

- Knockout is a modern interpretation of the sans serif typefaces used by American job printers in the late nineteenth century. With thirty-two styles, it draws inspiration from the tall, condensed woodtype fonts commonly seen in posters and advertising of that era.
- In addition to being a powerful display typeface family, Knockout also serves as an important preservation of American vernacular typography.

FOUNDRY

Hoefler & Co.

DESIGNER

Jonathan Hoefler  
Expanded with  
the help of  
Tobias Frere-Jones

CLASSIFICATION

Grotesque Sans

FAMILY

Aa

**Switch-hitter**  
A POWERFUL STRAIGHT PUNCH THROWN WITH THE REAR HAND  
**CASSIUS CLAY**

WHAT TO LOOK FOR IN FONTS THAT  
PAIR WELL WITH KNOCKOUT



- Serif typeface – especially those with high levels of legibility.
- Slab or Clarendon typefaces with subtle to overt humanistic overtones
- Old Style typeface designs like Eloquence™ or ITC Legacy Serif
- Avoid sans serif fonts but, some, like Frutiger® Next or ITC Stone Humanist can pair well with Knockout. Just be sure that the weights of the two designs are dramatically different from each other.

KNOCKOUT PAIRING WITH TEXT FONTS



**Knockout**

**ITC Berkeley Old Style**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

**Knockout**

**Palatino Nova**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

**Knockout**

**Neue Kabel**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

KNOCKOUT PAIRING WITH TEXT FONTS



**Knockout**

**ITC New Baskerville**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

**Knockout**

**Gazpacho**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

**Knockout**

**Neue Swift**

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.