

Aa Archer®

FOUNDRY: Hoefler & Co. DESIGNER: Jonathan Hoefler & Tobias Frere-Jones CLASSIFICATION: Slab Serif

FAMILY: Aa
 Eleven Roman weights, from Hairline to Ultra – each with a corresponding italic.

The processes of canning and preserving
hospitality
 panache for restoring and decorating
Quick Cook
Delicious Hors d'Oeuvres
A chef and hostess

BEST PRACTICES

Although the lighter weights can be used for short blocks of textual content, captions and subheads, Archer is primarily a display typeface. It's bold weights bring a commanding, but friendly, vibe to headlines and other large-size copy.

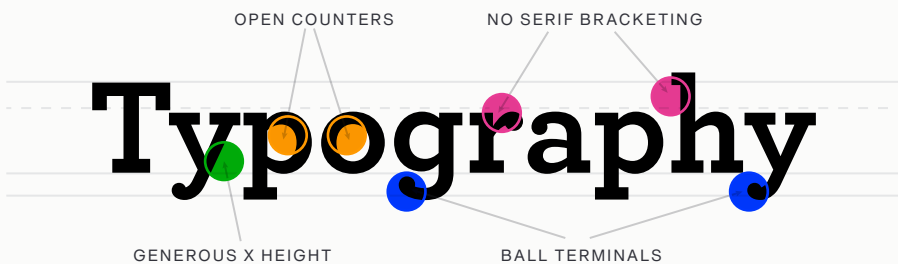
ROOTS

A somewhat arcane typeface, Landi, from the Nebiolo Type Foundry had an underlying influence on Archer. Landi was Nebiolo's version of an older design, Welt-Antiqua from the type foundry Ludwig & Mayer. Nebiolo's italic for Landi was a starting point for Archer's italic.

FONT FACTS

- Originally designed for *Martha Stewart Magazine*
- Early in the design process, Martha Stewart showed an interest in the Courier typeface. Aspects of the design are echoed in Archer.

LEGIBILITY
 Although apertures can be small, Archer's generous x-height, open counters and sturdy serifs, rank it high on the legibility scale.



HOW TO SPOT
 A: Top crossbar on capital A
 t: Angled top terminal of lowercase t
 q: Right-pointing bottom serif on lowercase italic q
 a, c, g, r, C, S: Ball terminals on lowercase a, c, g, r, cap C and S

ALTERNATE CHOICES
 Amasis™
 PMN Caecilia®
 ITC Lubalin Graph®
 Rockwell® Nova

PERFECT PAIRINGS
 Chronicle® Text
 Gotham®
 Neue Frutiger®
 Univers® Next