
Stag

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.

PUBLISHED

2009

DESIGNED BY

CHRISTIAN SCHWARTZ

14 STYLES

7 WEIGHTS W/ ITALICS

FEATURES

PROPORTIONAL LINING FIGURES
PROPORTIONAL OLDSTYLE FIGURES
FRACTIONS

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
Schriftgießerei

STAG LIGHT ITALIC, 70 PT

PARAGRAPH
Biochemistry

STAG BOOK, 70 PT

PĂSTORILOR
Mathematical

STAG BOOK ITALIC, 70 PT

THURSDAYS
Puskacsövek

STAG MEDIUM, 70 PT

FÖRYNGRAD
Västerbottens

STAG MEDIUM ITALIC, 70 PT

BIOGRAPHY
Phylogenetic

STAG SEMIBOLD, 70 PT

UITSPREIDT
Broadcasting

STAG SEMIBOLD ITALIC, 70 PT

HRVATSKIH
Observation

STAG BOLD, 70 PT

POZDĚJŠÍM
Forskrækket

STAG BOLD ITALIC, 70 PT

KASTELEIN
Nasledovali

STAG BLACK, 70 PT

FABRICATE
Announcing

STAG BLACK ITALIC, 70 PT

VENEZIANI
Palveliansa

STAG BLACK, 70 PT

EXTENSIVE
Archipelago

STAG BLACK ITALIC, 70 PT

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

STAG THIN, THIN ITALIC, 40 PT

Regreso a la democracia
ÁGUA E SANEAMENTO
Convention of Kanagawa

STAG LIGHT, LIGHT ITALIC, 40 PT

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

STAG BOOK, BOOK ITALIC, 40 PT

68.4% of the population
RELAÇÕES EXTERNAS
Nyelvjárási különbségek

STAG MEDIUM, MEDIUM ITALIC, 40 PT

Cultural Anthropology
ESTIMATED GROWTH
Austfirðingafjórðungur

STAG SEMIBOLD, SEMIBOLD ITALIC, 40 PT

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

STAG BOLD, BOLD ITALIC, 40 PT

Histoire(s) du cinéma
EDUCATION CENTER
National government

STAG BLACK, 40 PT

Originally founded in
MODERN TRANSFER
Fuentes de referencia

STAG BLACK ITALIC, 40 PT

IL FIORENTINO TRECENTESCO, COME
Between 1962 and 1963 London became
EERSTE STADHOUDERLOZE TIJDPERK
The international organizations in Antwerp

STAG THIN, THIN ITALIC, 24 PT

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

STAG LIGHT, LIGHT ITALIC, 24 PT

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

STAG BOOK, BOOK ITALIC, 24 PT

SEMNFICATIV PENTRU CRITERIUL
República, Estado Novo e democracia
OF 123 FEDERAL REPRESENTATIVES
The Dutch lost Breuckelen to the British

STAG MEDIUM, MEDIUM ITALIC, 24 PT

MAGYARORSZÁG FŐ TÁJEGYSÉGEI
Euroopan poliittinen tilanne kiristyi
SVEITARFÉLAGIÐ SKAGAFJÖRÐUR
Palladian architecture from 1516-1580

STAG SEMIBOLD, SEMIBOLD ITALIC, 24 PT

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

STAG BOLD, BOLD ITALIC, 24 PT

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

STAG BLACK, 24 PT

SVALBARÐASTRANDAHREPPUR
Since consolidation with New York
IN 1852, THE ROYAL COMMISSION
The last half of the 8th century was

STAG BLACK ITALIC, 24 PT

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

STAG THIN, THIN ITALIC, 18 PT

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

STAG LIGHT, LIGHT ITALIC, 18 PT

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

STAG BOOK, BOOK ITALIC, 18 PT

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

STAG MEDIUM, MEDIUM ITALIC, 18 PT

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

STAG SEMIBOLD, SEMIBOLD ITALIC, 18 PT

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

STAG BOLD, BOLD ITALIC, 18 PT

DUTCH COLONIAL ARCHITECTURE, 1605-1674
The second official language is Swedish, spoken
Di fatto l'italiano è stato lingua di uso quotidiano

STAG BLACK, BLACK ITALIC, 18 PT

Harmondsworth

STAG THIN, 60 PT

Cambridgeshire

STAG LIGHT, 60 PT

Konuşmaktadır

STAG BOOK, 60 PT

Constitutioneel

STAG MEDIUM, 60 PT

Länsstyrelsens

STAG SEMIBOLD, 60 PT

Jelenségeinek

STAG BOLD, 60 PT

Hertfordshire

STAG BLACK, 60 PT

Szintkülönbségek

STAG THIN, 60 PT

Tiergartenstraße

STAG LIGHT, 60 PT

Wolverhampton

STAG BOOK, 60 PT

Mitteldeutschen

STAG MEDIUM, 60 PT

Langesbyggð

STAG SEMIBOLD, 60 PT

Schriftgießerei

STAG BOLD, 60 PT

Characterized

STAG BLACK, 60 PT

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

SMALL CAPITALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STANDARD PUNCTUATION

!¿?.,;...--()[]{}|\/&@“”“.„,«»<> §•¶†‡©®™

ALL-CAP PUNCTUATION

---@•¶†‡

LIGATURES

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

PROPORTIONAL LINING
default figures

\$£€¥1234567890¢ƒ %‰ªº±²³<+=-×÷>

TABULAR LINING
all weights but Thin & Black

\$£€¥1234567890¢ %‰ < + = - × ÷ >

PREBUILT FRACTIONS

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

NUMERATORS &
 DENOMINATORS

H⁰¹²³⁴⁵⁶⁷⁸⁹/₀₁₂₃₄₅₆₇₈₉

STYLISTIC ALTERNATES

“ ” „ © « » < > &

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

TITLING ALTERNATES
lower accents

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

ALL CAPS

PROPORTIONAL LINING
default figuresTABULAR LINING
all weights but Thin & Black

FRACTIONS

DENOMINATOR
for making arbitrary fractionsNUMERATOR
for making arbitrary fractionsLANGUAGE FEATURE
Română (Romanian) s accent**DEACTIVATED**

Fish & 'Chips' for £24.65?

Sale price: \$3,460 €1,895
Originally: \$7,031 £9,215Sale price: \$3,460 €1,895
Originally: \$7,031 £9,215

217/2624 10/18 460/920

0123456789 0123456789

0123456789 0123456789

ÎNSUȘI conștiință științifice

ACTIVATED

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0123456789 0123456789

0123456789 0123456789

ÎNSUȘI conștiință științifice

OPENTYPE FEATURES
ROMAN & ITALICTITLING ALTERNATES
lower UC accents**DEACTIVATED**

MÝRDALSJÖKULL, ÍSLANDS

ACTIVATED

MÝRDALSJÖKULL, ÍSLANDS

OPENTYPE FEATURES
ITALIC ONLYSTYLISTIC SET 01
R a f g y z & and relatedSTYLISTIC ALTERNATES
Illustrator/Photoshop**DEACTIVATED***Reality Grazing Range & Bluffs**Reality Grazing Range & Bluffs***ACTIVATED***Reality Grazing Range & Bluffs**Reality Grazing Range & Bluffs*

STYLES INCLUDED IN COMPLETE FAMILY

Stag Thin
 Stag Thin Italic
 Stag Light
 Stag Light Italic
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 Stag Semibold Italic
 Stag Bold
 Stag Bold Italic
 Stag Black
 Stag Black 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, Wolof

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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 of *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.