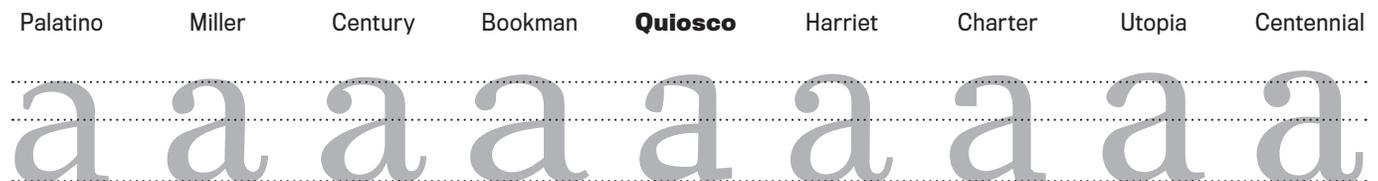


Typeface	Classification
Quiosco	Transitional Serif
Foundry	Designer
Font Bureau	Cyrus Highsmith
Format(s)	O a Tt
Licensing	
Fonts	
6 (regular, italic, SemiBold, Semibold Italic, Bold, Bold Italic)	
Recommended For	
Newspapers, Magazines, Books and Corporate use	
Similar To	
Charter	Guardian
Prensa	Miller
Harriet	
Compatible With	
Antenna	Prensa Display
Relay	Salvo Sans
Character Width	
Same as Miller & Harriet	
Character Spacing	
Narrower than Miller & Harriet	

X-height
Slightly shorter than Harriet but taller than Miller
Copy Fitting
More characters per line than Miller and Harriet
Color
Heavier than Miller and lighter than Harriet
Ascenders & Descenders
Shorter than both Miller & Harriet
Numerals
* Old-style & Lining (default)
* Fraction building capability
Ligatures (14)
fb, ff, fff, ffb, ffh, ffi, ffk, ffl, ffj, fh, fi, fj, fk, fl
Glyph Count
669
Opentype Features
Small Caps All Small Caps
Superscript Ordinals
Case-Sensitive Forms Standard Ligatures
Scientific Inferior Access All Alternates
Stylistic Alternates

Pros
* Nice overall color
* Nice general heavy weight
* Wedge serifs on i and d
* Good reading with generous x-height
* Exaggerated features
* Low stroke contrast
* Narrow character spacing allows for better fitting
* Short ascenders & descenders allow for cleaner, linear look for copy
* Standard ligatures as default
* Slight reverse stress to letter o
Cons
* Numerals are weird
* Numerals lack personality, no finials
* Engineering look
* Aggressive sensibilities
* Abrupt arches
* Closed apertures
* Italics are clunky
Comments & Observations
* Swashy in some places like the question mark but rigid in others like numeral 1 and 4
* Overall design is close to Prensa and Farnham
* Would be nice to have old-style numerals as default for a text typeface
* Off-set weight balance on horizontal axis such as the belly and shoulder of the lowercase a

Legibility Meter



Harder to Read ← ————— → Easier to Read

Miller

Quiosco —

Harriet ---

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14579? \$&” 14579? \$&” 14579? \$&”

videospan videospan videospan

Miller

video span

Quiosco

video span

Harriet

video span

Miller

0 1 2 3 4 5 6 7 8 9 $\frac{1}{4}$

Quiosco

0 1 2 3 4 5 6 7 8 9 $\frac{1}{4}$

Harriet

0 1 2 3 4 5 6 7 8 9 $\frac{1}{4}$

Miller

9/15pt

Johannes Gensfleisch zur Laden zum Gutenberg (c. 1398–February 3, 1468) was a German blacksmith, goldsmith, printer, and publisher who introduced printing to Europe. His invention of mechanical movable type printing started the Printing Revolution and is widely regarded as the most important event of the modern period. It played a key role in the development of the Renaissance, Reformation, the Age of Enlightenment, and the Scientific revolution and laid the material basis for the modern knowledge-based economy and the spread of learning to the masses.

Gutenberg was the first European to use movable type printing, in around 1439. Among his many contributions to printing are: the invention of a process for mass-producing movable type; the use of oil-based ink; and the use of a wooden printing press similar to the agricultural screw presses of the period. His truly epochal invention was the combination of these elements into a practical system which allowed the mass production of printed books and was economically viable for printers and readers alike. Gutenberg's method for making type is traditionally considered to have included a type metal alloy and a hand mould for casting type.

In Renaissance Europe, the arrival of mechanical movable type printing introduced the era of mass communication which permanently altered the structure of society. The relatively unrestricted circulation of information—including revolutionary ideas—transcended borders, captured the masses in the Reformation and threatened the power of political and religious authorities; the sharp increase in literacy broke the monopoly of the literate elite on education and learning and bolstered the emerging middle class. Across Europe, the increasing cultural self-awareness of its people led to the rise of proto-nationalism, accelerated by the flowering of the European vernacular languages to the detriment of Latin's status as lingua franca. In the 19th century, the replacement of the hand-operated Gutenberg-style press by steam-powered rotary presses allowed printing on an industrial scale, while Western-style printing was adopted all over the world, becoming practically the sole medium for modern bulk printing.

The use of movable type was a marked improvement on the hand-written manuscript, which was the existing method of book production in Europe, and upon woodblock printing, and revolutionized

European book-making. Gutenberg's printing technology spread rapidly throughout Europe and later the world.

Gutenberg was born in the German city of Mainz, the youngest son of the upper-class merchant Friele Gensfleisch zur Laden, and his second wife, Else Wyrich, who was the daughter of a shopkeeper. It is assumed that he was baptized in the area close to his birthplace of St. Christoph. According to some accounts Friele was a goldsmith for the bishop at Mainz, but most likely, he was involved in the cloth trade. Gutenberg's year of birth is not precisely known but was most likely around 1398.

John Lienhard, technology historian, says "*Most of Gutenberg's early life is a mystery. His father worked with the ecclesiastic mint. Gutenberg grew up knowing the trade of goldsmithing.*" This is supported by historian Heinrich Wallau, who adds, "*In the 14th and 15th centuries his claimed a hereditary position as ...the master of the archiepiscopal mint. In this capacity they doubtless acquired considerable knowledge and technical skill in metal working. They supplied the mint with the metal to be coined, changed the various species of coins, and had a seat at the assizes in forgery cases.*"

Wallau adds, "*His surname was derived from the house inhabited by his father and his paternal ancestors 'zu Laden, zu Gutenberg.'* *The house of Gänzfleisch was one of the patrician families of the town, tracing its lineage back to the thirteenth century.*" Patricians (aristocrats) in Mainz were often named after houses they owned. Around 1427, the name zu Gutenberg, after the family house in Mainz, is documented to have been used for the first time.

In 1411, there was an uprising in Mainz against the patricians, and more than a hundred families were forced to leave. As a result, the Gutenbergs are thought to have moved to Eltville am Rhein (Alta Villa), where his mother had an inherited estate. According to historian Heinrich Wallau, "*All that is known of his youth is that he was not in Mainz in 1430. It is presumed that he migrated for political reasons to Strasbourg, where the family probably had connections.*" He is assumed to have studied at the University of Erfurt, where there is a record of the enrolment of a student called Johannes de Altavilla in 1418—Altavilla is the Latin form of Eltville am Rhein.

Quiosco

9/15pt

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