



For use in a small size – The inspiration for the serif font is *Stephenson Blake's* Garamond-like metal typeface *Mazarin*, also known as 'Astree' from the French foundry *Deberny & Peignot*. The Gothic Blackletter design of *The New York Times* Magazine logotype also influenced the typeface, especially in sharpness and contrast – most noticeably in the Display and Headline fonts. The serif text fonts also share some of these features, although the proportions, contrast, and design details have been crafted anew to aid legibility in smaller point sizes.

This 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.

The fonts were originally commissioned by The New York Times Magazine in 2014/15 and are still in use today.

Ny, Slab
 Category: Serif
 Styles: 7 Weights + Italics
 Year: 2015/2023
 Designer: Henrik Kubel

Ny. Text

Light
 Regular
 Medium
 SemiBold
 Bold
 ExtraBold
 Black

Light Italic
Regular Italic
Medium Italic
SemiBold Italic
Bold Italic
ExtraBold Italic
Black Italic

All fonts contain the A2-TYPE Advanced Character set, which covers both Western and Eastern European languages, plus an advanced set of OpenType features.

Latin 1: Supplement
 Latin 2: Eastern Europe
 Latin Extended A
 Latin Extended B
 Spacing Modifier Letters
 Combining Diacritical Marks
 Proportional Lining Figures
 Proportional Oldstyle Figures
 Fractions
 General Punctuation
 Currency Symbols
 Letterlike Symbols
 Number Forms
 Turkish

Language support: Afrikaans, Albanian, Asu, Basque, Bemba, Bena, Bosnian, Breton, Catalan, Cebuano, Chiga, Colognian, Cornish, Corsican, Croatian, Danish, Dutch, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, Ganda, German, Gusii, Hungarian, Icelandic, Ido, Inari Sami, Indonesian, Interlingua, Irish, Italian, Javanese, Jju, Jola-Fonyi, Kabuverdianu, Kalenjin, Kinyarwanda, Kurdish, Latvian, Lithuanian, Lojban, Low German, Lower Sorbian, Luo, Luxembourgish, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Maori, Mohawk, Morisyen, North Ndebele, Northern Sami, Northern Sotho, Norwegian Bokmål, Norwegian Nynorsk, Nyanja, Nyankole, Occitan, Oromo, Polish, Portuguese, Quechua, Romanian, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Sardinian, Scottish Gaelic, Sena, Shambala, Shona, Slovenian, Soga, Somali, South Ndebele, Southern Sotho, Spanish, Swahili, Swati, Swedish, Swiss German, Taita, Taroko, Teso, Tsonga, Tswana, Turkish, Upper Sorbian, Vunjo, Walloon, Welsh, Western Frisian, Wolof, Xhosa and Zulu.

Aa:

Aa: Aa:

Aa

□					A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	
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4	5	6	7	8	9	1/2	1/4	3/4	1/3	2/3	1/8	3/8	5/8	7/8	0	1	2	3	4	5	6	7	8	9	0	1	
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lograp
buying books
y to Italy, from which countr
at back fourteen thousand volumes. Before
Cardinal's library was the largest in France, not
Royal library. Moreover Mazarin did what was
in his day, he placed his collection at the service of
all nations and creeds. At a time when the King's
quite inaccessible, learned men were permitted to
studies in the Cardinal's palace.
During the political disturbances of the Fronde,
collection was almost entirely dispersed. The pe
in Paris ordered the sale of the whole contents
palace. This was carried out and for a time the
to exist. In spite of this heavy blow, however,
not discouraged. On his return to power he
of reforming his large collection of works at
the assistance of Colbert, by the time of his
amassed a collection of some fifty thousand
hundred manuscripts. These ma
works of art in the palace
nose, and which late
male. Mazarin
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Reference Material

of early printed books as such was not
typography had not begun to be recorded. The Cardinal's
volumes were naturally acquired principally for their subject
matter. The collection was exceptionally rich in theological
works and books on medicine and law. But it was inevitable
that a library formed in the middle of the seventeenth century
should contain a number of books which are now regarded
as typographical treasures. Among the two hundred editions
of the Bible, for example, was a copy of Gutenberg's 42-line
Bible, the first substantial book ever printed. It was from the
Cardinal's very fine copy that this book became known as
the Mazarin Bible. One of the first men to study this printed
book from a typographical point of view was G. F. de Bure.
In his *Bibliographie Instructive* published at Paris in 1763 he
gave a description of Gutenberg's Bible based on the copy in
the Cardinal's library, and from that time it has been known as
the Mazarin Bible. The copy in the Bibliotheque Nationale
which was procured later than the date of de Bure's volume
even more famous; this is the copy which contains the note
of the rubricator, Heinrich Cremer, of Mainz, dated August
1466, from which we now know the printing of Gutenberg's
Bible must have been completed by the Spring of that year.
The Incunabula of the Bibliotheque Mazarine have been
studied and are known to typographical students. This has
not yet been done for the sixteenth century, and probably
many treasures of that century are still buried there. Mazarin
was an Italian, born at Piscina in 1602, and as the
tradition usually lead us to expect, his library was exceedingly
rich in the treasures of Italian literature.

64 Point. Ny. Text Regular — Basic character set

64 Point. Ny. Text Regular — Basic character set

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

0123456789

64 Point. Ny. Text Regular Italic — Basic character set

64 Point. Ny. Text Regular Italic — Basic character set

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

0123456789

Ny. Text

7 Weights

Light

Merchants Tavern

Regular

Reignites

Medium

Changeability

SemiBold

Efficacious

Bold

Incandescent

ExtraBold

Bizarre

Black

Satisfying

+ Italics

Ny. Text

Light Italic

Merchants Tavern

Regular Italic

Reignites

Medium Italic

Changeability

SemiBold Italic

Efficacious

Bold Italic

Incandescent

ExtraBold Italic

Bizarre

Black Italic

Satisfying

Ny. Text

7 Weights

Light

MERCHANTS

Regular

REIGNITES

Medium

CHANGEABILITY

SemiBold

EFFICACIOUS

Bold

INCANDESCENT

ExtraBold

BIZARRE

Black

SATISFYING

+ Italics

Ny. Text

Light Italic

MERCHANTS

Regular Italic

REIGNITES

Medium Italic

CHANGEABILITY

SemiBold Italic

EFFICACIOUS

Bold Italic

INCANDESCENT

ExtraBold Italic

BIZARRE

Black Italic

SATISFYING

Ny. Text

7 Weights

+ Italics

Ny. Text

Light

Historical & Contemporary references collide

Regular

A form with a graceful elegance; it is robust, b

Medium

Elements of style reconfigured, reinterpreted

SemiBold

Historical revivals are conversations with the

Bold

A prime example of the intersection of tradit

ExtraBold

Cohesive pairings of interconnected typeface

Black

An exemplar of harmony, balance & rhythm

Ny. Text

7 Weights

+ Italics

Ny. Text

Light

Historical & Contemporary references collide in a

Regular

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Set in Regular

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Set in Bold

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10

Set in Black

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Light Italic

Regular Italic

Medium Italic

SemiBold Italic

Bold Italic

ExtraBold Italic

Black Italic

8 1 5 6

4 5 7 4

9 2 0 1

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

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0 1 2 3 4 5 6 7 8 9

Ny. Text

7 Weights

Light

1

Regular

2

Medium

3

SemiBold

4

Bold

5

ExtraBold

6

Black

7

With Italic styles

Ny. Text

Light Italic

Regular Italic

Medium Italic

SemiBold Italic

Bold Italic

ExtraBold Italic

Black Italic

24/28

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6/8.5

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The End.

NY

160.476 Point

NEUE

NOUVEAU

NOVUM

NEW

Ny. Text

Ny

Nouveau

Neue

Novum

New

Light

Ny. Sans

Sans, Serif, Display, Headline
Stencil, Slab.

A Multi-purpose system of interrelated typefaces for all kinds of beautiful stuff

Ny.

'Ny' means new in Danish and it is also a subtle reference to where it was first used.

Ny. Slab

Ny. Slab is a condensed family of fonts supporting the wider Ny. font system. It has been designed in seven weights from Thin; shown below, to Black which is used for the text you are reading now.

We also designed a special edition wide style which has yet to be applied!

THIS VERSION OF THE TYPEFACE IS VERY THIN

Ny. Text

Ny. Text — The starting point for the Serif font is the Stephenson Blake Garamond-ish metal typeface *Mazarin* also known as 'Astree' from French foundry Deberny & Peignot and also *The New York Times* Magazine masthead, although this is a Black-letter type, its sharpness and contrast have translated into the design, most noticeable in the Display and Headline fonts. The Serif fonts designed for text matter share some of these features although proportions, contrast and details have been crafted anew to aid legibility in smaller point sizes.

a.

Ny. Serif Hairline Stencil

Special issue font.

NY SERIF HAIRLINE CONDENSED STENCIL FONT DESIGNED FOR LARGE POINT HEADLINES

The Ny. font collection contains multiple font variations and styles, some of which are shown on this spread. The core set of fonts consists of Serif Text for body copy, Sans, and a Condensed Slab. Each of these typefaces has a number of variations, including Display, Stencil, Tall, and Wide options. A Sans version of the Slab typeface is also available. And a unique Stacked font, which was designed for a special issue for the Winter Olympics in Pyeongchang, South Korea.

The font collection won the Grand Prix Award from Tokyo Type Directors Club in 2015, and the Olympic font won the Typeface Design Prize in 2019.

Ny. Slab Sans

The Slab Sans fonts are built and designed on top of the Slab fonts — The overall proportions and weight range match. As evident, this specific style offers a tighter setting with a familiar look.

SANS
SNAS
NASS

Ny. Tower & Skyscraper

Two special edition Slabs. Designed as part of the Ny. font system conceived for The New York Times Magazine. Commissioned by Gail Bichler and Matt Willey

SLAB

Tower Black Tall Headlines **Tower X**

Skyscraper Black Even Taller **Skyscraper XX**

Ny. Olympic

A stacked typeface originated for The New York Times Magazine special Olympics issue. It came about because of a lack of space. The issue covers all 15 winter olympic sports, from Alpine skiing to speed skating. It's a lot to fit in, there's not a huge amount of room to play with. Many of the pages had to accommodate the headline (the name of the sport), the deck, an image and the body text. It wasn't possible to have traditional openers for many of the pieces. The wide stacked type was a way of giving some scale and typographic presence to those headlines when they ran in the thin columns around all that stuff.

Set in Ny. text 13.5/15

OLYMPIC



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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