

SWEET[®]SQUARE



A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

a b c d e f g h i

j k l m n o p q

r s t u v w x y z

A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

THE ENGRAVER'S SQUARE GOTHIC—LIKE ITS ROUNDER COUSIN, THE ENGRAVER'S SANS SERIF (SWEET® SANS)—HAS BEEN ONE OF THE MORE WIDELY USED STATIONER'S LETTERING STYLES SINCE ABOUT 1900. ITS MINIMAL FORMS, MADE WITHOUT CURVES, WERE POPULARIZED LONG AGO BY BANKERS AND OTHERS SEEKING A SERIOUS, ESTABLISHED FEEL TO THEIR STATIONERY. ONE MIGHT ARGUE THAT THE DESIGN IS A POSSIBLE PRECURSOR TO MORRIS FULLER BENTON'S BANK GOTHIC® TYPEFACE. ■ SWEET® SQUARE IS BASED ON ANTIQUE ENGRAVER'S LETTERING TEMPLATES CALLED "MASTERPLATES." PROFESSIONAL STATIONERS USE A PANTOGRAPH TO MANUALLY TRANSFER LETTERS FROM THESE MASTERPLATES TO A PIECE OF COPPER OR STEEL THAT IS THEN ETCHED TO SERVE AS A PLATE OR DIE. THIS DEMANDING TECHNIQUE IS RARE TODAY GIVEN THAT MOST ENGRAVERS NOW USE A PHOTOGRAPHIC PROCESS TO MAKE PLATES, WHERE JUST ABOUT ANY FONT WILL DO. BUT THE LETTERING STYLES ENGRAVERS POPULARIZED DURING THE FIRST HALF OF THE TWENTIETH CENTURY REMAIN BOTH FAMILIAR AND APPEALING. ■ REFERENCEING VARIOUS MASTERPLATES, MARK VAN BRONKHORST HAS DRAWN SWEET SQUARE IN NINE WEIGHTS. THE SOURCES OFFERED JUST UPPERCASE, SMALL CAPS, AND FIGURES, YET SIMILAR, CONDENSED EXAMPLES HAD A LOWERCASE, MAKING IT POSSIBLE TO INTERPRET A FULL CHARACTER SET FOR SWEET SQUARE. ITALICS WERE ALSO ADDED TO GIVE THE FAMILY GREATER VERSATILITY. ■ THE FONTS ARE AVAILABLE AS BASIC, "STANDARD" CHARACTER SETS, AND AS "PRO" CHARACTER SETS OFFERING SPECIAL CHARACTERS, A VARIETY OF TYPOGRAPHIC FEATURES, AND FULL SUPPORT FOR WESTERN AND CENTRAL EUROPEAN LANGUAGES. ■ SWEET SQUARE GIVES NEW LIFE TO AN UNCOMMON CLASS OF TYPEFACE: AN EARLY TWENTIETH-CENTURY COMMERCIAL INVENTION THAT BRINGS A SINGULAR VERVE TO MODERN DESIGN. ITS UNIQUE STYLE IS AS USEFUL AS IT IS NOVEL.

SWEET SQUARE

MARK VAN BRONKHORST
DESIGN

LINNEA LUNDQUIST
PRODUCTION

2011

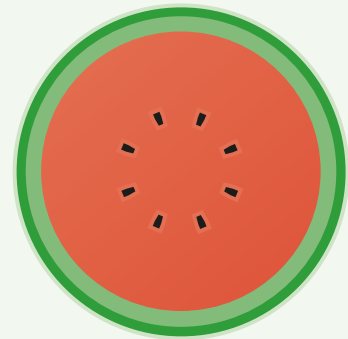
Sweet Square Hairline	HAIRLINE SMALL CAPS
<i>Sweet Square Hairline Italic</i>	<i>HAIRLINE ITALIC SMALL CAPS</i>
Sweet Square Extra Thin	EXTRA THIN SMALL CAPS
<i>Sweet Square Extra Thin Italic</i>	<i>EXTRA THIN ITALIC SMALL CAPS</i>
Sweet Square Thin	THIN SMALL CAPS
<i>Sweet Square Thin Italic</i>	<i>THIN ITALIC SMALL CAPS</i>
Sweet Square Extra Light	EXTRA LIGHT SMALL CAPS
<i>Sweet Sans Square Light Italic</i>	<i>EXTRA LIGHT ITALIC SMALL CAPS</i>
Sweet Square Light	LIGHT SMALL CAPS
<i>Sweet Square Light Italic</i>	<i>LIGHT ITALIC SMALL CAPS</i>
Sweet Square Regular	REGULAR SMALL CAPS
<i>Sweet Square Italic</i>	<i>ITALIC SMALL CAPS</i>
Sweet Square Medium	MEDIUM SMALL CAPS
<i>Sweet Square Medium Italic</i>	<i>MEDIUM ITALIC SMALL CAPS</i>
Sweet Square Bold	BOLD SMALL CAPS
<i>Sweet Square Bold Italic</i>	<i>BOLD ITALIC SMALL CAPS</i>
Sweet Square Heavy	HEAVY SMALL CAPS
<i>Sweet Square Heavy Italic</i>	<i>HEAVY ITALIC SMALL CAPS</i>

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Specialty Bath Fixtures
 FOR FINICKY PLUMBERS

FRANCIS SOUTHEASTERLY
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 BOOK
 A NOVEL
 AXEL
 KNOX**



**EAT
 MORE
 FRUIT**

JULY IS NATIONAL FRUIT AWARENESS MONTH

NATIONAL FRESH FRUIT COUNCIL



B	I	N	G	O
8	34	25	93	7
29	15	70	13	85
21	6	FREE SPACE	31	78
3	74	27	89	15
18	92	12	24	51

48 PT

MEANDERING

REGULAR

Shady operation

Pseudoscientific

OBSERVABILITY

SMALL CAPS

GALUMPHING

ITALIC

*Appropriateness**Thermoregulator**REFRIGERATOR*

SMALL CAPS

48 PT

INTERMINGLE

REGULAR

Dachshund race

Fundamentalists

GUARDIANSHIP

SMALL CAPS

ADVERTISING

ITALIC

*Electrodynamics**New & Improved**MYTHOLOGICAL*

SMALL CAPS

48 PT

TENACIOUSLY

REGULAR

Prized specimen

Interchangeable

GEOTECHNICAL

SMALL CAPS

BACKSLIDING

ITALIC

*Technical school**Contraindication**RAPSCALLIONS*

SMALL CAPS

48 PT

ORCHESTRAL

REGULAR

Rest area visited

Superb qualities

ULTRAMODERN

SMALL CAPS

SPORTY AUTO

ITALIC

*Argumentatively**Biomathematics**LACQUERWARE*

SMALL CAPS

48 PT

GAMEKEEPER

REGULAR

Beware of goats

Comprehensible

ONLINE POKER

SMALL CAPS

MAJUSCULES

ITALIC

*Gourmet cheese**Newsworthiness**CAESAR SALAD*

SMALL CAPS

48 PT

SAFEGUARDS

REGULAR

A people person

Quadruplicating

FENESTRATION

SMALL CAPS

PROJECTILES

ITALIC

*Sticky meringue**Romanticization**WATERCOOLER*

SMALL CAPS

48 PT

GLUTEN FREE

REGULAR

Prodigious child

Oligodendroglia

XANTHAN GUM

SMALL CAPS

PHLEBOTOMY

ITALIC

*Cute calligraphy**Microelectrodes**FORMAL SHIRT*

SMALL CAPS

48 PT

MANNERISMS

REGULAR

Indiscriminately**Playful mayhem****SAFECRACKER**

SMALL CAPS

RATIONALISM

ITALIC

Pinball machine***Fissiparousness******NEANDERTHAL***

SMALL CAPS

48 PT

PACHYDERMS

REGULAR

Turtles and cats**Biotechnologist****DECARBONATE**

SMALL CAPS

QUADRILLION

ITALIC

Porcelain figure***Typographically******MARKETPLACE***

SMALL CAPS

12/18 PT

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made without curves, were popularized long ago by bankers
and others seeking a serious, established feel to their stationery.
Sweet Square is based on antique engraver's lettering templates
called "masterplates." Professional stationers use a pantograph
to manually transfer letters from these masterplates to a piece of
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12/18 PT

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▶ ● ◀
SWEET

ALL CAPS

ABCDEFGHGIJKabcdefghijk → ABCDEFGHGIJKABCDEFGHGIJK

ALL CAPS

¿(ABC)?def123GH@ijk\$€38 → ¿(ABC)?DEF123GH@IJK\$€38

SMALL CAPS

ABCDEFGHGIJK&abcdefghijkl → ABCDEFGHGIJK&ABCDEFGHGIJKL

ALL SMALL CAPS

ABCDEFGHGIJKabcdefghijkmlm → ABCDEFGHGIJKABCDEFGHGIJKLM

ALL SMALL CAPS

¿Abc? def & 123 GHijk \$12 €38 → ¿ABC? DEF & 123 GHIJK \$12 €38

LIGATURES

Offer Muffin Battle After → Offer Muffin Battle After

STYLISTIC SET 1

012345 012345 012345 → 012345 012345 012345

STYLISTIC SET 2

Banjo Carload Hyphen → Banjo Carload Hyphen

OLDSTYLE FIGURES (DEFAULT)

ABCDEabcde 0123456789 → ABCDEabcde 0123456789

TABULAR OLDSTYLE FIGURES

ABCDEabcde 0123456789 → ABCDEabcde 0123456789

LINING FIGURES

ABCDEabcde 0123456789 → ABCDEabcde 0123456789

TABULAR LINING FIGURES

ABCDEabcde 0123456789 → ABCDEabcde 0123456789

ALL CAP FIGURES

ABCDEabcde 0123456789 → ABCDEABCDE 0123456789

FRACTIONS

1/2 23/87 8/5 239/348 → ½ 23/87 8/5 239/348

SUPERSCRIPT / SUPERIOR

1o 1a 1st Mrs \$8.95 footnote.18 → 1^o 1^a 1st Mrs \$8.⁹⁵ footnote.¹⁸

SUBSCRIPT / INFERIOR

H2O Polo Tournament → H₂O Polo Tournament

NOTE AVAILABILITY OF OPENTYPE FEATURES SUBJECT TO APPLICATION SUPPORT

[illegible]

▶ ● ◀
SWEET

THANKS ROBERT STEFFENS & LISA STEFFENS

The Cronite Company, Inc.

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Type metrics & engineering

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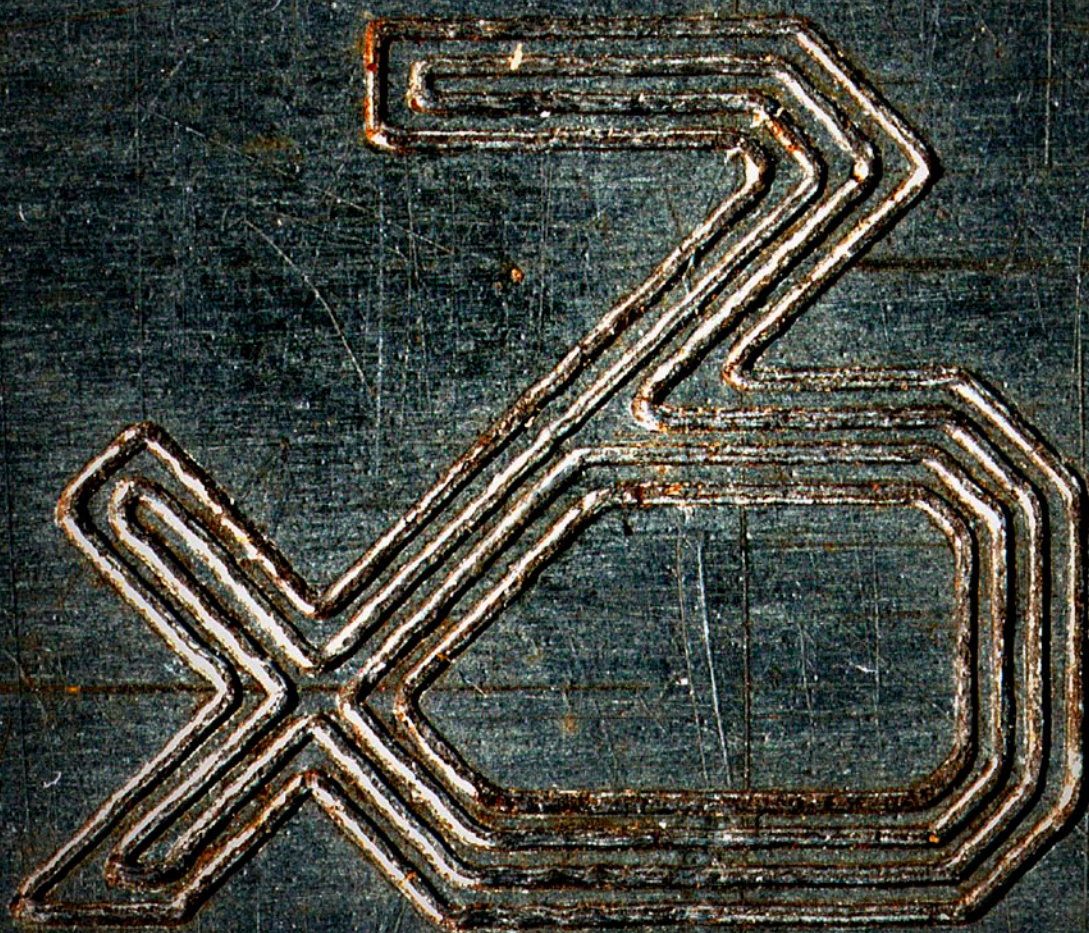
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A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

a b c d e f g h i

j k l m n o p q

r s t u v w x y z

A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

