## Independent I Ieadline

## The Independent font family is a com

 suite of typefaces designed in 2013 f pendent newspaper's daily print and The fonts woere conceived as a set of sypefaces - sharing the same proport lying structure - to create a coherent sype family. In addition to the three $n$ if, Sans $\mathbb{E}$ Condensed), a special Seri has been designed for the display set of which is used for the newspaper's cently, Sans Stencil and Slab fonts he ed to the family to cater to a zoider ra cations. The typeface was awarded a from $D \& \Delta D$ in 2014. and the Typefa at the Tokyo Tipe Directors Club azoThis specimen is for evaluation purposes only－not for commercial publication．All fonts，including images and illustrations，are the intellectual property of A2－TYPE unless otherwise stated．

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Medium Medium Italic

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The Independent font family is a comprehensive suite of typefaces designed in 2013 for The Independent newspapers daily print and digital editions. The fonts were conceived as a set of interconnected typefaces - sharing the same proportions and underlying structure - to create a coherent and balanced type family. In addition to the three master sets (Serif, Sans $\notin C o n d e n s e d)$. a special Serif I Ieadline cut has been designed for the display setting. a version of which is used for the newspaper's masthead. Recently, Sans Stencil and Slab fonts have been added to the family to cater to a wider range of applications. The typeface was awarded a yellow pencil from D\&AD in 2014, and the Typeface Design prize at the Tokyo Type Directors Club awards in 2015.

## The



THURSDAY 7 NOVEMBER 2013

## Stephen King: What if President Kennedy had lived?

## Grace Dent Jane Merrick Hamish McRae

Russell Brand's anti-politics Has 'X Factor' taught my Stop blaming Germany for revolution? It'll be a riot three-year-old to twerk? volces p. 21
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erico Marchetwalk shows cand cro Marchetti is in anows can ermind behind 5 in another ca iggest brands in intern the onlind ind design, too - international and design, too - explains whal

Ben Chu
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John Rentoul The speech decoded: wha
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them. So I idea." Marchet wasted a week idea." Marchetti also had the $i$ more like brie back when mob the engineering, but sadly did to bring his idg or technoli Who his idea to fruition. have knows what March. have been if such plans hetti's tion, but as head of the had com retail partner for of the leading not looking back fhion and des began life in late in anger. Yoo into a vast netwe 1999 and ha multi-brand nork, not only bargain-hunters pares - thecorn bargain-hunters paradise yoor


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## Pioncered

Fashionable
Good Looking
Efficacious
Incandescent
Bizarre
Satisfying

## Gracefiul

Harmonious

## Balanced

IIigh-Contrased
IIistorical
Choreographed
Tight-fitted

copresponding italic style for delicate
design woork

21.08.2023






# Historical \& Contemporar 

 references collide in a singl form. A design with a grace elegance: it is robust. balan and harmonious. Elements style reconfigured \& reima- references collide in a singl form. A design woith a grac elegance; it is Robust, bala and harmonious. Elements style reconfigured \& reimaContrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage. and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC . This book is a treatise on the theory of ethics, very popular during the Renaissance. The firs ( Fine of Lorem Ipsum, "Lorem ipsum dolor sit amet\%. comes from a line in section 1.10.32. The standard chunk of Lorem Ipsum used since the 1500 s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form. accompanied by English yersions from the 1914 translation by II. Rackham. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using ${ }^{\circ}$ Content here. content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text. and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like). There are many variations of passages of Lorem Ipsum available, but the

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## Independent Headline

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A2-TYPE is an online foundry and type design consultancy founded by Scott Williams and Henrik Kubel (members of AGI, Alliance Graphique Internationale), dedicated to the craft of contemporary typeface design. Our ever-growing library now includes more than 100 unique fonts created over the past 20 years. Since launching A2-TYPE in 2010, we have collaborated with leading design companies and global clients to create bespoke typefaces for their brands. Our fonts are engineered to work seamlessly across all platforms and to perform exceptionally in print, on screen, and for broadcast. A2-TYPE has been recognised with typeface design awards from TDC in New York, Graphis, D\&AD, and Tokyo Type Directors Club, which awarded us the prestigious Grand Prix for our design of the New York Times Magazine custom fonts. All fonts are available exclusively from A2-TYPE. Trial fonts are available for existing customers.

Please note: We do not sell or license our fonts through resellers.

Please get in touch if you would like to commission a custom typeface or rework one of our existing designs. We have over twenty years' experience working across all sectors.


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