

THE STORY of Grad

Grad Details

SERIFS



SPURS



TERMINALS



SHOULDERS



LOWERCASE E & G



ITALIC TAIL TERMINALS



VETERAN TYPE DESIGNER Phil Martin conceived Grad as a redesign of the classic typeface *Century Schoolbook*. His goal was to give it a more contemporary look. To “graduate” it. 🍀 Most of the over 400 type designs Phil did were released during the 1970s as film fonts for the VGC Typositor headline-setting machine. Grad, his most recent, was his first and only foray into digital fonts. Using Bitstream’s *FontWare* software in about 1990, Phil took Bitstream’s standard-issue *Century Schoolbook* as his starting point. 🍀 Among the changes he made were the serifs. Unlike *Century Schoolbook*, Grad’s serifs are half bracketed and half unbracketed in an alternating manner, and the top and bottom serifs have been shifted to the left and right, respectively. According to Phil, this aids readability by visually linking adjacent letters. He added spurs to the T and Z and tilted the terminal serifs on the C, E, F, G, and S. With the lowercase, he changed the design of the shoulder serifs on letters like h and m, tilted the bar on the e, and added a very unconventional serif to the tail of the g. The italic shares these modifications, and also incorporates tail terminals similar to those used historically in fonts for legal typesetting. To top it off, he added swash characters, old style numerals, decorative ligatures (Th, ct and st), and a smattering of dingbats. 🍀 Unfortunately, Grad, in its original form, was a set of *bitmap* fonts, not usable larger than 36-point on a 300dpi laser printer. Although Phil was able to use it privately for his self-published newsletters, *Re:Language* and *Millennium Memorandum*, Grad was unsuitable for general release in the PostScript-driven professional type market. 🍀 In early 2004, Phil approached type designer Mark Simonson with the idea of turning Grad into a set of scalable outline fonts and releasing it to the general public. Starting with laser prints furnished by Phil, Mark set to work on Grad. Rather than working from any of the existing digital versions of *Century Schoolbook*, Mark made his own digital version, faithful to the 1918 ATF original, in the regular, italic and bold weights. To this he applied Phil’s design changes as well as adding small caps, a full set of f-ligatures and other features not present in Phil’s original version. 🍀 To make it all work seamlessly together, Grad is being released in OpenType format. This means that things like ligatures, swash characters and true small caps work automatically in advanced graphics programs such as those in Adobe’s Creative Suite. (Supplementary fonts are included for use with less advanced programs.) It also means that each weight—including all the special characters—fits in a single font file which can be used with either Macintosh or Windows. 🍀

Grad Features

WEIGHTS

Grad Regular
Grad Italic
Grad Bold

TRUE SMALL CAPS

TRUE SMALL CAPS
PLUS PUNCTUATION!
IN ALL WEIGHTS

LINING AND OLD STYLE FIGURES

1234567890 \$£
1234567890 \$£

SWASH ALTERNATES

B E M P m n
in Regular & *Italic*

LIGATURES

fi fl ff ffi ffl Th ct st

DINGBATS



GRAD was designed by
Phil Martin in 1990
and digitized by
Mark Simonson
in 2004.

Belfry
Mystical
Entangled
HOMESICK
Daily Report
RENDEZVOUS
SCOTCH Brigade
NAUTICAL WORD
UNIQUE Description
PROMISING OFFICER

The first word of every sentence and the first word of every line of poetry should begin w

THE FIRST WORD of every sentence and the first word of every line of poetry should begin with a capital letter. All proper names should begin with capital letters. Words derived from proper names begin with a capital. Every word that de

THE FIRST WORD OF EVERY SENTENCE and the first word of every line of poetry should begin with a capital letter. All proper names should begin with capital letters. Words derived from proper names begin with a capital. Every word that denotes the Diety should begin with a capital. The months of the year and the days of the week be gin with capitals. The words North, South,

SELECTED CHARACTERS FROM THE COMPLETE FONT

Grad Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ ÅÆÇÉËÌĹŃ
ĀŠŦŪŸ ABCDEFGHIJKLMN
OPQRSTUVWXYZ ÅÆÇÉËÌĹŃ
ĀŠŦŪŸ abcdefghijklmnopqr
pqrstuvwxyz åæçéèîĥñøœšß
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