

BEST PRACTICES



The breadth of the Formata family makes it an excellent choice for a wide range of applications, from blocks of textual content to billboard size display headlines. Its subtle characteristics are not readily apparent in small sizes but add a distinctive mien as point size is increased.

ROOTS



Formata's roots are in calligraphic letterforms. Its subtle curves and flowing shapes blend traditional calligraphic undertones with a modern ethic. The result is a design that bridges the gap between formality and approachability.

FONT FACTS



- Formata, was released in 1984. The family was extended with Condensed styles in 1988 and Extra Condensed styles in 2007.
- Bernd Möllenstädt, Formata's designer, was head of the type design department at Berthold.

FOUNDRY

Berthold

DESIGNER

Bernd Möllenstädt

CLASSIFICATION

Humanistic Sans

FAMILY

Aa

The Formata family has 26 styles: four weights of regular designs, four weights of Condensed designs and four weights of Extra Condensed designs – all with complementary italics – plus two outline designs.

American Society of News Editors

JOURNALISTIC

Some stories are intended to represent the author's own opinion

69.2% of the surveyed journalists agreed

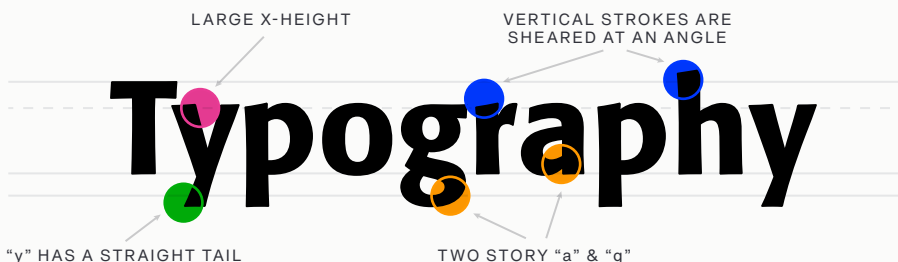
Publication

tracks, records, analyzes and interprets

LEGIBILITY



Formata's calligraphic roots and full-bodied lowercase create a natural horizontal flow to words and blocks of copy. This, combined with its two-story lowercase a and g, open apertures, and generous counters promote legibility in hardcopy and on screen.



HOW TO SPOT



- l** Slight flaring of vertical strokes
- f** Vertical strokes sheared at an angle
- g** Bowl and loop lowercase g
- k** Diagonals of cap and lowercase k meet at vertical stroke

ALTERNATE CHOICES



- Lucida® Sans
- FF Milo®
- Syntax® Next
- FF Yoga® Sans

PERFECT PAIRINGS



- Agmena™
- Egyptian Slate™
- ITC Galliard®
- Malabar®

