

SWEET® SQUARE



A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

a b c d e f g h i

j k l m n o p q

r s t u v w x y z

A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

THE ENGRAVER'S SQUARE GOTHIC—LIKE ITS ROUNDER COUSIN, THE ENGRAVER'S SANS SERIF (SWEET® SANS)—HAS BEEN ONE OF THE MORE WIDELY USED STATIONER'S LETTERING STYLES SINCE ABOUT 1900. ITS MINIMAL FORMS, MADE WITHOUT CURVES, WERE POPULARIZED LONG AGO BY BANKERS AND OTHERS SEEKING A SERIOUS, ESTABLISHED FEEL TO THEIR STATIONERY. ONE MIGHT ARGUE THAT THE DESIGN IS A POSSIBLE PRECURSOR TO MORRIS FULLER BENTON'S BANK GOTHIC® TYPEFACE. ■ SWEET® SQUARE IS BASED ON ANTIQUE ENGRAVER'S LETTERING TEMPLATES CALLED "MASTERPLATES." PROFESSIONAL STATIONERS USE A PANTOGRAPH TO MANUALLY TRANSFER LETTERS FROM THESE MASTERPLATES TO A PIECE OF COPPER OR STEEL THAT IS THEN ETCHED TO SERVE AS A PLATE OR DIE. THIS DEMANDING TECHNIQUE IS RARE TODAY GIVEN THAT MOST ENGRAVERS NOW USE A PHOTOGRAPHIC PROCESS TO MAKE PLATES, WHERE JUST ABOUT ANY FONT WILL DO. BUT THE LETTERING STYLES ENGRAVERS POPULARIZED DURING THE FIRST HALF OF THE TWENTIETH CENTURY REMAIN BOTH FAMILIAR AND APPEALING. ■ REFERENCEING VARIOUS MASTERPLATES, MARK VAN BRONKHORST HAS DRAWN SWEET SQUARE IN NINE WEIGHTS. THE SOURCES OFFERED JUST UPPERCASE, SMALL CAPS, AND FIGURES, YET SIMILAR, CONDENSED EXAMPLES HAD A LOWERCASE, MAKING IT POSSIBLE TO INTERPRET A FULL CHARACTER SET FOR SWEET SQUARE. ITALICS WERE ALSO ADDED TO GIVE THE FAMILY GREATER VERSATILITY. ■ THE FONTS ARE AVAILABLE AS BASIC, "STANDARD" CHARACTER SETS, AND AS "PRO" CHARACTER SETS OFFERING SPECIAL CHARACTERS, A VARIETY OF TYPOGRAPHIC FEATURES, AND FULL SUPPORT FOR WESTERN AND CENTRAL EUROPEAN LANGUAGES. ■ SWEET SQUARE GIVES NEW LIFE TO AN UNCOMMON CLASS OF TYPEFACE: AN EARLY TWENTIETH-CENTURY COMMERCIAL INVENTION THAT BRINGS A SINGULAR VERVE TO MODERN DESIGN. ITS UNIQUE STYLE IS AS USEFUL AS IT IS NOVEL.

SWEET SQUARE**MARK VAN BRONKHORST**
DESIGN**LINNEA LUNDQUIST**
PRODUCTION

2011

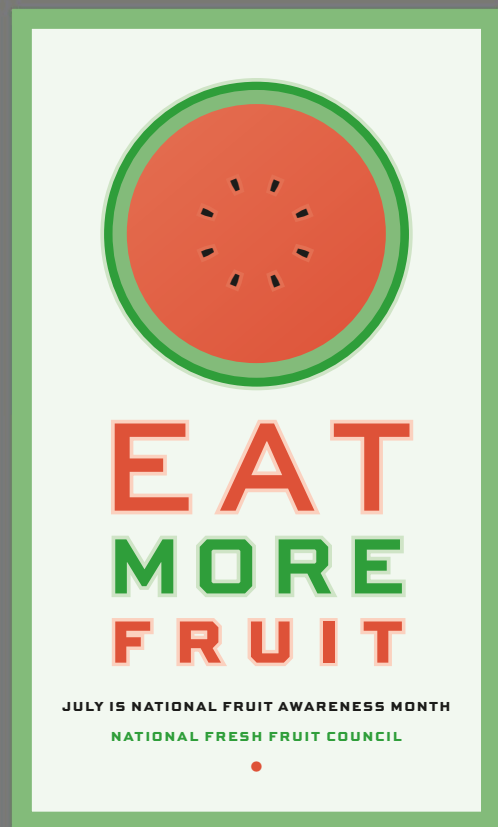


Sweet Square Hairline	HAIRLINE SMALL CAPS
<i>Sweet Square Hairline Italic</i>	<i>HAIRLINE ITALIC SMALL CAPS</i>
Sweet Square Extra Thin	EXTRA THIN SMALL CAPS
<i>Sweet Square Extra Thin Italic</i>	<i>EXTRA THIN ITALIC SMALL CAPS</i>
Sweet Square Thin	THIN SMALL CAPS
<i>Sweet Square Thin Italic</i>	<i>THIN ITALIC SMALL CAPS</i>
Sweet Square Extra Light	EXTRA LIGHT SMALL CAPS
<i>Sweet Sans Square Light Italic</i>	<i>EXTRA LIGHT ITALIC SMALL CAPS</i>
Sweet Square Light	LIGHT SMALL CAPS
<i>Sweet Square Light Italic</i>	<i>LIGHT ITALIC SMALL CAPS</i>
Sweet Square Regular	REGULAR SMALL CAPS
<i>Sweet Square Italic</i>	<i>ITALIC SMALL CAPS</i>
Sweet Square Medium	MEDIUM SMALL CAPS
<i>Sweet Square Medium Italic</i>	<i>MEDIUM ITALIC SMALL CAPS</i>
Sweet Square Bold	BOLD SMALL CAPS
<i>Sweet Square Bold Italic</i>	<i>BOLD ITALIC SMALL CAPS</i>
Sweet Square Heavy	HEAVY SMALL CAPS
<i>Sweet Square Heavy Italic</i>	<i>HEAVY ITALIC SMALL CAPS</i>

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**AXEL
KNOX**

B	I	N	G	O
8	34	25	93	7
29	15	70	13	85
21	6	FREE SPACE	31	78
3	74	27	89	15
18	92	12	24	51

MEANDERING REGULAR

Shady operation

Pseudoscientific

OBSERVABILITY SMALL CAPS

GALUMPHING ITALIC

Appropriateness

Thermoregulator

REFRIGERATOR SMALL CAPS

INTERMINGLE REGULAR

Dachshund race

Fundamentalists

GUARDIANSHIP SMALL CAPS

ADVERTISING ITALIC

Electrodynamics

New & Improved

MYTHOLOGICAL SMALL CAPS

48 PT TENACIOUSLY REGULAR

Prized specimen

Interchangeable

GEOTECHNICAL SMALL CAPS

BACKSLIDING ITALIC

Technical school

Contraindication

RAPSCALLIONS SMALL CAPS

ORCHESTRAL REGULAR

Rest area visited

Superb qualities

ULTRAMODERN SMALL CAPS

SPORTY AUTO ITALIC

Argumentatively

Biomathematics

LACQUERWARE SMALL CAPS

48 PT GAMEKEEPER REGULAR

Beware of goats

Comprehensible

ONLINE POKER SMALL CAPS

MAJUSCULES ITALIC

Gourmet cheese

Newsworthiness

CAESAR SALAD SMALL CAPS

48 PT SAFEGUARDS REGULAR

A people person

Quadruplicating

FENESTRATION SMALL CAPS

PROJECTILES ITALIC

Sticky meringue

Romanticization

WATERCOOLER SMALL CAPS

48 PT **GLUTEN FREE** REGULAR

Prodigious child

Oligodendroglia

XANTHAN GUM SMALL CAPS

PHLEBOTOMY ITALIC

Cute calligraphy

Microelectrodes

FORMAL SHIRT SMALL CAPS

48 PT **MANNERISMS** REGULAR

Indiscriminately

Playful mayhem

SAFECRACKER SMALL CAPS

RATIONALISM ITALIC

Pinball machine

Fissiparousness

NEANDERTHAL SMALL CAPS

PACHYDERMS REGULAR

Turtles and cats

Biotechnologist

DECARBONATE SMALL CAPS

QUADRILLION ITALIC

Porcelain figure

Typographically

MARKETPLACE SMALL CAPS

12/18 PT

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6/9 PT



12/18 PT

THE ENGRAVER'S SQUARE GOTHIC—like its rounder cousin, the engraver's sans serif—has been one of the more widely used stationer's lettering since about 1900. Its minimal forms, made without curves, were popularized long ago by bankers and others seeking a serious, established feel to their stationery. Sweet Square is based on antique engraver's lettering templates called "masterplates." Professional stationers use a pantograph to manually transfer letters from these masterplates to a piece of copper or steel

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ALL CAPS ABCDEFGHIJKabcdefghijk → ABCDEFGHIJKABCDEFGHIJK

ALL CAPS ¿(ABC)?def123GH@ijk\$€38 → ¿(ABC)?DEF123GH@IJK\$€38

SMALL CAPS ABCDEFGHIJK&abcdefghijkl → ABCDEFGHIJK&ABCDEFGHIJKL

ALL SMALL CAPS ABCDEFGHIJKabcdefghijklm → ABCDEFGHIJKABCDEFGHIJKLM

ALL SMALL CAPS ¿Abc? def & 123 GHijk \$12 €38 → ¿ABC? DEF & 123 GHIJK \$12 €38

LIGATURES Offer Muffin Battle After → Offer Muffin Battle After

STYLISTIC SET 1 012345 012345 012345 → 012345 012345 012345

STYLISTIC SET 2 Banjo Carload Hyphen → Banjo Carload Hyphen

OLDSTYLE FIGURES (DEFAULT) ABCDEabcde 0123456789 → ABCDEabcde 0123456789

TABULAR OLDSTYLE FIGURES ABCDEabcde 0123456789 → ABCDEabcde 0123456789

LINING FIGURES ABCDEabcde 0123456789 → ABCDEabcde 0123456789

TABULAR LINING FIGURES ABCDEabcde 0123456789 → ABCDEabcde 0123456789

ALL CAP FIGURES ABCDEabcde 0123456789 → ABCDEABCDE 0123456789

FRACTIONS 1/2 23/87 8/5 239/348 → ½ ²³/₈₇ ₈/₅ ²³⁹/₃₄₈

SUPERSCRIPT / SUPERIOR 1o 1a 1st Mrs \$8.95 footnote.18 → ¹º ¹ª ¹ˢ Mrs \$8.95 footnote.¹⁸

SUBSCRIPT / INFERIOR H2O Polo Tournament → H₂O Polo Tournament

NOTE AVAILABILITY OF OPENTYPE FEATURES SUBJECT TO APPLICATION SUPPORT



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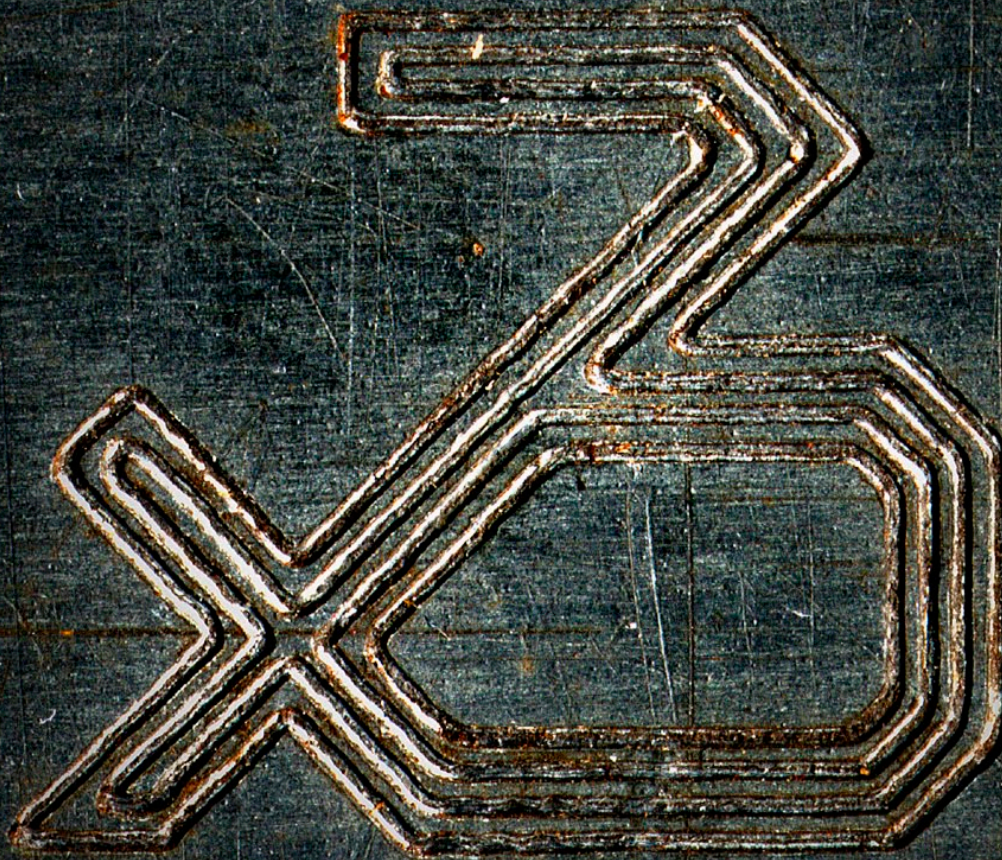
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