
Publico Banner

Publico Banner was initially designed to meet the needs of magazine designers who didn't find Publico Headline quite sharp enough for enormous display type. This family exaggerates the contrast between thick and thin and the interplay between sharp and soft forms, and is intended for use at 60 point and above, where its sharp and delicate serifs can fully be appreciated.

PUBLISHED
2012

DESIGNED BY
PAUL BARNES & CHRISTIAN SCHWARTZ
WITH ROSS MILNE

14 STYLES
7 WEIGHTS W/ ITALICS

FEATURES
PROPORTIONAL LINING FIGURES
PROPORTIONAL OLDSTYLE FIGURES
FRACTIONS
SUPERSCRIPT/SUBSCRIPT

The decision to extend the Publico family to was driven by the designers' love of high contrast, large x-height, tightly spaced seventies display type. The Ultra weight, in particular, is a loving homage to Herb Lubalin, Tony Stan, Ed Benguiat, Tom Carnase, and others from their generation of lettering artists and type designers.

Publico Banner Light

Publico Banner Light Italic

Publico Banner Roman

Publico Banner Italic

Publico Banner Medium

Publico Banner Medium Italic

Publico Banner Bold

Publico Banner Bold Italic

Publico Banner Extrabold

Publico Banner Extrabold Italic

Publico Banner Black

Publico Banner Black Italic

Publico Banner Ultra

Publico Banner Ultra Italic

Definitives
SHAMBLE
Kärsämäki

PUBLICO BANNER LIGHT, 100 PT

Unknowns
ARCHWAY
Eindhoven

PUBLICO BANNER LIGHT ITALIC, 100 PT

Garðabær
DURHAM
Hørsholm

PUBLICO BANNER ROMAN, 100 PT

Sandgerði
COMMON
Mõisaküla

PUBLICO BANNER ITALIC, 100 PT

Oakwood
IRELAND
Extensive

PUBLICO BANNER MEDIUM, 100 PT [ALTERNATE R]

Quincunx
FLEMISH
Karabörk

PUBLICO BANNER MEDIUM ITALIC, 100 PT

Criticism
FIGURES
Uxbridge

PUBLICO BANNER BOLD, 100 PT

Nijmegen
PIMILICO
Southern

PUBLICO BANNER BOLD ITALIC, 100 PT

Highgate
MELODY
Activates

PUBLICO BANNER EXTRABOLD, 100 PT

Continue
DIVJAKË
Boulders

PUBLICO BANNER EXTRABOLD ITALIC, 100 PT

**Borough
MELTON
Provides**

PUBLICO BANNER BLACK, 100 PT

***Junction
BOEKEN
Shushicë***

PUBLICO BANNER BLACK ITALIC, 100 PT

Victoria
ALBERS
Çanakçı

PUBLICO BANNER ULTRA, 100 PT [ALTERNATE R]

Pulkcila
BLEND
Suitably

PUBLICO BANNER ULTRA ITALIC, 100 PT

DEUX-SÈVRES
Minamikyūshū

PUBLICO BANNER LIGHT, 70 PT

£9,702/\$13,524
Geldrop-Mierlo

PUBLICO BANNER LIGHT ITALIC, 70 PT [ALTERNATE R]

HVERAGERÐI
Dumfriesshire

PUBLICO BANNER ROMAN, 70 PT

VALLENSBÆK
Maine-et-Loire

PUBLICO BANNER ITALIC, 70 PT

SPECTATORS
Formularistic

PUBLICO BANNER MEDIUM, 70 PT

ROTTERDAM
Montevecchia

PUBLICO BANNER MEDIUM ITALIC, 70 PT

OSNABRÜCK
Skanderborg

PUBLICO BANNER BOLD, 70 PT [ALTERNATE J]

ENDURANCE
Numéro deux

PUBLICO BANNER BOLD ITALIC, 70 PT

OVERNIGHT
Manipulated

PUBLICO BANNER EXTRABOLD, 70 PT

EXPLORERS
Filibustering

PUBLICO BANNER EXTRABOLD ITALIC, 70 PT [ALTERNATE R]

MIKITAMÄE
Bolungarvík

PUBLICO BANNER BLACK, 70 PT

SITUATIONS
Geógraphiké

PUBLICO BANNER BLACK ITALIC, 70 PT

MOVEMENT
Nieuwegein

PUBLICO BANNER EXTRABOLD, 70 PT

KEMIJÄRVI
Blackfriars

PUBLICO BANNER EXTRABOLD ITALIC, 70 PT [ALTERNATE R]

319,085,726
Økonomisk

PUBLICO BANNER BLACK, 70 PT

PRACTICES
København

PUBLICO BANNER BLACK ITALIC, 70 PT

PEDRÓGÃO GRANDE
Samuel de Champlain
REMANUFACTURING
Middletown Township

PUBLICO BANNER LIGHT, LIGHT ITALIC, 48 PT

CITY OF ABERDEEN
Millingen aan de Rijn
LOIRE-ATLANTIQUE
In 1997, 6158 cinemas

PUBLICO BANNER ROMAN, ITALIC, 48 PT

NONDISCIPLINARY
Muzaffer Karakayalı
IRRESISTIBLENESS
Emil Fischer, 1861–71

PUBLICO BANNER MEDIUM, MEDIUM ITALIC, 48 PT

KODËR-THUMANË
Harrison, Arkansas
SUBCONTINENTAL
Kirkcudbrightshire

PUBLICO BANNER BOLD, BOLD ITALIC, 48 PT

HELLEVOETSLUIS
Ringkøbing-Skjern
MISPRONOUNCED
Torre de Moncorvo

PUBLICO BANNER EXTRABOLD, EXTRABOLD ITALIC, 48 PT

FORRÁSAINKBAN
Mönchengladbach
OVER 18,250 FANS
Reusel-De Mierden

PUBLICO BANNER BLACK, BLACK ITALIC, 48 PT [ALTERNATE R]

PELKOSENNIEMI
65,840 attendees
MONTELABBATE
Albany, New York

PUBLICO BANNER ULTRA, 48 PT

WICKETKEEPER
Gothic Revivalist
SUNIL GAVASKAR
Northumberland

PUBLICO BANNER ULTRA ITALIC, 48 PT

Photosynthesizes

PUBLICO BANNER LIGHT, 60 PT

Hermeneutically

PUBLICO BANNER ROMAN, 60 PT

Gloucestershire

PUBLICO BANNER MEDIUM, 60 PT

Administration

PUBLICO BANNER BOLD, 60 PT

Ekonomického

PUBLICO BANNER EXTRABOLD, 60 PT

Circumstances

PUBLICO BANNER BLACK, 60 PT

Demographic

PUBLICO BANNER ULTRA, 60 PT

Eichelbergertown

PUBLICO BANNER LIGHT ITALIC, 60 PT

Pseudohistorical

PUBLICO BANNER ITALIC, 60 PT

Nanotechnology

PUBLICO BANNER MEDIUM ITALIC, 60 PT

Establishments

PUBLICO BANNER BOLD ITALIC, 60 PT

Székesfehérvár

PUBLICO BANNER EXTRABOLD ITALIC, 60 PT

Recalculations

PUBLICO BANNER BLACK ITALIC, 60 PT

Denbighshire

PUBLICO BANNER ULTRA ITALIC, 60 PT

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

STANDARD PUNCTUATION

!@?.,;:...'---()[]{}/\|&*@"'".,«»<> \$•¶†‡©®™

UPPERCASE PUNCTUATION

!@?---()[]{}/\|@«»<>

SMALL CAP PUNCTUATION

!@?&"'“”

LIGATURES

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

PROPORTIONAL LINING
default figures

\$£€¥1234567890cf %‰°<+=-×÷>”

PROPORTIONAL OLDSTYLE

\$£€¥1234567890cf %‰°<+=-×÷>”

PREBUILT FRACTIONS

½ ⅓ ⅔ ¼ ¾ ⅛ ⅜ ⅝ ⅞

NUMERATORS, DENOMINATORS
SUPERSCRIP & SUBSCRIPT

H⁰¹²³⁴⁵⁶⁷⁸⁹/₀₁₂₃₄₅₆₇₈₉ H⁰¹²³⁴⁵⁶⁷⁸⁹+₋ H₀₁₂₃₄₅₆₇₈₉+₋

STYLISTIC ALTERNATES

J R ® J R R R

ACCENTED UPPERCASE

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 LOWERCASE

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

OPENTYPE FEATURES
FAMILY WIDE**DEACTIVATED****ACTIVATED**

ALL CAPS

¿info@commercialtype?

¿INFO@COMMERCIALTYPE?

PROPORTIONAL LINING
default figures

Nearly 250,896,500 attended

Nearly 250,896,500 attended

PROPORTIONAL OLDSTYLE

Nearly 250,896,500 attended

Nearly 250,896,500 attended

FRACTIONS
ignores numeric date format

21/03/10 and 21/18 40/90

21/03/10 and 2¹/₁₈ ⁴⁰/₉₀

SUPERScript/SUPERIOR

x¹⁵⁸ + y²³ × z¹⁸ - a⁴²⁶⁰x¹⁵⁸ + y²³ × z¹⁸ - a⁴²⁶⁰

SUBScript/INFERIOR

x₁₅₈ ÷ y₂₃ × z₁₈ - a₄₂₆₀X₁₅₈ ÷ Y₂₃ × Z₁₈ - a₄₂₆₀DENOMINATOR
for making arbitrary fractions

0123456789 0123456789

0123456789 0123456789

NUMERATOR
for making arbitrary fractions

0123456789 0123456789

0123456789 0123456789

LANGUAGE FEATURE
Polski (Polish) kreska accent

ŹRÓDŁA możliwość Ślady

ŹRÓDŁA możliwość Ślady

LANGUAGE FEATURE
Română (Romanian) s accent

ÎNSUȘI conștiință științifice

ÎNSUȘI conștiință științifice

OPENTYPE FEATURES
ROMAN & ITALIC**DEACTIVATED****ACTIVATED**STYLISTIC SET 01
R and relatedReplace the *Ranking* RectifiedReplace the *Ranking* RectifiedSTYLISTIC SET 02
J and relatedRIJNLAND, JAGUAR, *FJORDS*RIJNLAND, JAGUAR, *FJORDS*STYLISTIC SET 03
® and related

Replace® the Replacements®

Replace® the Replacements®

STYLISTIC ALTERNATES
Illustrator / Photoshop

Replace, JAGUARS, Relevant®

Replace, JAGUARS, Relevant®

STYLES INCLUDED IN COMPLETE FAMILY

Publico Banner Light
 Publico Banner Light Italic
 Publico Banner Roman
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 Publico Banner Medium
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 Publico Banner Bold Italic
 Publico Banner Extrabold
 Publico Banner Extrabold Italic
 Publico Banner Black
 Publico Banner Black Italic
 Publico Banner Ultra
 Publico Banner Ultra 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

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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&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. 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 *Guardian* redesign team 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.