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# Dala Moa

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Dala Moa is a sans serif stencil typeface for display, sharing the proportions of its cousin Dala Floda. It takes the same inspiration – the erosion of letters on stones – but takes the idea one stage further with the removal of serifs, revealing basic structures.

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**PUBLISHED**  
2013

**DESIGNED BY**  
PAUL BARNES

**16 STYLES**  
8 WEIGHTS W/ ITALICS

**FEATURES**  
PROPORTIONAL OLDSTYLE FIGURES  
PROPORTIONAL LINING FIGURES  
SMALL CAPS (ROMAN)  
FRACTIONS  
SWASHES (ITALIC)  
DISCRETIONARY LIGATURES

The forms and proportions of the romans come directly from Dala Floda, while the italic of Dala Moa is more closely connected to the more upright humanist tradition. The lighter weights show the influence Jan Tschichold's stencil experiments of the 1930s, and in particular his lesser-known display face Saskia released by Schelter & Giesecke. Swashes ordinarily transform a typeface with exuberant, sweeping curves, but in the case of Dala Moa the swashes simply replace triangular forms with round balls, adding softness rather than drama.

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Dala Moa Thin

*Dala Moa Thin Italic*

Dala Moa Light

*Dala Moa Light Italic*

Dala Moa Regular

*Dala Moa Regular Italic*

Dala Moa Regular No. 2

*Dala Moa Regular No. 2 Italic*

Dala Moa Medium

*Dala Moa Medium Italic*

Dala Moa Bold

*Dala Moa Bold Italic*

Dala Moa Black

*Dala Moa Black Italic*

Dala Moa Fat

*Dala Moa Fat Italic*

Ampitheater  
BÜRSTADT  
Copenhagen

DALA MOA THIN 100 PT (ALT g)

*Uppslagsboks*  
ELECTRICS  
*Jean Fournier*

DALA MOA THIN ITALIC 100 PT (SWASH k T r)

W'aterspout  
Y'VELINES  
M'andamarri

DALA MOA LIGHT 100 PT (ALT Y)

*l'inker Tailor*  
*ORDERING*  
*T'e Awamutu*

DALA MOA LIGHT ITALIC 100 PT (SWASH T k r N G, ALT a)

Hässleholm  
ANTHONY  
Falsification

DALA MOA REGULAR 100 PT

*Lamplighter*  
VARSÅGOD  
*Xénophobes*

DALA MOA REGULAR ITALIC 100 PT

Almodôvar  
GRANJON  
Zealanders

DALA MOA REGULAR NO. 2 100 PT

*Èquestrians*  
*GABROVO*  
*Lubrication*

DALA MOA REGULAR NO. 2 ITALIC 100 PT (DISCRETIONARY LIGATURE st, SWASH r, ALT a)

**Mailorders  
BREGENZ  
Paramedic**

DALA MOA MEDIUM 100 PT

***Keski­viikko  
EGOTISTA  
Cannoning***

DALA MOA MEDIUM ITALIC 100 PT (SWASH K k G)

Decreases  
TAMIPERS  
Eastwards

DALA MOA BOLD 100 PT (DISCRETIONARY LIGATURE st)

*Hardwood*  
J.A.Z.Z.V.A.V.  
*Paradoxes*

DALA MOA BOLD ITALIC 100 PT (SWASH A Z M N x)



**Amyntaio**  
**LAZARIM**  
**Reichstag**

DALA MOA BLACK 100 PT (DISCRETIONARY LIGATURE st)

**Ångström**  
**SARCASM**  
**Tidskrift**

DALA MOA BLACK ITALIC 100 PT

**Eilldoacf**

**BAVARIA**

**Marseille**

DALA MOA FAT 100 PT

***Flagstaff***

**SWANSEA**

***l'ot Ziens***

DALA MOA FAT 100 PT (DISCRETIONARY st LIGATURE, SWASH W A N T Z)

ØYENSKY'GGE  
 Misrepresentative  
 ZIGZAGUERAIENT  
 Cromotipogràfica

DALA MOA THIN 72 PT (ALT y, SMALL CAPITALS, ALT g)

KATRINEHOLM  
*Talbot Baines Reed*  
 26-31 APRIL 2011  
*Affectionate Punch*

DALA MOA THIN ITALIC 72 PT (SWASH K A T N M, ALT a, LINING FIGURES, DISCRETIONARY ct LIGATURE)

HANDICRAFTS  
Großbuchstaben  
JOHNSONIANISM  
Transportational

DALA MOA LIGHT 72 PT (DISCRETIONARY st LIGATURE, SMALL CAPITALS)

*DORNSTETTEN*  
*Øvelse gjør mester*  
*WILSON & SON*  
*British Rail 1971-78*

DALA MOA LIGHT ITALIC 72 PT (SWASH v r W N &)

CARMARTHEN  
Un tavolo per tre  
FRUCTIFICACIÓN  
Hypersensitizing

DALA MOA REGULAR 72 PT (SMALL CAPITALS)

UNBELIEVABLY  
*Posso ajudar-lhe?*  
FAULTFINDING  
*Cartographically*

DALA MOA REGULAR ITALIC 72 PT (SWASH A T N G r, ALT a)

TYPOGRAPHY  
Active literature  
CANADIAN MEAT  
Insalata di pollo

DALA MOA REGULAR 72 PT (SMALL CAPITALS, DISCRETIONARY & LIGATURE)

*INTERACTIVES*  
*Editing & design*  
*TWEEWTEELERS*  
*Maelstrom rover*

DALA MOA REGULAR ITALIC 72 PT (SWASH &)

YAFFINGALES  
Openheartedly  
RAPPRÊTERONS  
Doublehearted

DALA MOA MEDIUM 72 PT (SMALL CAPITALS)

*BODYWEIGHT*  
*Kindergartners*  
*HER.MOD.ÀTIL*  
*Glamorizations*

DALA MOA MEDIUM ITALIC 72 PT (SWASH M À T G r z)

**WORCESTER**  
**Autobiografio**  
**BABES & MUMS**  
**Föreståndares**

DALA MOA BOLD 72 PT (ALT g, SMALL CAPITALS, DISCRETIONARY st LIGATURE)

***VEZIRKÖPRÜ***  
***Juxtapositions***  
***XYLOPHONES***  
***Hereford Cider***

DALA MOA BOLD ITALIC 72 PT (SWASH V Z K x)



**ROLAND 303**  
**Polstermöbel**  
**UNIVERSITIES**  
**Masterminds**

DALA MOA BLACK 72 PT (DISCRETIONARY st LIGATURE, SMALL CAPITALS)

**AUSTRALIAN**  
***Victoria stars***  
**JEDER.MANN**  
***kerettiläisyys***

DALA MOA BLACK ITALIC 72 PT (DISCRETIONARY ct st LIGATURE, SWASH A M N K r y, ALT a, )

**KÜSS MICH!**  
**Lingonberry**  
**GUNN CHIEFS**  
**Quarterfinal**

DALA MOA FAT 72 PT (SMALL CAPITALS, ALT Q)

**CAMBRIDGE**  
**Van Dyck art**  
**SABBATICAL**  
**Ombudsman**

DALA MOA FAT ITALIC 72 PT (SWASH V y k r A T)

ROYAL DUCHY OF CORNWALL  
 A History of the Old English Letter  
 Ausgewählte Aufsätze über Fragen

DALA MOA THIN 36 PT (DISCRETIONARY st LIGATURE, ALTERNATE g)

*DE PROPORITIES VAN HET BOEK*  
*French Atelier set on the Left Bank in*  
*Broadway Boogie-Woogie (50" × 50")*

DALA MOA THIN ITALIC 36 PT (SWASH T V N T K W r y, LINING FIGURES)

LUXURY HANDBAG FOR €965  
 We zullen ons zwaard trekken, als  
 Ya está lista la espada: entra tú en

DALA MOA LIGHT 36 PT (LINING FIGURES)

*WORKS THAT WORK EDITORS*  
*Maquettiste, enseignant et écrivain*  
*The East Shropshire Dance Groups*

DALA MOA LIGHT ITALIC 36 PT (SWASH M r v T G, DISCRETIONARY st LIGATURE)

CAIRN TERRIERS ORIGINATE  
Le vélodrome de Roubaix où ont  
Flemish Baroque artist painting

DALA MOA REGULAR 36 PT

*LABOR AMORIS PERDITUS EST*  
*Mit Kamera und Schreibmaschine*  
*Stencils made in 1986 in Germany*

DALA MOA REGULAR ITALIC 36 PT

YACHTING CLUB MEMBERS  
Johann Sebastian Bach master  
Fashion design schools in Lyon

DALA MOA REGULAR NO. 2 36 PT (DISCRETIONARY st LIGATURE)

*PULLMAN CARRIAGE REPAIR*  
*Lui recommande de pratiquer le*  
*En el primer ciclista no europeo*

DALA MOA REGULAR ITALIC NO. 2 36 PT (SWASH M A N G r DISCRETIONARY st LIGATURE)

**VICTORIA EN EL TOUR DE  
Backfisch, is a fish too small to  
READY TO WEAR COLLECTION**

DALA MOA MEDIUM 36 PT (SMALL CAPITALS)

***PRINTING & DESIGN IN 1970  
Wein, Weib und Gesang op. 333  
Rioja es una denominación de***

DALA MOA MEDIUM ITALIC 36 PT (SWASH &, LINING FIGURES)

**PFOSTENSCHLITZMAUER  
Salty liquorice Finnish candy  
Dispatches from Los Angeles**

DALA MOA BOLD 36 PT

***MARZIPAN MADE IN ITALIA  
Dictionary of Foreign Words  
Eurodisco remixing 12" single***

DALA MOA BOLD ITALIC 36 PT (SWASH r x)

**STOLEN INGOTS OF GOLD**  
**1/32 OZ stainless steel weight**  
**At 4.0C (39.20F) pure water**

DALA MOA BLACK 36 PT (SMALL CAPITALS, DISCRETIONARY st LIGATURE)

**HÄUPTER ZWEIER HÄUSER**  
*Mod fashion exemplified by*  
*Jonathan Buttall 1752–1805*

DALA MOA BLACK ITALIC 36 PT (SWASH Ä T Z W M x y)

**RÉAPPROVISIONNERIEZ**  
**Den här herrn betalar för**  
**The price paid was \$15631**

DALA MOA FAT 36 PT

**OVERSCRUPULOUSNESS**  
*Perfect manners are seen*  
*Sourdough bread starter*

DALA MOA FAT ITALIC 36 PT (SWASH V N r, DISCRETIONARY st LIGATURE)

IM FAMILLE-ROSE-STIL DER QING-DYNASTIE  
 La tragedia greca è un genere teatrale nato nell'antica  
 1896-1897 FOOTBALL LEAGUE CHAMPIONSHIP  
*Sushi is Japanese food consisting of cooked rice combined*

DALA MOA THIN, THIN ITALIC 24 PT (ALT g, LINING FIGURES, SWASH T A G M N k r DISCRETIONARY st LIGATURE)

KING & QUEEN OF BEVERLEY HILLS INVITING  
 Produce two molecules of lactic acid ( $C_3H_6O_6$ , >85%)  
 THE TOWN WAS FOUNDED BY JOSEPH LADUE  
*Regio bestaat uit de volgende lokaal bestuurde gebieden*

DALA MOA LIGHT (SWASH Q & Y), LIGHT ITALIC 24 PT (DISCRETIONARY st LIGATURE, SWASH v k r)

NEW YORK CITY IST EINE WELTSTADT AN  
 Elva Trent renner gjennom Gainsborough. Byen  
 DUNDEE EXPANDED RAPIDLY IN THE 19TH C  
*Jute is a long, soft, shiny vegetable fibre that can be*

DALA MOA REGULAR, REGULAR ITALIC 24 PT

DIE TECHNIK DER SCHRIFTGIESSEREI HAT  
 Norway is made up of 19 administrative regions  
 JOHN MILTON PARADISE REGAINED ETC 4°  
*Fonderie de caractères et fabrique de filets-cuivre*

DALA MOA REGULAR NO. 2, REGULAR ITALIC NO. 2 24 PT (LINING FIGURES, SWASH r v, DISCRETIONARY ct)

**WILLIAM SHAKESPEARE 26 APRIL 1564**  
**Koninklijke Academie van Beeldende Kunsten**  
**BLAENAU FFESTINIOG IS A MINING TOWN**  
*Primary grapes used for Champagne are Pinot*

DALA MOA MEDIUM, MEDIUM ITALIC 24 PT (SWASH A N T G M W r y)

**MANIFESTÓ PREDILECCIÓN POR LOS**  
**Since the 20th century  $\frac{1}{8}$  of material create**  
**STITCH & GLUE IS A EASY BOAT BUILDING**  
*During her world record attempt a  $\dot{V}O_2$  Max*

DALA MOA BOLD, BOLD ITALIC 24 PT (SWASH &, ALT Y)

**COSMETIC MANUFACTURED QUICKLY**  
**Nordsjökommissionen är ett samarbete**  
**REMBRANDT È STATO UN PITTORE E**  
*100 King Street in Manchester by Lutyens*

DALA MOA BLACK (SWASH Q Y), BLACK ITALIC 24 PT (SWASH M A N T K r y, DISCRETIONARY st LIGATURE)

**HÆRINGEN BLE SKUEPLASS FOR EN**  
**The Summer collection presented for**  
**TORQUAY, TORBAY & TEIGNMOUTH**  
*The village of Paul is above Mousehole*

DALA MOA FAT, BLACK ITALIC 24 PT (SWASH T Q A Y & G N M v)



Counterrevolutionary

DALA MOA THIN 60PT

Disenfranchisement

DALA MOA LIGHT 60PT

Siphonobranchiate

DALA MOA REGULAR 60PT

Humoristicamente

DALA MOAREGULAR NO.2 60PT

Nord-Américaines

DALA MOA MEDIUM 60PT

Whippersnapper

DALA MOA BOLD 60PT

Labyrinthiform

DALA MOA BLACK 60PT

Friedrichsdorf

DALA MOA FAT 60PT

*Parkzeitüberschreitung*

DALA MOA THIN 60PT

*Microminiaturization*

DALA MOA LIGHT 60PT

*Philoprogenitiveness*

DALA MOA REGULAR 60PT

*Landsgjennomsnitt*

DALA MOAREGULAR NO.2 60PT

*Tourbillonneraient*

DALA MOA MEDIUM 60PT

*Faintheartedness*

DALA MOA BOLD 60PT

*Villanymozdony*

DALA MOA BLACK 60PT

*Superlativeness*

DALA MOA FAT 60PT

|                                       |   |
|---------------------------------------|---|
| UPPERCASE                             | ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
| LOWERCASE                             | abcdefghijklmnopqrstuvwxyz  |
| SMALL CAPS                            | ABCDEFGHIJKLMNOPQRSTUVWXYZ  |
| STANDARD PUNCTUATION                  | ! " # \$ % & ' ( ) * + , - . / : ; < = > ? [ \ ] ^ _ ` {   } ~ ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾      |
| ALL CAP PUNCTUATION                   | ! " # \$ % & ' ( ) * + , - . / : ; < = > ? [ \ ] ^ _ ` {   } ~  |
| SMALL CAP PUNCTUATION                 | ! " # \$ % & ' ( ) * + , - . / : ; < = > ? [ \ ] ^ _ ` {   } ~  |
| LIGATURES                             | fb fh fi fj fl ff ffb ffh ffi ffj ffl fll   |
| PROPORTIONAL OLDSTYLE default figures | \$ £ € ¥ 1 2 3 4 5 6 7 8 9 0 ¢ % ‰ ° † ‡ ‹ › ⁄  |
| PROPORTIONAL LINING                   | \$ £ € ¥ 1 2 3 4 5 6 7 8 9 0 % ‰ † ‡ ‹ › ⁄  |
| PROPORTIONAL SMALL CAP                | \$ £ € ¥ 1 2 3 4 5 6 7 8 9 0 ¢ % ‰  |
| PREBUILT FRACTIONS                    | $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ |
| NUMERATORS & DENOMINATORS             | 1234567890 / 1234567890   |
| SWASHES AND DISCRETIONARY LIGATURES   | Œ œ   |
| ALTERNATIVE CHARACTERS                | g Q Q Y Y ğ ğ ğ ğ Ÿ Ÿ Ÿ Ÿ Ÿ Ÿ Ÿ Ÿ   |
| ACCENTED UPPER CASE                   | Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß         |
| ACCENTED LOWER CASE                   | á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß   |
| ACCENTED SMALL CAPS                   | Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß   |

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

STANDARD PUNCTUATION

!@#%&\*~.,:;...- - - ()[]{}|\/\&\*@"" " . , < > < > \$ . ¶ † © ® ™

ALL CAP PUNCTUATION

!@#%&\*~.,:;...- - - ()[]{}|\/\&\*@

LIGATURES

gj fb fh fi fj fl ff ffb ffh ffi fff ffl ff

PROPORTIONAL OLDSTYLE default figures

\$£€¥1234567890¢f%%°#°<+ = - × ÷ >

PROPORTIONAL LINING

\$£€¥1234567890%%°#°<+ = - × ÷ >

PREBUILT FRACTIONS

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

NUMERATORS & DENOMINATORS

1234567890/1234567890

SWASHES AND DISCRETIONARY LIGATURES

A G K M N Q T V W Y Z & k r v w x y z c t s t

ALTERNATIVE CHARACTERS

Ÿ a ı ĳ Ÿ á â ã ä å ā ą ă

ACCENTED UPPER CASE

Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å ā ą ă

ACCENTED LOWER CASE

á â ã ä å ā ą ă æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß à á â ã ä å ā ą ă

ACCENTED SWASH

Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å ā ą ă

**OPENTYPE FEATURES**  
 ROMAN & ITALIC

ALL CAPS

'Tip-top' €24.65?

'TIP-TOP' €24.65?

 PROPORTIONAL OLDSTYLE  
 default figures

£2374 €409 \$285

£2374 €409 \$285

PROPORTIONAL LINING

£2374 €409 \$285

£2374 €409 \$285

PREBUILT FRACTIONS

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

2  $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$ 

ARBITRARY FRACTIONS

2 13/72 13/29 45/64

2  $\frac{13}{72}$   $\frac{13}{29}$   $\frac{45}{64}$   $\frac{34}{24}$ 
 DISCRETIONARY LIGATURES  
 ct st ligatures

Hasten Inactivity

Hasten Inactivity

 LANGUAGE FEATURE  
 Română (Romanian) s accent

Însuși conștiință

Însuși conștiință

**OPENTYPE FEATURES**  
 ROMAN ONLY

SMALL CAPS

'Chips' &amp; 3265.79?

'CHIPS' &amp; 3265.79?

ALL SMALL CAPS

'Chips' &amp; 3265.79?

'CHIPS' &amp; 3265.79?

 SWASH  
 Q Y and related

Youth Question

Youth Question

 STYLISTIC SET 1  
 Q Y and related

YOUR QUILTS

YOUR QUILTS

 STYLISTIC SET 2  
 alternate g and related

Arranged baggage

Arranged baggage

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**OPENTYPE FEATURES**  
 ITALIC ONLY
 

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SWASH  
 A G K M N Q T V W Y Z k r v w x  
 y z ampersand and related (also  
 activates discretionary ligatures)

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STYLISTIC SET 1  
 Q Y and related

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STYLISTIC SET 3  
 alternate a and related

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**DEACTIVATED**


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*Grand* **NATIVE KIN**

*Maker* **wildest toys**

*Youth* **Question**

*Magical* **alabaster**

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**ACTIVATED**


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*Grand* **NATIVE KIN**

*Maker* **wildest toys**

*Youth* **Question**

*Magical* **alabaster**

## STYLES INCLUDED IN COMPLETE FAMILY

Dala Moa Thin  
 Dala Moa Thin Italic  
 Dala Moa Light  
 Dala Moa Light Italic  
 Dala Moa Regular  
 Dala Moa Regular Italic  
 Dala Moa Regular No. 2  
 Dala Moa Regular No. 2 Italic  
 Dala Moa Medium  
 Dala Moa Medium Italic  
 Dala Moa Bold  
 Dala Moa Bold Italic  
 Dala Moa Black  
 Dala Moa Black Italic  
 Dala Moa Fat  
 Dala Moa Fat 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, Welsh, Wolof

## CONTACT

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## ABOUT THE DESIGNER

**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&Ic*. 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.

His interest in the modern and vernacular is encompassed in his type design ranging from the contemporary such as for Björk, through to the extensive traditional British modern, Brunel as seen in *Condé Nast Portfolio*. Whilst consultant to *The Guardian* he designed Guardian Egyptian with Christian Schwartz. 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.

## COPYRIGHT

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