

Aa

Antique Olive™

FOUNDRY	DESIGNERS	CLASSIFICATION
Linotype	Roger Excoffon	Humanistic Sans Serif

FAMILY Aa

Seven weights, two with italics, a condensed and compact design

decorative cushions
Manufactured an Applique system
PAPER CHAIRS
 decades of the 1950s and 1960s
UPHOLSTERY
 often with patterns or bright flowers

BEST PRACTICES



Antique Olive design is not intended for continuous text copy. It can, however, be used for short blocks of textual content if given ample line space. Somewhat squared curved shapes and vertically clipped strokes allow for tight, even display setting.

ROOTS



Released in the early 1960s, The Antique Olive family was intended to be a rival for the Helvetica® and Univers® typefaces. It has also been called the most striking sans serif since Futura® and Gill Sans®. Antique Olive was designed by Roger Excoffon who, in addition to being the design director for Fonderie Olive, also ran a flourishing design studio in Paris. His many typefaces were personal design statements drawn primarily for advertising typography. Excoffon's first typeface, Chambord, was a sans serif design. Five distinctive scripts followed. The Antique Olive family was his last.

FONT FACTS



- Designed for Fonderie Olive, "Antique" is a European typographic term for gothic or sans serif.
- Because of its distinctive shapes and proportions, the Antique Olive design can be paired with other sans serif typefaces.
- The heaviest weight is called "Nord" – "North" in French.

LEGIBILITY



Characters are distinctive, generally making them legible. Tight apertures, however, detract from legibility – especially at smaller sizes.

WEIGHT STRESS AT TOP OF LETTERS



HOW TO SPOT



- Ss** Cap and lowercase S appear upside down
- G** Tall ascender on G
- e** Weight stress at top of round characters
- h** Exceptionally large x-height
- ge** Tight apertures on G and e

ALTERNATE CHOICES



- FF Balance™
- FF Basic Gothic™
- Chalfont
- ITC Quorum®

PERFECT PAIRINGS



- ITC New Baskerville®
- Bembo® Book
- Egyptian Slate™
- Ysobel™

