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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





**OPENTYPE FEATURES**  
FAMILY WIDE

ALL CAPS

PROPORTIONAL LINING  
default figuresTABULAR LINING  
all weights but Thin & Black

FRACTIONS

DENOMINATOR  
for making arbitrary fractionsNUMERATOR  
for making arbitrary fractionsLANGUAGE FEATURE  
Română (Romanian) s accent**DEACTIVATED****Fish & 'Chips' for £24.65?**Sale price: \$3,460 €1,895  
Originally: \$7,031 £9,215Sale price: \$3,460 €1,895  
Originally: \$7,031 £9,215

217/2624 10/18 460/920

0123456789 0123456789

0123456789 0123456789

**ÎNSUȘI conștiință științifice****ACTIVATED****FISH & 'CHIPS' FOR £24.65?**Sale price: \$3,460 €1,895  
Originally: \$7,031 £9,215Sale price: \$3,460 €1,895  
Originally: \$7,031 £9,215

217/2624 10/18 460/920

0123456789 0123456789

0123456789 0123456789

**ÎNSUȘI conștiință științifice****OPENTYPE FEATURES**  
ROMAN & ITALICTITLING ALTERNATES  
lower UC accents**DEACTIVATED****MÝRDALSJÖKULL, ÍSLANDS****ACTIVATED****MÝRDALSJÖKULL, ÍSLANDS****OPENTYPE FEATURES**  
ITALIC ONLYSTYLISTIC SET 01  
R a f g y z & and relatedSTYLISTIC ALTERNATES  
Illustrator/Photoshop**DEACTIVATED****Reality Grazing Range & Bluffs****Reality Grazing Range & Bluffs****ACTIVATED****Reality Grazing Range & Bluffs****Reality Grazing Range & Bluffs**

## STYLES INCLUDED IN COMPLETE FAMILY

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

## 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

## CONTACT

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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 of *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.