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Palatino® Sans

BEST PRACTICES



The characters in Palatino Sans based on written letter forms and the pressure of the hand. The lighter weights can be excellent alternatives to many traditional serif and sans serif designs. The bolder weights translate well to large size display and on-screen settings.

FOUNDRY

Linotype

DESIGNER

Hermann Zapf
Akira Kobayashi

CLASSIFICATION

Humanistic Sans Serif

FAMILY

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Five roman weights, each with corresponding italics. Fonts include several OpenType features, such as an extended characters sets, old style figures, small caps, fractions, ordinals, ligatures, alternates, and ornaments.

a complex and contradictory character

The Tempest

Miranda, now aged 15, will marry Ferdinand

SHIPWRECK

Comedies, Histories, & Tragedies

Prospero forgives all three

ROOTS



Palatino Sans was designed as part of a group of three font families: Palatino Nova, Palatino Sans, and Palatino Sans Informal. Together these three families are the 21st century fulfilment of Herman Zapf's original Palatino concept.

FONT FACTS



- Not only is Palatino Sans a completely new typeface, it is a refreshing interpretation of the sans serif genre. Its letterforms are curved, rounded, and soft.
- Special care was taken in the design of the figures avoid mistakes and confusion – especially on screen and in very small sizes.

LEGIBILITY



Sturdy proportions, a large x-height, open counters and distinctive character designs, make Palatino Sans legible. Because the design is so distinctive, however, it can hinder message delivery in lengthy text copy blocks.

SOFT, SLIGHTLY ROUNDED TERMINALS

LARGE X-HEIGHT

Typography

SLIGHT CURVE TO MANY VERTICAL STROKES

HOW TO SPOT



g Bowl and loop g with horizontal ear

Y Soft, slightly rounded stroke terminals

A High waisted capitals

Q Long tail on capital Q

ALTERNATE CHOICES



ITC Goudy® Sans

ITC Legacy® Sans

ITC Stone® Sans II

Syntax® Next

PERFECT PAIRINGS



Frutiger® Serif

Macklin™ Serif

Palatino® Nova

Rockwell® Nova

