#### Feature Display Condensed

Editorial design of the 1960s and 70s still has a strong hold on the collective imagination of contemporary designers. Herb Lubalin in New York and Willy Fleckhaus in Germany powerfully combined pictures and words, both making expressive use of big, bold, tightly spaced headlines.

#### PUBLISHED

BERTON HASEBE & CHRISTIAN SCHWARTZ

#### ASSISTED BY

HRVOJE ŽIVČIĆ

4 WEIGHTS W/ ITALICS

PROPORTIONAL/TABULAR LINING FIGURES FRACTIONS (PREBUILT AND ARRITRARY) SUPERSCRIPT/SUBSCRIPT

Feature Display Condensed is particularly evocative of this earlier era, while also referencing the freewheeling early days of digital design, when designers took full advantage of the newfound ability to stretch and squeeze type.

Feature Display Condensed Regular Italic
Feature Display Condensed Medium
Feature Display Condensed Medium Italic
Feature Display Condensed Bold
Feature Display Condensed Bold Italic
Feature Display Condensed Extrabold
Feature Display Condensed Extrabold

RECOMMENDED MINIMUM & MAXIMUM SIZES

FEATURE DISPLAY, 40 PT+

### Regional Culture Mercantile SPARKS

FEATURE DECK, 18 - 40 PT

Due to animosities of their main competitor A series of upsets befell the ships Launched a final voyage This official inquiry

FEATURE TEXT, 8-18 PT

the English East India company was established in 1600 and was granted a Royal Charter by Queen Elizabeth I under the name Governor and Company As Merchants of London trading into the East Indies Trading mainly in silk, rum, cotton, and opium

# Conseguenza ÜBERWACHT Nourishment

FEATURE DISPLAY CONDENSED REGULAR, 90 PT

## Investigatory TECHNIQUES Humanidade

FEATURE DISPLAY CONDENSED REGULAR ITALIC, 90 PT

# Wavelengths RECOGNIZES Luminescing

FEATURE DISPLAY CONDENSED MEDIUM, 90 PT [ALTERNATE R a g]

# Összefüggést ETYMOLOGY Foundations

FEATURE DISPLAY CONDENSED MEDIUM ITALIC, 90 PT

# Recognizing INDIGENOUS Lehrmeister

FEATURE DISPLAY CONDENSED BOLD, 90 PT

# Zablokował GYVENAMAS Legislatures

FEATURE DISPLAY CONDENSED BOLD ITALIC, 90 PT

# Vehemently GÖZETLEME Subsequent

FEATURE DISPLAY CONDENSED EXTRABOLD, 90 PT

# Hospodárit ANECDOTAL Geschriften

FEATURE DISPLAY CONDENSED EXTRABOLD ITALIC, 90 PT

#### NOTABLEMENTE Thermochemical

FEATURE DISPLAY CONDENSED REGULAR, 70 PT

### REQUISITIONING Ansiktsfjädrarna

FEATURE DISPLAY CONDENSED REGULAR ITALIC, 70 PT

### LINGUISTICALLY Deconstructions

FEATURE DISPLAY CONDENSED MEDIUM, 70 PT

### RIJKSOVERHEID Conglomeration

FEATURE DISPLAY CONDENSED MEDIUM ITALIC, 70 PT

### TAKIMADALARI Mountaineering

FEATURE DISPLAY CONDENSED BOLD, 70 PT

### RÉADAPTATION Multilingualism

FEATURE DISPLAY CONDENSED BOLD ITALIC, 70 PT

### FORETHOUGHT Aikaisemmalta

FEATURE DISPLAY CONDENSED EXTRABOLD, 70 PT [ALTERNATE a]

### CIRCUMSTANCE Agriculturalist

FEATURE DISPLAY CONDENSED EXTRABOLD ITALIC, 70 PT [ALTERNATE g]

# Scores the clincher in the final DABEI WECHSELTEN SICH BIS Men politiskt oftast till Europa

FEATURE DISPLAY CONDENSED REGULAR, REGULAR ITALIC, 40 PT

Ng mga naninirahan dito pati NEW EXTRASOLAR PLANETS Suspends a profound unease

FEATURE DISPLAY CONDENSED MEDIUM, MEDIUM ITALIC, 40 PT

Made 41% of their electricity RIIGI OLEMASOLU JOOKSUL Archaeological chronology

FEATURE DISPLAY CONDENSED BOLD, BOLD ITALIC, 40 PT [ALTERNATE g]

La costa del Vicino Oriente HOME TO 197,000 CITIZENS Top tips for fall decorating

FEATURE DISPLAY CONDENSED EXTRABOLD, EXTRABOLD ITALIC, 40 PT

### Helioseismologists

FEATURE DISPLAY CONDENSED REGULAR, 65 PT

#### Mittelfußknochen

FEATURE DISPLAY CONDENSED MEDIUM, 65 PT

### Lipsanographers

FEATURE DISPLAY CONDENSED BOLD, 65 PT

### Sivistyksellisesti

FEATURE DISPLAY CONDENSED EXTRABOLD, 65 PT

### Geomorfològiques

FEATURE DISPLAY CONDENSED REGULAR ITALIC, 65 PT

#### Accommodations

FEATURE DISPLAY CONDENSED MEDIUM ITALIC 65 PT

### Infrastructurally

FEATURE DISPLAY CONDENSED BOLD ITALIC, 65 PT

### Mifologiyasında

FEATURE DISPLAY CONDENSED EXTRABOLD ITALIC, 65 PT

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

STANDARD PUNCTUATION

;!;?.,;;...-—()[]{}/|\&@\*""·,,«»‹› §•¶†‡©®™

ALL CAP PUNCTUATION

i¿---()[]{}/|\@«»‹›

LIGATURES

fb ff fh fi fj fk fl ffb ffh ffi ffj ffk ffl

PROPORTIONAL LINING

\$£€¥₿₱₽₹₩₫1234567890¢ƒ%‰<sup>ao</sup>#°<+=-×÷>'"

TABULAR LINING

\$£€¥₿₱₽₹₩₫1234567890%%<+=-×÷>

PREBUILT FRACTIONS

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

NUMERATORS & DENOMINATORS

H1234567890/1234567890

SUPERSCRIPT &

 $\mathbb{H}^{1234567890}$   $\mathbb{H}_{1234567890}$ 

STYLISTIC ALTERNATES

JJKMQRWW aagkw 3569

 $H^{3569}H_{3569}H^{3569}/_{3569} \stackrel{1}{1}_{3} \stackrel{2}{3}_{3} \stackrel{3}{4} \stackrel{3}{8} \stackrel{5}{8}$ 

ĴĴĶŔŖŘŴŴŴŴŴŴŴŴŴ àáâãäåāāqaáấâẩââååååååäägġġķŵwww

ACCENTED UPPERCASE

ÀÁÂÃÄÅĀĀĀĀĀĀĀĀĀÂÂÂÂÂÂĂĂĂĀÆƏÇĆĊĊĎĐÈÉĒË ĒĔĖĘĚĘĒÉĒĒĒĢĞĞĠĢĤĦÌÍÎÏĪĬĮĮIJÍJĴĶĹĽĿŁĻÑŃ ŇŊŅÒÓÕÖÖÖÖÖŐŐŐÖÕÕÕÔÔÔÔÔÔÔÔÔÔÔ ŞŠŞßŢŤŢŦÞÙÚÛÜŪŪŮŮŰŰŲUŲÚŬŨŢŮŴWWW ÝŸŶŶŢŶŹŻŽ

ACCENTED LOWER CASE

Commercial

UPPERCASE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ* 

LOWERCASE

abcdefghijklmnopqrstuvwxyz

STANDARD PUNCTUATION

j!¿?.,;;...-—()[]}/\&@\*""``;,,«»‹› §•¶†‡©®™

ALL CAP PUNCTUATION

ii---()[]{}/|\@«»‹›

LIGATURES

fbfffhfififkflffbffhffiffiffkffl

PROPORTIONAL LINING

\$£€¥₿₽₽₹₩₫1234567890¢f%‰<sup>ao</sup>#°<+=-×÷>'"

TABULAR LINING

\$£€¥\$₽₽₹₩₫1234567890%%<+=-×÷>

PREBUILT FRACTIONS

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

NUMERATORS & DENOMINATORS

 $H^{1234567890}/_{1234567890}$ 

SUPERSCRIPT & SUBSCRIPT  $H^{1234567890}H_{1234567890}$ 

STYLISTIC ALTERNATES

JJKMQRWW gkz 3569

H<sup>3569</sup>H<sub>3569</sub> H<sup>3569</sup>/<sub>3569</sub> ½ ½ ¾ ¾ ¾ 5/8 ĴĴĶŔŖŘŴŴŴŴŴŴŴŴ ġġġģķźžż

ACCENTED UPPERCASE

ÀÁÂÃÄÅĀĀĀĀĄĀÁÂÂÂÂÂÂÅÅĂĂÆƏÇĆĊĊŎĐÈÉÊË ĒĔĖĘĚĘĒÉÊÊÊÊĠĞĠĠĤĦÌÍĨĬĬĮĮIJIJĴĴĶĹĽĿŁĻÑŃ ŇŊŅÒÓÔÕÖŌŎŎŐŐOÓÔÔÔÔÔÔÖÖÖÖÖ ŞŠŞßŢŤŢŦÞÙÚÛÜŪŪŬŮŮŰŲĽŲŰŬŬŬŬŮŴŴŴ ÝŸŶŶŶŶŹŻŽ

ACCENTED LOWER CASE

OPENTYPE FEATURES FAMILY WIDE	DEACTIVATED			ACTIVATED			
ALL CAPS opens up spacing, moves punctuation up	¿¡Fish & 'Chips' @ £25!?			¿¡FISH & 'CHIPS' @ £25!?			
PROPORTIONAL LINING default figures	March: April:	\$3,460 <b>¥7,031</b>	€1,895 <b>£9,215</b>	March: April:	\$3,460 <b>¥7,031</b>	€1,895 <b>£9,215</b>	
TABULAR LINING	March: April:	\$3,460 <b>¥7,031</b>	€1,895 <b>£9,215</b>	March: April:	\$3,460 <b>¥7,031</b>	€1,895 <b>£9,215</b>	
FRACTIONS ignores numeric date format	21/03/10 and 21/18 46/91			21/03/10 and 2½ 46%			
SUPERSCRIPT/SUPERIOR	$x158 + y23 \times z18 - a4260$			$x^{158} + y^{23} \times z^{18} - a^{4260}$			
SUBSCRIPT/INFERIOR	$x158 \div y23 \times z18 - a4260$			$X_{158} \div Y_{23} \times Z_{18} - A_{4260}$			
DENOMINATOR for making arbitrary fractions	0123456789 0123456789			0123456789 0123456789			
NUMERATOR for making arbitrary fractions	0123456789 0123456789			0123456789 0123456789			
LANGUAGE FEATURE Nederlands (Dutch) IJ glyph	BÍJNA IJsselmeer vrijdag			BÍJNA IJsselmeer vrijdag			
LANGUAGE FEATURE Català (Catalan) l- glyph	<b>CEL·LA</b>	CEL·LA al·lusió col·lecció			CEL:LA al·lusió col·lecció		
LANGUAGE FEATURE Română (Romanian) s accent	ÎNSUŞI ştiințifice activişti			ÎNSUȘI științifice activiști			

#### OPENTYPE FEATURES ROMAN & ITALIC

STYLISTIC SET 05

STYLISTIC SET 06 alternate J

STYLISTIC SET 07 alternate J

STYLISTIC SET 10

STYLISTIC SET 11

STYLISTIC SET 13 alternate W

STYLISTIC SET 16

STYLISTIC SET 17

#### DEACTIVATED

The odds of 135 in 629 Justified a July transit Justified a July transit After the Qing dynasty Rescheduled the Rally Follows the New Wave Older Master Milliners Knew to ask it quickly

#### ACTIVATED

The odds of 135 in 629 Justified a July transit Justified a July transit After the Qing dynasty Rescheduled the Rally Follows the New Wave Older Master Milliners Knew to ask it quickly

#### **OPENTYPE FEATURES**

STYLISTIC SET 01 alternate a q

STYLISTIC SET 03

STYLISTIC SET 14

#### DEACTIVATED

Aggravating situation Preliminary proposals Follows the New Wave

#### ACTIVATED

Aggravating situation Preliminary proposals Follows the New Wave

#### **OPENTYPE FEATURES**

STYLISTIC SET 01

STYLISTIC SET 14 alternate W

STYLISTIC SET 18

#### DEACTIVATED

Aggravating situation Follows the New Wave Resizing the old zones

#### ACTIVATED

Aggravating situation Follows the New Wave Resizing the old zones

STYLES INCLUDED IN COMPLETE FAMILY

Feature Display Condensed Regular Feature Display Condensed Regular Italic Feature Display Condensed Medium Feature Display Condensed Medium Italic Feature Display Condensed Bold Feature Display Condensed Bold Italic Feature Display Condensed Extrabold Feature Display Condensed Extrabold 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 (Castillian), Swahili, Swedish, Tagalog, Turkish, Vietnamese, Walloon, Welsh, Wolof

CONTACT

Commercial Type 277 Grand Street, Floor 3 New York, New York 10002

office 212-604-0955 www.commercialtype.com

COPYRIGHT

© 2022 Commercial Type. All rights reserved. Commercial® is a registered trademark and Feature $^{\text{TM}}$  is a trademark of Schwartzco Inc., dba Commercial Type.

This file may be used for evaluation purposes only.

ABOUT THE DESIGNERS

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 type-faces 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.

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 has previously taught at Parsons School of Design, the Type@Cooper Extended Program at The Cooper Union, and the University of the Arts in Philadelphia.