Stag started in 2005 as a small, muscular family of slab serifs intended to be used for display typography in the US edition of *Esquire magazine*. Subsequent years saw the magazine’s need for additional variations on the same basic theme eventually turn this small family into a sprawling and somewhat eccentric collection.

Stag has grown to include everything from a calm, rational sans serif to a stencil face, a rounded sans, and thanks to *Las Vegas Weekly*, a couple of styles made out of dots, evoking the bright lights of the Strip. Such a wide range of variations inevitably leads to a wide range of tones and moods, but the entire collection shares a certain masculinity, tempered by a warm and friendly tone which has been introduced by a large x-height and the subtle rounding off of some of the hard corners.
<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font Name</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>LIGHT</td>
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</tr>
<tr>
<td></td>
<td>Stag</td>
<td>Light &amp; Italic</td>
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<td></td>
<td>Stag</td>
<td>Book &amp; Italic</td>
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<tr>
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<td>Stag</td>
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<td>BOLD</td>
<td>STAG</td>
<td>Dot Bold</td>
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<td>Stag</td>
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<td>MEDIUM</td>
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<td>Bold &amp; Italic</td>
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<td></td>
<td>Stag</td>
<td>Black &amp; Italic</td>
</tr>
</tbody>
</table>

Stag Collection 2 of 54
Stag mixes the contemporary taste for large x-heights and quirky details with influences from continental Egyptians of the early twentieth century. With more overt personality than a more sober family like Guardian Egyptian, Stag is perfect for situations that need a little more distinction in typographic dress.

Stag was originally designed as a headline face for the US edition of Esquire in a very limited number of weights. Because it was originally intended to be used for just a handful of very large, very heavy words at a time, its designer focused on making the space between characters as interesting as the space inside them, ending up with an unusual mixed bracketing treatment on the serifs. This contrast between sharp and soft forms grew into the main design feature of the family, with the balance shifted more towards soft forms in the cursive-influenced italic.
Stag Thin
Stag Thin Italic
Stag Light
Stag Light Italic
Stag Book
Stag Book Italic
Stag Medium
Stag Medium Italic
Stag Semibold
Stag Semibold Italic
Stag Bold
Stag Bold Italic
Stag Black
Stag Black Italic
DELEGATION
Henceforward
STAG THIN, 70 PT

LANCASHIRE
Demonstration
STAG THIN ITALIC, 70 PT

YAMANASHI
Aitzineuskara
STAG LIGHT, 70 PT

OBLIGATORY
Schrittgießerei
STAG LIGHT ITALIC, 70 PT
PARAGRAPHER
Biochemistry

PĂSTORILOR
Mathematical

THURSDAYS
Puskacsövek

FÖRYNGRAD
Västerbottens
BIOGRAPHY
Phylogenetic

UITSPREIDT
Broadcasting

HRVATSKIH
Observation

POZDĚJŠÍM
Forskrækket
Of the 180,174 households
THE CITY OF BANGKOK
An average of 31,875.69 km²

Regreso a la democracia
ÁGUA E SANEAMENTO
Convention of Kanagawa

Biological anthropology
PIERROT LE FOU (1965)
The History of Breukelen

68.4% of the population
RELACÕES EXTERNAS
Nyelvjárási különbségek
Cultural Anthropology
ESTIMATED GROWTH
Austfirðingafjörðungur

Redevelopment plans
NATURAL SCIENTIST
St-Rambert-l'Île-Barbe

Histoire(s) du cinéma
EDUCATION CENTER
National government

Originally founded in
MODERN TRANSFER
Fuentes de referencia
IL FIORENTINO TRECENTESCO, COME
Between 1962 and 1963 London became
EERSTE STADHOUDERLOZE TIJDPERK
The international organizations in Antwerp

GULDBORGSTUND, LEJRE & HOLBÆK
Together with its suburbs and satellites
KARL WILHELM GOTTLOB KASTNER
A territory of the French colonial empire

ANGERS EST UNE VILLE FRANÇAISE
The Discreet Charm of the Bourgeoisie
NATIONAL FILM BOARD OF CANADA
Later administrative divisions of Iceland

SEMNIFICATIV PENTRU CRITERIUL
República, Estado Novo e democracia
OF 123 FEDERAL REPRESENTATIVES
The Dutch lost Breuckelen to the British
MAGYARORSZÁG FŐ TÁJEGYSÉGEI
Euroopan poliittinen tilanne kiristy
SVEITARFÉLAGIÐ SKAGAFJÖRÐUR
Palladian architecture from 1516–1580

KONINKRIJK DER NEDERLANDEN
Une sitcom ou comédie de situation
POR SU EXTENSIÓN, 2.780.800 KM²
Late modern and contemporary arts

L’ITALIANO È LINGUA UFFICIALE
Wysoczyzna Wysokomazowiecka
LOIRE-ATLANTIQUE, MORBIHAN
Erster Schriftgießer war Johannes

SVALBARÐAstrandahreppur
Since consolidation with New York
IN 1852, THE ROYAL COMMISSION
The last half of the 8th century was
HET HUIDIGE NEDERLAND BESTAAT PAS SINDS 1830
A soprano is the highest of the standard four voice range
Greater numbers of small islands are found in the southwest

GRINDAVÍKURBÆR, SEYÐISFJÖRÐUR, KÓPAVOGUR
Local government and external territories of Armenia
Matamata is also the home of various media outlets and

L’ITALIANO È INOLTRE DIFFUSO IN ALCUNE AREE
Per al fisic no existeix el concepte mentre no es brindi
Manchester is represented by three tiers of government

THE SENSE OF CONSTRUCTING SITUATIONS IS TO
László Moholy-Nagy replaced Johannes Itten in 1923
Soll den Typen eine besondere Härte verliehen werden

ANCIEN PORT AVEC FORTE ACTIVITÉ FLUVIALE
It is the wealthiest region in Portugal and it is above
Elle est le centre d’une communauté d’agglomération

NE MOGU DA NE SPOMENEM KAKO JE POSTALA
Finland currently numbers 5,350,856 inhabitants
During the time of Augustus the Romans built eight

DUTCH COLONIAL ARCHITECTURE, 1605–1674
The second official language is Swedish, spoken
Di fatto l’italiano è stato lingua di uso quotidiano
Harmondsworth
Cambridgeshire
Konuşmaktadır
Constitutioneel
Länsstyrelsens
Jelenségeinek
Hertfordshire
Szintkülönbségek

Tiergartenstraße

Wolverhampton

Mitteldeutschen

Langanesbyggð

Schriftgießerei

Characterized
Stag is characterized by many distinctive details, so the trick in designing a companion sans was to pinpoint the right balance between the rounded terminals, which connect it to the original Stag, and the blunt terminals, which give the family a no-nonsense muscularity. The end result is a sans that is interesting in headlines but not distracting at text sizes.

Stag is emphatically a headline face, not a text face, but Stag Sans was drawn - at Esquire’s request - to bridge this gap. Extremely short ascenders and descenders are easier to swallow in a sans serif, as demonstrated by many classic agate typefaces, and Stag’s open counterforms, designed originally to facilitate heavy, blocky terminals, adapted well to readability at more normal weights in the sans.
Stag Sans Thin
Stag Sans Thin Italic
Stag Sans Light
Stag Sans Light Italic
Stag Sans Book
Stag Sans Book Italic
Stag Sans Medium
Stag Sans Medium Italic
Stag Sans Semibold
Stag Sans Semibold Italic
Stag Sans Bold
Stag Sans Bold Italic
Stag Sans Black
Stag Sans Black Italic
PHOTOGENIC Manifestations

AHISTORICAL Convergences

OUTREMONT Mercier-Ouest

AHMEDABAD Johannesburg
GUANGZHOU Infrastructure

ØKONOMISK Communauté

AUTONOMIA Etymological

LINGUISTICS Demographic
MODERNITY
Jurisdictions

INFLUENCES
Reconstructs

DEVELOPER
Prehistórica

ARGENTINA
Seminificativ
Provincial Nature Reserve
BOSTON OPERA HOUSE
Sisällissodan aikana ja sen

An average of 1825.61 km
PÄIJÄNNE TAVASTLAND
Convention of Kanagawa

Fundamental processes
MĀKAHA, WAIMĀNAŁO
Pukaskwa National Park

Közigazgatási felosztás
HÖFUÐBORGARSVÆÐI
Contemporary ceramics
Städtepartnerschaften
UPPSALA DOMKYRKA
Abitibi-Témiscamingue

Birgitta Gustafsdotter
MUNICIPAL PROJECT
Dollard-des-Ormeaux

Burnaby City Council
TOWN OF PRIMROSE
Informal designation

1,281,522 inhabitants
SIGNIFICANT OTTER
Sør-Odal, Nannestad
Between 1960 and 1962 London became the administration of Brussels is formed. A territory of the French colonial empire.

The Discreet Charm of the Bourgeoisie.

First of all the measure of commodity.
KUSTAA VAASAN VALTAKAUDELLA
Metropolregion Berlin/Brandenburg
HAN GICK FÖRBI KARUSELLEN OCH
Tiden har mildnet den og klarnet den

WELLINGTON REGIONAL COUNCIL
Le charme discret de la bourgeoisie
L’ÎLE-BIZARD-SAINTE-GENEVIÈVE
Oversaw infrastructure expansions

FĂT-FRUMOS SE SUI-N LUNTRE ȘI
Pacific Rim National Park Reserve
COMPARATIVE MYTH & HISTORY
Świata tego drobne tajemnice zna

ISOLATED COMMUNITIES OF THE
Due to the success of this separate
LANAUDIÈRE, NORD-DU-QUÉBEC
The Acadians people settled along
A soprano is the highest of the standard four voice range.
The greater part of the islands are found in the southwest.

The Irwell and Mersey were made navigable by 1736.

Finland currently numbers 5,350,156 inhabitants.

The second official language is Swedish, spoken.
THE SPANISH WAR, which began in 1739, as well as the French war which soon followed it, occasioned a further increase of the debt, which, on the 31st of December 1748, after the war had been concluded by the treaty of Aix-la-Chapelle, amounted to £78,293,313. The most profound peace, of 17 years continuance, had taken no more than £8,328,354,17 from it. A war, of less than nine years continuance, added £31,338,689 to it. (Refer to Postlethwaite's History of the Public Revenue.) During the administration of Mr. Pelham, the interest of the public debt was reduced to 3%; the sinking fund was increased, and some part of the public debt was paid off. In 1755, before the late war, the funded debt of Great Britain amounted to £72,289,675. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted to £122,603,336. The unfunded debt has been stated at £13,927,589. But the expense occasioned by the war did not end with the conclusion of the peace; so that, on the 5th of January 1764, the funded debt was increased (partly by a new loan, and partly by funding a part of the unfunded debt) to £129,586,789, there still remained (according to the very well informed author of Considerations on the Trade and Finances of Great Britain) an unfunded debt, which was brought to account in that and the following year, of 975,017. In 1764, therefore, the public debt of Great Britain, funded and unfunded together, amounted, according to this au-
Kurfürstendamm
Characteristically
Overgeneralizes
Lexicographical
Fundamentally
Kehittämiselle
Authorization
In the 1800s, display type families commonly included interesting variants like shadows and inlines, and sometimes even intricately engraved flowers, leaves and fruit.

Coming up with contemporary ways to make decorated type can be a real challenge, but in this case the main idea was to keep it simple. Commissioned for *Las Vegas Weekly*, these two variants on the original slab version of Stag capture the unique spirit of Las Vegas. The two weights use very different approaches to the idea of building type out of dots: the Bold follows a strict grid, while the Thin faithfully traces the contours of Stag Thin.
Stag Dot Thin

STAG DOT BOLD
MJÖLBY
NATURE
ACHTER
APERÇU
MOVING
BANTER
Stag Stencil takes the masculinity of the original slab serif to almost comical extremes by making the implicit “constructedness” of the characters explicit. Although it was a relatively late addition to the family, in 2008, it seemed to be a natural fit.

The Bold was commissioned by the US edition of Esquire for their 75th anniversary issue, while the Light was commissioned by Red Bulletin magazine. Stag Stencil differs from most existing stencil faces because the original slab serif has no clear basis in geometry, so many of the the stencil components end up being unusual organic forms, leading to especially interesting solutions in Berton Hasebe’s design of the italics.
Stag Stencil Light
Stag Stencil Light Italic
Stag Stencil Bold
Stag Stencil Bold Italic
SØRGMODIG
Relationships

EUROPEANS
Segédtisztnék

REPUBLICS
Apostrophe

ŻOŁNIERZY
Functioning
Historical circumstance HAJDÚBÖSZÖRMÉNYI Szabolcs-Szatmár-Bereg

Preliminary competition GEMEENTEBESTUREN Introduced in April 2004

Nordrhein-Westfalen KESKI-POHJANMAA San Giorgio Maggiore

268,923 people reside POLYCHORAL STYLE Groningen, Overjissel
‘WELTANSCHAUUNG’ IN PHILOSOPHY
Norður-Þingeyjarsýsla, Rangárvallasýsla
The average rainfall is 1,125.0 millimetres
AN INCREASINGLY CHAOTIC SYSTEM
Norra Österbotten, Södra Savolax, Åland

THE MUNICIPALITY OF STRATHCONA
Giuseppe Pinot-Gallizio, Raoul Vaneigem
Œuvres cinématographiques complètes?
SIGNIFICANT POST-MODERN THEORY
London Psychogeographical Committee

BORNHOLMS REGIONSKOMMUNE
Hurlements en faveur de Sade, 1952
Ministeriële verantwoordelijkheid
KISKŐRÖSI, FÜZESABONYI, GYŐRI
International Modern Architecture

GRUBER-DE GASPERI AGREEMENT
The Taft-Katsura Agreement in 1905
Divided into 29 administrative areas
THE EXCLUSION OF THE SPURISTS
Movement for an Imaginist Bauhaus
Stag Sans Round adapts the blunt terminal forms seen in the original sans into slight swelling in terminals, giving this family an organic quality unusual for a rounded sans. Care has been taken to keep the heaviest weights from becoming too cartoonishly obese. Instead, they temper the softness and retain their masculine power.

Stag Sans Round is the result of the US edition of Esquire’s continued appetite for variations on Stag. The family was commissioned in 2009 for use in smaller-size display typography to freshen up their front section, but soon expanded its reach to the rest of the magazine. Ross Milne deftly navigated the compromises necessary to make Stag Sans Round work on its own organic terms as more than simply a programmatically rounded version of the sand.
Stag Sans Round Light
Stag Sans Round Light Italic
Stag Sans Round Book
Stag Sans Round Book Italic
Stag Sans Round Medium
Stag Sans Round Medium Italic
Stag Sans Round Semibold
Stag Sans Round Semibold Italic
Stag Sans Round Bold
Stag Sans Round Bold Italic
Stag Sans Round Black
Stag Sans Round Black Italic
GEZELSCHAP
Manifestations

COMPLICATE
Společenštější

POTANKOSTI
Governments

BIJZONDERE
Sveitarfélögin
PLEASANTLY
Mythological

EXISTENTIAL
Nökötätvässä

SKEPTICISM
Traditionally

CHARACTER
Administrate
HANDSOME
Düzlüğüünün

AUTONOMY
Menschliche

FLORENCIA
Jarðarinnar

REGIONALE
Tribulations
Debreceni, Hajdúhadházi
BOSTON OPERA HOUSE
Convention of Kanagawa

An average of 1825.60 km
PÄIJÄNNE TAVASTLAND
Mount Royal and Ramsay

Identification is required
MOSONMAGYARÓVÁRI
Glendale and Inglewood

Over 250,000 attendees
HÖFUÐBORGARSVÆÐI
Canadian Pacific Railway
Austur-Húnavatnssýsla
DET SJUNDE INSEGLET
Bilan du Situationnisme

3.2 million visit annually
HOUNSFIELD HEIGHTS
Society of the Spectacle

Región de Antofagasta
APRIL THROUGH JULY
Križevci, Donja Stubica

Calgary Fringe Festival
VERTROUWENSREGEL
Treaty of Simulambuco
Une bonne à tout faire
FINANCIAL DISTRICT
Letterngießmaschine

Exhibit opens June 29
WEISSENHOF ESTATE
Modernism & Practice

Charlotte et son Jules
ESTABLISHED IN 1921
Santiago, Concepción

Contemporary Artists
MICHÈLE BERNSTEIN
Kulturpersonligheter
Au fil des années, la sitcom est devenue un

PERPIGNAN, LANGUEDOC-ROUSSILLON

In 1950, Albers left Black Mountain College

There are three major public universities

CAROLINA HENRIETTE MAC GILLAVRY

The Chamber of Commerce and Industry

Restauration, absolutismo e liberalismo

HELSINKI POPULAARIKULTTUURISSA

Quelques chiffres clés du sport à Angers

Five days of street festivals in October

IN THE BOROUGH OF SURREY HEATH

Tendo sido notadas as potencialidades

The social appropriation of products

QUALIFIED APPLICATION PROCESS

Privatpraktiserende og speciallæger

68.52% of the provincial population

QUANTUM INFORMATION THEORY

Heartfield Retrospective Exhibition
TÜRKİYE’DE EN BÜYÜK İDARİ BİRİME İL ADI VERİLİR
A soprano is the highest of the standard four voice range
Kelvin Grove was established as a neighbourhood in 60s

FINLAND HAS 187,888 LAKES AND 179,584 ISLANDS
Beaver Valley Little League in the Village of Fruitvale
Sotaan osallistui vajaat 200 000 suomalaista ja noin

HISTORY OF THE WEST COAST OF NORTH AMERICA
After a brief flirtation with monarchy, Finland became
Swedish Association of Local Authorities and Regions
NOTRE-DAME, STE-GENEVIÈVE, AND ST-VICTOR
Internationalism of modern gallery architecture
Detournement of pre-existing aesthetic element

REYKJAVÍK, SELTJARNARNES, MOSFELLSBÆR
Director of the Bureau of Weights and Measures
Influența slavă se simte atât la nivel fonetic cât și

HISTOIRE(S) DU CINÉMA: UNE HISTOIRE SEULE
During the first centuries of its existence, Dhaka
The Russian Revolution had an immediate effect
THE SPANISH WAR, which began in 1739, as well as the French war which soon followed it, occasioned a further increase of the debt, which, on the 31st of December 1748, after the war had been concluded by the treaty of Aix-la-Chapelle, amounted to £78,293,313. The most profound peace, of 17 years continuance, had taken no more than £8,328,354,17 from it. A war, of less than nine years continuance, added £31,338,689 to it. (Refer to Postlethwaite’s History of the Public Revenue.) During the administration of Mr. Pelham, the interest of the public debt was reduced to 3%; the sinking fund was increased, and some part of the public debt was paid off. In 1755, before the late war, the funded debt of Great Britain amounted to £72,289,675. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted to £122,603,336. The unfunded debt has been stated at £13,927,589. But the expense occasioned by the war did not end with the conclusion of the peace; so that, on the 5th of January 1764, the funded debt was increased (partly by a new loan, and partly by funding a part of the unfunded debt) to £129,586,789, there still remained (according to the very well informed author of Considerations on the Trade and Finances of Great Britain) an unfunded debt, which was brought to account in that and the following year, of 975,017. In 1764, therefore, the public debt of Great Britain, funded and unfunded together, amounted, according to this author, to
Zwartewaterland
Cambridgeshire
Oscillographies
Familiarization
Parliamentary
Hellevoetsluis
Konuşulmaktadır

Modernisaatiota

Interconnecting

Bibliographical

Franekeradeel

Prinsengracht
ABOUT THE DESIGNER

Christian Schwartz (born 1977), is a type designer and typography consultant based in New York City and with Paul Barnes is a partner in Commercial Type. A graduate of the Communication Design program at Carnegie Mellon University, Schwartz first worked at MetaDesign Berlin, developing typefaces for Volkswagen and logos for a number of corporations. He then returned to the US and joined the design staff at The Font Bureau, Inc., working for a wide range of corporate and publication clients.

Schwartz set out on his own in 2001, first forming Orange Italic with product designer Dino Sanchez and Schwartzco Inc. in 2006. He has released fonts with Village, FontFont, House Industries, and digital type pioneers Emigre. Many of Schwartz’s typefaces have been proprietary designs for publications, including the The New York Times, the US edition of Esquire, Roger Black’s redesign of the Houston Chronicle, and the extensive Guardian Egyptian family, with Paul Barnes, for The Guardian’s celebrated new look in 2005. Schwartz has also designed typefaces for corporations including Bosch and Deutsche Bahn, both with design luminary Erik Spiekermann, reinsurance giant Munich Re, with Kai Bernau and Susana Carvalho of Atelier Carvalho Bernau, and the Empire State Building, also with Barnes.

Schwartz was awarded the prestigious Prix Charles Peignot in 2007, given every four or five years to a designer under 35 who has made “an outstanding contribution to the field of type design” by the Association Typographique Internationale. As part of the redesign team for The Guardian, Schwartz and Barnes were shortlisted for the Designer of the Year prize by the Design Museum in London. The pair were named two of the 40 most influential designers under 40 by Wallpaper* in 2006, and Schwartz was included in Time magazine’s 2007 “Design 100.” Also in 2007, Schwartz and Spiekermann received a gold medal from the German Design Council (Rat für Formgebung) for their Deutsche Bahn typeface system. 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.