
Стар Санс

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.

PUBLISHED

2014

DESIGNED BY

CHRISTIAN SCHWARTZ AND ILYA RUDERMAN

14 STYLES

7 WEIGHTS W/ ITALICS

FEATURES

PROPORTIONAL LINING FIGURES
FRACTIONS

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. The Cyrillic version has been designed by Moscow-based type designer Ilya Ruderman.

Stag Sans Cyrillic Thin

Stag Sans Cyrillic Thin Italic

Stag Sans Cyrillic Light

Stag Sans Cyrillic Light Italic

Stag Sans Cyrillic Book

Stag Sans Cyrillic Book Italic

Stag Sans Cyrillic Medium

Stag Sans Cyrillic Medium Italic

Stag Sans Cyrillic Semibold

Stag Sans Cyrillic Semibold Italic

Stag Sans Cyrillic Bold

Stag Sans Cyrillic Bold Italic

Stag Sans Cyrillic Black

Stag Sans Cyrillic Black Italic

Rather than using ambiguous names like “Pro”, “World” or “WGL” for our font files with extended language support, we have devised a simple way to denote which alphabets are supported in complex families like Stag.

LC
Latin + Cyrillic

Font files with **LC** in the family name support our full standard range of languages that use the **Latin** alphabet, plus languages that use **Cyrillic**, including Russian, Ukrainian, Belorussian, Serbian, and Bulgarian.

LG
Latin + Greek

Font files with **LG** in the family name support our full standard range of languages that use the **Latin** alphabet, plus monotonic **Greek**.

LCG
Latin + Cyrillic + Greek

Font files with **LCG** in the family name support our full standard range of languages that use the **Latin**, **Cyrillic**, and **Greek** alphabets.

ОТДЕЛЬНЫХ
Продолжено

STAG SANS CYRILLIC THIN, 70 PT [TRACKING -8]

НЕБЕЗПЕЧНА
Окончательно

STAG SANS CYRILLIC THIN ITALIC, 70 PT [TRACKING -8]

ГАУДИЈЕВИХ
Соревнуются

STAG SANS CYRILLIC LIGHT, 70 PT [TRACKING -8]

ОСТАНАЛАТА
Амартызацыя

STAG SANS CYRILLIC LIGHT ITALIC, 70 PT [TRACKING -8]

**ПРОГЛАСИО
Телевизиски**

STAG SANS CYRILLIC BOOK, 70 PT

**СОДЕРЖАТЬ
Відбувається**

STAG SANS CYRILLIC BOOK ITALIC, 70 PT [ALTERNATE X]

**РАДОСНИТЕ
Збавіцельны**

STAG SANS CYRILLIC MEDIUM, 70 PT

**СЪСТОЯНИЕ
Прикрашено**

STAG SANS CYRILLIC MEDIUM ITALIC, 70 PT

**КОЛЦАВЫХ
Федерације**

STAG SANS CYRILLIC SEMIBOLD, 70 PT

***АРХИТЕКТА
Чесѡициѡе***

STAG SANS CYRILLIC SEMIBOLD ITALIC, 70 PT

**ОДНАКОВЕ
Керамични**

STAG SANS CYRILLIC BOLD, 70 PT [ALTERNATE K]

***ДЫЗАЙНЕР
Необычное***

STAG SANS CYRILLIC BOLD ITALIC, 70 PT

**БАРОЧНАЯ
Лансирање**

STAG SANS CYRILLIC BLACK, 70 PT

***КОТОРОМУ
Складність***

STAG SANS CYRILLIC BLACK ITALIC, 70 PT

**ГРАДИТЕЛЬ
Шпанскиот**

STAG SANS CYRILLIC BLACK, 70 PT

***СТРОЕЖЪТ
Сагашњим***

STAG SANS CYRILLIC BLACK ITALIC, 70 PT

Тока варира од 1,56 m/s²
КОРЕННЫХ ЖИТЕЛЕЙ
Температура плавления

STAG SANS CYRILLIC THIN, THIN ITALIC, 40 PT

Сама башня наклонена
В ЭТИМ ПРОТОТИПОМ
Сетка цвёрдых рэчываў

STAG SANS CYRILLIC LIGHT, LIGHT ITALIC, 40 PT

Вместо слома корабль
НЕТЫПОВЫЯ АТАМАЎ
Досеіа оріанізаціјаіша

STAG SANS CYRILLIC BOOK, BOOK ITALIC, 40 PT

С височина 8 321,531 m
ХАРАКТЕРНО ТАКОЖ
Аснове складае 4,09 m

STAG SANS CYRILLIC MEDIUM, MEDIUM ITALIC, 40 PT

**Тука членуваат 5.500
ИЗНОСИЛИ СУ НЕГДЕ
*Вышэйшай Адукацыі***

STAG SANS CYRILLIC SEMIBOLD, SEMIBOLD ITALIC, 40 PT

**Рибик енд Комапани
РАНЕЙ ЛІЧЫЛІ, ШТО
*Фильм был впервые***

STAG SANS CYRILLIC BOLD, BOLD ITALIC, 40 PT [ALTERNATE K K]

**Першим серйозним
ЗАПАЗЕНИ ДО ДНЕС
Сущность открытия**

STAG SANS CYRILLIC BLACK, 40 PT

***Другие важнейшие*
МЕСТНЫЕ ОБЫЧАИ
*З 1790 да 1856 гадоў***

STAG SANS CYRILLIC BLACK ITALIC, 40 PT [ALTERNATE X]

МОДЕРНИЗМЪТ ИМА СКЛОННОСТ ДА
То обухвата и писање и израда Црвене
ПОКУШАЈИ СУ ВРШЕНИ И У ВЕЛИКОЈ
Гора розташована на кордоні між Тибет

STAG SANS CYRILLIC THIN, THIN ITALIC, 24 PT

КАКО И СТОТИЦИ ДРУГИ ИЗВЕШТАИ
Состои од преку 8.000 лица од над 60
СОЮЗ ОБЪЕДИНЯЕТ 17 ГОСУДАРСТВА
През 2012 година страната претърпя

STAG SANS CYRILLIC LIGHT, LIGHT ITALIC, 24 PT

СЪЩОТО ВАЖИ И ЗА КАТАЛОНСКИЯ
Англичаните го изговарале диодунга
ДЗЯКУЮЧЫ ШЫРОКА ЎЖЫВАНАМУ
Чикаіо има климу ѿиѿичну за гржаве

STAG SANS CYRILLIC BOOK, BOOK ITALIC, 24 PT [ALTERNATE Ж К ж к]

СЪСЕДНИТЕ НА ИЛИНОЙС ЩАТИ СА
Лічыцца адным з самых ліберальных
РАСПОЛОЖЕНЫ НА 1 LAKE SHORE ST
С 1968 - 2007 года руководил штатом

STAG SANS CYRILLIC MEDIUM, MEDIUM ITALIC, 24 PT

**ДО СВОЈОТ КРАЈ ПРОЕКТОТ ЧИНЕЛ
Властивості чистого урану-235 були
НА ДРУГОМУ ЕТАПІ РЕФЕРЕНДУМУ
Хартата се състои от встъпление**

STAG SANS CYRILLIC SEMIBOLD, SEMIBOLD ITALIC, 24 PT

**ХОЧА ТЕОРЕТИЧНА МОЖЛИВІСТЬ
Ператварэнне моўных азначэнняў
КАТАЛИЗАТОРОМ ЭТОЙ РЕАКЦИИ
Прегмей іншэрсовања социјалне**

STAG SANS CYRILLIC BOLD, BOLD ITALIC, 24 PT

**ТАКИВА СА ПОВЕЧЕТО ЖИВОТНИ
Китайские врачи подразумевают
ПОСЛЕДЊИ ПУТ ТО ЈЕ БИЛО 2002
Взгляды на истоки глобализации**

STAG SANS CYRILLIC BLACK, 24 PT

**БРИГГС ПРЕДЛОЖИЛ ВЫДЕЛИТЬ
Відмовившись від використання
ДО БУДІВЛІ ЗВИКАЛИ МАЙЖЕ 98
Ресїаврацијайѝа зайочнала во 12**

STAG SANS CYRILLIC BLACK ITALIC, 24 PT

У 2012 РОЦІ БУВ ПРОВЕДЕНИЙ РЕФЕРЕНДУМ ПРО
Конкурентоспроможність товару споживач оцінює
Это действительно выполняется, является требование

STAG SANS CYRILLIC THIN, THIN ITALIC, 18 PT [ALTERNATE К к ж]

ДОГОВОРЪТ ВЛИЗА В СИЛА НА 24 ОКТОМВРИ 1945
Године 1931. у Лос Анђелесу су по први пут одржане
Автокатализ играет ключевую роль в эволюционной

STAG SANS CYRILLIC LIGHT, LIGHT ITALIC, 18 PT

ПРВИ ПУТ ЈЕ ПОЈАМ УПОТРЕБЉЕН КАО НАСЛОВ
Някоу често срещани гуми също се различават
Шматбаковае міжнароднае пагадненне, засноўвае

STAG SANS CYRILLIC BOOK, BOOK ITALIC, 18 PT

БЛАГОДАРЯ СИСТЕМЕ ФЛАГОВ ОПРЕДЕЛЕННОЙ
Розвиток техніки призвів до створення настільки
Эстэтыка інтэрнацыянальнага стылю патрабавала

STAG SANS CYRILLIC MEDIUM, MEDIUM ITALIC, 18 PT

ВО 1932 ГОДИНА АМЕРИКАНСКИТЕ НАУЧНИЦИ
Которые были объединены в один город в 1898
Газовая диффузия была наиболее обещающим

STAG SANS CYRILLIC SEMIBOLD, SEMIBOLD ITALIC, 18 PT

АРГАНІЗАЦЫЯ ЗАСНАВАНАЯ Ў 1948 ГОДЗЕ ЯЕ
Различни истражувачки групи во изминатава
Больш за 1100 няўрадавых арганізацый і каля

STAG SANS CYRILLIC BOLD, BOLD ITALIC, 18 PT

ПРОЕКТЪТ Е СТРУВАЛ НА АМЕРИКАНСКОТО
Все это заставляет власти и население штата
Кроме ѱ, испанская орфография использует

STAG SANS CYRILLIC BLACK, BLACK ITALIC, 18 PT

STAG SANS CYRILLIC BOOK, BOOK ITALIC, SEMIBOLD, 16/20 PT

BOOK ALL CAPS

SEMIBOLD

BOOK ITALIC

SEMIBOLD

BOOK ITALIC

ЛЕТ СЕМЬ ИЛИ ВОСЕМЬ тому назад в Париже жил бедный рабочий по имени Клод Ге. Жил он вместе со своей **возлюбленной**, от которой имел ребенка. Я описываю только то, что было в действительности, пусть ход событий раскроет читателю нравоучительный смысл этой истории. Рабочий этот, *умный, способный, дельный* человек, был лишен образования, но щедро одарен природой; он не умел читать, но умел мыслить. Как-то зимой он очутился без работы. В его лачуге не было ни хлеба, ни огня. Мужчина, женщина и ребенок мерзли и голодали. **И тогда он украл.** Не знаю, что он украл, и не знаю, где он украл. Знаю лишь одно: после этой кражи женщина и ребенок три дня были сыты и жили в тепле, а он был приговорен к пяти годам тюрьмы. Отбывать наказание рабочего послали в Центральную тюрьму Клерво. Клерво - это монастырь, превращенный в острог, келья, превращенная в темницу, алтарь, превращенный в позорный столб. Вот каким образом иные люди понимают прогресс и как претворяют его в жизнь. Вот какой смысл придают они этому слову. *Однако продолжаю.* В тюрьме его на ночь запирали в камеру, а на день переводили в мастерскую. Но, разумеется, не работу в мастерской я порицаю. Клод Ге,

Неоготическом

STAG SANS CYRILLIC THIN, 60 PT

Реконструкција

STAG SANS CYRILLIC LIGHT, 60 PT [ALTERNATE K]

Символізувала

STAG SANS CYRILLIC BOOK, 60 PT

Впоследствие

STAG SANS CYRILLIC MEDIUM, 60 PT

Рестриктором

STAG SANS CYRILLIC SEMIBOLD, 60 PT

Постигнуваат

STAG SANS CYRILLIC BOLD, 60 PT

Ахвяраванне

STAG SANS CYRILLIC BLACK, 60 PT

Ажыццяўлялася

STAG SANS CYRILLIC THIN ITALIC, 60 PT [ALTERNATE ж]

Традиционално

STAG SANS CYRILLIC LIGHT ITALIC, 60 PT

Теоретической

STAG SANS CYRILLIC BOOK ITALIC, 60 PT

Национализам

STAG SANS CYRILLIC MEDIUM ITALIC, 60 PT

Аэродинаміка

STAG SANS CYRILLIC SEMIBOLD ITALIC, 60 PT

Результатами

STAG SANS CYRILLIC BOLD ITALIC, 60 PT

Бюджетите

STAG SANS CYRILLIC BLACK ITALIC, 60 PT

OPENTYPE FEATURES
FAMILY WIDE

ALL CAPS
Opens up spacing, moves
punctuation up

PROPORTIONAL LINING
default figures

FRACTIONS
ignores numeric date format

DENOMINATOR
for making arbitrary fractions

NUMERATOR
for making arbitrary fractions

LANGUAGE FEATURE
Bulgarian ДЖКЛ
вджзийклпнтцщю

LANGUAGE FEATURE
Serbian / Macedonian бгдлтш

LANGUAGE FEATURE
Română (Romanian) s accent

OPENTYPE FEATURES
ROMAN & ITALIC

STYLISTIC SET 02
alternate Q

STYLISTIC SET 03
alternate Q

STYLISTIC SET 06
Serbian / Macedonian бгдлтш

STYLISTIC SET 08
alternate Ж К ж к

STYLISTIC SET 09
titling quotes

OPENTYPE FEATURES
ROMAN

STYLISTIC ALTERNATES
Illustrator/Photoshop

OPENTYPE FEATURES
ITALIC

STYLISTIC SET 01
alternate a (latin)

STYLISTIC ALTERNATES
Illustrator/Photoshop

DEACTIVATED

Quilts & [Covers] for \$24.65

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

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ÎNSUȘI conștiința științifice

DEACTIVATED

Quelled Quite Quickly & Quietly

Quelled Quite Quickly & Quietly

Метрополите библиотека

КАЖДЫЙ КАК человек между

‘ SEEN ’ « dans la chambre »

DEACTIVATED

Quelled Quite Quickly & Quietly

DEACTIVATED

Appealing adversary alliteration

Questionings about Queensland

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ACTIVATED

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Questionings about Queensland

 STYLES INCLUDED IN COMPLETE FAMILY

Stag Sans Cyrillic Thin
 Stag Sans Cyrillic Thin Italic
 Stag Sans Cyrillic Light
 Stag Sans Cyrillic Light Italic
 Stag Sans Cyrillic Book
 Stag Sans Cyrillic Book Italic
 Stag Sans Cyrillic Medium
 Stag Sans Cyrillic Medium Italic
 Stag Sans Cyrillic Semibold
 Stag Sans Cyrillic Semibold Italic
 Stag Sans Cyrillic Bold
 Stag Sans Cyrillic Bold Italic
 Stag Sans Cyrillic Black
 Stag Sans Cyrillic Black Italic

 SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Belarusian, Bosnian, Breton, Bulgarian, Catalan, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Finnish, French, Gaelic, Galician, German, Greenlandic, Guarani, Hawaiian, Hungarian, Ibo, Icelandic, Indonesian, Irish, Italian, Kurdish, Latin, Latvian, Lithuanian, Livonian, Macedonian, Malagasy, Maltese, Maori, Moldavian, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansch, Russian, Saami, Samoan, Scots, Scottish Gaelic, Serbian (Cyrillic), Serbian (Latin), Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, Ukrainian, Walloon, Welsh, Wolof

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 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 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 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.

Ilya Ruderman is a type designer living and working in Moscow, where he did his undergraduate studies at the Moscow State University of Print. His interest in type came from his classes with Alexander Tarbeev, and as his interest developed into a passion he chose to attend the Type and Media course at the Royal Academy of Art (KABK) in The Hague.

After graduating from Type and Media he returned to Moscow to pursue commercial projects for clients such as *Men's Health Russia*, *Yes* magazine, *Best Life* magazine, and *Big City* magazine. Later he worked for several years as the group creative director at news agency RIA Novosti. Ruderman has lectured extensively on type and typography, both on his own and together with Valery Golyzhenkov. Ruderman is a curator of the Type & Typography course at the British Higher School of Art and Design and a freelance graphic designer.