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FONT FIELD GUIDE

NO. 008 / 100

Felbridge™

BEST PRACTICES



The Felbridge typeface is a straightforward sans serif design with strong, clear letterforms that do not degrade in low resolution or on-screen environments. An added benefit is that these characteristics also make for a design that performs extremely well in traditional print applications.

FOUNDRY

Monotype

DESIGNERS

Robin Nicholas

CLASSIFICATION

Sans Serif

Square Sans

FAMILY

Aa

Six weights of roman from thin to black. All have complementary italic designs.

JUMP THE SHARK

Money doesn't grow on trees

NICHOLAS

It's not a lie if you believe it

GOOD LUCK WITH THAT

Believe in your shelf

When you control the mail, you control

INFORMATION

ROOTS



The motivation behind the Felbridge family was to develop an ideal typeface for use in modest resolution on-screen imaging. To achieve this goal, Monotype Design Fellow, Robin Nicholas adjusted the interior strokes of complex characters like the M and W to prevent on-screen pixel build-up and improve legibility. Characters with round strokes were drawn with squared proportions to take full advantage of screen real estate. In addition, small serifs were added to characters like the l, j and I to improve both legibility and readability.

OpenType® Pro fonts of Felbridge contain three stylistic sets that provide alternatives for "serified legibility characters" like the 'l','j' and 'i,' in addition to a bowl-and-loop 'g' that can replace the single bowl design.

FONT FACTS

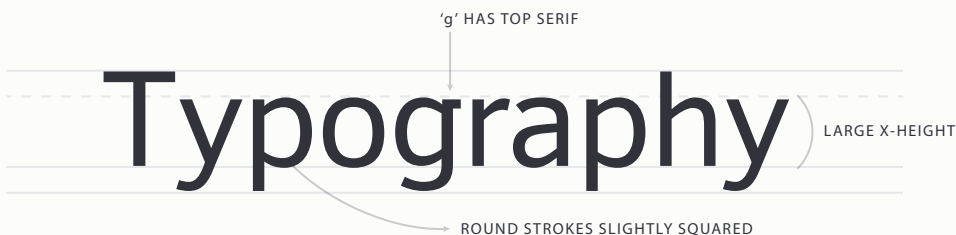


- Italics were drawn in the tradition of being visually lighter than their related roman fonts.
- Robin Nicholas enjoys working in this garden which, for many years, was in the village of Felbridge.

LEGIBILITY



Highly legible at large sizes and in blocks of textual print copy. Ideal for long form copy on small screens.



HOW TO SPOT



J Top serif on J

l Sheared ascender and a curved base on L

afz Italic a, f, and z are curvise forms

MW Middle strokes of M and W are short

g Top serif on g

ALTERNATE CHOICES



Aeonis™

Azbuka™

Cachet™

Soho® Gothic

Syntax® Next

PERFECT PAIRINGS



Meta® Serif

Neue Swift®

Sabon® Next

Trump Mediaeval®

Ysobel™



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