
Schnyder

Schnyder is a display typeface with an idiosyncratic personality, existing comfortably in the grey area between type and lettering. Its designers primarily drew inspiration from Beaux Arts-era typefaces and a hand-lettered invitation to an exhibition by Swiss painter Jean-Frédéric Schnyder.

PUBLISHED
2018

DESIGNED BY
BERTON HASEBE AND CHRISTIAN SCHWARTZ

PRODUCTION ASSISTANCE
HRVOJE ŽIVČIĆ
MIGUEL REYES

24 STYLES
3 WEIGHTS W/ ITALICS IN 4 OPTICAL SIZES

FEATURES
PROPORTIONAL LINING FIGURES
TITLING & STYLISTIC ALTERNATES

Designed by Berton Hasebe and Christian Schwartz for the 2013 redesign of *T, the New York Times Style Magazine* by creative director Patrick Li and his team, Schnyder has the high contrast typical of a fashion typeface but with quirky, organic structures and a large number of alternates for several letterforms. The stem thicknesses in each weight are identical across the widths, an unusual feature that allows the widths to be mixed freely in headlines, even within single words. With three weights, four widths, and four optical sizes, Schnyder is a complete system for making beautiful, offbeat, and distinctive headline treatments.

Schnyder Small Light
Schnyder Small Light Italic
Schnyder Small Demi
Schnyder Small Demi Italic
Schnyder Small Bold
Schnyder Small Bold Italic

Schnyder Medium Light
Schnyder Medium Light Italic
Schnyder Medium Demi
Schnyder Medium Demi Italic
Schnyder Medium Bold
Schnyder Medium Bold Italic

Schnyder Large Light
Schnyder Large Light Italic
Schnyder Large Demi
Schnyder Large Demi Italic
Schnyder Large Bold
Schnyder Large Bold Italic

Schnyder X Large Light
Schnyder X Large Light Italic
Schnyder X Large Demi
Schnyder X Large Demi Italic
Schnyder X Large Bold
Schnyder X Large Bold Italic

RECOMMENDED MINIMUM & MAXIMUM SIZES

SMALL, 18 - 40 PT

Major competing future development factions
Discusses the proposed legislation
International joint venture

MEDIUM, 28 - 60 PT

Her thirty-month hiatus
Exclusive preview

LARGE, 50 - 90 PT

Flagship Store
Qualifiers

X LARGE, 100 PT+

Rogue
YEAR

GLEBE
Strange

SCHNYDER X LARGE LIGHT, 150 PT

VOTER
Ancient

SCHNYDER X LARGE LIGHT ITALIC, 150 PT [ALTERNATE t, CONTEXTUAL ALTERNATE R]

SIZING
Karšćio

SCHNYDER X LARGE DEMI, 150 PT

MILAN
Zweven

SCHNYDER X LARGE DEMI ITALIC, 150 PT

ÅRLIG
Saffron

SCHNYDER X LARGE BOLD, 150 PT

WINES
Bogotá

SCHNYDER X LARGE BOLD ITALIC, 150 PT

Restoration
TERLIHAT
Organizada

SCHNYDER X LARGE LIGHT, 100 PT [ALTERNATE A R s]

Final Result
EQUATED
Võivad väga

SCHNYDER X LARGE LIGHT ITALIC, 100 PT [ALTERNATE t]

Blickwinkel
OPENLIJK
Now £390

SCHNYDER X LARGE DEMI, 100 PT

Professions
INTRIGUE
Organizzat

SCHNYDER X LARGE DEMI ITALIC, 100 PT [ALTERNATE G R s]

Bold vision
SOURCES
Kulminerte

SCHNYDER X LARGE BOLD, 100 PT [ALTERNATE K]

Zabezpečit'
LUMITAW
Hypothesis

SCHNYDER X LARGE BOLD ITALIC, 100 PT [ALTERNATE t]

Monuments
REMAINED
Cieplarniany

SCHNYDER LARGE LIGHT, LIGHT ITALIC, 90 PT [ALTERNATE C A R]

Aangevoerd
INDUSTRIJI
Geostrophic

SCHNYDER LARGE DEMI, DEMI ITALIC, 90 PT [ALTERNATE J s]

Picturesque
KATINGAL
Extravagant

SCHNYDER LARGE BOLD, BOLD ITALIC, 90 PT [ALTERNATE G K s t]

Dissonant ideas
PERENNIALY
Collega-literator

SCHNYDER LARGE LIGHT, LIGHT ITALIC, 70 PT [ALTERNATE s]

Retrospectively
GÉPSZERŰEK
Traditional dials

SCHNYDER LARGE DEMI, DEMI ITALIC, 70 PT [ALTERNATE G K]

Hilarious result
TENDÊNCIAS
Dekonstruktion

SCHNYDER LARGE BOLD, BOLD ITALIC, 70 PT [ALTERNATE 1]

Primeval kingdom
STANIE WIAZACĆ
Gerakan rasionalis

SCHNYDER MEDIUM LIGHT, LIGHT ITALIC, 60 PT [ALTERNATE C]

Newer generation
TRADING POST
Political Guidance

SCHNYDER MEDIUM DEMI, DEMI ITALIC, 60 PT

Saothair dá gcuid
LAND MARKER
Rašytojai pabrėžė

SCHNYDER MEDIUM BOLD, BOLD ITALIC, 60 PT

Illinoian glacial topography
INCONTROVERTIBILITY
Võimalike stereoisomeeride

SCHNYDER MEDIUM LIGHT, LIGHT ITALIC, 40 PT

Ironiaa ja metafiktiivisyyttä
140 UNIQUE EXAMPLES
The Pleistocene megafauna

SCHNYDER MEDIUM DEMI, DEMI ITALIC, 40 PT [ALTERNATE Q 4]

Older example of chirality
A BYGONE TECHNIQUE
Un esempio macroscopico

SCHNYDER MEDIUM BOLD, BOLD ITALIC, 40 PT

FAMOUS TRADITION OF SHAPE POETS
Estimated to be 1,000 to 17,000 individuals
DEN KOLDE, TØRRE LUFT BIDROG IKKE
Za normálních podmínek je příliš slabý a tedy

SCHNYDER SMALL LIGHT, LIGHT ITALIC, 24 PT

MUINTIR NA TÍRE CHUN ÉIRÍ AMACH A
Surveys physical features at high resolution
VIT'S ABSTRACT & PERSONAL ŒUVRE
A época de seu nascimento e a de sua morte

SCHNYDER SMALL DEMI, DEMI ITALIC, 24 PT [ALTERNATE A R]

KADA MU JE REUMA UKOČILA PRSTE
Zamku Monmouth i był prawnikiem króla
WEITERE SPEKULATIONEN IN DIESER
Ordinary lights reflected via backscattering

SCHNYDER SMALL BOLD, BOLD ITALIC, 24 PT [ALTERNATE J K t s]

L'ARCHITECTE HENRI YEVILE REFAIT ENTIÈREMENT
Many new developments in the context of phenomenology
CROSSING INTERNATIONAL ROUTE E20-B VIA ROAD
A múzeum gyűjteménye ha a korábbiaknál lassabb ütemben

SCHNYDER SMALL LIGHT, LIGHT ITALIC, 18 PT [ALTERNATE S]

AREAS OF THE PALACE BUILT IN BOTH 1946 & 1952
Dagens slott er resultatet av en tusen år lang byggeprosess
HÖNNUNIN ER MJÖG FLÓKIN, ÞAD ERU YFIR 175.100
Ve školním roce 1832 – 1874 se vystupňovala nespokojenost

SCHNYDER SMALL DEMI, DEMI ITALIC, 18 PT

ON 245 SAARTA, JOITA YHDISTÄÄ YLI 340 SILTAA
Derrida addressing ethical & political themes in his work
A RECORD 20 YEARS OF PASSPORT-FREE TRAVEL
Quadripartite talks proved onerous with several members

SCHNYDER SMALL BOLD, BOLD ITALIC, 18 PT [ALTERNATE J Q w & 4]

Inland archipelago

SCHNYDER LARGE LIGHT, 60 PT

Recreational divers

SCHNYDER LARGE LIGHT ITALIC, 60 PT

Newest emissaries

SCHNYDER LARGE DEMI, 60 PT

Eksistensiyalistang

SCHNYDER LARGE DEMI ITALIC, 60 PT

National Territory

SCHNYDER LARGE BOLD, 60 PT

Begaafd journalist

SCHNYDER LARGE BOLD ITALIC, 60 PT

OPENTYPE FEATURES
 FAMILY WIDE

 ALL CAPS
 opens up spacing, moves
 punctuation up

 PROPORTIONAL LINING
 default figures

PREBUILT FRACTIONS

 LANGUAGE FEATURE
 Română (Romanian) s accent

OPENTYPE FEATURES
 ROMAN & ITALIC

 TITLING ALTERNATES
 alternate · ·

 STYLISTIC SET 01
 alternate A J R W w

 STYLISTIC SET 02
 alternate J K w &

 STYLISTIC SET 03
 alternate s

 STYLISTIC SET 04
 alternate G Q

 STYLISTIC SET 05
 alternate C

 STYLISTIC SET 06
 alternate 4

 STYLISTIC SET 07
 alternate t

DEACTIVATED

ĵFish & «Chips» @ £5!

New: \$3,460 €1,895

Old: ¥7,031 £9,215

11/2 2 1/3 3 2/3 4 1/4

5 3/4 6 1/8 7 3/8 ...

CONȘTIINȚA științifice

DEACTIVATED

• All Sizes · S · M · L · XL ·

A Ward Renews Justice

Kanawha & June Rivers

Congress passing tariffs

15 Generals Questioned

Chair of Chelsea gallery

A fine of £14.54 million

An amateur tap teacher

ACTIVATED

iFISH & «CHIPS» @ £5!

New: \$3,460 €1,895

Old: ¥7,031 £9,215

1½ 2⅓ 3⅔ 4¼ 5¾ 6⅛

7⅝ 8⅝ 9⅞

CONȘTIINȚA științifice

ACTIVATED

♦ All Sizes · S · M · L · XL ♦

A Ward Renews Justice

Kanawha & June Rivers

Congress passing tariffs

15 Generals Questioned

Chair of Chelsea gallery

A fine of £14.54 million

An amateur tap teacher

STYLES INCLUDED IN COMPLETE FAMILY

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 Schnyder Small Light Italic
 Schnyder Small Demi
 Schnyder Small Demi Italic
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 Schnyder X Large Demi
 Schnyder X Large Demi Italic
 Schnyder X Large Bold
 Schnyder X Large Bold Italic

SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Bosnian, Breton, 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, Serbian (Latin), Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

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ABOUT THE DESIGNER

Berton Hasebe (born 1982) moved from Hawaii to study and work in Los Angeles, obtaining a BFA from Otis College of Art and Design in 2005. In 2007 he moved to the Netherlands to study type design through the Type and Media masters course at the Royal Academy of Art (KABK) in The Hague. Berton has resided in New York since 2008, and was a staff designer with Commercial Type from 2008 to 2013, when he left to start his own studio.

Berton's typefaces have been awarded by the New York and Tokyo Type Directors Club, the ATypI, and the Brno Biennial. In 2012 he was awarded *Print* magazine's 20 Under 30 Award. Berton currently teaches typography at Parsons and has taught type design at The University of the Arts in Philadelphia and the Type@Cooper Extended Program at The Cooper Union in New York.

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 Directors 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.

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