

Quarto®

BEST PRACTICES



Quarto is designed for headlines and subheads. A large x-height, short descenders, and small serifs invite both tight tracking and solid linespacing. Quarto can be an excellent choice for setting display copy in print or on-screen.

ROOTS



Dutch Old Styles typefaces date back to the late sixteenth century. In reviewing the historical artifacts that inspired Quarto, Soslone and Hoefler decided the design should not simply replicate this period style but instead interpret some of its more intriguing and open-ended ideas. They introduced tension between contrasting qualities: dark, gothic strokes were balanced by bright, crisp serifs; a forest of vertical stems was punctuated by moments of lush roundness. This carefully controlled tension became a defining theme of the family.

FONT FACTS



- Fonts of Quarto contain stylistic sets of non-descending cap J's, short-tailed Q's, cursive italic lowercase h's, in addition to old style and ranging figures.
- Quarto, should not be used at sizes below 15 pt in print, or 40 px on screen.

FOUNDRY

Hoefler & Co.

DESIGNER

Sara Soslone
Jonathan Hoefler

CLASSIFICATION

Old Style

FAMILY

Aa

The Quarto family contains 10 designs of Roman and italic, ranging from Light to Black.

Historical artifacts that served as a foundation
Gainsborough
 Abstraction in Western art
Descending series of circles
 North Central Massachusetts
Sixteenth Century

LEGIBILITY



Quarto's large x-height, open counters, full apertures and distinctive character designs make for a highly legible design. A simple elegance also makes Quarto perfect for publication applications, in addition to packaging and branding design.

LARGE TOP SERIFS

CALLIGRAPHIC TERMINAL



HOW TO SPOT

*Q*

Long tail on italic cap Q

G

Small spur on cap G

a

Distinctive calligraphic ball on lowercase a

h

Italic h has a curved second stroke and a ball terminal

ALTERNATE CHOICES

*Agmena™**Iowan Old Style™**Minion™**Stempel Garamond™*

PERFECT PAIRINGS

*Avenir® Next**Classic Grotesque™**ITC Franklin™**Helvetica® Now*