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FONT FIELD GUIDE

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Novaletra Serif CF

BEST PRACTICES



Novaletra Serif CF is built to excel at small to medium sizes, in print and digital environments. Perfect for text, captions, books, and documents, Novaletra's elegant construction helps text flow and is easy to read, even at very small sizes. Its medium weights are ideal for long blocks of text, with lighter and bolder weights available to ensure maximum versatility. True italics, slightly condensed and calligraphic, read as distinct yet related to the upright roman set.

FOUNDRY

Connary Fagen, Inc.

DESIGNER

Connary Fagen

CLASSIFICATION

Transitional

FAMILY

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Seven weights of roman designs, each with a complementary italic, for a total of 14 typefaces.

Smooth Reading Editorial

Careful selection of material

Flat & spectral non-hour awash in limbic tides

Sketch for Summer

The music more fragile, approachable and human because of it.

ROOTS



Novaletra Serif CF is an original design by Connary Fagen, designed in 2021-2022 as a new style of highly legible serif designed for text and body copy. Elements of old-style and transitional designs are combined to create exceptionally legible characters. Subtle calligraphic touches and soft corners are implemented to lend Novaletra Serif CF sophistication and visual interest, while the simple construction and medium x-height maximize legibility at small sizes.

FONT FACTS



- Novaletra Serif CF went through many revisions before release, with a great deal of testing at small sizes and on poor-quality printers to ensure a reliable reading experience in any medium.
- As its name suggests, Novaletra was created with the intent of creating a new approach to body copy serif design. While it does not fit into one classical definition of a serif typeface, it combines elements of old style, transitional, and humanist forms.

LEGIBILITY



Novaletra Serif CF has been designed expressly for text use, and reads well at small to medium sizes. Though full of character and warmth, Novaletra never sacrifices legibility. Its low contrast design ensures easy reading.

AMPLE X-HEIGHT

SOFTENED CORNERS AND EDGES

Typography

LOW-CONTRAST DESIGN

SHORT DESCENDERS

BREATHING ROOM BETWEEN STROKES

HOW TO SPOT



a Chiseled top stroke on lowercase a

r Lowercase r flag is blunt and squared

v Calligraphic cues in v, w, italic f, etc.

y Open aperture y with vertical stems

t Wide lowercase t with curved tail

ALTERNATE CHOICES



Addington CF

Artifex CF

Artifex Hand CF

Harmonique

PERFECT PAIRINGS



Articulat CF

Greycliff CF

Criteria CF

Wayfinder CF



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