

Aa

Egyptian Slate™

BEST PRACTICES



The Egyptian Slate family is a large suite of designs that is ideally suited to branding, headlines and short form text copy in print and on screen. Its simple shapes, large x-height, open apertures and robust serifs also make it a good choice for small screen environments.

FOUNDRY	DESIGNERS	CLASSIFICATION
Monotype	Rod McDonald Carl Crossgrove	Slab Serif

FAMILY Aa

Six weights of roman, each with an italic complement.

Svelte to commanding
 Honest and straightforward
THE RUST BELT
Fashionably understated
Works very hard
Sedimentary rock

ROOTS

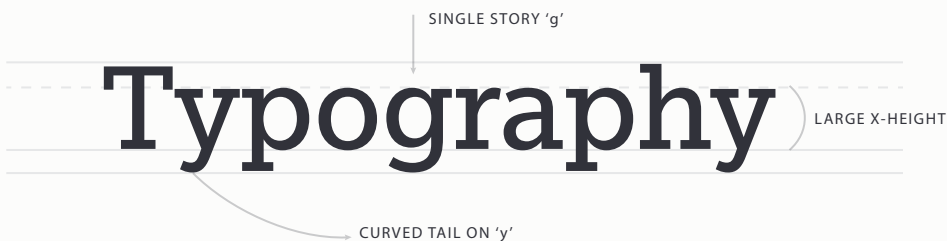
Based on the basic shapes and proportions of the sans serif Slate family, McDonald drew the roman designs and collaborated with Carl Crossgrove to create the italic counterparts. McDonald provided the foundational "control characters" and Crossgrove built on these to produce the finished designs.

FONT FACTS

- McDonald had the first sketches for the Egyptian Slate typeface design in the works before the original sans serif branch of the family was released.
- Robert Bringhurst – author of the acclaimed *Elements of Typographic Style* – suggested that McDonald name the typeface "Egyptian Slate."

LEGIBILITY

Its robust x-height, open counters, simple shapes and large apertures aid legibility. Slab serifs and monotone strokes also support legibility in challenging reading conditions.



HOW TO SPOT

J	Descending cap J
A	Cap A top serif points to left
f	Cursive italic
y	Curved tail on y
k	Lower diagonal of k connects to upper

ALTERNATE CHOICES

Amasis™
PMN Caecilia®
ITC Lubalin Graph®
Rockwell® Nova
Serifa®

PERFECT PAIRINGS

Between™
ITC Franklin Gothic™
Helvetica® Now
Metro® Nova
ITC Stone® Sans II