

Aa

Tellumo™

BEST PRACTICES



Tellumo melds a clear personality with legibility characteristics, making it ideal for display copy as well as modest blocks of running text.

FOUNDRY	DESIGNERS	CLASSIFICATION
Monotype	Terrance Weinzierl	Geometric Sans

FAMILY Aa

A modest range of six weights, from Thin to ExtraBold, make Tellumo versatile without being overwhelming. The lightest and heaviest weights are ideal for headlines and subheads.

the winter caretaker
ROOM 237
 The Overlook Hotel
R-EDRUM
All work and no play makes...

ROOTS

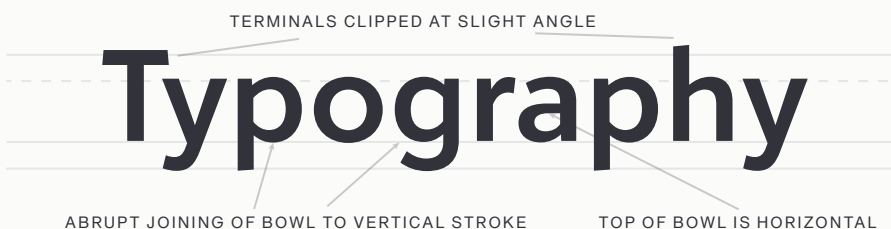
While Tellumo fits comfortably into the category of geometric sans serif, with a hint of humanism – it also has a subtle infusion of designs by Lucian Bernhard, notably: Bernhard Gothic and Bernhard Fashion.

FONT FACTS

- Large caps in the “swash” OpenType feature drop below the baseline, and often have extended crossbars.
- Unlike most swash letters, whole words can be set in Tellumo’s.
- There are no true small caps, but the regular caps can look like small caps when set with swash letters.

LEGIBILITY

An ample lowercase x-height, large counters, generous apertures and moderate contrast in character stroke thickness, combine to give Tellumo high levels of legibility.



HOW TO SPOT

- E F P R** Low waisted E, F, P and R
- h p** Vertical ascender of h and descender of p clipped at slight angle
- a** Top of a bowl is horizontal
- d g p** Bowls of d, g, p, etc. enter vertical stroke abruptly

ALTERNATE CHOICES

- Avenir® Next
- Futura® Now
- Ideal Sans®
- FF Super Grotesk®

PERFECT PAIRINGS

- Frutiger Serif®
- Requiem®
- Masqualero™
- Vergil®