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# Feature Display

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Feature Display offers seven weights with matching italics. It edges toward a more traditional fashion display face, with attenuated contrast and round terminals. In this version, Feature's personality—industrious but pretty, sober but warm—truly shines.

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**PUBLISHED**  
2022

**DESIGNED BY**  
BERTON HASEBE AND CHRISTIAN SCHWARTZ

**14 STYLES**  
7 WEIGHTS W/ ITALICS

**FEATURES**  
PROPORTIONAL/TABULAR LINING FIGURES  
FRACTIONS (PREBUILT AND ARBITRARY)  
SUPERSCRIP/T/SUBSCRIPT

Although it's perfect for headlines and titles, Feature Display can just as easily break out of an editorial context and go even bigger for signage, posters, and environmental graphics. It offers a wider range of weights than the rest of the family, from a delicate Extralight to a powerful Ultra.

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Feature Display Extralight  
*Feature Display Extralight Italic*  
Feature Display Light  
*Feature Display Light Italic*  
Feature Display Regular  
*Feature Display Regular Italic*  
Feature Display Medium  
*Feature Display Medium Italic*  
**Feature Display Bold**  
***Feature Display Bold Italic***  
**Feature Display Extrabold**  
***Feature Display Extrabold Italic***  
**Feature Display Ultra**  
***Feature Display Ultra Italic***

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**RECOMMENDED MINIMUM & MAXIMUM SIZES**

FEATURE DISPLAY, 40 PT+

# Regional trading Mercantile SPARKS

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FEATURE DECK, 18 - 40 PT

Due to animosities of their main competitor  
A series of upsets befell the ships  
Launched a final voyage  
This official inquiry

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FEATURE TEXT, 8 - 18 PT

THE ENGLISH EAST INDIA COMPANY WAS established in 1600 and was granted a Royal Charter by Queen Elizabeth I under the name Governor and Company As Merchants of London trading into the East Indies Trading mainly in silk, rum, cotton, and opium

Conference  
FUNCTION  
Organikong

FEATURE DISPLAY EXTRALIGHT, 90 PT

*Journalistes*  
*DELEGATE*  
*Symbolized*

FEATURE DISPLAY EXTRALIGHT ITALIC, 90 PT

Architektur  
MONARCH  
Structurally

FEATURE DISPLAY LIGHT, 90 PT

*Retractable*  
JÕUMASIN  
*Principality*

FEATURE DISPLAY LIGHT ITALIC, 90 PT [ALTERNATE J]

Exhibitions  
MAHTURA  
Integrating

FEATURE DISPLAY REGULAR, 90 PT [ALTERNATE M a g]

*Paramount*  
*AMICABLE*  
*Identificate*

FEATURE DISPLAY REGULAR ITALIC, 90 PT

Diplomatic  
WORKTOP  
Lähettänyt

FEATURE DISPLAY MEDIUM, 90 PT

*Navigation*  
*ZERWANIE*  
*Cliffhanger*

FEATURE DISPLAY MEDIUM ITALIC, 90 PT [ALTERNATE W]

Acheulean  
STABILITÀ  
Fasegewijs

FEATURE DISPLAY BOLD, 90 PT [ALTERNATE a]

*Segurança*  
QUESTION  
*Theorizing*

FEATURE DISPLAY BOLD ITALIC, 90 PT [ALTERNATE z]



**Konstverk**  
**BANGKOK**  
**Resources**

FEATURE DISPLAY EXTRABOLD, 90 PT [ALTERNATE K K]

***Effectively***  
***CAPACITY***  
***Befektetés***

FEATURE DISPLAY EXTRABOLD ITALIC, 90 PT

**Backbone**  
**ÁSTÆÐUR**  
**Quotation**

FEATURE DISPLAY ULTRA, 90 PT [ALTERNATE Q R]

***Vaudeville***  
***SOLITARY***  
***Işlayarkən***

FEATURE DISPLAY ULTRA ITALIC, 90 PT

WATERCRAFT  
Samenwerking

FEATURE DISPLAY EXTRALIGHT, 70 PT

*SUBSEQUENT*  
*Acknowledged*

FEATURE DISPLAY EXTRALIGHT ITALIC, 70 PT

MOTORWERK  
Shadowboxing

FEATURE DISPLAY LIGHT, 70 PT [ALTERNATE W w]

*PARTECIPARE*  
*Manufacturing*

FEATURE DISPLAY LIGHT ITALIC, 70 PT [ALTERNATE M g]

FÖRHINDRAR  
Thymiatechny

FEATURE DISPLAY REGULAR, 70 PT

*OBJECTIVITY*  
*Kagylóhéjakat*

FEATURE DISPLAY REGULAR ITALIC, 70 PT

RATIONALIZE  
Archaeologist

FEATURE DISPLAY MEDIUM, 70 PT [ALTERNATE R a g]

*ETIMOLOGIJA*  
*Hypothesizing*

FEATURE DISPLAY MEDIUM ITALIC, 70 PT [ALTERNATE J]

**MELIBATKAN**  
**Septentrional**

FEATURE DISPLAY BOLD, 70 PT

***SUBDUCTION***  
***Anschließend***

FEATURE DISPLAY BOLD ITALIC, 70 PT

**TECTONIQUE**  
**Methodology**

FEATURE DISPLAY EXTRABOLD, 70 PT [ALTERNATE M Q g]

***HYPOTHESIS***  
***Capgirament***

FEATURE DISPLAY EXTRABOLD ITALIC, 70 PT

**GEOGRAPHY**  
**Instituciones**

FEATURE DISPLAY ULTRA, 70 PT

***PROVOCÂND***  
***Exhaustively***

FEATURE DISPLAY ULTRA ITALIC, 70 PT

La continua popolarità dei  
WESTERNMOST VALLEY  
*Noted historical document*

FEATURE DISPLAY EXTRALIGHT, EXTRALIGHT ITALIC, 40 PT

The urban peristyle home  
A POWERFUL EARLDOM  
*Organizational researcher*

FEATURE DISPLAY LIGHT, LIGHT ITALIC, 40 PT [ALTERNATE R W]

Haunting shifts in tonality  
VÕIMELISED KUNINGAD  
*Zeitpunkt an hatte er eine*

FEATURE DISPLAY REGULAR, REGULAR ITALIC, 40 PT

Dans l'ère mi-victorienne  
ARTISTIC MANNERISMS  
*Made for freezing locales*

FEATURE DISPLAY MEDIUM, MEDIUM ITALIC, 40 PT [ALTERNATE M a g]

**These alpine föhn winds**  
**APIE 87 METRŮ ŽEMIAU**  
***Lost £11,523,896 in 2007***

FEATURE DISPLAY BOLD, BOLD ITALIC, 40 PT

**Câu chuyện vẫn tiếp tục**  
**A DIALECT OF SICILIAN**  
***Roman literary sources***

FEATURE DISPLAY EXTRABOLD, EXTRABOLD ITALIC, 40 PT [ALTERNATE a]

**Depth of 73,659 meters**  
**CENTRAL RIVER BASIN**  
***Erken dönemde verdiği***

FEATURE DISPLAY ULTRA, ULTRA ITALIC, 40 PT [ALTERNATE 3 5 6 9]



Dikombinasikan

FEATURE DISPLAY EXTRALIGHT, 65 PT

Infrastructurally

FEATURE DISPLAY LIGHT, 65 PT

Middelgebergte

FEATURE DISPLAY REGULAR, 65 PT

Przepustowość

FEATURE DISPLAY MEDIUM, 65 PT

Interactionism

FEATURE DISPLAY BOLD, 65 PT

Subcategorize

FEATURE DISPLAY EXTRABOLD, 65 PT

Improvisation

FEATURE DISPLAY ULTRA, 65 PT

*Communication*

FEATURE DISPLAY EXTRALIGHT ITALIC, 65 PT

*Félagsfræðingur*

FEATURE DISPLAY LIGHT ITALIC, 65 PT

*Staatspräsident*

FEATURE DISPLAY REGULAR ITALIC, 65 PT

*Acknowledging*

FEATURE DISPLAY MEDIUM ITALIC, 65 PT

*Considerações*

FEATURE DISPLAY BOLD ITALIC, 65 PT

*Questionnaire*

FEATURE DISPLAY EXTRABOLD ITALIC, 65 PT

*Manipulatory*

FEATURE DISPLAY ULTRA ITALIC, 65 PT





**OPENTYPE FEATURES**  
 FAMILY WIDE

 ALL CAPS  
 opens up spacing, moves  
 punctuation up

 PROPORTIONAL LINING  
 default figures

TABULAR LINING

 FRACTIONS  
 ignores numeric date format

SUPERScript/SUPERIOR

SUBSCRIPT/INFERIOR

 DENOMINATOR  
 for making arbitrary fractions

 NUMERATOR  
 for making arbitrary fractions

 LANGUAGE FEATURE  
 Nederlands (Dutch) IJ glyph

 LANGUAGE FEATURE  
 Català (Catalan) ḷ glyph

 LANGUAGE FEATURE  
 Română (Romanian) ș accent

**DEACTIVATED**

;Fish &amp; 'Chips' @ £25!?

 March: \$3,460 €1,895  
 April: ¥7,031 £9,215

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21/03/10 and 21/18 46/91

 $x_{158} + y_{23} \times z_{18} - a_{4260}$ 
 $x_{158} \div y_{23} \times z_{18} - a_{4260}$ 

0123456789 0123456789

0123456789 0123456789

BÍJNA IJsselmeer vrijdag

CEL·LA al·lusió col·lecció

ÎNSUȘI științifice activiști

**ACTIVATED**

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**OPENTYPE FEATURES**  
 ROMAN & ITALIC
 

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 STYLISTIC SET 01  
 alternate a g
 

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 STYLISTIC SET 03  
 alternate a
 

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 STYLISTIC SET 05  
 alternate 3 5 6 9
 

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 STYLISTIC SET 06  
 alternate J
 

---

 STYLISTIC SET 07  
 alternate J
 

---

 STYLISTIC SET 10  
 alternate Q
 

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 STYLISTIC SET 11  
 alternate R
 

---

 STYLISTIC SET 13  
 alternate W
 

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 STYLISTIC SET 14  
 alternate W w
 

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 STYLISTIC SET 16  
 alternate M
 

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 STYLISTIC SET 17  
 alternate K k
 

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**DEACTIVATED**


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Aggravating situation

Preliminary proposals

The odds of 135 in 629

Justified a July transit

Justified a July transit

After the Qing dynasty

Rescheduled the Rally

Follows the New Wave

Follows the New Wave

Older Master Milliners

Knew to ask it quickly

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**ACTIVATED**


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STYLES INCLUDED IN COMPLETE FAMILY

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Feature Display Ultra Italic

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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, Vietnamese, Walloon, Welsh, Wolof

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CONTACT

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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.

**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 has previously taught at Parsons School of Design, the Type@Cooper Extended Program at The Cooper Union, and the University of the Arts in Philadelphia.