

Aa Gazpacho

FOUNDRY

Monotype

DESIGNER

Santi Rey

CLASSIFICATION

Serif Old Style

FAMILY

Aa

The Gazpacho font family has seven Roman weights, from Thin to Heavy, each with a companion Italic design. The family has a playful, sunny, and inviting demeanor, much like its namesake Spanish soup – fresh, vibrant, and full of flavor.

A New York Italian rendition

PUTTANESCA

a crescent-shaped strip of Mediterranean coastline

Riviera di Levante

Gelato, tiramisu, and cassata

De re coquinaria

charcoal or embers with a drizzle of olive oil

LEGIBILITY



Large counters – even in the heaviest weights – open apertures and a large x-height, make Gazpacho legible on-screen and in print.

HOW TO SPOT



G Ball terminal on upper stroke of G

h Short lowercase ascenders

f t Short crossbar on f and t

V W Z Cap and lowercase v, w z have ball terminals on final stroke

ALTERNATE CHOICES



ITC Souvenir®

Cooper BT™

ITC Stone® Informal

Windsor™

PERFECT PAIRINGS



Avenir® Next

Futura® Now

ITC Avant Garde Gothic®

Vary™

BEST PRACTICES



Drawing inspiration from Windsor™ and ITC Souvenir®, the Gazpacho typeface family is approachable and friendly, without being saccharine. It has a charmingly quirky personality. If it were a person, it'd be someone you'd want to hang out with.

While it can be used for short block of text copy, Gazpacho is basically a display design – The bolder weights being especially effective. Gazpacho can be ideal for branding projects, restaurant menus, posters, and editorial headlines.

ROOTS



"I always have a specific use-case for each font at the beginning of every project," explains Rey, "but that can change along the way. Gazpacho was meant to be used as a cookbook font, but now I see it in a lot of different places with completely different uses. That's part of the beauty; you can't control it."

FONT FACTS



- Santi Rey's favorite pre-made gazpacho uses Gazpacho for its branding.
- In 2021, Gazpacho was second, behind Helvetica, in the MyFonts rating of the most popular typefaces.

