

Aa Classic Grotesque™

FOUNDRY

Monotype

DESIGNER

Rod McDonald

CLASSIFICATION

Sans Serif Grotesque

FAMILY

Aa

The Classic Grotesque family is comprised of seven weights each of normal, condensed, compressed and extended designs, from light to extra bold, each with a cursive italic complement – for a total of 56 styles.

the raw material used to make pig iron

IRON ORES

virtually absent on the Earth's surface

REVOLUTION

magnetite & taconite

mineralogy and geology of the ore deposits

LEGIBILITY



Modest stroke width variations, letters with a distinct personality and simple character shapes make for a highly legible design in a wide range of sizes in both hardcopy and digital imaging.

HOW TO SPOT



e Lowercase italic e is cursive

l Footed italic lowercase l

S Stroke endings clipped at right angle to stroke

B E F B, E, F, G, P and R
G P R are high-waisted

ALTERNATE CHOICES



Akzidenz-Grotesk® Next

Avenir® Next

Frutiger® Next

Gotham®

PERFECT PAIRINGS



Frutiger® Serif

Macklin™

Palatino® Nova

Serifa®

BEST PRACTICES



When asked about the intended uses for Classic Grotesque, McDonald's answer was, "Graphic and interactive designers will probably use Classic Grotesque in ways that I would never imagine. I've used pre-release versions of the family in ads and in books, and they worked remarkably well in both. I can't think of many places where Classic Grotesque won't perform well."

ROOTS



A melding and reimaging of seminal typefaces from the first part of the 20th century, the Classic Grotesque family pays homage to classic styles such as Akzidenz Grotesk®, Ideal Grotesk, and Venus, providing a 21st century alternative designed to perform equally well in print and on screen.

The first Classic Grotesque typefaces were introduced in 2012, then expanded, in 2016.

FONT FACTS



- The Classic Grotesque family is the culmination of 8 years of design research, sketching, drawing, testing, editing, and refining.
- Alternatives characters, like the closed a, bowl and loop g and old style e, available through the OpenType® format.

