Knockout®

BEST PRACTICES

This is not a "crystal goblet" kind of design. Knockout is at its best in large sizes. Use it for headlines, branding and packaging.

FOUNDRY	DESIGNER	CLASSIFICATION
Hoefler & Co.	Jonathan Hoefler	Grotesque Sans

FAMILY   Aa

Knockout's nine-width, four-weight family offers a range of typographic voices.

Switch-hitter
legs shoulder-width apart
CASSIUS CLAY
A POWERFUL STRAIGHT PUNCH THROWN WITH THE REAR HAND
# CHECK HOOK

ROOTS

Knockout is an interpretation of the sans serif typefaces that supplied American job printers in the late nineteenth century. Its thirty-two styles reference the tall, condensed wood types used for posters and advertising. It is an important preservation of American vernacular typography.

FONT FACTS

○ Knockout is a reimagining of Hoefler's earlier Champion Gothic headline series, released in 1991.

○ Champion Gothic is a collection of bold display faces inspired by American wood type. Organized not by weight but width, its unusual family tree aided designers resolve the challenge of fitting unruly headlines.

LEGIBILITY

Knockout is essentially a display design. While it does not rank high on the text legibility scale, its distinctive letter forms are eye-catching and make a powerful statement.

BOWL & LOOP DESIGN

Typography

COUNTERS ARE FLAT SIDED IN MANY DESIGNS

CURVE AT BASE OF STROKE
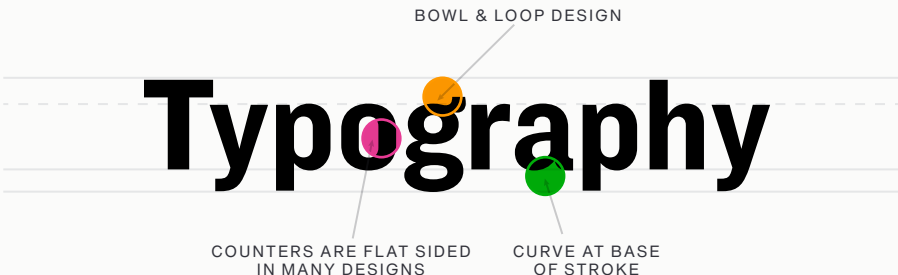
HOW TO SPOT

g	Distinctive up-turned ear on g
a	Curved base to vertical stroke of a
i j	Square dots on i, j and in punctuation
k	Lower diagonal of k meets upper at half-way up the stroke

ALTERNATE CHOICES

ITC Franklin Gothic™

Akzidenz-Grotesk®

Classic Grotesque™

Trade Gothic Next®

PERFECT PAIRINGS

Frutiger® Serif

Requiem®

Palatino® Nova

Serifa®

MyFonts

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