

# Aa

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FONT FIELD GUIDE

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# Wayfinder CF

## BEST PRACTICES



As a display typeface with fine details, Wayfinder CF is best used at large sizes in print, digital, and film. Ideal use cases include short texts headlines and posters – Wayfinder is especially stunning in print – titles, logos, album artwork, signage, fine art, and more. At home in both traditional and avant-garde design, Wayfinder can hold its own in any setting. A set of alternate glyphs and optional swashes add versatility and flair.

### FOUNDRY

Connary Fagen, Inc.

### DESIGNER

Connary Fagen

### CLASSIFICATION

Transitional Serif

### FAMILY

Aa

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

**My dreams move  
to the rhythm required  
by long journeys  
TO COUNTRIES AS YET UNKNOWN  
A symphony that steals away  
Ixia Monadelphra**

### ROOTS



Wayfinder CF is an original design by Connary Fagen, designed in 2019 with an eye towards incorporating a great deal of emotion and verve into a typeface. After creating several typefaces for high legibility, neutrality and versatility – Articulat CF and Artifex CF, for example – Wayfinder was made to highlight and accompany feelings of adventure, romance, and play.

### FONT FACTS



- Wayfinder went through a large number of names during the design process, many inspired by nature and myth; Halcyon, Swift, and Coronet were among the contenders.
- Though italics are used less in display type than in body copy, a full set was designed for Wayfinder to offer more versatility and expression.

### LEGIBILITY



Wayfinder CF is a high-contrast display typeface and is most legible in short texts at high point sizes. Though readable at any size, its fine details excel when set large.

AMPLE X-HEIGHT

FLARED STROKES

# Typography

HIGH-CONTRAST DESIGN

ANGLED STRESS

SHORT, ANGLED DESCENDERS

### HOW TO SPOT



**a** Two story a with wedge-shaped terminal

**e** Rounded, oval counter in lowercase e

**r** Lowercase r flag is rounded

**g** Sloping loop and triangular ear on g

**R** R's leg gently slopes to a point

### ALTERNATE CHOICES



Cerulya CF

Olivette CF

Quiverleaf CF

Roxborough CF

### PERFECT PAIRINGS



Artifex Hand CF

Cygnnet CF

Greycliff CF

Novaletra Sans CF



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