three of them had come down from the mountains and settled in the woods not far from the road: they had frightened everyone away from the district, and they way-laid strangers.

"I immediately had a feeling that I was wanted back. Looking behind I saw a fire in the distance and made for it. So now you know. Please be more careful, next time, or we shall never get anywhere!"

"Thank you!" said Thorin.

Chapter III

A SHORT REST

They did not sing or tell stories that day, even though the weather improved; nor the next day, nor the day after. They had begun to feel that danger was not far away on either side. They camped under the stars, and their horses had more to eat than they had; for there was plenty of grass, but there was not much in their bags, even with what they had got from the trolls. One morning they forded a river at a wide shallow place full of the noise of stones and foam. The far bank was steep and slippery. When they got to the top of it, leading their ponies, they saw that the great mountains had marched down very near to them. Already they seemed only a day's easy journey from the feet of the nearest. Dark and drear it looked, though there were patches of sunlight on its brown sides, and behind its shoulders the tips of snow-peaks gleamed.

"Is that *The Mountain*?" asked Bilbo in a solemn voice, looking at it with round eyes. He had never seen a thing

National Rail 
↓ Southbound platform 3
Trains to Brighton

Lift 
to platform 3

This section provides guidance on the basic elements that make up the TfL advertising, campaign and information standards. Further information can be found at tfl.gov.uk/media

Corporate typeface

Aa Bb Cc Dd Ee Ff
1 2 3 4 5 6 7 8 9 £ / . , “ ” () :: ;

Typographic policy



Photographic policy



TfL logotypes

**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

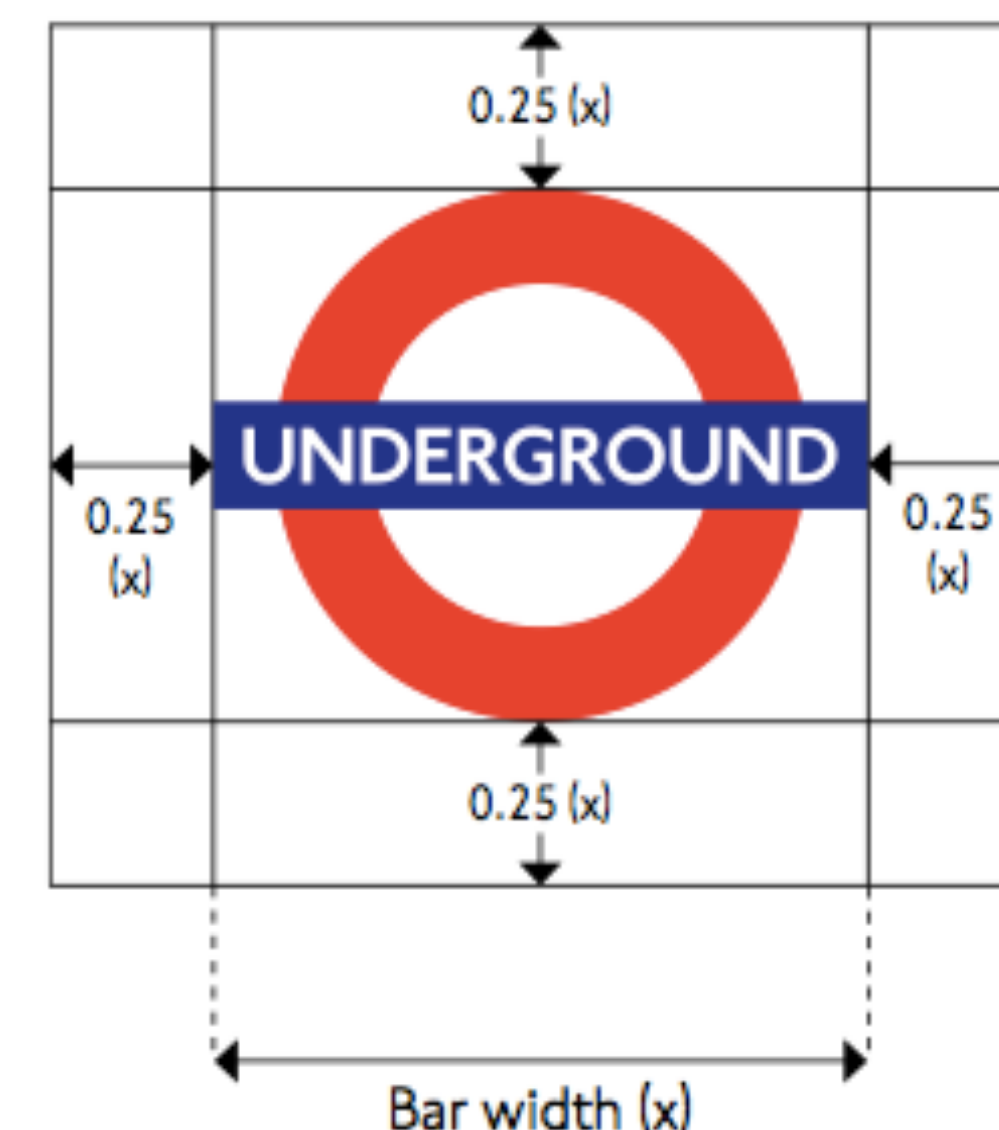
The 'mark'



Roundels



Using the roundel



Mayor of London logotype

**MAYOR
OF LONDON**

Colours



MIND THE GAP

Docks: Ready for state of emergency

Nuclear drive for woman's heart

By a Staff Reporter

A nuclear-powered heart pacemaker was successfully implanted in a patient at the National Heart Hospital in London yesterday. The patient is a woman aged 56, who is expected to leave hospital in about a week's time. The tiny nuclear battery that runs the machine was developed by scientists at Harwell.

The pacemaker, which maintains the heart beat of patients suffering from "heart-block", is designed to last for at least 10 years before a replacement is needed. Conventional, chemically-powered pacemakers used until now have lasted for about two years. About 1,300 conventional pacemakers are implanted in new patients in Britain every year.

Yesterday's operation came after two years' intensive development, extended laboratory trials, and implants in three dogs, two in London and one in Glasgow, which began in February. America and France have also developed nuclear pacemakers, but the British device is said to be more efficient and cheaper.

The power source of the British pacemaker is a tiny quantity (180 milligrams) of plutonium 238 sealed in a capsule a few millimetres in size. Heat from the plutonium is used to generate

By 48 votes to 32, the delegates declared that the strike would go on until the basic wage of £11 1s. 8d. a week was improved. Mr. T. O'Leary, national docks secretary of the T.G.W.U., last night said: "It has all the hallmarks of being a prolonged strike." The pool employers said they would not offer any improvement in the basic wage and told the unions they would not negotiate until there was a resumption of work.



Dockers presenting their argument with placards outside Transport House yesterday.

Full Cabinet to make final decision this morning

By DAVID WOOD

The decision to raise the question of an emergency proclamation inside the Cabinet this morning, if the strike was not settled overnight, was reached at a meeting of the emergency committee of the Cabinet last night at the Commons and under the chairmanship of Mr. Maudling, Home Secretary.

The meeting lasted 45 minutes, and Mr. Maudling will deliver a report to his Cabinet colleagues this morning. All the Government departments involved have completed prepara-

Under the threat of a national dock strike, senior Ministers appear to be anxious to have it clearly understood that some of the powers would have to be used promptly. But the invoking of parliamentary authority for taking arbitrary powers does not mean that the Cabinet would bring them all into use immediately or at any time. They are a strictly emergency provision, and it is always a ministerial consideration whether the use of drastic powers will help or

Once activated by Parliament, the regulations expire after seven days unless they are continued by a positive resolution of both Houses.

Under the emergency declaration a series of orders would be laid before Parliament containing regulations setting aside the provisions of the dock labour schemes so that troops could be used to clear perishable cargoes and other essential stores and goods. Other orders would concern the supply of fuel, food and animal feeding stuffs, and could

Prince leaves diplomatic

Tax cuts warning

New family allowances




from *then* to *now*

House calls for mom and baby: Agencies extend services

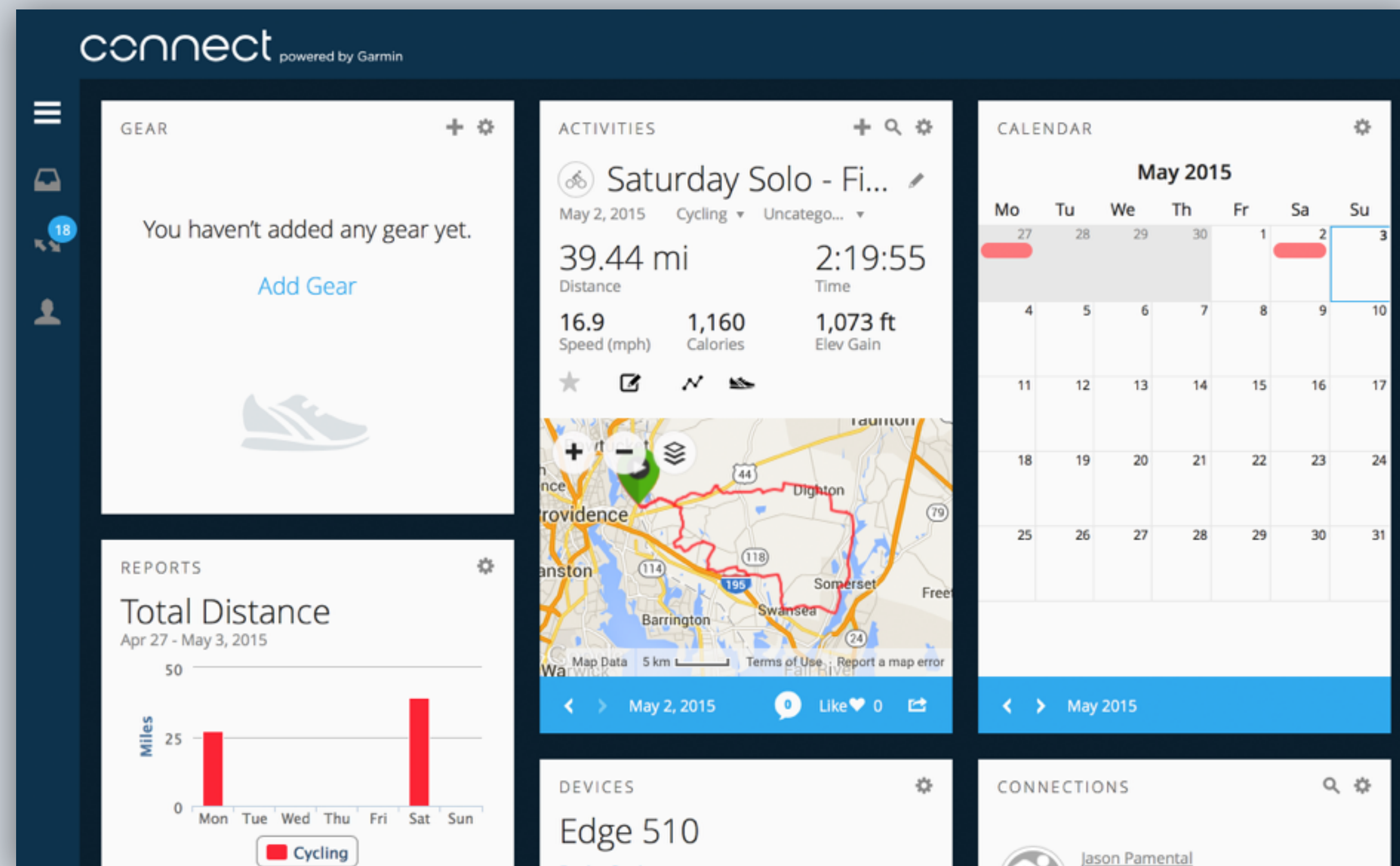
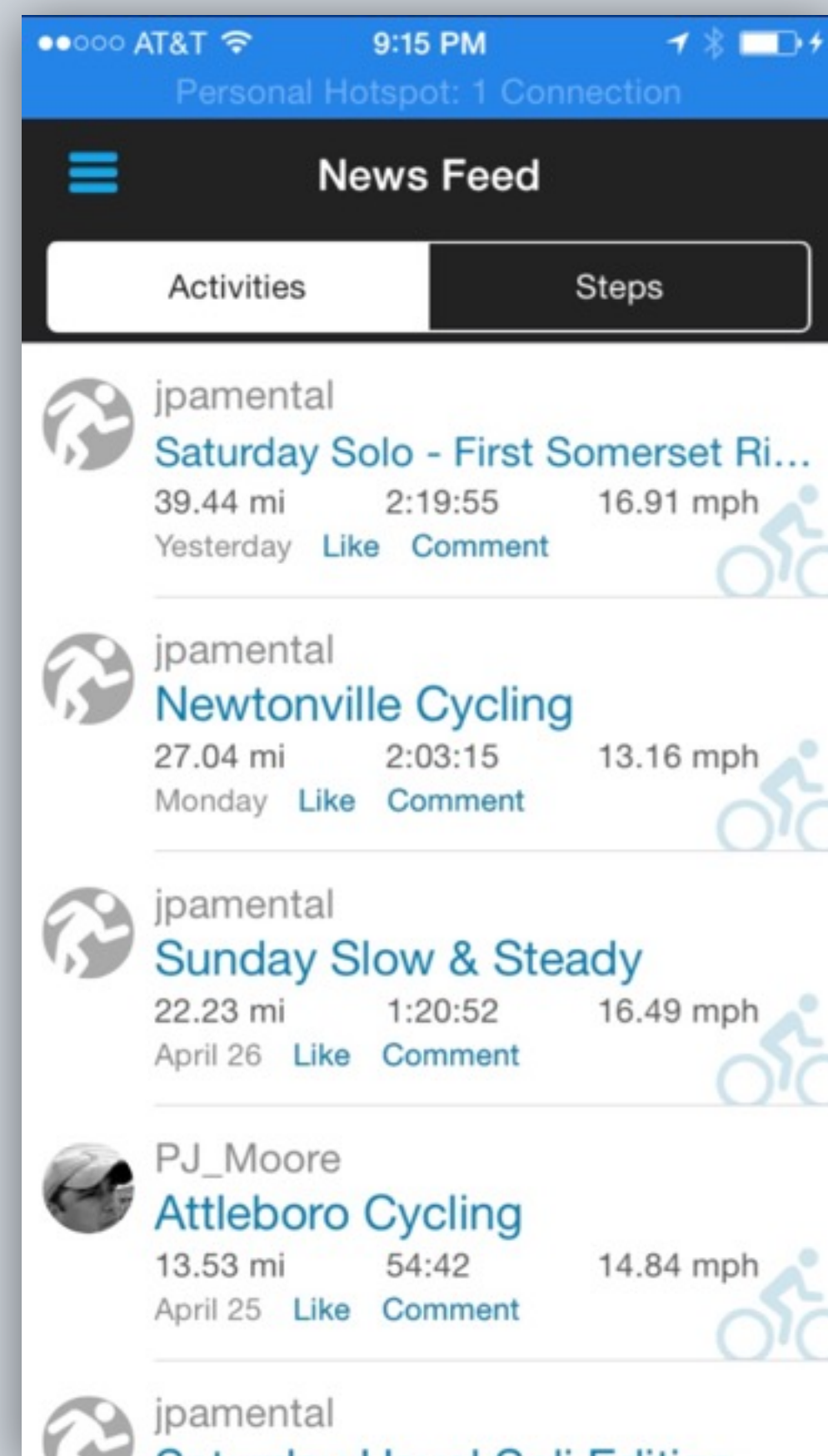
        [COMMENT](#)  [Recommend](#)  [Tweet](#) 



 [Purchase this Photo](#)

Melissa Valle, left, a family support worker with Family Service of Rhode Island, talks with new mother Cristina Severino and her 17-month-old daughter, Emma Lee Dale, at their home in Providence. Family Service is among the

The New England
Saltwater Fishing Show



VOLUME

HOME

PHONE

APPS

INFO



Sports



Weather



Stocks



Fuel



Vehicle Monitor



Eco Monitor



Maintenance



Subaru

INFO



SEEK
TRACK



HD Radio

67

PM 5:24

A/C AUTO



OUT TEMP
73°F

72

MODE

MAX
A/C

Our *present* is far from *perfect*

So what changed?

Everything.

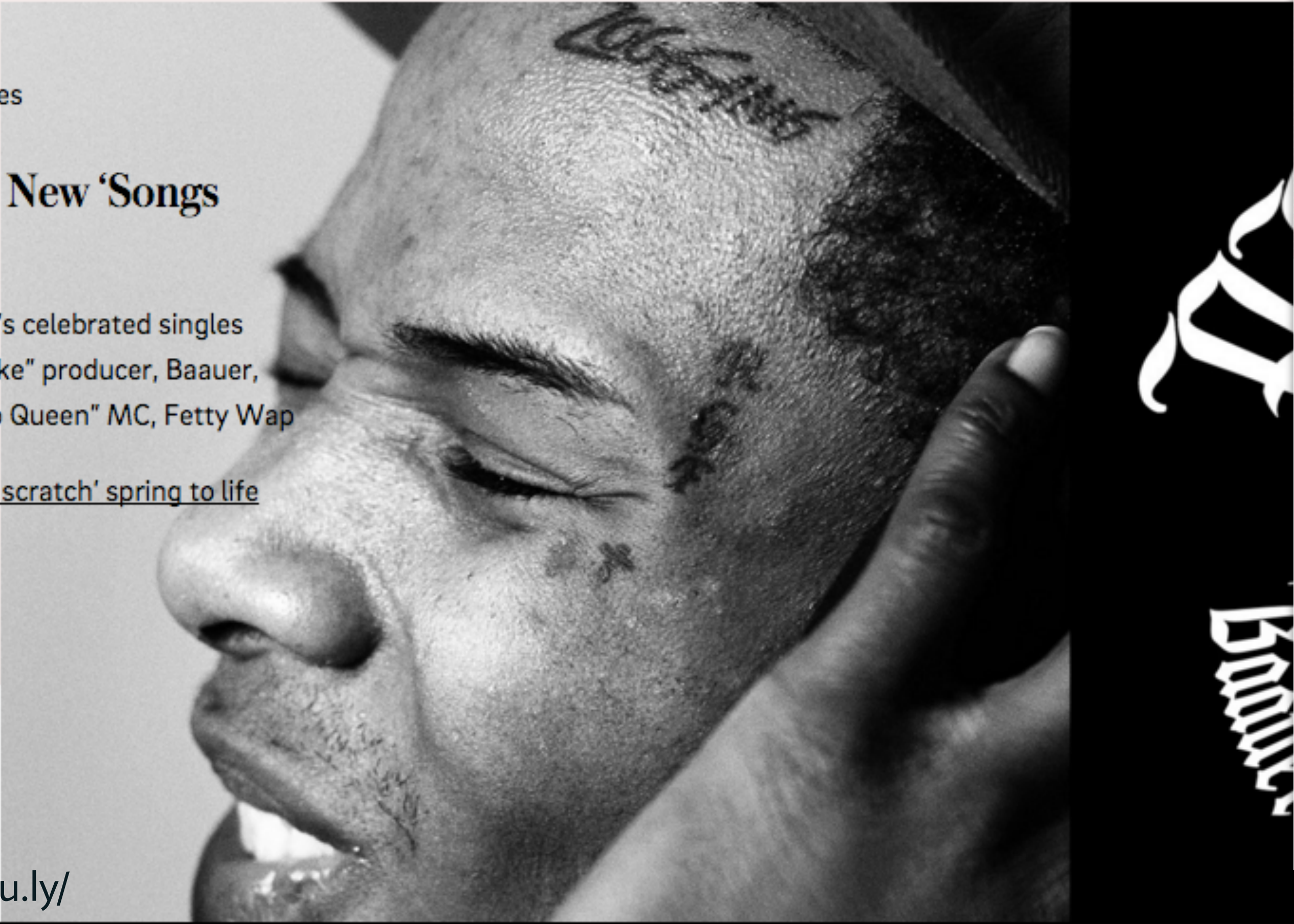
We don't do content. There is enough of it. We stick with you like a song, and last like a letter of that.

Yours Truly Original Series

adidas originals: New 'Songs From Scratch'

The latest in Yours Truly's celebrated singles series pairs "Harlem Shake" producer, Baauer, with chart-topping "Trap Queen" MC, Fetty Wap

[Watch their 'songs from scratch' spring to life](#)





Carrier 6:37 AM creative.yourstru.ly

Yours Truly Original Series

adidas originals: New 'Songs From Scratch'

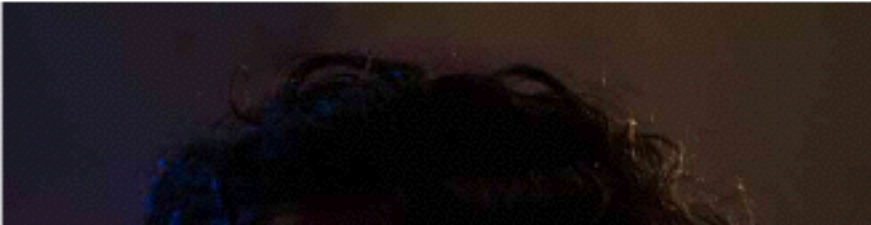
The latest in Yours Truly's celebrated singles series pairs "Harlem Shake" producer, Baauer, with chart-topping "Trap Queen" MC, Fetty Wap

[Watch their 'songs from scratch' spring to life](#)



A Week With

Neon Indian



<http://creative.yourstru.ly/>

rendered *vs.* dynamic

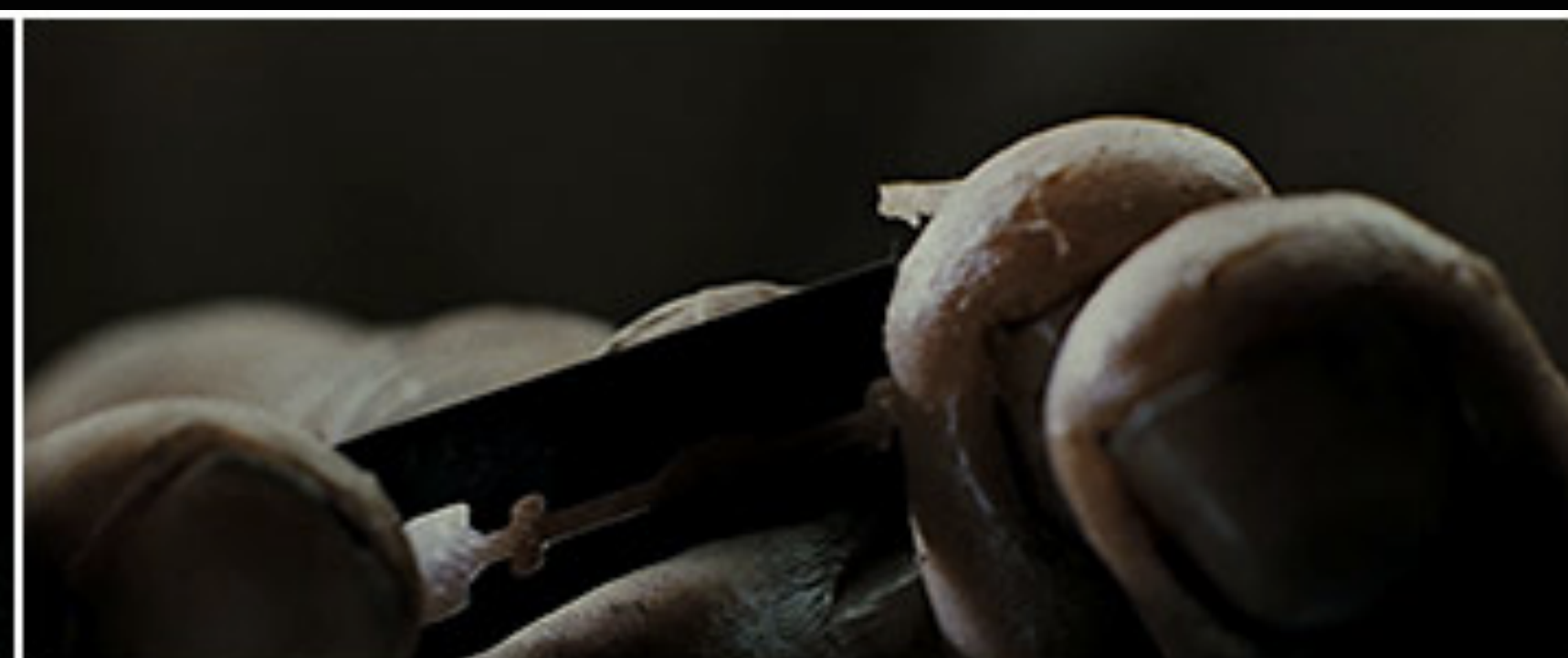
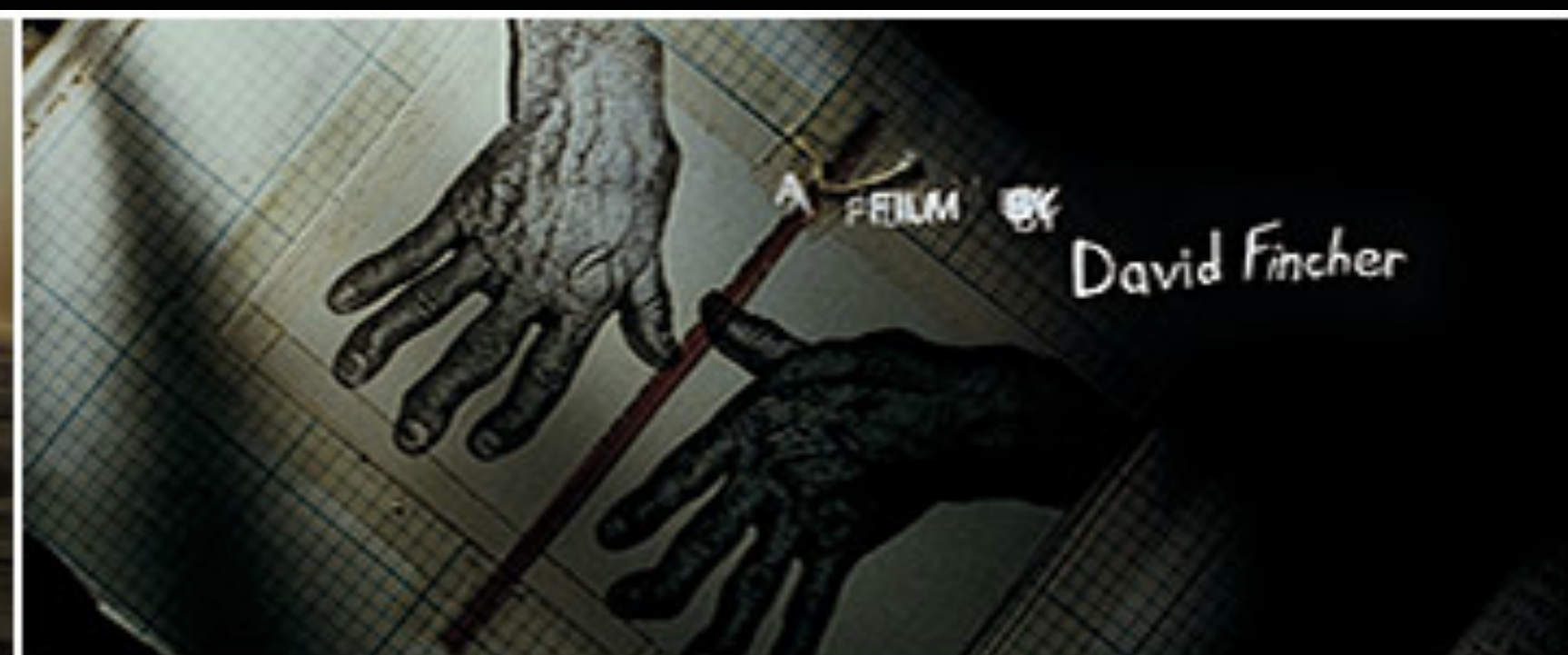
when letters learned to crawl

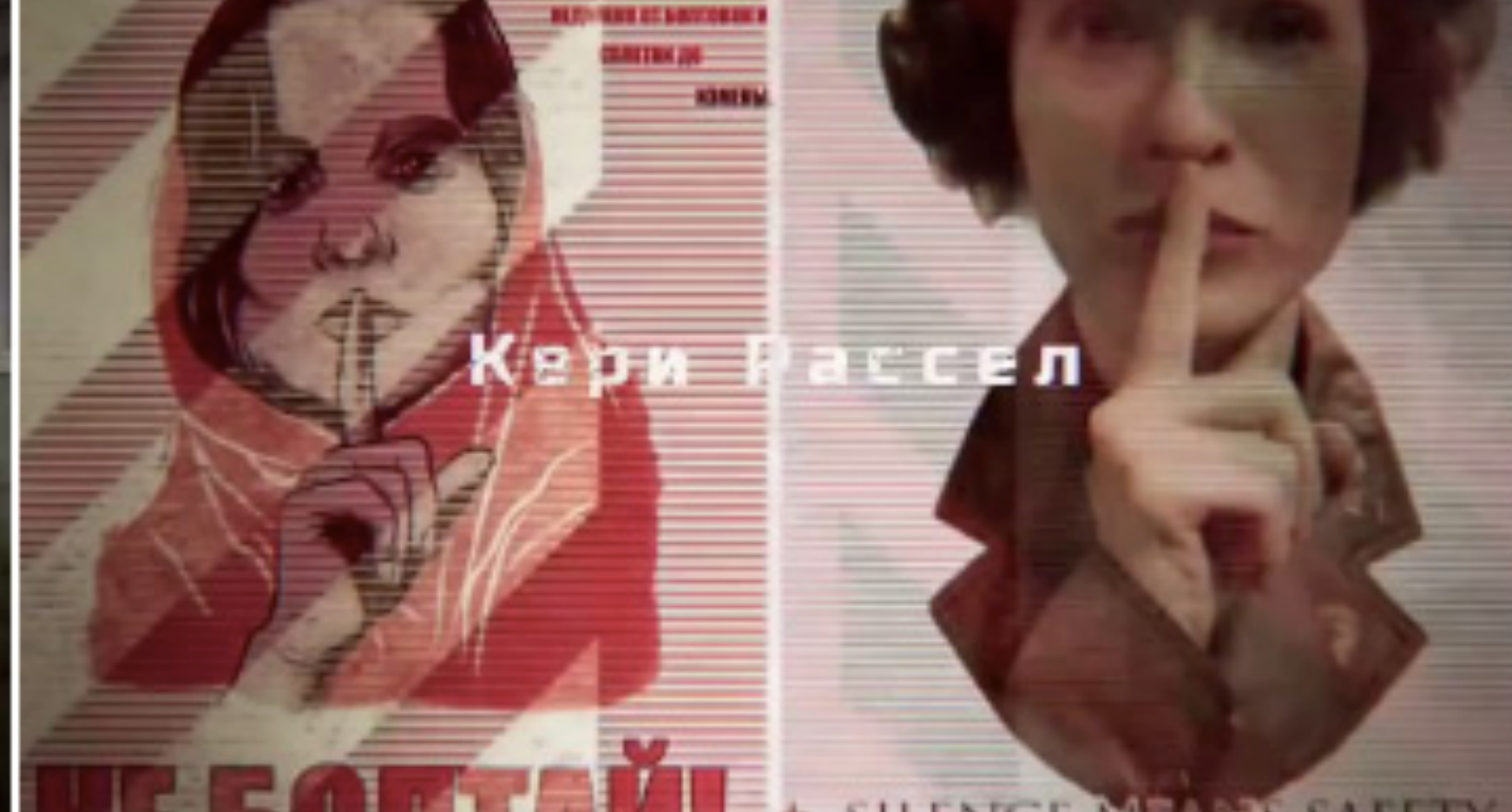
EMIGRE

No. 70

The Look Back Issue

FROM EMIGRE MAGAZINE #1 ~ #69





headlines

Thursday
25 February 2016

Now
14°C



05:00 08:00 11:00 14:00
14°C 14°C 13°C 11°C



Rumford



Syria / Putin steps in to boost ceasefire effort as first aid drop carried out

Russian president appears to be investing political capital in making truce a reality, phoning leaders in key countries as well as ordering cut in airstrikes

612

Libya / French special forces assisting anti-Isis efforts - sources



Online battle / Isis video targets Twitter and Facebook CEOs over suspended accounts

Audio / Swedish teenager tells of rescue from Isis in Iraq



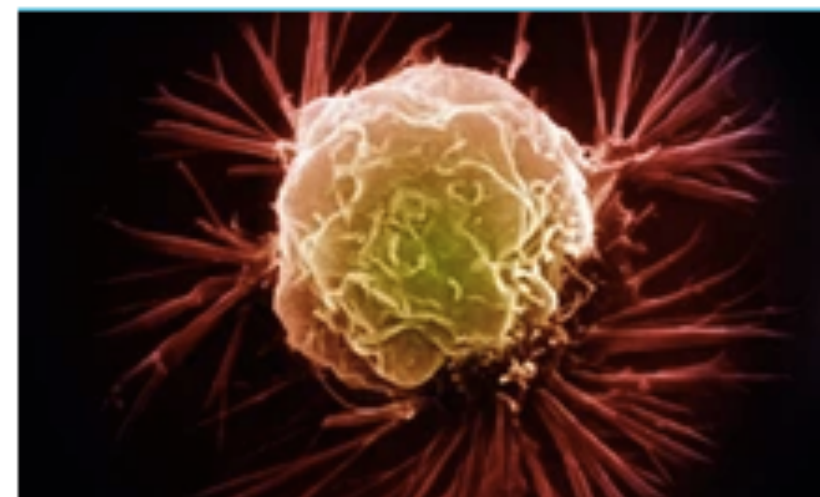
US politics / Remaining Republicans prepare for 'voter summit' as Trump builds lead

482



Indigenous peoples / Australians and Canadians 'destroyed by same colonialism'

206



Cancer / Radical treatment seeks to control rather than destroy tumours

Pancreatic cancer / Better considered as four separate diseases

United Arab Emirates / Two Americans to go on trial after 505 days without charges

Mexico / 17 months later: president visits site of 43 students' disappearance

9

Hygiene / Organic panty liners recalled after traces of weedkiller found

China / Six Britons held after police raid on rave

Brexit / Referendum could destabilise UK recovery, says IMF

283

Media / Conservative columnist sorry for failing to check story of gang-rape by Arabic-speaking men

highlights



Hide

URGENT

Médias : France 24, qui émet actuellement en Français, Anglais et Arabe, lancera début 2017 son service en espagnol (Francois Hollande)



TERRORISME

Libye : la France mène une guerre de l'ombre contre l'EI



L'INFO EN CONTINU

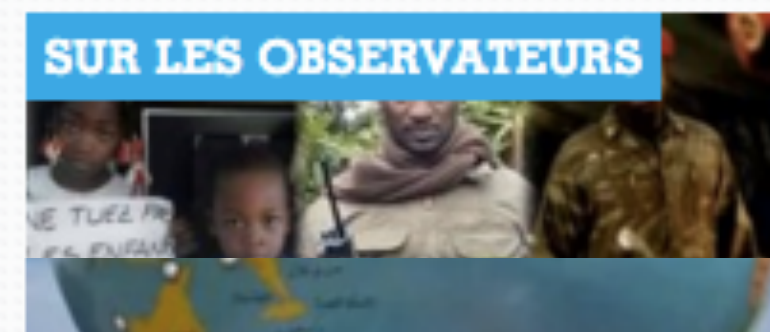
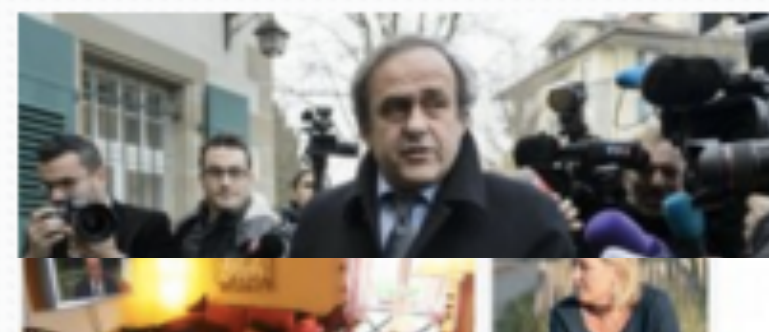
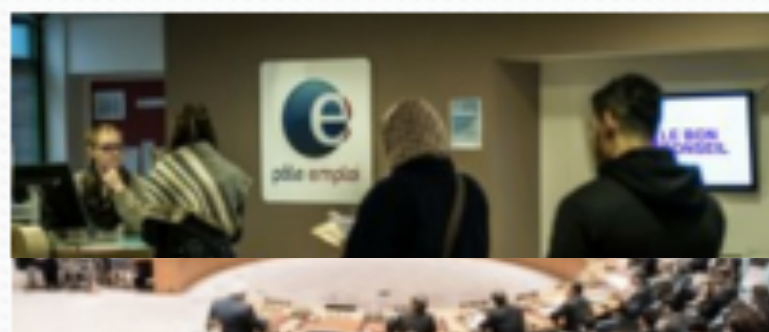
←→ Toute l'info en continu

02:45 A droite et au centre, Donald Trump rafle les voix tous azimuts
AFP

01:02 **FRANCE 24 Urgent @UrgentF24**
#URGENT - Médias : France 24, qui émet actuellement en Français, Anglais et Arabe, lancera... f24.my/1mYvc1Z
pic.twitter.com/r55E6FpE1b

23:45 L'épidémie de virus Zika "peut empirer avant de s'améliorer" (OMS).
AFP

23:25 Ligue des champions: City n'a jamais été aussi proche des quarts
AFP



SUR LES OBSERVATEURS



Our way forward

Gallery of Webtype In Use



"Love Your Mother"
poster



Big Bang Data website
Using **Benton Sans**



TAKE and GIVE NEEDS website
Using **Miller Banner**



Snaps and Rye website
Using **Telefon**



New York Opera Society website
Using **Hamlet Series** and



Mirror Online
Using **Agenda**



Pixiegate website
Using **Sweet Sans** and **Georgia**



Wilson website
Using **Benton Sans**

Fractions

Automatically converts $1 / 2$ to a nice tasty fraction. Only could be better with frosting. Enabled: Sabon Italic with Fractions & Old Style Figures (like having one's cake and eating it too)

✓ Feature: On

Swedish Hardtack

1 cup water

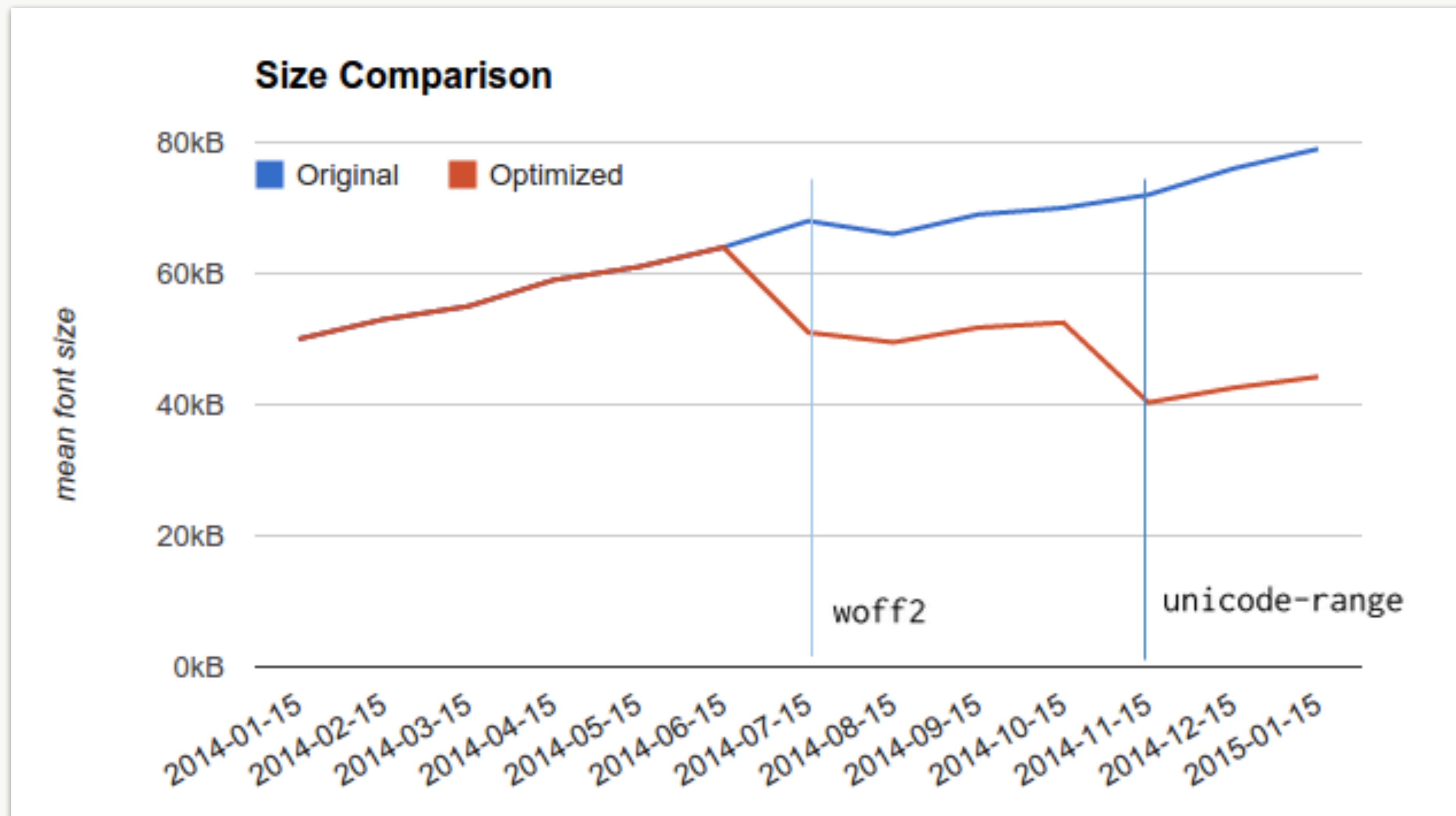
1 $\frac{1}{2}$ oz vegetable oil

1 $\frac{1}{2}$ oz honey

1 $\frac{1}{2}$ cups rye & 1 $\frac{1}{2}$ cups whole wheat flour

1 $\frac{1}{2}$ tbsp. brewer's yeast (optional)

$\frac{1}{4}$ tsp. salt



25% file size reduction, 55% supported

3.10 BREADCRUMBS, HEADERS AND ICONS

The three elements that make up the header area have clearly defined dimensions in order to ensure that they work in unison as they scale between device view. As page layouts adjust, element behaviour changes so that they do not creep out of their defined area.



DESKTOP



TABLET



MOBILE



This is the New Typography

You couldn't have it if you did want it, the rule is, jam tomorrow and jam yesterday – but never jam today

FROM THE FRONT PRESENTS

Frontend in Wonderland

17th and 18th September
Teatro Duse, Bologna, Italy

GET YOUR TICKET!

<http://2015.fromthefront.it>



A Brief History of Vietnamese Writing

From 207 B.C. to 939 A.D., the rule of several Chinese dynasties had a profound influence on the Vietnamese literature and language. The official Vietnamese language was originally written in Classical Chinese (*chữ Nho*) before the development of native Vietnamese script and the adoption of the Latin alphabet (*Quốc Ngữ*).¹

CHỮ NHO

Starting in the ninth century, under the control of the Chinese government, all government and official documents in Vietnam were written in Chinese ideographs called *chữ Nho* (scholars' script), also referred to as *chữ Hán* (Han script). Even after Vietnam declared its independence in 939, *chữ Nho* was still a common written language among scholars and in official documents until the beginning of the twentieth century. Today, *chữ Nho* is still used for calligraphic banners for special occasions such as festivals, funerals, New Year (Tết), and weddings. Although *chữ Nho* was held in high regard because being *chữ Nho* literacy was the key to power, wealth, and status, Vietnamese scholars wanted to develop their own writing system called *chữ Nôm*.²

A Brief History of Vietnamese Writing

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Top Stories

- Seattle NAACP leader calls police shooting of black man ‘coldblooded murder’
- White House considers Nevada Gov. Sandoval for Supreme Court
- Plans for 101-story Seattle tower scaled back Updated 6:15 pm
- Redmond adviser caught in Oregon firm’s financial collapse New 4:40 pm
- Hearing examiner overturns Seattle's approval for 12-story Pioneer Square building Updated 6:04 pm
- 2 men accused of leaving overdose victim in shopping cart in Ballard Updated 6:26 pm
- Gonzaga to join UW in Spokane medical-




Carrier 11:40 AM seattletimes.com


≡

The Seattle Times


🔍



Ethan Stowell's Bramling Cross does gastropub right




B.C. study tried to scare small mammals, with striking results




Huskies' NCAA hopes take a big hit in dramatic loss at Oregon State

Don't Miss



Movies

A Monroe native's road to 'Spotlight' — and the Oscars



Visual Arts

Hindu symbolism meets Northwest landscapes

<http://www.seattletimes.com>

RESTORATION

REPORT



As ghostsigns around the world fall victim to decay and debate about what constitutes ethical restoration, Sam Roberts explores the collision of public and private interests, and the ways cities around the world have attempted to protect and revive fading works of signwriting.

Words, Sam Roberts

ROAD





Signs are painted



In Butte, Montana, a do with the city's ma advertising painted Preservation Office by the contemporar sign painters know opposition has surf 'Disneyfication' of

This debate is not of attempts aroun if anything, shoul of a sign for Bile F both extreme ('a ('like an old frier to widespread p comprehensive new area of hist typically at a lo owners adopt a gaining suppor

As the evidenc exist at an int They are typi properties, a However, the their appear ownership. as 'public a craft histor with their r about whe

These con from doin en masse ghostsign sandblas weatheri

in Clapham led to a question Mayor about what he was doing to protect these pieces cultural and commercial history. His response delegated ability to local council level and, in this case, Michael MP responded that:

"In 1960 Howard Gossage observed that billboards exist 'for the sole and express purpose of trespassing on your field of vision', representing widespread resentment of overbearing outdoor advertising."

"The character of things like this is essentially ephemeral, and it is the fact that such things survive only rarely and accidentally that gives them their charm and fascination. Although their loss may be regretted, perhaps it is necessary to allow such changes to happen, untouched by a regulatory framework, so that in another hundred years' time, people may be able to look at different but equally curious survivals — of early 21st century ephemera."

There is much to commend in this response, although the longevity of today's billboards and digital displays is clearly inferior to that of the ghostsigns that have survived. Further, it is interesting that the value placed upon the signwriting craft is in some way less than crafts which create more permanent artefacts such as furniture, jewellery and books. Many of these signs are antiques, yet the skills involved in producing them aren't celebrated in the same way as those of jewellers, cabinet makers and book binders.

Their commercial intent is the main point of difference between ghostsigns and these other crafts, making the motivations of those passionate about them even more intriguing. There isn't a comparable lobby arguing for the protection and restoration of contemporary billboards, yet ghostsigns once served exactly the same advertising purpose. In 1960 Howard Gossage observed that billboards exist 'for the sole and express purpose of trespassing on your field of vision', representing widespread resentment of overbearing outdoor advertising. Further back, in 1855, the 'One Who Thinks Aloud' lamented the form, although on very different grounds,



Photograph: Brian Stubley

'Amid all the changes which this changing age has produced, that of the walls superceding the town's bell-man is perhaps the most melancholy.'

The age of ghostsigns (most are from the early 20th century) triggers a similar nostalgia which, in turn, leads people to cherish them. However, in their day, they provoked opposition similar to that of Gossage and the One Who Thinks Aloud. Although they are often resented now, it is entirely conceivable that the revealing of a printed billboard in 50 years could provoke a similarly nostalgic response, and calls for protection, in a future world dominated by digital advertising.



"Ghostsigns are one among many examples of humankind's desire to leave a mark, whether for commercial, community or individual ends."

en their ambiguous value, ghostsigns currently fall side of approaches taken to preserving cultural heritage facts. They are not architectural features of note and are, mately, just advertising ephemera. In addition, unlike er forms of advertising and printed matter, they cannot collected and displayed in archives and museums, at least in their original form. Photographic archiving projects, as the UK-based History of Advertising Trust Ghostsigns ive, do catalogue and document material, but say ing about how ghostsigns 'in the wild' should be treated. mpts to develop systematic approaches to protection and oration all face the problem of defining which signs have t: one person's artwork is another's eyesore. Further, tsigns often exhibit multiple layers of text, known alimpsests', with some seeing a beautiful historical n', while others perceive nothing more than a mess.

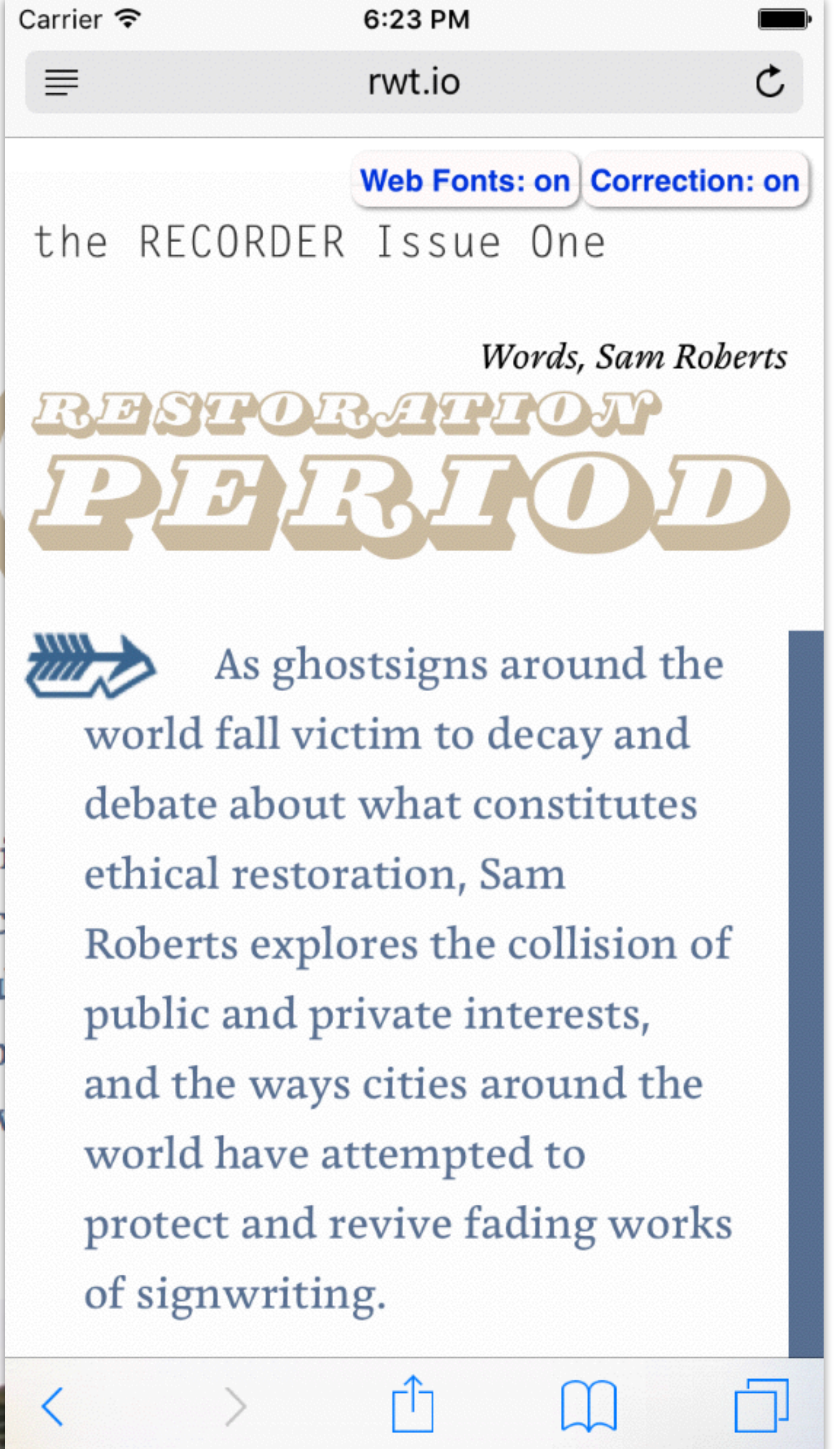
signs often fall victim to today's graffiti and street s, getting whitewashed in efforts to 'clean up' this more mporary work. In some instances this coverage is only ul. In Stamford Hill, London, advertising for a cigarette

the RECORDER Issue One

RESTORATION PERIOD

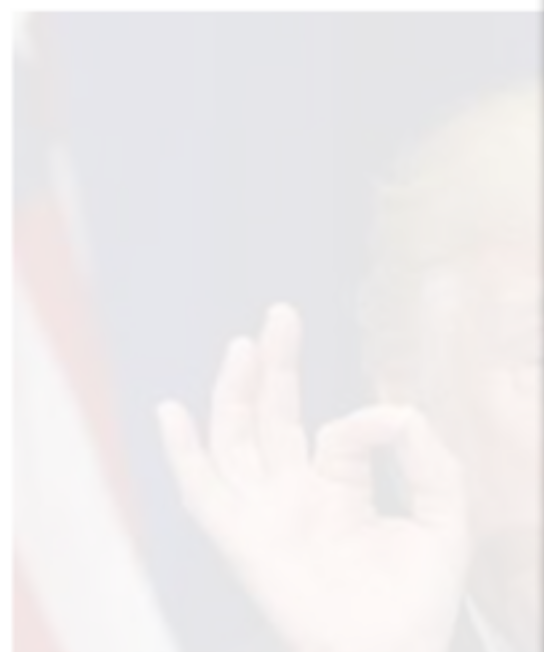


As ghostsigns around the world fall victim to decay and debate about what constitutes ethical restoration, Sam Roberts explores the collision of public and private interests, and the ways cities around the world have attempted to protect and revive fading works of signwriting.



now it's *really* important

TOP STORY



Meet the Repu
Out Against Tr

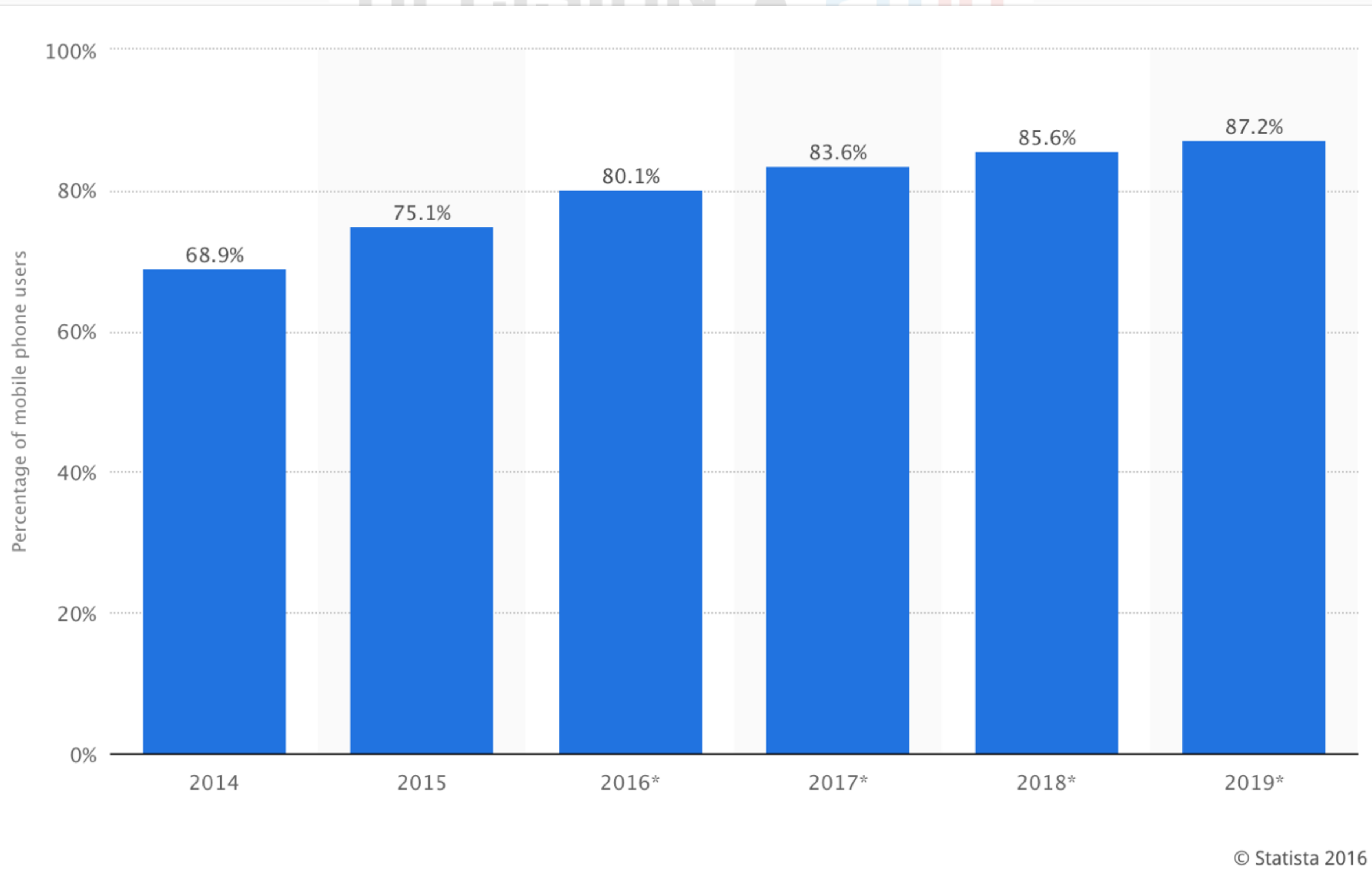
MSNBC.COM

ON TH

19 MINUTES AGO

Trump Gives Chris

Donald Trump's ca
Monday that Gov.
serve as "Transitio



ent

faster

to Burbank

Southwest

ces disdain for
mp

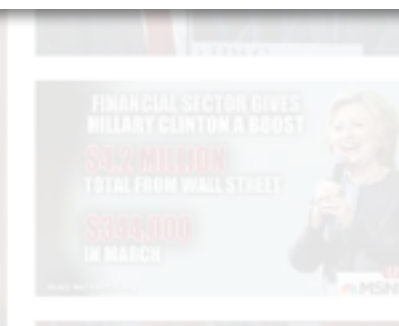
push gaining

and Ryan agree

www.statista.com/statistics/284206/north-america-mobile-phone-internet-user-penetration/

www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/

Waiting for rt.legolas-media.com...



\$1.2 billion raised so far in
2016 race



Matthew Rechs

@MrEchs



Following

@jpamental @zachleat this is only the second presidential campaign to see web fonts in wide use. Two races ago it was a different world!

LIKES

2



8:48 AM - 7 May 2016



TOP STORIES



Charles Rex Arbogast

Meet the Republicans Speak Out Against Trump

MSNBC.COM

ON THE TRAIL

19 MINUTES AGO

Trump Gives Christie a Job

Donald Trump's campaign announced Monday that Gov. Chris Christie will serve as "Transition Team Chairman."

"Governor Christie is an extremely knowledgeable and loyal person with

Waiting for rt.legolas-media.com...

RESULTS

(Times generated using Chrome Canary's Developer Tools Network Throttling in Regular 3G mode)

Candidate	Text Readable	Web Font Render	FOIT	Web Font Weight
Hillary Clinton	7.42s	8.09s ★	Max	95.8KB (~47.9KB each)
Bernie Sanders	5.69s ★	~10.95s	~0s ★	204KB (~29.1KB each)
Donald Trump	2.44s to 13.38s	14.16s-14.32s	0.8s	62.3KB ★ (~12.5KB each)
Ted Cruz	22.26s (Wow.)	27.78s-28.27s	Max	312.6KB (~62.52KB each)

advertisement

Get there faster

fly nonstop from Dallas (Love Field) to Burbank

Book now

ends 6/5/16

Southwest



Warren voices disdain for Donald Trump



Third party push gaining steam



Will Trump and Ryan agree on a truce?



\$1.2 billion raised so far in 2016 race

Military observer freed in Ukraine



One European military observer has been freed in Sloviansk where pro-Russian separatists are holding the rest of the team, detained on Friday.

🕒 29 minutes ago | [Europe](#)



Vatican declares two popes saints

Pope Francis declares Popes John Paul II and John XXIII saints, praising them as "men of courage" in front of a crowd of hundreds of thousands.

🕒 9 hours ago | [Europe](#)



Britain is now 'post-Christian'

Features & Analysis



Searching for my son

A US veteran returns to find the unborn child he left in Vietnam



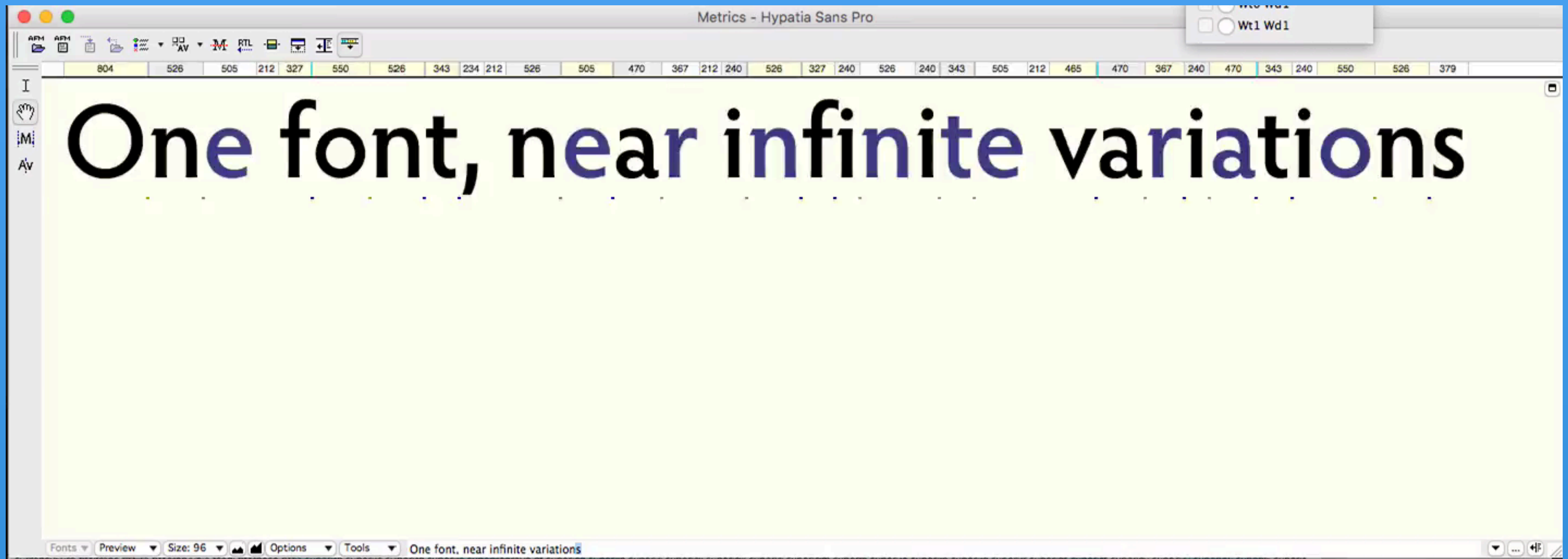
Oh. One more thing.

ATypI16 Convergence
13-16 September, @Warsaw

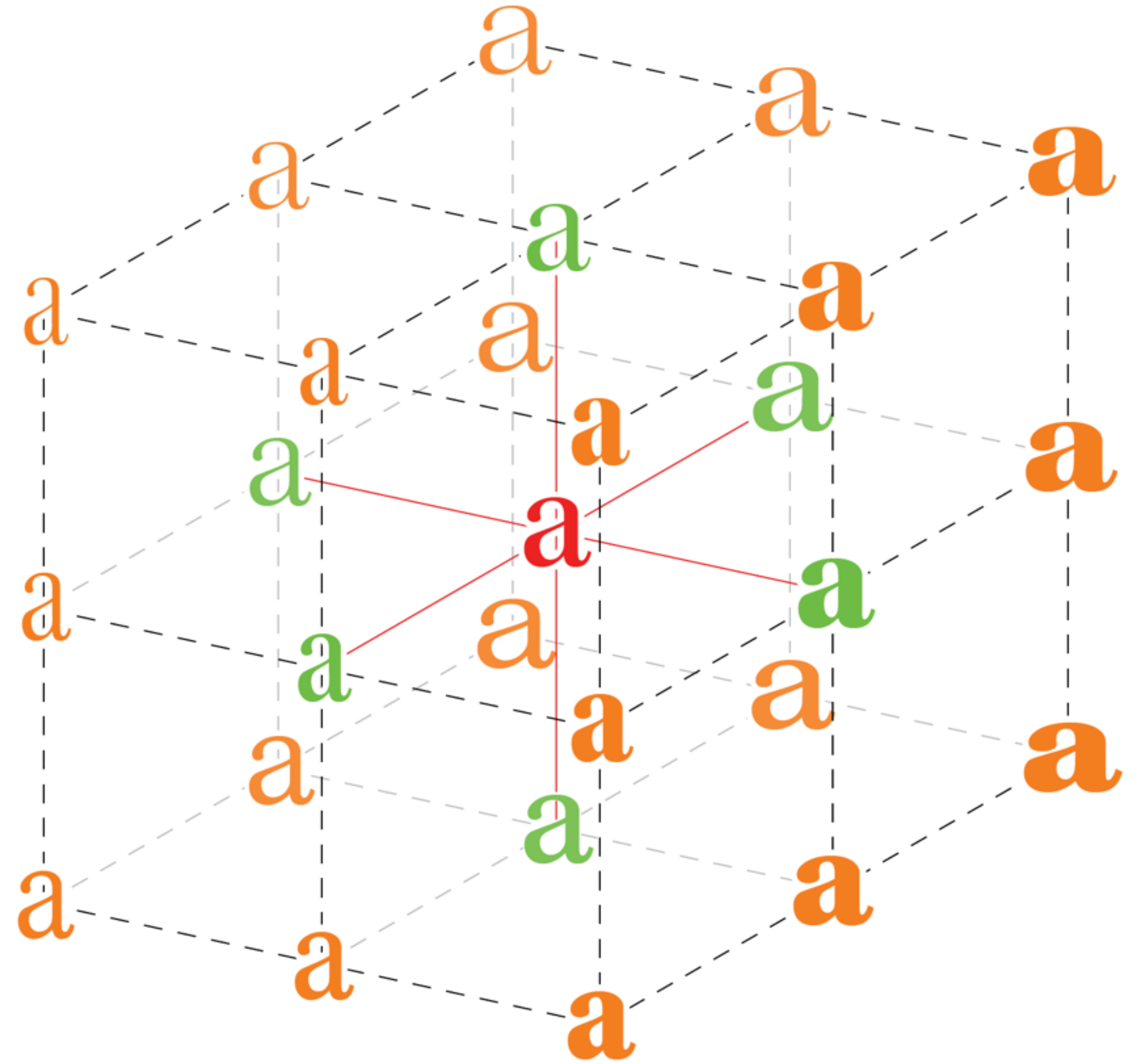
atypi.org

Simon Daniels / Special OpenType Session

Wed 14, @NInA / Center



OpenType variation fonts



<http://litherum.blogspot.com/2016/09/variation-fonts-demo.html>

<https://github.com/w3c/csswg-drafts/issues/498>



A fluffy, light-colored dog, possibly a Shetland Sheepdog, is sitting in tall grass in the foreground. In the background, a calm lake reflects the warm, golden light of a sunset. The sky is a deep orange and yellow, and the water shows ripples and reflections of the surrounding trees and sky. The overall mood is peaceful and serene.

thank you

Slides

bit.ly/jpdropcapned

Code

<http://bit.ly/jpatypicode>

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colophon:

Cardamon & Quire Sans

courtesy of Monotype