

Aa

# Neue Swift®

FOUNDRY: Linotype  
 DESIGNERS: Gerard Unger  
 CLASSIFICATION: Serif Oldstyle

FAMILY: Aa

The Neue Swift family includes six weights, ranging from light to bold, each with a cursive Italic companion.

lighter-than-air vehicles  
***Buoyant flight***  
 does not require lateral movement  
**aerodynes**  
*surrounding air mass*

## BEST PRACTICES



Neue Swift was designed for use in text sizes in publications. It can be used just about anywhere maximum legibility is a requirement. It's also a striking design, making it both distinctive and easy on the eyes.

## ROOTS



Designed in the early 1980s, Swift's design traits help it survive on rough paper printed on fast rotary presses of the newspapers of the time. Today, it is used in both print and digital publications. Neue Swift was drawn as an improvement on the original design – both technically and aesthetically.

## FONT FACTS



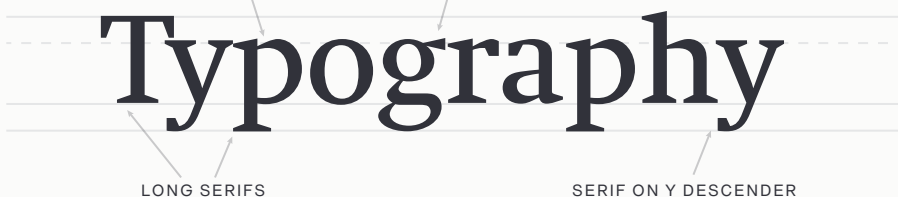
- Swift's round forms are relatively flat on the top and bottom. This combined with long strong serifs produces a strong horizontal stress that guides the eye along a line of copy.

## LEGIBILITY



Swift was specifically designed for newspaper composition. It stands out on the page (be it digital or hardcopy), while remaining exceptionally legible.

ABRUPT JOIN OF BOWLS TRIANGLE SHAPED EAR



## HOW TO SPOT



- Z** Sharp chiseled serifs
- Ab** Ascenders taller than capitals
- C G** Capital C and G are half round
- q** Abrupt join of bowls to vertical strokes in lowercase

## ALTERNATE CHOICES



- Trump Mediaeval®
- ITC Charter®
- Rotis® Serif
- ITC New Esprit™

## PERFECT PAIRINGS



- ITC Avant Garde Gothic®
- Helvetica® Now
- Frutiger® Next
- Gotham®

