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# Stag Collection

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Stag started in 2005 as a small, muscular family of slab serifs intended to be used for display typography in the US edition of *Esquire magazine*. Subsequent years saw the magazine's need for additional variations on the same basic theme eventually turn this small family into a sprawling and somewhat eccentric collection.

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**PUBLISHED**

2009

**DESIGNED BY**

CHRISTIAN SCHWARTZ

**46 STYLES**

5 FAMILIES

**FAMILIES**

STAG  
STAG SANS  
STAG DOT  
STAG STENCIL  
STAG SANS ROUND

Stag has grown to include everything from a calm, rational sans serif to a stencil face, a rounded sans, and thanks to *Las Vegas Weekly*, a couple of styles made out of dots, evoking the bright lights of the Strip. Such a wide range of variations inevitably leads to a wide range of tones and moods, but the entire collection shares a certain masculinity, tempered by a warm and friendly tone which has been introduced by a large x-height and the subtle rounding off of some of the hard corners.

LIGHT

Stag

Stag  
Dot Thin

THIN

Stag

Stag  
Thin & *Italic*

THIN

Stag

Stag Sans  
Thin & *Italic*

LIGHT

Stag

Stag  
Light & *Italic*

LIGHT

Stag

Stag Stencil  
Light & *Italic*

LIGHT

Stag

Stag Sans  
Light & *Italic*

LIGHT

Stag

Stag Sans Round  
Light & *Italic*

BOOK

Stag

Stag  
Book & *Italic*

BOOK

Stag

Stag Sans  
Book & *Italic*

BOOK

Stag

Stag Sans Round  
Book & *Italic*

MEDIUM

Stag

Stag  
Medium & *Italic*

MEDIUM

Stag

Stag Sans  
Medium & *Italic*

MEDIUM

Stag

Stag Sans Round  
Medium & *Italic*

SEMIBOLD

Stag

Stag  
Semibold & *Italic*

SEMIBOLD

Stag

Stag Sans  
Semibold & *Italic*

SEMIBOLD

Stag

Stag Sans Round  
Semibold & *Italic*

BOLD

STAG

Stag  
Dot Bold

BOLD

Stag

Stag  
Bold & *Italic*

BOLD

Stag

Stag Stencil  
Bold & *Italic*

BOLD

Stag

Stag Sans  
Bold & *Italic*

BOLD

Stag

Stag Sans Round  
Bold & *Italic*

BLACK

Stag

Stag  
Black & *Italic*

BLACK

Stag

Stag Sans  
Black & *Italic*

BLACK

Stag

Stag Sans Round  
Black & *Italic*

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# Stag

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Stag mixes the contemporary taste for large x-heights and quirky details with influences from continental Egyptians of the early twentieth century. With more overt personality than a more sober family like Guardian Egyptian, Stag is perfect for situations that need a little more distinction in typographic dress.

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**PUBLISHED**

2009

**DESIGNED BY**

CHRISTIAN SCHWARTZ

**14 STYLES**

7 WEIGHTS W/ ITALICS

**FEATURES**PROPORTIONAL LINING FIGURES  
PROPORTIONAL OLDSTYLE FIGURES  
FRACTIONS

Stag was originally designed as a headline face for the US edition of *Esquire* in a very limited number of weights. Because it was originally intended to be used for just a handful of very large, very heavy words at a time, its designer focused on making the space between characters as interesting as the space inside them, ending up with an unusual mixed bracketing treatment on the serifs. This contrast between sharp and soft forms grew into the main design feature of the family, with the balance shifted more towards soft forms in the cursive-influenced italic.

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Stag Thin

*Stag Thin Italic*

Stag Light

*Stag Light Italic*

**Stag Book**

***Stag Book Italic***

**Stag Medium**

***Stag Medium Italic***

**Stag Semibold**

***Stag Semibold Italic***

**Stag Bold**

***Stag Bold Italic***

**Stag Black**

***Stag Black Italic***

DELEGATION  
Henceforward

STAG THIN, 70 PT

*LANCASHIRE*  
*Demonstration*

STAG THIN ITALIC, 70 PT

YAMANASHI  
Aitzineuskara

STAG LIGHT, 70 PT

*OBLIGATORY*  
*Schriftgießerei*

STAG LIGHT ITALIC, 70 PT

**PARAGRAPH**  
**Biochemistry**

STAG BOOK, 70 PT

***PĂSTORILOR***  
***Mathematical***

STAG BOOK ITALIC, 70 PT

**THURSDAYS**  
**Puskacsövek**

STAG MEDIUM, 70 PT

***FÖRYNGRAD***  
***Västerbottens***

STAG MEDIUM ITALIC, 70 PT

**BIOGRAPHY**  
**Phylogenetic**

STAG SEMIBOLD, 70 PT

***UITSPREIDT***  
***Broadcasting***

STAG SEMIBOLD ITALIC, 70 PT

**HRVATSKIH**  
**Observation**

STAG BOLD, 70 PT

***POZDĚJŠÍM***  
***Forskrækket***

STAG BOLD ITALIC, 70 PT

**KASTELEIN**  
**Nasledovali**

STAG BLACK, 70 PT

***FABRICATE***  
***Announcing***

STAG BLACK ITALIC, 70 PT

**VENEZIANI**  
**Palveliansa**

STAG BLACK, 70 PT

***EXTENSIVE***  
***Archipelago***

STAG BLACK ITALIC, 70 PT

Of the 180,174 households  
THE CITY OF BANGKOK  
*An average of 31,875.69 km<sup>2</sup>*

STAG THIN, THIN ITALIC, 40 PT

Regreso a la democracia  
ÁGUA E SANEAMENTO  
*Convention of Kanagawa*

STAG LIGHT, LIGHT ITALIC, 40 PT

Biological anthropology  
PIERROT LE FOU (1965)  
*The History of Breukelen*

STAG BOOK, BOOK ITALIC, 40 PT

**68.4% of the population**  
**RELAÇÕES EXTERNAS**  
***Nyelvjárási különbségek***

STAG MEDIUM, MEDIUM ITALIC, 40 PT

**Cultural Anthropology**  
**ESTIMATED GROWTH**  
***Austfirðingafjórðungur***

STAG SEMIBOLD, SEMIBOLD ITALIC, 40 PT

**Redevelopment plans**  
**NATURAL SCIENTIST**  
***St-Rambert-l'Île-Barbe***

STAG BOLD, BOLD ITALIC, 40 PT

**Histoire(s) du cinéma**  
**EDUCATION CENTER**  
**National government**

STAG BLACK, 40 PT

***Originally founded in***  
***MODERN TRANSFER***  
***Fuentes de referencia***

STAG BLACK ITALIC, 40 PT

IL FIORENTINO TRECENTESCO, COME  
 Between 1962 and 1963 London became  
*EERSTE STADHOUDERLOZE TIJDPERK*  
*The international organizations in Antwerp*

STAG THIN, THIN ITALIC, 24 PT

GULDBORGSUND, LEJRE & HOLBÆK  
 Together with its suburbs and satellites  
*KARL WILHELM GOTTLOB KASTNER*  
*A territory of the French colonial empire*

STAG LIGHT, LIGHT ITALIC, 24 PT

**ANGERS EST UNE VILLE FRANÇAISE**  
**The Discreet Charm of the Bourgeoisie**  
***NATIONAL FILM BOARD OF CANADA***  
***Later administrative divisions of Iceland***

STAG BOOK, BOOK ITALIC, 24 PT

**SEMNFICATIV PENTRU CRITERIUL**  
**República, Estado Novo e democracia**  
***OF 123 FEDERAL REPRESENTATIVES***  
***The Dutch lost Breuckelen to the British***

STAG MEDIUM, MEDIUM ITALIC, 24 PT

**MAGYARORSZÁG FŐ TÁJEGYSÉGEI**  
**Euroopan poliittinen tilanne kiristyi**  
***SVEITARFÉLAGIÐ SKAGAFJÖRÐUR***  
***Palladian architecture from 1516-1580***

STAG SEMIBOLD, SEMIBOLD ITALIC, 24 PT

**KONINKRIJK DER NEDERLANDEN**  
**Une sitcom ou comédie de situation**  
***POR SU EXTENSIÓN, 2.780.800 KM²***  
***Late modern and contemporary arts***

STAG BOLD, BOLD ITALIC, 24 PT

**L'ITALIANO È LINGUA UFFICIALE**  
**Wysoczyzna Wysokomazowiecka**  
**LOIRE-ATLANTIQUE, MORBIHAN**  
**Erster Schriftgießer war Johannes**

STAG BLACK, 24 PT

***SVALBARÐASTRANDAHREPPUR***  
***Since consolidation with New York***  
***IN 1852, THE ROYAL COMMISSION***  
***The last half of the 8th century was***

STAG BLACK ITALIC, 24 PT

HET HUIDIGE NEDERLAND BESTAAT PAS SINDS 1830  
 A soprano is the highest of the standard four voice range  
*Greater numbers of small islands are found in the southwest*

STAG THIN, THIN ITALIC, 18 PT

GRINDAVÍKURBÆR, SEYÐISFJÖRÐUR, KÓPAVOGUR  
 Local government and external territories of Armenia  
*Matamata is also the home of various media outlets and*

STAG LIGHT, LIGHT ITALIC, 18 PT

**L'ITALIANO È INOLTRE DIFFUSO IN ALCUNE AREE**  
 Per al físic no existeix el concepte mentre no es brindi  
*Manchester is represented by three tiers of government*

STAG BOOK, BOOK ITALIC, 18 PT

**THE SENSE OF CONSTRUCTING SITUATIONS IS TO**  
 László Moholy-Nagy replaced Johannes Itten in 1923  
*Soll den Typen eine besondere Härte verliehen werden*

STAG MEDIUM, MEDIUM ITALIC, 18 PT

**ANCIEN PORT AVEC FORTE ACTIVITÉ FLUVIALE**  
 It is the wealthiest region in Portugal and it is above  
*Elle est le centre d'une communauté d'agglomération*

STAG SEMIBOLD, SEMIBOLD ITALIC, 18 PT

**NE MOGU DA NE SPOMENEM KAKO JE POSTALA**  
 Finland currently numbers 5,350,856 inhabitants  
*During the time of Augustus the Romans built eight*

STAG BOLD, BOLD ITALIC, 18 PT

**DUTCH COLONIAL ARCHITECTURE, 1605-1674**  
 The second official language is Swedish, spoken  
*Di fatto l'italiano è stato lingua di uso quotidiano*

STAG BLACK, BLACK ITALIC, 18 PT

Harmondsworth

STAG THIN, 60 PT

Cambridgeshire

STAG LIGHT, 60 PT

Konuşmaktadır

STAG BOOK, 60 PT

Constitutioneel

STAG MEDIUM, 60 PT

Länsstyrelsens

STAG SEMIBOLD, 60 PT

Jelenségeinek

STAG BOLD, 60 PT

Hertfordshire

STAG BLACK, 60 PT

*Szintkülönbségek*

STAG THIN, 60 PT

*Tiergartenstraße*

STAG LIGHT, 60 PT

***Wolverhampton***

STAG BOOK, 60 PT

***Mitteldeutschen***

STAG MEDIUM, 60 PT

***Langesbyggð***

STAG SEMIBOLD, 60 PT

***Schriftgießerei***

STAG BOLD, 60 PT

***Characterized***

STAG BLACK, 60 PT

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# Stag Sans

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Stag is characterized by many distinctive details, so the trick in designing a companion sans was to pinpoint the right balance between the rounded terminals, which connect it to the original Stag, and the blunt terminals, which give the family a no-nonsense muscularity. The end result is a sans that is interesting in headlines but not distracting at text sizes.

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**PUBLISHED**

2009

**DESIGNED BY**

CHRISTIAN SCHWARTZ

**14 STYLES**

7 WEIGHTS W/ ITALICS

**FEATURES**PROPORTIONAL LINING FIGURES  
FRACTIONS

Stag is emphatically a headline face, not a text face, but Stag Sans was drawn - at *Esquire's* request - to bridge this gap. Extremely short ascenders and descenders are easier to swallow in a sans serif, as demonstrated by many classic agate typefaces, and Stag's open counterforms, designed originally to facilitate heavy, blocky terminals, adapted well to readability at more normal weights in the sans.

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Stag Sans Thin

*Stag Sans Thin Italic*

Stag Sans Light

*Stag Sans Light Italic*

**Stag Sans Book**

***Stag Sans Book Italic***

**Stag Sans Medium**

***Stag Sans Medium Italic***

**Stag Sans Semibold**

***Stag Sans Semibold Italic***

**Stag Sans Bold**

***Stag Sans Bold Italic***

**Stag Sans Black**

***Stag Sans Black Italic***

PHOTOGENIC  
Manifestations

STAG SANS THIN, 70 PT

AHISTORICAL  
*Convergences*

STAG SANS THIN ITALIC, 70 PT

OUTREMONT  
Mercier-Ouest

STAG SANS LIGHT, 70 PT

AHMEDABAD  
*Johannesburg*

STAG SANS LIGHT ITALIC, 70 PT

**GUANGZHOU**  
**Infrastructure**

STAG SANS BOOK, 70 PT

***ØKONOMISK***  
***Communauté***

STAG SANS BOOK ITALIC, 70 PT

**AUTONOMIA**  
**Etymological**

STAG SANS MEDIUM, 70 PT

***LINGUISTICS***  
***Demographic***

STAG SANS MEDIUM ITALIC, 70 PT

**MODERNITY**  
**Jurisdictions**

STAG SANS SEMIBOLD, 70 PT

***INFLUENCES***  
***Reconstructs***

STAG SANS SEMIBOLD ITALIC, 70 PT

**DEVELOPER**  
**Prehistórica**

STAG SANS BOLD, 70 PT

***ARGENTINA***  
***Semnificativ***

STAG SANS BOLD ITALIC, 70 PT

**FABRIQUÉS**  
**Informative**

STAG SANS BLACK, 70 PT

**INDUCTION**  
**Abundancia**

STAG SANS BLACK, 70 PT

***HONDURAS***  
***Etimologică***

STAG SANS BLACK ITALIC, 70 PT [ALTERNATE a]

***PENINSULA***  
***Velocissimo***

STAG SANS BLACK ITALIC, 70 PT

Provincial Nature Reserve  
BOSTON OPERA HOUSE  
*Sisällissodan aikana ja sen*

STAG SANS THIN, THIN ITALIC, 40 PT

An average of 1825.61 km  
PÄIJÄNNE TAVASTLAND  
*Convention of Kanagawa*

STAG SANS LIGHT, LIGHT ITALIC, 40 PT

Fundamental processes  
MĀKAHA, WAIMĀNALO  
*Pukaskwa National Park*

STAG SANS BOOK, BOOK ITALIC, 40 PT

Közigazgatási felosztás  
HÖFUÐBORGARSVÆÐI  
*Contemporary ceramics*

STAG SANS MEDIUM, MEDIUM ITALIC, 40 PT

**Städtepartnerschaften**  
**UPPSALA DOMKYRKA**  
***Abitibi-Témiscamingue***

STAG SANS SEMIBOLD, SEMIBOLD ITALIC, 40 PT

**Birgitta Gustafsdotter**  
**MUNICIPAL PROJECT**  
***Dollard-des-Ormeaux***

STAG SANS BOLD, BOLD ITALIC, 40 PT

**Burnaby City Council**  
**TOWN OF PRIMROSE**  
***Informal designation***

STAG SANS BLACK, BLACK ITALIC, 40 PT

**1,281,522 inhabitants**  
**SIGNIFICANT OTTER**  
***Sør-Odal, Nannestad***

STAG SANS BLACK, BLACK ITALIC, 40 PT

VAN OUDHEID NAAR MIDDELEEUWEN  
Between 1960 and 1962 London became  
*EERSTE STADHOUDERLOZE TIJDPERK*  
*Suosittu matkakohde on Lapin lääni, jossa*

STAG SANS THIN, THIN ITALIC, 24 PT

CSODÁLATOSAN JÓZAN, GYORS ESZÜ  
The administration of Brussels is formed  
*BUT THE IRREVERSIBLE TIME OF THE*  
*A territory of the French colonial empire*

STAG SANS LIGHT, LIGHT ITALIC, 24 PT [ALTERNATE ITALIC a]

**QUISPAMISIS, SALISBURY & LAMEQUE**  
The Discreet Charm of the Bourgeoisie  
***AN INCOMPLETE MYTHICAL WORLD***  
*Kylä sijaitsi leveiden laidunkaistaleiden*

STAG SANS BOOK, BOOK ITALIC, 24 PT

**NATIONAL FILM BOARD OF CANADA**  
**First of all the measure of commodity**  
***BRUCE PENINSULA NATIONAL PARK***  
***Post-war investment in heavy industry***

STAG SANS MEDIUM, MEDIUM ITALIC, 24 PT

**KUSTAA VAASAN VALTAKAUDELLA**  
**Metropolregion Berlin/Brandenburg**  
***HAN GICK FÖRBI KARUSELLEN OCH***  
***Tiden har mildnet den og klarnet den***

STAG SANS SEMIBOLD, SEMIBOLD ITALIC, 24 PT

**WELLINGTON REGIONAL COUNCIL**  
**Le charme discret de la bourgeoisie**  
***L'ÎLE-BIZARD-SAINTE-GENEVIÈVE***  
***Oversaw infrastructure expansions***

STAG SANS BOLD, BOLD ITALIC, 24 PT

**FĂȚ-FRUMOS SE SUI-N LUNTRE ȘI**  
**Pacific Rim National Park Reserve**  
***COMPARATIVE MYTH & HISTORY***  
***Świata tego drobne tajemnice zna***

STAG SANS BLACK, BLACK ITALIC, 24 PT

**ISOLATED COMMUNITIES OF THE**  
**Due to the success of this separate**  
***LANAUDIÈRE, NORD-DU-QUÉBEC***  
***The Acadians people settled along***

STAG SANS BLACK, BLACK ITALIC, 24 PT [ALTERNATE Q]

VÄLIRAUHAN AIKANA NEUVOSTOLIITON JA SUOMEN  
 A soprano is the highest of the standard four voice range  
*The greater part of the islands are found in the southwest*

STAG SANS THIN, THIN ITALIC, 18 PT

SNÆFELLSNES-OG HNAPPADALSSÝSLA, DALASÝSLA  
 Emanuel Swedenborg, 18th century scientist and mystic  
*Manchester is represented by three tiers of government*

STAG SANS LIGHT, LIGHT ITALIC, 18 PT [ALTERNATE ITALIC a]

TÜRKIYE'DE EN BÜYÜK İDARİ BİRİME İL ADI VERİLİR  
 Per al físic no existeix el concepte mentre no es brindi  
*To, čo v našej vede máme, i to, čoho sa nám nedostáva*

STAG SANS BOOK, BOOK ITALIC, 18 PT

DE VADER HAALDE ZIJN LAPPEN WEËR VOOR DEN  
 László Moholy-Nagy replaced Johannes Itten in 1923  
*það fylgdi líka sögunni, að það væri ærið hraðfara, því*

STAG SANS MEDIUM, MEDIUM ITALIC, 18 PT

THE HIGHEST TEMPERATURES ON THE WARMEST  
 Separation is the alpha and omega of the spectacle  
*The Irwell and Mersey were made navigable by 1736*

STAG SANS SEMIBOLD, SEMIBOLD ITALIC, 18 PT

NE MOGU DA NE SPOMENEM KAKO JE POSTALA  
 Finland currently numbers 5,350,156 inhabitants  
*In 1950 half of the Finnish workers were occupied*

STAG SANS BOLD, BOLD ITALIC, 18 PT

HISTOIRE(S) DU CINÉMA: UNE HISTOIRE SEULE  
 The second official language is Swedish, spoken  
*Seulement un mot et ce mot comme mouvement*

STAG SANS BLACK, BLACK ITALIC, 18 PT

STAG SANS BOOK, 16 PT

BOOK ALL CAPS

BOOK

SEMIBOLD

BOOK ITALIC

PROPORTIONAL  
LINING FIGURES

BOLD

BOOK ITALIC

THE SPANISH WAR, which began in 1739, as well as the French war which soon followed it, occasioned a further increase of the debt, which, on the 31st of December 1748, after the war had been concluded by the **treaty of Aix-la-Chapelle**, amounted to £78,293,313. The most profound peace, of 17 years continuance, had taken no more than £8,328,354,17 from it. A war, of less than nine years continuance, added £31,338,689 to it. (Refer to *Postlethwaite's History of the Public Revenue*.) During the administration of Mr. Pelham, the interest of the public debt was reduced to 3%; the sinking fund was increased, and some part of the public debt was paid off. In 1755, before the late war, the funded debt of Great Britain amounted to £72,289,675. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted debt to £122,603,336. The unfunded debt has been stated at £13,927,589. But the expense **occasioned by the war** did not end with the conclusion of the peace; so that, on the 5th of January 1764, the funded debt was increased (partly by a new loan, and partly by funding a part of the unfunded debt) to £129,586,789, there still remained (according to the very well informed author of *Considerations on the Trade and Finances of Great Britain*) an unfunded debt, which was brought to account in that and the following year, of 975,017. In 1764, therefore, the public debt of Great Britain, funded and unfunded together, amounted, according to this au-

Pharmacologists

STAG SANS THIN, 60 PT

Tiergartenstraße

STAG SANS LIGHT, 60 PT

Västernorrlands

STAG SANS BOOK, 60 PT

Herausragende

STAG SANS MEDIUM, 60 PT

Mezőgazdaság

STAG SANS SEMIBOLD, 60 PT

Interpretation

STAG SANS BOLD, 60 PT

Hertfordshire

STAG SANS BLACK, 60 PT

*Kurfürstendamm*

STAG SANS THIN ITALIC, 60 PT

*Characteristically*

STAG SANS LIGHT ITALIC, 60 PT

*Overgeneralizes*

STAG SANS BOOK ITALIC, 60 PT

*Lexicographical*

STAG SANS MEDIUM ITALIC, 60 PT

*Fundamentally*

STAG SANS SEMIBOLD ITALIC, 60 PT [ALTERNATE a]

*Kehittämiselle*

STAG SANS BOLD ITALIC, 60 PT

*Authorization*

STAG SANS BLACK ITALIC, 60 PT

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# Stag Dot

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In the 1800s, display type families commonly included interesting variants like shadows and inlines, and sometimes even intricately engraved flowers, leaves and fruit.

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**PUBLISHED**

2009

**DESIGNED BY**

CHRISTIAN SCHWARTZ

**2 STYLES**

2 WEIGHTS

**FEATURES**

PROPORTIONAL LINING FIGURES

Coming up with contemporary ways to make decorated type can be a real challenge, but in this case the main idea was to keep it simple. Commissioned for *Las Vegas Weekly*, these two variants on the original slab version of Stag capture the unique spirit of Las Vegas. The two weights use very different approaches to the idea of building type out of dots: the Bold follows a strict grid, while the Thin faithfully traces the contours of Stag Thin.

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Stag Dot Thin

**STAG DOT BOLD**

Reykjavík  
MODERN  
Emergent

STAG DOT THIN, 100 PT

Attaching  
RØYRVÍK  
Caractère

STAG DOT THIN, 100 PT

MADRID BY

MADRID

MADRID

STAG DOT BOLD, 100 PT

MADRID

MADRID

MADRID

STAG DOT BOLD, 100 PT

MARVELOUS  
Einfließenden

STAG DOT THIN, 70 PT

DIPLOMATIC  
Flamboyance

STAG DOT THIN, 70 PT

FUNCTIONS  
JAVARÉSZT

STAG DOT BOLD, 70 PT

EXPLORING  
DOKUMENT

STAG DOT BOLD, 70 PT

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# Stag Stencil

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Stag Stencil takes the masculinity of the original slab serif to almost comical extremes by making the implicit “constructedness” of the characters explicit. Although it was a relatively late addition to the family, in 2008, it seemed to be a natural fit.

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**PUBLISHED**

2009

**DESIGNED BY**

CHRISTIAN SCHWARTZ &amp; BERTON HASEBE

**4 STYLES**

2 WEIGHTS W/ ITALICS

**FEATURES**PROPORTIONAL LINING FIGURES  
FRACTIONS

The Bold was commissioned by the US edition of *Esquire* for their 75th anniversary issue, while the Light was commissioned by *Red Bulletin* magazine. Stag Stencil differs from most existing stencil faces because the original slab serif has no clear basis in geometry, so many of the stencil components end up being unusual organic forms, leading to especially interesting solutions in Berton Hasebe's design of the italics.

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Stag Stencil Light

*Stag Stencil Light Italic*

**Stag Stencil Bold**

***Stag Stencil Bold Italic***

SØRGMODIG  
Relationships

STAG STENCIL LIGHT, 70 PT

*EUROPEANS*  
*Segédtsztnek*

STAG STENCIL LIGHT ITALIC, 70 PT

**REPUBLICS**  
**Apostrophe**

STAG STENCIL BOLD, 70 PT

**ŻOŁNIERZY**  
**Functioning**

STAG STENCIL BOLD, 70 PT

Historical circumstance  
HAJDÚBÖSZÖRMÉNYI  
Szabolcs-Szatmár-Bereg

STAG STENCIL LIGHT, 40 PT

*Preliminary competition*  
*GEMEENTEBESTUREN*  
*Introduced in April 2004*

STAG STENCIL LIGHT ITALIC, 40 PT

**Nordrhein-Westfalen**  
**KESKI-POHJANMAA**  
**San Giorgio Maggiore**

STAG STENCIL BOLD, 40 PT

***268,923 people reside***  
***POLYCHORAL STYLE***  
***Groningen, Overijssel***

STAG STENCIL BOLD ITALIC, 40 PT

‘WELTANSCHAUUNG’ IN PHILOSOPHY  
 Norður-Pingeyjarsýsla, Rangárvallasýsla  
 The average rainfall is 1,125.0 millimetres  
 AN INCREASINGLY CHAOTIC SYSTEM  
 Norra Österbotten, Södra Savolax, Åland

STAG STENCIL LIGHT, 24 PT

*THE MUNICIPALITY OF STRATHCONA*  
*Giuseppe Pinot-Gallizio, Raoul Vaneigem*  
*Œuvres cinématographiques complètes?*  
*SIGNIFICANT POST-MODERN THEORY*  
*London Psychogeographical Committee*

STAG STENCIL LIGHT ITALIC, 24 PT [ALTERNATE R, a, z]

**BORNHOLMS REGIONSKOMMUNE**  
**Hurléments en faveur de Sade, 1952**  
**Ministeriële verantwoordelijkheid**  
**KISKÖRÖSI, FÜZESABONYI, GYÖRI**  
**International Modern Architecture**

STAG STENCIL BOLD, 24 PT

***GRUBER-DE GASPERI AGREEMENT***  
***The Taft-Katsura Agreement in 1905***  
***Divided into 29 administrative areas***  
***THE EXCLUSION OF THE SPURISTS***  
***Movement for an Imaginist Bauhaus***

STAG STENCIL BOLD ITALIC, 24 PT

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# Stag Sans Round

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Stag Sans Round adapts the blunt terminal forms seen in the original sans into slight swelling in terminals, giving this family an organic quality unusual for a rounded sans. Care has been taken to keep the heaviest weights from becoming too cartoonishly obese. Instead, they temper the softness and retain their masculine power.

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**PUBLISHED**

2009

**DESIGNED BY**

CHRISTIAN SCHWARTZ &amp; ROSS MILNE

**12 STYLES**

6 WEIGHTS W/ ITALICS

**FEATURES**PROPORTIONAL LINING FIGURES  
FRACTIONS

Stag Sans Round is the result of the US edition of *Esquire's* continued appetite for variations on Stag. The family was commissioned in 2009 for use in smaller-size display typography to freshen up their front section, but soon expanded its reach to the rest of the magazine. Ross Milne deftly navigated the compromises necessary to make Stag Sans Round work on its own organic terms as more than simply a programatically rounded version of the sand.

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Stag Sans Round Light

*Stag Sans Round Light Italic*

Stag Sans Round Book

*Stag Sans Round Book Italic*

Stag Sans Round Medium

*Stag Sans Round Medium Italic*

Stag Sans Round Semibold

*Stag Sans Round Semibold Italic*

Stag Sans Round Bold

*Stag Sans Round Bold Italic*

Stag Sans Round Black

*Stag Sans Round Black Italic*

GEZELSCHAP  
Manifestations

STAG SANS ROUND LIGHT, 70 PT

COMPLICATE  
*Společenštější*

STAG SANS ROUND LIGHT ITALIC, 70 PT

POTANKOSTI  
Governments

STAG SANS ROUND BOOK, 70 PT

BIJZONDERE  
*Sveitarfélögin*

STAG SANS ROUND BOOK ITALIC, 70 PT

**PLEASANTLY**  
**Mythological**

STAG SANS ROUND MEDIUM, 70 PT

***EXISTENTIAL***  
***Nököttävässä***

STAG SANS ROUND MEDIUM ITALIC, 70 PT

**SKEPTICISM**  
**Traditionally**

STAG SANS ROUND SEMIBOLD, 70 PT

***CHARACTER***  
***Administrate***

STAG SANS ROUND SEMIBOLD ITALIC, 70 PT

**HANDSOME**  
**Düzlügünün**

STAG SANS ROUND BOLD, 70 PT

***AUTONOMY***  
***Menschliche***

STAG SANS ROUND BOLD ITALIC, 70 PT

**FLORENCIA**  
**Jarðarinnar**

STAG SANS ROUND BLACK, 70 PT

***REGIONALE***  
***Tribulations***

STAG SANS ROUND BLACK ITALIC, 70 PT

Debreceni, Hajdúhadházi  
BOSTON OPERA HOUSE  
Convention of Kanagawa

STAG STENCIL LIGHT, 40 PT

*An average of 1825.60 km*  
PÄIJÄNNE TAVASTLAND  
*Mount Royal and Ramsay*

STAG STENCIL LIGHT ITALIC, 40 PT

Identification is required  
MOSONMAGYARÓVÁRI  
Glendale and Inglewood

STAG STENCIL BOLD, 40 PT

*Over 250,000 attendees*  
HÖFUÐBORGARSVÆÐI  
*Canadian Pacific Railway*

STAG STENCIL BOLD ITALIC, 40 PT

**Austur-Húnavatnssýsla  
DET SJUNDE INSEGLET  
Bilan du Situationnisme**

STAG STENCIL LIGHT, 40 PT

***3.2 million visit annually  
HOUNSFIELD HEIGHTS  
Society of the Spectacle***

STAG STENCIL LIGHT ITALIC, 40 PT [ALTERNATE a]

**Región de Antofagasta  
APRIL THROUGH JULY  
Križevci, Donja Stubica**

STAG STENCIL BOLD, 40 PT

***Calgary Fringe Festival  
VERTROUWENSREGEL  
Treaty of Simulambuco***

STAG STENCIL BOLD ITALIC, 40 PT

**Une bonne à tout faire  
FINANCIAL DISTRICT  
Letterngießmaschine**

STAG STENCIL LIGHT, 40 PT

***Exhibit opens June 29  
WEISSENHOF ESTATE  
Modernism & Practice***

STAG STENCIL LIGHT ITALIC, 40 PT

**Charlotte et son Jules  
ESTABLISHED IN 1921  
Santiago, Concepción**

STAG STENCIL BOLD, 40 PT

***Contemporary Artists  
MICHÈLE BERNSTEIN  
Kulturpersonligheter***

STAG STENCIL BOLD ITALIC, 40 PT

Au fil des années, la sitcom est devenue un  
PERPIGNAN, LANGUEDOC-ROUSSILLON  
*In 1950, Albers left Black Mountain College*

STAG SANS ROUND LIGHT, LIGHT ITALIC, 24 PT

There are three major public universities  
CAROLINA HENRIETTE MAC GILLAVRY  
*The Chamber of Commerce and Industry*

STAG SANS ROUND BOOK, BOOK ITALIC, 24 PT [ALTERNATE ITALIC a]

**Restauração, absolutismo e liberalismo**  
**HELSINKI POPULAAARIKULTTUURISSA**  
***Quelques chiffres clés du sport à Angers***

STAG SANS ROUND MEDIUM, MEDIUM ITALIC, 24 PT

**Five days of street festivals in October**  
**IN THE BOROUGH OF SURREY HEATH**  
***Tendo sido notadas as potencialidades***

STAG SANS ROUND SEMIBOLD, SEMIBOLD ITALIC, 24 PT

**The social appropriation of products**  
**QUALIFIED APPLICATION PROCESS**  
***Privatpraktiserende og speciallæger***

STAG SANS ROUND BOLD, BOLD ITALIC, 24 PT

**68.52% of the provincial population**  
**QUANTUM INFORMATION THEORY**  
***Heartfield Retrospective Exhibition***

STAG SANS ROUND BLACK, BLACK ITALIC, 24 PT [ALTERNATE Q]

VÄLIRAUHAN AIKANA NEUVOSTOLIITON JA SUOMEN  
A soprano is the highest of the standard four voice range  
Kelvin Grove was established as a neighbourhood in 60s

STAG SANS ROUND LIGHT, 18 PT

*SNÆFELLSNES-OG HNAPPADALSSÝSLA, DALASÝSLA*  
*Blainville-Crevon Seine-Maritime in the Haute-Normandie*  
*The mainland territories north of the 49th parallel remain*

STAG SANS ROUND LIGHT ITALIC, 18 PT

TÜRKIYE'DE EN BÜYÜK İDARİ BİRİME İL ADI VERİLİR  
A formal presentation to the Russian Chemical Society  
Poi ci fu un altro piccolo progresso nella sua opera con

STAG SANS ROUND BOOK, 18 PT

*THE POPULATION OF THE CITY CENTRE WAS 42,715*  
*A major divide in political opinion separates the region*  
*Oproti nim byla ovšem Bohumilka beránkem, ale proto*

STAG SANS ROUND BOOK ITALIC, 18 PT

**FINLAND HAS 187,888 LAKES AND 179,584 ISLANDS**  
**Beaver Valley Little League in the Village of Fruitvale**  
**Sotaan osallistui vajaat 200 000 suomalaista ja noin**

STAG SANS ROUND MEDIUM, 18 PT

***HISTORY OF THE WEST COAST OF NORTH AMERICA***  
***After a brief flirtation with monarchy, Finland became***  
***Swedish Association of Local Authorities and Regions***

STAG SANS ROUND MEDIUM ITALIC, 18 PT

**CURSURI DE LIMBA ROMÂNĂ CA LIMBĂ STRĂINĂ**  
**Di sera, sui tetti vicini e su un alberello intristito nel**  
**In the 12th century, medicine began to be a publicly**

STAG SANS ROUND SEMIBOLD, 18 PT

***BUT THE IRREVERSIBLE TIME OF THE BOURGEOIS***  
***Gropius became the Controller of Design for Isokon***  
***During the prehistoric, ancient and early mediaeval***

STAG SANS ROUND SEMIBOLD ITALIC, 18 PT

**NOTRE-DAME, STE-GENEVIÈVE, AND ST-VICTOR**  
**Internationalism of modern gallery architecture**  
**Detournement of pre-existing aesthetic element**

STAG SANS ROUND BOLD, 18 PT

***DEȘI SE POT ADUCE ARGUMENTE ÎN FAVOAREA***  
***Imajući sve gradivo pred sobom, pohodih, noseći***  
***Around 5.3 million people reside in Finland, most***

STAG SANS ROUND BOLD ITALIC, 18 PT

**REYKJAVÍK, SELTJARNARNES, MOSFELLSBÆR**  
**Director of the Bureau of Weights and Measures**  
**Influența slavă se simte atât la nivel fonetic cât și**

STAG SANS ROUND BLACK, 18 PT

***HISTOIRE(S) DU CINÉMA: UNE HISTOIRE SEULE***  
***During the first centuries of its existence, Dhaka***  
***The Russian Revolution had an immediate effect***

STAG SANS ROUND BLACK ITALIC, 18 PT

STAG SANS ROUND BOOK, 16 PT

BOOK ALL CAPS

BOOK

SEMIBOLD

BOOK ITALIC

PROPORTIONAL  
LINING FIGURES

BOLD

BOOK ITALIC

THE SPANISH WAR, which began in 1739, as well as the French war which soon followed it, occasioned a further increase of the debt, which, on the 31st of December 1748, after the war had been concluded by the **treaty of Aix-la-Chapelle**, amounted to £78,293,313. The most profound peace, of 17 years continuance, had taken no more than £8,328,354,17 from it. A war, of less than nine years continuance, added £31,338,689 to it. (Refer to *Postlethwaite's History of the Public Revenue.*) During the administration of Mr. Pelham, the interest of the public debt was reduced to 3%; the sinking fund was increased, and some part of the public debt was paid off. In 1755, before the late war, the funded debt of Great Britain amounted to £72,289,675. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted debt to £122,603,336. The unfunded debt has been stated at £13,927,589. But the expense **occasioned by the war** did not end with the conclusion of the peace; so that, on the 5th of January 1764, the funded debt was increased (partly by a new loan, and partly by funding a part of the unfunded debt) to £129,586,789, there still remained (according to the very well informed author of *Considerations on the Trade and Finances of Great Britain*) an unfunded debt, which was brought to account in that and the following year, of 975,017. In 1764, therefore, the public debt of Great Britain, funded and unfunded together, amounted, according to this author, to

Zwartewaterland

STAG SANS ROUND LIGHT, 60 PT

Cambridgeshire

STAG SANS ROUND BOOK, 60 PT

Oscillographies

STAG SANS ROUND MEDIUM, 60 PT

Familiarization

STAG SANS ROUND SEMIBOLD, 60 PT

Parliamentary

STAG SANS ROUND REGULAR, 60 PT

Hellevoetsluis

STAG SANS ROUND BLACK, 60 PT

*Konuşulmaktadır*

STAG SANS ROUND LIGHT, 60 PT

*Modernisaatiota*

STAG SANS ROUND BOOK, 60 PT

*Interconnecting*

STAG SANS ROUND MEDIUM, 60 PT

*Bibliographical*

STAG SANS ROUND SEMIBOLD, 60 PT

*Franekeradeel*

STAG SANS ROUND REGULAR, 60 PT

*Prinsengracht*

STAG SANS ROUND BLACK, 60 PT

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 INCLUDED FAMILIES

Stag  
 Stag Sans  
 Stag Dot  
 Stag Stencil  
 Stag Sans Round

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 SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Breton, Bosnian, Catalan, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Finnish, French, Galician, German, Greenlandic, Guarani, Hawaiian, Hungarian, Ibo, Icelandic, Indonesian, Irish, Gaelic, Italian, Kurdish, Latin, Latvian, Lithuanian, Livonian, Malagasy, Maltese, Maori, Moldavian, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansch, Saami, Samoan, Scots, Scottish Gaelic, Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, Walloon, Wolof

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 ABOUT THE DESIGNER

**Christian Schwartz** (born 1977), is a type designer and typography consultant based in New York City and with Paul Barnes is a partner in Commercial Type. A graduate of the Communication Design program at Carnegie Mellon University, Schwartz first worked at MetaDesign Berlin, developing typefaces for Volkswagen and logos for a number of corporations. He then returned to the US and joined the design staff at The Font Bureau, Inc., working for a wide range of corporate and publication clients.

Schwartz set out on his own in 2001, first forming Orange Italic with product designer Dino Sanchez and Schwartzco Inc. in 2006. He has released fonts with Village, FontFont, House Industries, and digital type pioneers Emigre. Many of Schwartz's typefaces have been proprietary designs for publications, including the *The New York Times*, the US edition of *Esquire*, Roger Black's redesign of the *Houston Chronicle*, and the extensive Guardian Egyptian family, with Paul Barnes, for *The Guardian's* celebrated new look in 2005. Schwartz has also designed typefaces for corporations including Bosch and Deutsche Bahn, both with design luminary Erik Spiekermann, reinsurance giant Munich Re, with Kai Bernau and Susana Carvalho of Atelier Carvalho Bernau, and the Empire State Building, also with Barnes.

Schwartz was awarded the prestigious Prix Charles Peignot in 2007, given every four or five years to a designer under 35 who has made "an outstanding contribution to the field of type design" by the Association Typographique Internationale. As part of the redesign team for *The Guardian*, Schwartz and Barnes were shortlisted for the Designer of the Year prize by the Design Museum in London. The pair were named two of the 40 most influential designers under 40 by *Wallpaper\** in 2006, and Schwartz was included in Time magazine's 2007 "Design 100". Also in 2007, Schwartz and Spiekermann received a gold medal from the German Design Council (Rat für Formgebung) for their Deutsche Bahn typeface system. Schwartz's typefaces have been honored by the Smithsonian's Cooper Hewitt National Design Museum, the New York Type Director's Club, and the International Society of Typographic Designers, and his work with Barnes has been honored by D&AD.