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# Chiswick

## *Poster*

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Chiswick is not a revival of a single model, but rather a contemporary reimagining of a lettering archetype that helped to visually define an era. Paul Barnes has distilled years of research and observation into this typeface, working from multiple sources; lettering found *in situ*, writing manuals, and old photographs, preserving the artistry of letterforms in multiple media.

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**PUBLISHED**  
2017

**DESIGNED BY**  
PAUL BARNES

**10 STYLES**  
5 WEIGHTS W/ ITALICS

**FEATURES**  
PROPORTIONAL OLDSTYLE FIGURES  
PROPORTIONAL LINING FIGURES  
FRACTIONS (PREBUILT AND ARBITRARY)  
SUPERSCRIP/SUBSCRIPT  
SMALL CAPS (ROMAN & ITALIC)  
SWASH CAPITALS & LETTERS  
DISCRETIONARY LIGATURES

Chiswick Poster is designed for the largest sizes, of 80 point and above, for headlines in magazines, for posters, for shop signs, in fact anywhere a seriffed letter with distinction and refinement is needed. An early version of Chiswick served as the primary display typeface in the 2010 redesign of *O, The Oprah Magazine* by Robert Priest and Grace Lee, where its beautiful forms, particularly in the Poster size, gave a breezy opulence to feature openers and section heads. The character set has been greatly expanded; small capitals, a variety of figures, and many alternates, swash forms, and other typographic details are included in all sizes.

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Chiswick Poster Extralight

*Chiswick Poster Extralight Italic*

Chiswick Poster Light

*Chiswick Poster Light Italic*

Chiswick Poster Regular

*Chiswick Poster Regular Italic*

Chiswick Poster Semibold

*Chiswick Poster Semibold Italic*

Chiswick Poster Bold

*Chiswick Poster Bold Italic*

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NOTE: CHISWICK DECK SUBSTITUTED HERE IN PLACE OF CHISWICK POSTER, WHICH IS NOT SUITABLE FOR USE AT THIS SIZE.

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**RECOMMENDED MINIMUM & MAXIMUM SIZES**

TEXT, 8 - 18 PT

THE OLD ENGLISH EAST INDIA COMPANY was established in mid-1600 through Royal Charter by Queen Elizabeth. In their first four voyages they'd fitted out for India, their central concentrations being in cotton silk, and opium. A joint venture in 1637 gave an

DECK, 18 - 48 PT

Even after several mishaps some by way of  
The Dutch East India Company  
With a few calamities

HEADLINE, 30 - 90 PT

Knowledgeable  
Commons

POSTER, 90 PT+

Trick  
RUM

Rationalize  
TAUREAU  
Nyugathoz

CHISWICK POSTER EXTRALIGHT, 96 PT

*Gravitate*  
*CREATES*  
*Desplaçats*

CHISWICK POSTER EXTRALIGHT ITALIC, 96 PT

Guðaheim  
QUICKEN  
Regulatory

CHISWICK POSTER LIGHT, 96 PT [TITLING ALTERNATE g, ALTERNATE R y]

Vmmärrys  
PUBLICÓ  
Großvater

CHISWICK POSTER LIGHT ITALIC, 96 PT [TITLING ALTERNATE P Y, ALTERNATE C G a m r t v y]

Quotidian  
JÔNÏCÔS  
Mythology

CHISWICK POSTER REGULAR, 96 PT [ALTERNATE Q g t y]

*Construct*  
*AUGUST*  
*Represent*

CHISWICK POSTER REGULAR ITALIC, 96 PT [TITLING ALTERNATE A, DISCRETIONARY ct st, ALTERNATE C G S p]

Recalesce  
CELTICĂ  
Tipógrafa

CHISWICK POSTER SEMIBOLD, 96 PT [ALTERNATE C R g]

*Izklāstīta*  
JOINERS  
*Argonaut*

CHISWICK POSTER SEMIBOLD ITALIC, 96 PT [SWASH A, ALTERNATE J S a g i k l n r s t u]

Quadrato  
REJOICE  
Vanskelig

CHISWICK POSTER BOLD, 96 PT [ALTERNATE C J Q R g k]

*Décisives*  
*STÆRKT*  
*January*

CHISWICK POSTER BOLD ITALIC, 96 PT [SWASH J K S T R, TITLING ALTERNATE J, ALTERNATE y]







**OPENTYPE FEATURES**  
FAMILY WIDEALL CAPS  
opens up spacing, moves  
punctuation up

SMALL CAPS

ALL SMALL CAPS  
includes punctuation & figuresPROPORTIONAL LINING  
default figuresPROPORTIONAL LINING  
cap height

PROPORTIONAL OLDSTYLE

SMALL CAP  
PROPORTIONAL LINING

REBUILT FRACTIONS

ARBITRARY FRACTIONS  
ignores numeric date formatDENOMINATOR  
for making arbitrary fractionsNUMERATOR  
for making arbitrary fractions

SUPERScript/SUPERIOR

SUBScript/INFERIOR

DISCRETIONARY LIGATURES  
ct st spHISTORICAL FORMS  
historical long sLANGUAGE FEATURE  
Polski (Polish) kreska accentLANGUAGE FEATURE  
Română ș accentLANGUAGE FEATURE  
Nederlands IJ glyph**DEACTIVATED**

Belts &amp; [Socks] @ £9.70

(Mayo) &amp; 'Ketchup' @ €18?

(Mayo) &amp; 'Ketchup' @ €18?

March: \$32,460 €11,895  
April: ¥70,031 £97,215March: \$32,460 €11,895  
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April: ¥70,031 £97,215

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

21/03/15 and 2 9/118 46/923

0123456789 0123456789

0123456789 0123456789

x<sup>158</sup> + y<sup>23</sup> × z<sup>18</sup> - a<sup>4260</sup>x<sub>158</sub> ÷ y<sub>23</sub> × z<sub>18</sub> - a<sub>4260</sub>Fact hastens *specialist acts*Cross Accessible *Brasseries*

ŹRÓDŁA ŚLADY możliwość

FAIMOȘI CONȘTIINȚA artiști

VRIJDAG IJSSELMEER Rijk

**ACTIVATED**

BELTS &amp; [SOCKS] @ £9.70

(MAYO) &amp; 'KETCHUP' @ €18?

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FAIMOȘI CONȘTIINȚA artiști

VRIJDAG IJSSELMEER Rijk

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**OPENTYPE FEATURES**  
ROMAN

TITLING ALTERNATES  
& g 2 3 4 5 6 9 (lining)  
2 3 4 5 (oldstyle)

SWASH  
& 2 7 (lining), 2 3 (oldstyle)  
(activates discretionary ligatures)

STYLISTIC SET 01  
alternate C J K Q R g k y  
£ 0 1 2 3 5 6 9 & €

STYLISTIC SET 02  
alternate t

STYLISTIC SET 03  
alternate P R g

STYLISTIC SET 04  
alternate K Q R g k y

STYLISTIC SET 07  
alternate g

STYLISTIC SET 08  
alternate g

STYLISTIC SET 10  
alternate R

STYLISTIC SET 13  
alternate y

STYLISTIC SET 14  
double barred \$ £

STYLISTIC SET 15  
alternate &

STYLISTIC SET 16  
alternate 1 2 4 7 8 (lining)  
alternate 1 4 5 8 (oldstyle)

STYLISTIC SET 17  
increases stroke weight on  
£ 2 3 7 8 &

STYLISTIC SET 18  
alternate y

STYLISTIC SET 19  
alternate 6 9

**DEACTIVATED**

Taught & raised 452 kids in 1935

27 acts of valor & grit of 230 men

Rang Jack Q Cink at 9:13 for £20  
QUICKLY CRANKING 2,561 JOINTS

Quietly resets the master circuit

The beginning of vogue PR firms

Kept key QR codes begrudgingly

Prologue to the giant awakening

Figuring in their new mythology

Register an SRT in Main Records

Sufficiently close by Center City

Final closing price of \$254/ £201

Local & federal government laws

Affected 224,178 citizens in 1845

Scrimped & saved for all £12,875

Seeks your company in January

The first collection of early 1969

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**OPENTYPE FEATURES**  
ITALIC

TITLING ALTERNATES  
A B D J P Q R Y of  
various figures

SWASH  
A J M N Q T 2 7 (LF) 2 3 5 (OSF)  
(activates discretionary ligatures)

STYLISTIC SET 01  
alternate C J K Q R Y t  
£ ¥ 0 1 2 3 5 6 9 &

STYLISTIC SET 02  
alternate a b d h i j k l m n p q r t u y  
(flat incoming serifs)

STYLISTIC SET 03  
alternate C G J K S k v w

STYLISTIC SET 04  
alternate J Q

STYLISTIC SET 05  
alternate b d h k l p q t c t sp st b  
(no incoming serifs)

STYLISTIC SET 06  
alternate g v w y

STYLISTIC SET 07  
alternate g

STYLISTIC SET 08  
alternate g

STYLISTIC SET 09  
alternate v w y

STYLISTIC SET 10  
alternate A V W

STYLISTIC SET 11  
alternate p

STYLISTIC SET 12  
alternate f

STYLISTIC SET 13  
alternate y

STYLISTIC SET 14  
double barred \$ £

STYLISTIC SET 15  
alternate S &

STYLISTIC SET 16  
alternate 1 2 3 4 6 7 8 9 (lining)  
3 4 5 8 (oldstyle)

STYLISTIC SET 17  
increases stroke weight on  
£ 2 6 &

STYLISTIC SET 18  
alternate J f g y £ 2

STYLISTIC SET 19  
removes ball terminals from  
J Q Y f g y 6 9

**DEACTIVATED**

*RSVP to Yvonne by 24 of July*

*All Queen's 27th Festival in 1325*

*John & Quinn Cooke's 36th Year*

*All are invited for a 10pm party*

*Joint Chilean & Greek viewing*

*Quickly she flew to Jacksonville*

*Like many other smaller stamps*

*Give way to divergent varietals*

*Cataloging archaeological digs*

*Advancing regular engagement*

*Envisions new wavy variations*

*A Winter Viewing Opportunity*

*Represented phenomenal plans*

*Sought to offer her future ideals*

*Beyond simply a new itinerary*

*Priced this weekend at £25 (\$31)*

*Serena & Sam's announcements*

*Exactly 245,738 born in fall 1854*

*Had £7,382 in gold & silver bars*

*Gatherings for 2nd of January  
featuring live acts & fireworks*

*YMCA's Quick Juke is paying  
homage to 1969's high artistry*

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**OPENTYPE FEATURES**  
 ITALIC

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 TITLING + STYLISTIC SET 18  
 alternate Y of 3

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 SWASH + TITLING  
 alternate swash A

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 SWASH + STYLISTIC SET 15  
 alternate swash A

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 SWASH + STYLISTIC SET 18  
 alternate swash A

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**DEACTIVATED**


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*Yasmine's, NYC, 23rd of May*


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*A Lazy Afternoon Spent Inside*


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*Available after 6th April, 2017*


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*All King Arthur's Adventurers*


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## STYLES INCLUDED IN COMPLETE FAMILY

Chiswick Extralight  
 Chiswick Extralight Italic  
 Chiswick Light  
 Chiswick Light Italic  
 Chiswick Regular  
 Chiswick Regular Italic  
 Chiswick Semibold  
 Chiswick Semibold Italic  
 Chiswick Bold  
 Chiswick Bold 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, Serbian (Latin), Slovak, Slovenian, Spanish (Castillian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

## CONTACT

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[www.commercialtype.com](http://www.commercialtype.com)

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## ABOUT THE DESIGNER

**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.

His interest in the modern and vernacular is encompassed in his type design ranging from the contemporary such as for Björk, through to the extensive traditional British modern Brunel as seen in *Condé Nast Portfolio*. Whilst consultant to *The Guardian* he designed Guardian Egyptian with Christian Schwartz. 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.