

Aa

Guzzo™

BEST PRACTICES



Guzzo is a left of center design, that performs well in a wide range of sizes and application. It is not, however, a design that you would bring home to your mother. Well, maybe for a quirky Mother's Day Card.

FOUNDRY	DESIGNERS	CLASSIFICATION
Monotype	Jim Ford	Sans Serif Grotesque

FAMILY Aa

Six weights, from Thin to Black in regular, condensed and extended proportions, provide fonts for a wide range of applications.

PARTY HATS
 minestrone
DAILY SPECIALS
 breakfast sandwiches
ALL AMERICAN

ROOTS



Guzzo is a playful caricature of a midcentury grotesque. Somewhat eccentric, and full of surprises, its unmistakable quirk stems from details influenced by informal brush lettering and calligraphy.

FONT FACTS



- Guzzo was originally called "Eggs Grotesque", relating to Jeremy "Guzzo" Pinc's paintings - many which are tagged with the word EGGS. You can see the upside-down egg shape subtly throughout the typeface, especially the round letters.
- The Condensed and Extended fonts were originally called "Slim" and "Wide."
- Jim Ford is particularly fond of the figures in Guzzo. He thinks they amplify the personality of the typeface.

LEGIBILITY ☰

An ample lowercase x-height, large counters, generous apertures and moderate contrast in character stroke thickness, combine to give Guzzo high levels of legibility - but we're not talking long form text. Think: Helvetica® in sweatpants.

SLIGHT CURVE TO TOP OF STROKES



HOW TO SPOT 🔍

- C G** Cap C and G are egg-shaped
- a c g s** Terminals in characters like a, c, g, s, etc. curve in on themselves
- f h** Italic f and r are cursive designs
- m** The italic is actually a back slanted design

ALTERNATE CHOICES ↩

- Antique Olive™
- VAG Rounded™
- Hope Sans™
- Palatino® Sans Informal

PERFECT PAIRINGS ❤

- Rockwell Nova®
- Brush Script™
- ITC Souvenir®
- Freestyle Script™