#### **Guardian Sans Headline**

#### Widths

Guardian Sans Headline is thoroughly unadorned, making it adaptible to many tasks, combining not just with Guardian Egyptian, but with a wide range of other typefaces as well. With 72 fonts in total, Guardian Sans Headline has expanded beyond its newspaper roots, and is ideal for editorial design, corporate identities, signage systems, and general graphic design.

#### PUBLISHED

2009-2012

#### DESIGNED BY

PAUL BARNES & CHRISTIAN SCHWARTZ WITH BERTON HASEBE

#### 72 STYLES

4 FAMILIES

#### FAMILIES

GUARDIAN SANS HEADLINE GUARDIAN SANS HEADLINE NARROW GUARDIAN SANS HEADLINE CONDENSED GUARDIAN SANS HEADLINE X CONDENSED With a matching set of 9 weights in each width, Guardian Headine Sans has grown into a comprehensive system for display typography. While all of the new widths are well suited to editorial usage, they each are suited to other particular uses as well. Guardian Sans Headline Narrow is an ideal width for signage and corporate design. Guardian Sans Headline Condensed is a nice middle width for magazine headlines. Guardian Sans Headline X Condensed is a great tool for posters and graphic design, but it could also be the perfect voice for a tabloid.

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Guardian Sans Headline

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Guardian Sans Headline

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Guardian Sans Headline

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Guardian Sans Headline

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Guardian Sans Headline HAIRLINE

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Guardian Sans Headline X Condensed

## SANS HEADLINE ULTRA, 60 PT MANCHESTER SANS HEADLINE NARROW ULTRA, 60 PT MANCHESTER SANS HEADLINE CONDENSED ULTRA, 60 PT MANCHESTER MANCHESTER

SANS HEADLINE X CONDENSED ULTRA, 60 PT

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## MANCHESTER SANS HEADLINE BLACK, 60 PT MANCHESTER SANS HEADLINE CONDENSED BLACK, 60 PT MANCHESTER MANCHESTER MANCHESTER

SANS HEADLINE X CONDENSED BLACK, 60 PT

Southampton

## MANCHESTER SANS HEADLINE ROLD, 60 PT MANCHESTER SANS HEADLINE CONDENSED BOLD, 60 PT MANCHESTER SANS HEADLINE CONDENSED BOLD, 60 PT

SANS HEADLINE X CONDENSED BOLD, 60 PT

# Southampton Southampton Southampton Southampton Southampton Southampton Southampton Southampton Southampton

## MANCHESTER SANS HEADLINE SEMIBOLD, 60 PT MANCHESTER SANS HEADLINE CONDENSED SEMIBOLD, 60 PT MANCHESTER MANCHESTER MANCHESTER

SANS HEADLINE X CONDENSED SEMIBOLD, 60 PT

# Southampton Southampton Southampton Southampton Southampton Southampton Southampton Southampton Southampton Southampton

Commercial

## MANCHESTER MANCHESTER SANS HEADLINE NARROW MEDIUM, 60 PT MANCHESTER SANS HEADLINE CONDENSED MEDIUM, 60 PT

SANS HEADLINE X CONDENSED MEDIUM, 60 PT

Southampton

Commercial

## MANCHESTER MANCHESTER SANS HEADLINE NARROW REGULAR, 60 PT MANCHESTER SANS HEADLINE CONDENSED REGULAR, 60 PT MANCHESTER MANCHESTER

SANS HEADLINE X CONDENSED REGULAR, 60 PT

Southampton

## MANCHESTER MANCHESTER SANS HEADLINE NARROW LIGHT, 60 PT MANCHESTER SANS HEADLINE CONDENSED LIGHT, 60 PT MANCHESTER MANCHESTER

Southampton

## MANCHESTER SANS HEADLINE THIN, 60 PT MANCHESTER SANS HEADLINE NARROW THIN, 60 PT MANCHESTER SANS HEADLINE CONDENSED THIN, 60 PT

SANS HEADLINE X CONDENSED THIN, 60 PT

Southampton
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Southampton

SANS HEADLINE HAIRLINE, 60 PT

SANS HEADLINE NARROW HAIRLINE, 60 PT

SANS HEADLINE CONDENSED HAIRLINE, 60 PT

SANS HEADLINE X CONDENSED HAIRLINE, 60 PT

SANS HEADLINE HAIRLINE, 60 PT

SANS HEADLINE NARROW HAIRLINE, 60 PT

SANS HEADLINE CONDENSED HAIRLINE, 60 PT

SANS HEADLINE X CONDENSED HAIRLINE, 60 PT

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## **Guardian Sans Headline**

Guardian Sans Headline is built of entirely unadorned forms, making it a typographic chameleon, combining well with a wide range of typefaces. In spite of their simplicity, the lightest and heaviest weights still have quite a bit of personality, while the rest of the family is characterized by respectable neutrality.

#### PUBLISHED

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#### DESIGNED B

PAUL BARNES & CHRISTIAN SCHWARTZ

#### 18 STYLES

9 WEIGHTS W/ ITALICS

#### FEATURES

PROPORTIONAL LINING FIGURES PROPORTIONAL OLDSTYLE FIGURES FRACTIONS SUPERSCRIPT/SUBSCRIPT Typographic trends come and go, but the most enduring genre to come out of the past century is probably the humanist sans serif. Guardian Sans is more constructed than most of its peers, with little influence from handwriting or classical proportions, instead, like the Egyptian, sharing a clean, approachable openness with many contemporary Dutch sans serifs, combined with the more buttoned-up British attitude as typified in the classic Gill Sans.

Guardian Sans Headline 13 of 53

Guardian Sans Headline Hairline Guardian Sans Headline Hairline Italic Guardian Sans Headline Thin Guardian Sans Headline Thin Italic Guardian Sans Headline Light Guardian Sans Headline Light Italic Guardian Sans Headline Regular Guardian Sans Headline Regular Italic **Guardian Sans Headline Medium** Guardian Sans Headline Medium Italic **Guardian Sans Headline Semibold** Guardian Sans Headline Semibold Italic **Guardian Sans Headline Bold** Guardian Sans Headline Bold Italic **Guardian Sans Headline Black Guardian Sans Headline Black Italic Guardian Sans Headline Ultra** Guardian Sans Headline Ultra Italic

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## SANS HEADLINE HAIRLINE, 60 PT YKJANESB*A* SANS HEADLINE LIGHT, 60 PT ETERWOUDE RE MARKET RTEGLIANO EZUELAN

## KALUNDBORG SANS HEADLINE BLACK, 60 PT ESKIFJÖRÐUR

SANS HEADLINE BLACK, 60 PT

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#### GULDBORGSUND

SANS HEADLINE HAIRLINE ITALIC, 60 PT

#### NORTHWESTERN

SANS HEADLINE THIN ITALIC, 60 P

### SPENCER HOUSE

SANS HEADLINE LIGHT ITALIC, 60 PT

#### WILLIAMSTOWN

SANS HEADLINE REGULAR ITALIC, 60 PT

#### CHISWICK PARK

SANS HEADLINE MEDIUM ITALIC, 60 PT

#### TOWER BRIDGE

SANS HEADLINE SEMIBOLD ITALIC, 60 PT [ALTERNATE a]

#### BRØNDERSLEV

SANS HEADLINE BOLD ITALIC, 60 PT

## ROTHERHITHE

SANS HEADLINE BLACK ITALIC, 60 PT

#### CUMBERLAND

SANS HEADLINE ULTRA ITALIC, 60 PT

**Guardian Sans Headline** 16 of 53

SANS HEADLINE HAIRLINE, 60 PT

erconservative

SANS HEADLINE LIGHT, 60 PT

Határozottabban

astronomically

regörnyedve

nateria

usewarm SANS HEADLINE BLACK, 60 PT

SANS HEADLINE BLACK 60 PT

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Nondestructiveness

SANS HEADLINE HAIRLINE ITALIC, 60 PT

Náttúrugripasafnið

Erottamattomana

SANS HEADLINE LIGHT ITALIC, 60 PT

Conventionalized

Ambassadorship

SANS HEADLINE MEDIUM ITALIC, 60 PT

Electromagnetic

SANS HEADLINE SEMIBOLD ITALIC, 60 PT [ALTERNATE a]

Journalisticaille

SANS HEADLINE BOLD ITALIC, 60 PT

Multicellularity

SANS HEADLINE BLACK ITALIC, 60 PT

Authoritarians

SANS HEADLINE ULTRA ITALIC, 60 PT

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## **Guardian Sans Headline Narrow**

Many types of graphic design require sans serifs which are compact enough to increase economy without appearing condensd. The Narrow width expands the versatility of Guardian Sans Headline, useful particularly in corporate identities and signage programs.

#### PUBLISHED

2012

#### DESIGNED B

BERTON HASEBE WITH
PAUL BARNES & CHRISTIAN SCHWARTZ

#### 18 STYLES

9 WEIGHTS W/ ITALICS

#### FEATURES

PROPORTIONAL LINING FIGURES PROPORTIONAL OLDSTYLE FIGURES FRACTIONS SUPERSCRIPT/SUBSCRIPT The aim of expanding Guardian Sans Headline was to move the typeface beyond its roots in newspaper design and provide a flexible set of tools for a wide variety of graphic design. The Narrow has the clean and approachable character typical of a contemporary sans serif, but with a decidedly straightforward approach: no quirky details or rounded corners are necessary. A small selection of alternate forms – the g and l in the romans, and the a, f and l in the italics – give the family more flexibility, allowing the option of looking more traditionally humanist.

Guardian Sans Headline 19 of 53

Guardian Sans Headline Narrow Hairline Guardian Sans Headline Narrow Hairline Italic Guardian Sans Headline Narrow Thin Guardian Sans Headline Narrow Thin Italic Guardian Sans Headline Narrow Light Guardian Sans Headline Narrow Light Italic **Guardian Sans Headline Narrow Regular** Guardian Sans Headline Narrow Regular Italic **Guardian Sans Headline Narrow Medium** Guardian Sans Headline Narrow Medium Italic **Guardian Sans Headline Narrow Semibold** Guardian Sans Headline Narrow Semibold Italic **Guardian Sans Headline Narrow Bold** Guardian Sans Headline Narrow Bold Italic **Guardian Sans Headline Narrow Black** Guardian Sans Headline Narrow Black Italic **Guardian Sans Headline Narrow Ultra Guardian Sans Headline Narrow Ultra Italic**  Guardian Sans Headline 20 of 53

### SOUTH YORKSHIRE

SANS HEADLINE NARROW HAIRLINE, 60 PT [ALTERNATE g]

LYNGBY-TAARBÆK

SANS HEADLINE NARROW THIN 60 PT

#### NORTH WEMBLEY

SANS HEADLINE NARROW LIGHT 60 PT

#### **FSHAT MEMALIAJ**

SANS HEADLINE NARROW REGULAR, 60 PT

### **KOHTLA-NÖMME**

SANS HEADLINE NARROW MEDIUM, 60 PT [ALTERNATE I]

#### BRAUNSCHWEIG

SANS HEADLINE NARROW SEMIBOLD, 60 PT

FUSHË-BULQIZË

SANS HEADLINE NARROW BOLD, 60 PT

## CRANENDONCK SANS HEADLINE NARROW BLACK, 60 PT

### HÄMEENLINNA

SANS HEADLINE NARROW BLACK, 60 PT

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## GULLBRINGUSÝSLA

SANS HEADLINE NARROW HAIRLINE ITALIC, 60 PT

### DUNBARTONSHIRE

SANS HEADLINE NARROW THIN ITALIC, 60 PT

### QENDËR LESKOVIK

SANS HEADLINE NARROW LIGHT ITALIC, 60 P

#### SENECA GARDENS

SANS HEADLINE NARROW REGULAR ITALIC, 60 PT

#### HIGHGATE WOOD

SANS HEADLINE NARROW MEDIUM ITALIC, 60 PT

#### BAARLE-NASSAU

SANS HEADLINE NARROW SEMIBOLD ITALIC, 60 PT  $\ \ [ALTERNATE a]$ 

#### PRESTONSBURG

SANS HEADLINE NARROW BOLD ITALIC, 60 PT

### KAMIAMAKUSA

SANS HEADLINE NARROW BLACK ITALIC, 60 PT

#### HAAKSBERGEN

SANS HEADLINE NARROW ULTRA ITALIC, 60 PT

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## itse Heuveli exicon of Love ódmezővásárhely Mill en Sint Hubert Masaki Kobayashi int-Barthélemy unicatio ětihodnosti SANS HEADLINE NARROW BLACK, 60 PT **dutioniz**

SANS HEADLINE NARROW BLACK, 60 PT

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## awa to Yotsukaidā Rhineland-Palatinate Paulus Alexandrinus John Rex Whinfield Romantic Comedy Emil Abderhalden Friedrich Bergius llesden Green eralizations

SANS HEADLINE NARROW ULTRA ITALIC, 60 PT

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#### Guardian Sans Headline Condensed

Headlines of all kinds have one thing in common: a great deal to say and not enough space to say it in. Guardian Headline Sans Condensed solves this without becoming cramped or squashed, maintaining the same quiet, neutral tone of the normal width.

#### PUBLISHED

2012

#### DESIGNED BY BERTON HASEBE WITH

PAUL BARNES & CHRISTIAN SCHWARTZ

#### 18 STYLES

9 WEIGHTS W/ ITALICS

#### FEATURES

PROPORTIONAL LINING FIGURES PROPORTIONAL OLDSTYLE FIGURES FRACTIONS SUPERSCRIPT/SUBSCRIPT One of the most enduring fashions of the Twentieth century is the humanist sans serif, such as Johnston, Gill and Frutiger. In the Nineteenth century it was a fashion for condensed sans serifs, typified by the straight-sided forms beloved by printers for posters. Guardian Sans Headline takes a different approach to narrowness, subtly squaring the curves while retaining the integrity of the round bowls, keeping the humanist forms while regularizing the proportions for a more even rhythm.

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Guardian Sans Headline Condensed Hairline Guardian Sans Headline Condensed Hairline Italic Guardian Sans Headline Condensed Thin. Guardian Sans Headline Condensed Thin Italic Guardian Sans Headline Condensed Light Guardian Sans Headline Condensed Light Italic **Guardian Sans Headline Condensed Regular** Guardian Sans Headline Condensed Regular Italic **Guardian Sans Headline Condensed Medium** Guardian Sans Headline Condensed Medium Italic **Guardian Sans Headline Condensed Semibold** Guardian Sans Headline Condensed Semibold Italic **Guardian Sans Headline Condensed Bold** Guardian Sans Headline Condensed Bold Italic **Guardian Sans Headline Condensed Black** Guardian Sans Headline Condensed Black Italic **Guardian Sans Headline Condensed Ultra** Guardian Sans Headline Condensed Ultra Italic Guardian Sans Headline 26 of 53

#### MARKT BEROLZHEIM

SANS HEADLINE CONDENSED HAIRLINE, 60 PT

#### HAARLEMMERMEER

SANS HEADLINE CONDENSED THIN, 60 PT

#### PORTCULLIS HOUSE

SANS HEADLINE CONDENSED LIGHT, 60 PT [ALTERNATE of

#### CAGNANO VARANO

SANS HEADLINE CONDENSED REGULAR, 60 PT

### LIMEHOUSE BASIN

SANS HEADLINE CONDENSED MEDIUM, 60 PT [ALTERNATE I]

#### PARLIAMENT HILL

SANS HEADLINE CONDENSED SEMIBOLD, 60 PT

#### **VICTORIA TOWER**

SANS HEADLINE CONDENSED BOLD, 60 PT

### GIESSENLANDEN

SANS HEADLINE CONDENSED BLACK, 60 PT

#### **ROYAL ARSENAL**

SANS HEADLINE CONDENSED BLACK, 60 PT

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#### CIAPHAM COMMON

SANS HEADLINE CONDENSED HAIRLINE ITALIC, 60 PT

#### RIVER WESTBOURNE

SANS HEADLINE CONDENSED THIN ITALIC 60 PT

#### HIGHLAND HEIGHTS

SANS HEADLINE CONDENSED LIGHT ITALIC, 60 P.

### RONY STANYFORTH

SANS HEADLINE CONDENSED REGULAR ITALIC, 60 P

### STÖÐVARFJÖRÐUR

SANS HEADLINE CONDENSED MEDIUM ITALIC, 60 PT

#### **BORGER-ODOORN**

SANS HEADLINE CONDENSED SEMIBOLD ITALIC, 60 PT [ALTERNATE a]

#### SHEPHERDSVILLE

SANS HEADLINE CONDENSED BOLD ITALIC, 60 PT

#### **BUCKHURST HILL**

SANS HEADLINE CONDENSED BLACK ITALIC, 60 PT

#### LEICESTERSHIRE

SANS HEADLINE CONDENSED ULTRA ITALIC, 60 PT

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is Jacques Thénard Kensington & Chelsea aden-Württemberg Höfuðborgarsvæðið Max Skladanowsky **Glastonbury Thorn** Haarlemmermeer lä-Pohjanmaa SANS HEADLINE CONDENSED BLACK, 60 PT sterlân-Sleat

SANS HEADLINE CONDENSED BLACK, 60 PT

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Hradište pod Vrátnom alace of Westminster London Underground Charleville-Mézières Matsuura Takeshiro Caecilius of Calacte Izzone di Moena ton-Freewater away Beach

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#### Guardian Sans Headline X Condensed

The most condensed family of the entire Guardian collection, Guardian Sans Headline X Condensed exaggerates the subtle squareness of the original design to maintain the humanist forms, but without sacrificing its economy. Useful in editorial situations, it truly turns Guardian Sans Headline into a major sans family.

#### PUBLISHED

2012

#### DESIGNED BY BERTON HASEBE WITH

PAUL BARNES & CHRISTIAN SCHWARTZ

#### 18 STYLES

9 WEIGHTS W/ ITALICS

#### FEATURES

PROPORTIONAL LINING FIGURES PROPORTIONAL OLDSTYLE FIGURES FRACTIONS SUPERSCRIPT/SUBSCRIPT Creating a condensed version of a humanist sans serif is often a difficult proposition, because the round and friendly forms have a tendency to become ungainly and squashed. Guardian Sans Headline X Condensed introduces the slightest amount of flatness to the sides of curves, allowing them to fit together neatly while still feeling quite organic.

Guardian Sans Headline 31 of 53

Guardian Sans Headline X Condensed Hairline Guardian Sans Headline X Condensed Hairline Italia Guardian Sans Headline X Condensed Thin Guardian Sans Headline X Condensed Thin Italic Guardian Sans Headline X Condensed Light Guardian Sans Headline X Condensed Light Italic Guardian Sans Headline X Condensed Regular Guardian Sans Headline X Condensed Regular Italic **Guardian Sans Headline X Condensed Medium** Guardian Sans Headline X Condensed Medium Italic Guardian Sans Headline X Condensed Semibold Guardian Sans Headline X Condensed Semibold Italic Guardian Sans Headline X Condensed Bold Guardian Sans Headline X Condensed Bold Italic **Guardian Sans Headline X Condensed Black** Guardian Sans Headline X Condensed Black Italic **Guardian Sans Headline X Condensed Ultra** Guardian Sans Headline X Condensed Ultra Italic **Guardian Sans Headline** 32 of 53

#### V & MANCHE

RE DI SPINI

KER-NOOTDORP

OUNTIES OF ICELAND

NCHENGLADBACH

DIE CALTHORPE

AN KARABATAI

ENT SPRI

SANS HEADLINE X CONDENSED BLACK, 60 PT

DSW

SANS HEADLINE X CONDENSED BLACK 60 PT

**Guardian Sans Headline** 33 of 53

#### )/A SAN SALVATO

#### BÆJARKI AUSTUR

### MEADOWVIEW ESTATES

## LÜTFULLAH AKDOĞAN

#### BEECHWOOD VILLAGE

#### **WATERWORKS RIVER**

#### NORTHUMBERLAND

## DLESBOROUGH

#### LILLYWHITE

SANS HEADLINE X CONDENSED LILTRA ITALIC, 60 PT

Guardian Sans Headline 34 of 53

abær to Sauðárkrókur harles Frédéric Gerhardt Evoluzione Demografica Doesburg, Netherlands Jean-Louis Trintignant Harrow & Wealdstone

**Aeschines Socraticus** 

SANS HEADLINE X CONDENSED BOLD, 60 PT

Greater Manchester

SANS HEADLINE X CONDENSED BLACK, 60 PT

Nord-Pas-de-Calais

SANS HEADLINE X CONDENSED BLACK, 60 PT

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## nsau bei Berchtesgaden Cornwall Railway viaducts Hardinxveld-Giessendam München Neu Freimann Austur-Skaftafellssýsla **Eudorus of Alexandria** Seattle Metropolitan lackson, Mississippi nos de Algodres

SANS HEADLINE FAMILIES

Guardian Sans Headline Guardian Sans Headline Narrow Guardian Sans Headline Condensed Guardian Sans Headline X Condensed

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 (Castillian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

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ABOUT THE DESIGNERS

Paul Barnes (born 1970) is a graphic designer specializing in the fields of lettering, typography, type design and publication design. In the early 1990s he worked for Roger Black in New York where he was involved in redesigns of *Newsweek*, US and British *Esquire* and *Foreign Affairs*. During this time he art directed *Esquire Gentleman* and *U&lc*. He later returned to America to be art director of the music magazine *Spin*. Since 1995 he has lived and worked in London. He has formed a long term collaboration with Peter Saville, which has resulted in such diverse work as identities for Givenchy, 'Original Modern' for Manchester and numerous music based projects, such as Gay Dad, New Order, Joy Division and Electronic. Independently he has created identities for luxury Italian shoe manufacturer, Gianvito Rossi and German publisher, Schirmer Graf.

Barnes has also been an advisor and consultant on numerous publications, notably *The Sunday Times Magazine, The Guardian* and *The Observer Newspapers, GQ, Wallpaper\*, Harper's Bazaar* and *frieze*. He has designed many books for publishers all over Europe including, Schirmer Mosel, Oxford University Press, the Tate and the iconic Schirmer Graf series. Following the redesign of *The Guardian*, as part of the team headed by Mark Porter, Barnes was awarded the Black Pencil from the D&AD. They were also nominated for the Design Museum 'Designer of the Year'. In September 2006, with Schwartz he was named one of the 40 most influential designers under 40 in *Wallpaper\**. A year later *The Guardian* named him as one of the 50 best designers in Britain.

Christian Schwartz (born 1977) is a partner, along with Paul Barnes, in Commercial Type, a foundry based in New York and London. A graduate of Carnegie Mellon University, Schwartz worked at MetaDesign Berlin and Font Bureau prior to spending several years working on his own before forming Schwartzco Inc. in 2006 and Commercial Type in 2008. Schwartz has published fonts with many respected independent foundries, and has designed proprietary typefaces for corporations and publications worldwide.

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. As part of the team that redesigned *The Guardian*, they were shortlisted for the Designer of the Year prize by the Design Museum in London. Schwartz and Barnes also were named two of the 40 most influential designers under 40 by *Wallpaper\**, and Schwartz was included in *Time* magazine's 2007 'Design 100'. In early 2007, Schwartz and German design luminary Erik Spiekermann were awarded a gold medal by the German Design Council (Rat für Formgebung) for the typeface system they designed for Deutsche Bahn.