
Schnyder Collection

Schnyder is a display typeface with an idiosyncratic personality, existing comfortably in the grey area between type and lettering. With three weights, four widths, and four optical sizes, Schnyder is a complete system for making beautiful, offbeat, and distinctive headline treatments.

PUBLISHED
2018

DESIGNED BY
BERTON HASEBE AND CHRISTIAN SCHWARTZ

PRODUCTION ASSISTANCE
HRVOJE ŽIVČIĆ
MIGUEL REYES

54 STYLES
4 FAMILIES

FAMILIES
SCHNYDER
SCHNYDER WIDE
SCHNYDER X CONDENSED
SCHNYDER CONDENSED

Designed by Berton Hasebe and Christian Schwartz for the 2013 redesign of *T, the New York Times Style Magazine* by creative director Patrick Li and his team, the family draws primary inspiration from Beaux Arts-era serif display typefaces and a hand-lettered invitation to an exhibition by Swiss painter Jean-Frédéric Schnyder. Schnyder has the high contrast typical of a fashion typeface but with quirky, organic structures. The stem thicknesses in each weight are identical across the widths, an unusual feature that allows the widths to be mixed freely in headlines, even within single words.

RECOMMENDED MINIMUM & MAXIMUM SIZES

SMALL, 18 - 40 PT

Major competing future development factions
Discusses the proposed legislation
International joint venture

MEDIUM, 28 - 60 PT

Her thirty-month hiatus
Exclusive preview

LARGE, 50 - 90 PT

Flagship Store
Qualifiers

X LARGE, 100 PT+

Rogue
YEAR

COMBINING WIDTHS

DRAGONFLY

SCHNYDER WIDE LARGE DEMI, 68 PT

DEPARTMENT

SCHNYDER LARGE DEMI, 68 PT

DELICATESSENS

SCHNYDER CONDENSED LARGE DEMI, 68 PT

DEMOGRAPHIC STUDY

SCHNYDER X CONDENSED LARGE DEMI, 68 PT

EEEE

SCHNYDER X LARGE DEMI, ALL WIDTHS, 132 PT

The stem weights in each weight of Schnyder match exactly across all widths, allowing the widths to be mixed freely at the same point size for an effect similar to lettering.

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HRVOJE ŽIVČIĆ
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24 STYLES
3 WEIGHTS W/ ITALICS IN 4 OPTICAL SIZES

FEATURES
PROPORTIONAL LINING FIGURES
TITLING & STYLISTIC ALTERNATES

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Schnyder Small Light
Schnyder Small Light Italic
Schnyder Small Demi
Schnyder Small Demi Italic
Schnyder Small Bold
Schnyder Small Bold Italic

Schnyder Medium Light
Schnyder Medium Light Italic
Schnyder Medium Demi
Schnyder Medium Demi Italic
Schnyder Medium Bold
Schnyder Medium Bold Italic

Schnyder Large Light
Schnyder Large Light Italic
Schnyder Large Demi
Schnyder Large Demi Italic
Schnyder Large Bold
Schnyder Large Bold Italic

Schnyder X Large Light
Schnyder X Large Light Italic
Schnyder X Large Demi
Schnyder X Large Demi Italic
Schnyder X Large Bold
Schnyder X Large Bold Italic

Restoration
TERLIHAT
Organizada

SCHNYDER X LARGE LIGHT, 100 PT [ALTERNATE A R s]

Final Result
EQUATED
Võivad väga

SCHNYDER X LARGE LIGHT ITALIC, 100 PT [ALTERNATE t]

Blickwinkel
OPENLIJK
Now £390

SCHNYDER X LARGE DEMI, 100 PT

Professions
INTRIGUE
Organizzat

SCHNYDER X LARGE DEMI ITALIC, 100 PT [ALTERNATE G R s]

Bold vision
SOURCES
Kulminerte

SCHNYDER X LARGE BOLD, 100 PT [ALTERNATE K]

Zabezpečit'
LUMITAW
Hypothesis

SCHNYDER X LARGE BOLD ITALIC, 100 PT [ALTERNATE t]

Dissonant ideas
PERENNIALY
Collega-literator

SCHNYDER LARGE LIGHT, LIGHT ITALIC, 70 PT [ALTERNATE s]

Retrospectively
GÉPSZERŰEK
Traditional dials

SCHNYDER LARGE DEMI, DEMI ITALIC, 70 PT [ALTERNATE G K]

Hilarious result
TENDÊNCIAS
Dekonstruktion

SCHNYDER LARGE BOLD, BOLD ITALIC, 70 PT [ALTERNATE 1]

Illinoian glacial topography
INCONTROVERTIBILITY
Võimalike stereoisomeeride

SCHNYDER MEDIUM LIGHT, LIGHT ITALIC, 40 PT

Ironiaa ja metafiktiivisyyttä
140 UNIQUE EXAMPLES
The Pleistocene megafauna

SCHNYDER MEDIUM DEMI, DEMI ITALIC, 40 PT [ALTERNATE Q 4]

Older example of chirality
A BYGONE TECHNIQUE
Un esempio macroscopico

SCHNYDER MEDIUM BOLD, BOLD ITALIC, 40 PT

L'ARCHITECTE HENRI YEVILE REFAIT ENTIÈREMENT
Many new developments in the context of phenomenology
CROSSING INTERNATIONAL ROUTE E20-B VIA ROAD
A múzeum gyűjteménye ha a korábbiaknál lassabb ütemben

SCHNYDER SMALL LIGHT, LIGHT ITALIC, 18 PT [ALTERNATE S]

AREAS OF THE PALACE BUILT IN BOTH 1946 & 1952
Dagens slott er resultatet av en tusen år lang byggeprosess
HÖNNUNIN ER MJÖG FLÓKIN, ÞAD ERU YFIR 175.100
Ve školním roce 1832 – 1874 se vystupňovala nespokojenost

SCHNYDER SMALL DEMI, DEMI ITALIC, 18 PT

ON 245 SAARTA, JOITA YHDISTÄÄ YLI 340 SILTAA
Derrida addressing ethical & political themes in his work
A RECORD 20 YEARS OF PASSPORT-FREE TRAVEL
Quadripartite talks proved onerous with several members

SCHNYDER SMALL BOLD, BOLD ITALIC, 18 PT [ALTERNATE J Q w & 4]

Inland archipelago

SCHNYDER LARGE LIGHT, 60 PT

Recreational divers

SCHNYDER LARGE LIGHT ITALIC, 60 PT

Newest emissaries

SCHNYDER LARGE DEMI, 60 PT

Eksistensiyalistang

SCHNYDER LARGE DEMI ITALIC, 60 PT

National Territory

SCHNYDER LARGE BOLD, 60 PT

Begaafd journalist

SCHNYDER LARGE BOLD ITALIC, 60 PT

Schnyder Wide

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PRODUCTION ASSISTANCE
HRVOJE ŽIVČIĆ
MIGUEL REYES

12 STYLES
3 WEIGHTS IN 4 OPTICAL SIZES

FEATURES
PROPORTIONAL LINING FIGURES
TITLING & STYLISTIC ALTERNATES

Designed by Berton Hasebe and Christian Schwartz for the 2013 redesign of *T, the New York Times Style Magazine* by creative director Patrick Li and his team, Schnyder has the high contrast typical of a fashion typeface but with quirky, organic structures and a large number of alternates for several letterforms. The stem thicknesses in each weight are identical across the widths, an unusual feature that allows the widths to be mixed freely in headlines, even within single words. With three weights, four widths, and four optical sizes, Schnyder is a complete system for making beautiful, offbeat, and distinctive headline treatments.

Schnyder Wide Small Light
Schnyder Wide Small Demi
Schnyder Wide Small Bold

Schnyder Wide Medium Light
Schnyder Wide Medium Demi
Schnyder Wide Medium Bold

Schnyder Wide Large Light
Schnyder Wide Large Demi
Schnyder Wide Large Bold

Schnyder Wide X Large Light
Schnyder Wide X Large Demi
Schnyder Wide X Large Bold

Fejlődésre
BENEFIT
Deserving

SCHNYDER WIDE X LARGE LIGHT, 100 PT [ALTERNATE s]

Exclusives
VINIQUE
Tyrinètoju

SCHNYDER WIDE X LARGE DEMI, 100 PT [ALTERNATE Q]

Airframes
DEPLOY
Başlamıştı

SCHNYDER WIDE X LARGE BOLD, 100 PT

SABANJURÉ
Vast wild plain

SCHNYDER WIDE LARGE LIGHT, 70 PT

FILOZOFIJA
Chimeric plan

SCHNYDER WIDE LARGE DEMI, 70 PT [ALTERNATE A J]

VANGUARD
Hljóðstafrófið

SCHNYDER WIDE LARGE BOLD, 70 PT

Lionized Swedish author
EVEN PROPORTIONS
Jellemző az illúzióvesztés

SCHNYDER WIDE MEDIUM LIGHT, 40 PT [ALTERNATE J I]

Geschmack der Kunden
AUTRES MÉTHODES
Celebrating local culture

SCHNYDER WIDE MEDIUM DEMI, 40 PT [ALTERNATE A R]

Demonstrated reliability
INTERESTED PARTY
Produktom kryštalizácie

SCHNYDER WIDE MEDIUM BOLD, 40 PT

RETURNING TO CIVILIAN SERVICE IN MID-1942
 Det er skåret af en oolitisk limsten der ikke er kendt på
 BADANIA RDZENI LODOWYCH ANTARKTYDY I
 A key artery along the coast south from Santa Barbara

SCHNYDER WIDE SMALL LIGHT, 18 PT [ALTERNATE t]

JUST NEAR THE VAST CHAPARRAL HORIZON
 Veistoksen iäksi on arvioitu 24 000 – 38 000 vuotta
 ÎNCEPÂND DIN 2005 MUZEUL ADĂPOSTEȘTE
 7 ranking members of the Senate judiciary committee

SCHNYDER WIDE SMALL DEMI, 18 PT

VE KTERÉM ŽIJE PŘES 1 400 000 OBYVATEL
 Inheriting this new principality mainly from his father
 INITIAL COLLOQUIUM ON STRUCTURALISM
 Los descendientes contemporáneos del maya clásico

SCHNYDER WIDE SMALL BOLD, 18 PT [ALTERNATE C K w]

Implementations

SCHNYDER WIDE LARGE LIGHT, 60 PT

Archaeologically

SCHNYDER WIDE LARGE DEMI, 60 PT

Perspektivischer

SCHNYDER WIDE LARGE BOLD, 60 PT

Schnyder X Condensed

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HRVOJE ŽIVČIĆ
MIGUEL REYES

6 STYLES
3 WEIGHTS IN 2 OPTICAL SIZES

FEATURES
PROPORTIONAL LINING FIGURES
TITLING & STYLISTIC ALTERNATES

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Schnyder X Condensed Large Light

Schnyder X Condensed Large Demi

Schnyder X Condensed Large Bold

Schnyder X Condensed X Large Light

Schnyder X Condensed X Large Demi

Schnyder X Condensed X Large Bold

Fine tea monger
BLÜTENSTÄNDE
Iniciatyva išvijus

SCHNYDER X CONDENSED X LARGE LIGHT, 100 PT [ALTERNATE 1]

Office of Marble
VAST INDUSTRY
Habitat primitif

SCHNYDER X CONDENSED X LARGE DEMI, 100 PT

Alguns pintores
POLITYCZNYCH
Secondary axes

SCHNYDER X CONDENSED X LARGE BOLD, 100 PT [ALTERNATE A C]

DIFFUSIONE GLOBALE
Fastest prototype cars

SCHNYDER X CONDENSED LARGE LIGHT, 70 PT

HISTORISCH KNÜPFT
Gândirea sa filozofică

SCHNYDER X CONDENSED LARGE DEMI, 70 PT [ALTERNATE K]

GRAND ENCOUNTERS
Architectural façades

SCHNYDER X CONDENSED LARGE BOLD, 70 PT

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Schnyder Condensed Small Light
Schnyder Condensed Small Demi
Schnyder Condensed Small Bold

Schnyder Condensed Medium Light
Schnyder Condensed Medium Demi
Schnyder Condensed Medium Bold

Schnyder Condensed Large Light
Schnyder Condensed Large Demi
Schnyder Condensed Large Bold

Schnyder Condensed X Large Light
Schnyder Condensed X Large Demi
Schnyder Condensed X Large Bold

Rule & Form
UTILIZZATA
County Cork

SCHNYDER CONDENSED X LARGE LIGHT, 100 PT [ALTERNATE C &]

State Route 1
TERRITORY
Þjóðhöfðingi

SCHNYDER CONDENSED X LARGE DEMI, 100 PT [ALTERNATE R]

Ofta imiterar
FÉILEACÁN
Wistful lyrics

SCHNYDER CONDENSED X LARGE BOLD, 100 PT [ALTERNATE W t]

MGA KONSEPTO
Chaque personne

SCHNYDER CONDENSED LARGE LIGHT, 70 PT

CONCRETE ART
Orbital stratagem

SCHNYDER CONDENSED LARGE DEMI, 70 PT [ALTERNATE C A R s]

TÄMÄN VUOKSI
Finding the limits

SCHNYDER CONDENSED LARGE BOLD, 70 PT [ALTERNATE K]

Examined their different world
VANGUARDISTAS DEL SIGLO
Szacuje się, że spośród 17 500

SCHNYDER CONDENSED MEDIUM LIGHT, 40 PT

The older surface expressions
STEEL SCULPTURAL WORK
Um 3.700 km langur klasi yfir

SCHNYDER CONDENSED MEDIUM DEMI, 40 PT [ALTERNATE K]

Personalidad ang nabubuo sa
EPISTEMOLOGICAL IMAGE
Muskeg & wet peatland zones

SCHNYDER CONDENSED MEDIUM BOLD, 40 PT [ALTERNATE S]

RAHA SILLA EHITUSEKS EI KASUTATUD, AGA SEDA KASUTATI
 Wykonywanego odwiertu dotarła 11 kwietnia do wybrzeży Luizjany
 VU'S WRITINGS INFLUENCED NEW ACTIVISTS & MOVEMENTS
 The lake is technically endorheic lake, feeding into 7 nearby rivers

SCHNYDER CONDENSED SMALL LIGHT, 18 PT

INSIDE THESE EARLIEST & LEAST INDUSTRIALIZED TOWNS
 Ceci était censé forcer les commerçants et artisans de Trelleborg
 YÜZYIL STANDARTLARINDA OLDUĞU DA DÜŞÜNÜLMÜŞTÜR
 Arenas of interest such as deconstruction and post-structuralism

SCHNYDER CONDENSED SMALL DEMI, 18 PT [ALTERNATE A R W &]

4 CODICES & CLASSIC TEXTS WERE WRITTEN BY SCRIBES
 In einer persönlichen und künstlerischen Krise begann er 1864
 THE FIRST INSTALLMENT ORIGINALLY AIRED IN JANUARY
 Continuato ad espandersi per tutta la prima metà del XX secolo

SCHNYDER CONDENSED SMALL BOLD, 18 PT

Tradicie humanizmu

SCHNYDER CONDENSED LARGE LIGHT, 60 PT

Architectural feature

SCHNYDER CONDENSED LARGE DEMI, 60 PT

Vanguardia artística

SCHNYDER CONDENSED LARGE BOLD, 60 PT

INCLUDED FAMILIES

Schnyder
 Schnyder Wide
 Schnyder X Condensed
 Schnyder Condensed

SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Bosnian, Breton, 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 (Castilian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

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ABOUT THE DESIGNER

Berton Hasebe (born 1982) moved from Hawaii to study and work in Los Angeles, obtaining a BFA from Otis College of Art and Design in 2005. In 2007 he moved to the Netherlands to study type design through the Type and Media masters course at the Royal Academy of Art (KABK) in The Hague. Berton has resided in New York since 2008, and was a staff designer with Commercial Type from 2008 to 2013, when he left to start his own studio.

Berton's typefaces have been awarded by the New York and Tokyo Type Directors Club, the ATypI, and the Brno Biennial. In 2012 he was awarded *Print* magazine's 20 Under 30 Award. Berton currently teaches typography at Parsons and has taught type design at The University of the Arts in Philadelphia and the Type@Cooper Extended Program at The Cooper Union in New York.

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.