SWEET SQUARE



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THE ENGRAVER'S SQUARE GOTHIC—LIKE ITS ROUNDER COUSIN, THE ENGRAVER'S SANS SERIF (SWEET® SANS)—HAS BEEN ONE OF THE MORE WIDELY USED STATIO-NER'S LETTERING STYLES SINCE ABOUT 1900. ITS MINIMAL FORMS. MADE WITH-OUT 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 PANTO-GRAPH 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. ■ REF-ERENCING 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. ITAL-ICS WERE ALSO ADDED TO GIVE THE FAMILY GREATER VERSATILITY. ■ THE FONTS ARE AVAILABLE AS BASIC, "STANDARD" CHARACTER SETS, AND AS "PRO" CHAR-ACTER SETS OFFERING SPECIAL CHARACTERS, A VARIETY OF TYPOGRAPHIC FEA-TURES, 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 SINGU-LAR 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 4 of 30

Sweet Square Hairline HAIRLINE SMALL CAPS

Sweet Square Hairline Italic HAIRLINE ITALIC SMALL CAPS

Sweet Square Extra Thin EXTRA THIN SMALL CAPS

Sweet Square Extra Thin Italic EXTRA THIN ITALIC SMALL CAPS

Sweet Square Thin THIN SMALL CAPS

Sweet Square Thin Italic THIN ITALIC SMALL CAPS

Sweet Square Extra Light EXTRA LIGHT SMALL CAPS

Sweet Sans Square Light Italic EXTRA LIGHT ITALIC SMALL CAPS

Sweet Square Light LIGHT SMALL CAPS

Sweet Square Light Italic LIGHT ITALIC SMALL CAPS

Sweet Square Regular REGULAR SMALL CAPS

Sweet Square Italic ITALIC SMALL CAPS

Sweet Square Medium MEDIUM SMALL CAPS

Sweet Square Medium Italic MEDIUM ITALIC SMALL CAPS

Sweet Square Bold BOLD SMALL CAPS

Sweet Square Bold Italic BOLD ITALIC SMALL CAPS

Sweet Square Heavy HEAVY SMALL CAPS

Sweet Square Heavy Italic HEAVY ITALIC SMALL CAPS



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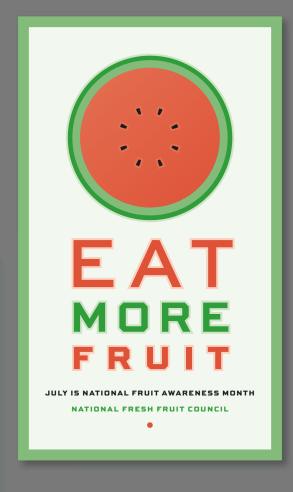
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MEANDERING
Shady operation
Pseudoscientific

OBSERVABILITY
SMALLAPS

GALUMPHING
Appropriateness
Thermoregulator
REFRIGERATOR



Dachshund race Fundamentalists GUARDIANSHIP

ADVERTISING
Electrodynamics
New & Improved
MYTHOLOGICAL



TENACIOUSLY REGULA Prized specimen Interchangeable GEOTECHNICAL SMALLOR

BACKSLIDING
Technical school
Contraindication
RAPSCALLIONS



Restarea visited
Superb qualities
ULTRAMODERN

SPORTY AUTO
Argumentatively
Biomathematics
LACQUERWARE



Beware of goats Comprehensible ONLINE POKER

MAJUSCULES
Gourmet cheese
Newsworthiness
CAESAR SALAD



SAFEGUARDS A people person Quadruplicating FENESTRATION

PROJECTILES

Sticky meringue

Romanticization

WATERCOOLER



Prodigious child Oligodendroglia XANTHAN GUM

PHLEBOTOMY
Cute calligraphy
Microelectrodes
FORMAL SHIRT

▶●◀

MANNERISMS Indiscriminately Playful mayhem SAFECRACKER

RATIONALISM Pinball machine

Fissiparousness

NEANDERTHAL



PACHYDERMS Turtles and cats Biotechnologist DECARBONATE

MALL CAPS

QUADRILLION Porcelain figure Typographically MARKETPLACE

MALL CAPS



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larized during the first half of the twentieth century remain bo th familiar and appealing. Referencing various masterplates, Mark van Bronkhorst has drawn Sweet Square in nine weights THE ENGRAVER'S SQUARE GOTHIC—like its rounder cousin, the engraver's sans serif—has been one of the more widely us ed stationer's lettering styles since about 1900. Its minimal forms, made without curves, were popularized long ago by bank ers 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 copper or steel that is then etched to serve a sa 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 style

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6/9 P



ABCDEFGHIJKLMNOPQRSTUVWXY&Z UPPERCASE ABCDEFGHIJKLMNOPQRSTUVWXY&Z SMALL CAPS abcdefqhijklmnopqrstuvwxyz ALTERNATES jry LOWERCASE 01123456789 \$¢€£¥f₡F₤₽₹PtsRp6#%%¤° OLDSTYLE FIGURES, ETC. 0123456789 \$¢€£¥f ¢F£₽₹6#% TABULAR OLDSTYLE FIGURES, ETC. 01123456789 \$¢€£¥f₡F₤₽₹PtsRp6#%‰ LINING FIGURES, ETC. O123456789 \$¢€£¥f ₡F₤₱₹6#% TABULAR LINING FIGURES, ETC. .,:;!?;;'"'';",,,<>«»--—_...()[]{}\/*•@©®™™®¶†‡ℓ⊖ PUNCTUATION, ETC. Bfiflfffiffiffiffiffifftttt LIGATURES ÁÀÂÄÃÅÄĀĄÅÇĆČĈĊĎÐÉÈÊËĔĚĖĒĢĞĢĢĦĤĺĴĨĬĬĬŢĨIJĴĶ EXTENDED UPPERCASE ĹĽĻĿŁÑŃŇŅŊÓÒÔÖÕŎŐŌØØŔŘŖŠŚŞŜŞŦŤŢŢÚÙÛÜŬŰŪŪŲŮŨ ŴŴŴŴŶŸŶŶŽŹŻĐÞÆÆŒa 01123456789 &i¿‹‹«»---()[]{}•@©@\$¢€£¥f₡F₤₽₹PtsRpら#%‰ UPPERCASE VARIANTS áàâäãåäāaåáçćčĉċďđéèêëĕěeēçğqqqħĥíìîïĭījĩijıĵıķĸĺľļŀłñńňṇŋ'nóòôöõ EXTENDED LOWERCASE ŏőōøǿŕřŗšśşŝṣŧťţţúùûüŭűūyůũẃŵwwýÿŷỳžźżðþæææə ijjĵjrŕřŗyýÿŷỳ ÁÀÂÄÃÅÅĀĀÁĢĆĊČĊĎÐÉÈĒËĔĖĒĒĢĞĢĠĠĦĤĨĨĨĬĬĪJĨIJĴĶĹĽĿĻŁÑŃŇŅŊ EXTENDED SMALL CAPS ÓÒÔÖŐŐŐŐØØŔŘŖŠŚŞŜŞŦŤŢŢÚÛÜŬŰŪŲŮŨŴŴWWŶŸŶŶŽŹŻÐÞÆÆŒƏ SMALL CAP VARIANTS FLOATING ACCENTS (\$¢€£¥#%.,-) 0123456789 SUPER- AND SUBSCRIPT 1/2 1/4 3/4 1/3 2/3 1/8 3/8 5/8 7/8 0123456789/0123456789 FRACTIONS abdehilmnorst SUPERSCRIPT MINUSCULES $+ - \times \div = \approx \neq \pm < > \leq \geq \neg \cdot \sim \land | \mu \pi \Delta \Omega \Pi \Sigma \int \delta \infty \diamond \sqrt{}$ NOTE ACCESS TO SOME CHARACTERS SUBJECT TO APPLICATION SUPPORT OF OPENTYPE FEATURES LANGUAGES SUPPORTED ALBANIAN, BASQUE, CATALAN, CORNISH, CROATIAN, CZECH, DANISH, DUTCH, ENGLISH, ESPERANTO, ESTONIAN, FAROESE, FINNISH, FRENCH, GALICIAN, GERMAN, HUNGARIAN, ICELANDIC, INDONESIAN, IRISH, ITALIAN, KALAALLISUT, LATVIAN, LITHUANIAN, MALAY, MALTESE, MANX, NORWEGIAN BOKMÅL, NORWEGIAN NYNORSK. OROMO. POLISH. PORTUGUESE. ROMANIAN. SLOVAK. SLOVENIAN. SOMALI.



SPANISH, SWAHILI, SWEDISH, TURKISH, AND WELSH

ALL CAPS	ABCDEFGHIJKabcdefghijk → ABCDEFGHIJKABCDEFGHIJK
ALL CAPS	¿(ABC)?def123GH@ijk\$€38 → ¿(ABC)?DEF123GH@IJK\$€38
SMALL CAPS	ABCDEFGHIJK&abcdefghijkl → ABCDEFGHIJK&ABCDEFGHIJKL
ALL SMALL CAPS	ABCDEFGHIJKabcdefghijklm → ABCDEFGHIJKABCDEFGHIJKLM
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	lo la 1st Mrs \$8.95 footnote.18 → 1º 1ª 1st Mrs \$8.95 footnote.18
SUBSCRIPT / INFERIOR	H2O Polo Tournament → H ₂ O Polo Tournament



NOTE AVAILABILITY OF OPENTYPE FEATURES SUBJECT TO APPLICATION SUPPORT

UPPERCASE ABCDEFGHIJKLMNOPQRSTUVWXY&Z

LOWERCASE abcdefghijklmnopqrstuvwxyz

OLDSTYLE FIGURES, ETC. 0123456789 \$¢€£¥f6#%%0₽°

LINING FIGURES, ETC. 0123456789 \$¢€£¥*f*6#%%o

PUNCTUATION, ETC. .;;!?;¿'"''",,,<>«»--—_...()[]{}\/*•@©₽™®¶†‡ℓ⊖

LIGATURES STIFFFIFF

EXTENDED UPPERCASE ÁÀÂÄÄÅÇÉÈÊËÍÌÎÏŁÑÓÒÔÖÖØŠÚÙÛÜÝŸŽÐÞÆŒ

extended Lowercase áàâäããåçéèêëíìîïłñóòôöőøšúùûüýÿžðþæœ

FLOATING ACCENTS

SUPER-AND SUBSCRIPT (\$¢€£¥#%.,-) 0123456789

FRACTIONS 1/2 1/4 3/4 1/3 2/3 1/8 3/8 5/8 7/8 0123456789/0123456789

SUPERSCRIPT MINUSCULES abdehilmnorst

NOTE ACCESS TO SOME CHARACTERS SUBJECT TO APPLICATION SUPPORT OF OPENTYPE FEATURES

LANGUAGES SUPPORTED ALBANIAN, BASQUE, CATALAN, CORNISH, DANISH, DUTCH, ENGLISH, ESTONIAN, FAROESE, FINNISH,
FRENCH, GALICIAN, GERMAN, ICELANDIC, INDONESIAN, IRISH, ITALIAN, MALAY, MANX, NORWEGIAN
BOKMÅL, NORWEGIAN NYNORSK, OROMO, PORTUGUESE, SOMALI, SPANISH, SWAHILI, AND SWEDISH



UPPERCASE ABCDEFGHIJKLMNOPQRSTUVWXY&Z

LOWERCASE ABCDEFGHIJKLMNOPQRSTUVWXYZ

OLDSTYLE FIGURES, ETC. 0123456789 \$¢€£¥f6#%%0¤°

LINING FIGURES, ETC. 0123456789 \$¢€£¥*f*6#%%o

PUNCTUATION, ETC. .;;!?¡¿'"'`", ,, <> «»--—_...()[]{}\/*•@©₽™®¶†‡ℓ€

EXTENDED UPPERCASE ÁÀÂÄÄÅÇÉÈÊËÍÌÎÏŁÑÓÒÔÖÖØŠÚÙÛÜÝŸŽÐÞÆŒ

EXTENDED LOWERCASE ÁÀÂÄÄÅÇÉÈÊËÍÌÎÏŁÑÓÒÔÖÖØŠÚÙÛÜÝŸŽÐÞÆŒ

FLOATING ACCENTS

SUPER-AND SUBSCRIPT (\$¢€£¥#%.,-) 0123456789

FRACTIONS 1/2 1/4 3/4 1/3 2/3 1/8 3/8 5/8 7/8 0123456789/0123456789

SUPERSCRIPT MINUSCULES abdehilmnorst

 $+ - \times \div = \approx \neq \pm < > \leq \geq \neg \cdot \sim \land \mid \mu \pi \Delta \Omega \Pi \Sigma \int \partial \infty \Diamond \sqrt{}$

BOKMÅL, NORWEGIAN NYNORSK, OROMO, PORTUGUESE, SOMALI, SPANISH, SWAHILI, AND SWEDISH

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>

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