

Aa Archer®

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

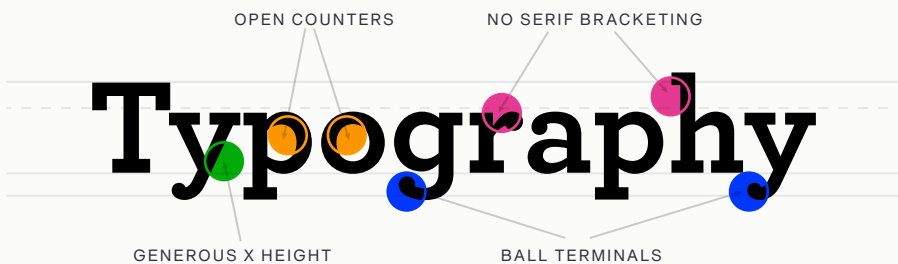
FAMILY: Aa
 Eleven Roman weights, from Hairline to Ultra – each with a corresponding italic.

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

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

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.