



dynamic
duo

Mercury Text & Display

A Mercury Specimen from Hoefler & Frere-Jones



dynamic duo

A **dynamic duo** is a perfect team of two that works well together, and complements each other. They build off of their strengths and create a fantastic whole. And that's what you get when you think of the Mercury Text & Mercury Display family of typefaces—a Dynamic Duo.

There are **many** who are **errant**. (Sancho)

many but **few**

who **merit**

to be
called

knights
(Don Quixote)

Mercury Text G2 Italic 39 pt.

not with **whom** you
are **born**, but with
whom you are **bred**.
(Don Quixote)

Don Quixote—The novel’s tragicomic hero. His main quest in life is to revive knight-errantry in a world devoid of chivalric virtues and values. He believes only what he chooses to believe and sees the whole world very differently from most people. Don Quixote starts out as an absurd and isolated figure and ends as a pitiable and lovable old man whose strength and wisdom have failed him.

Sancho Panza—The peasant laborer—greedy but kind, faithful but cowardly—whom Don Quixote takes as his squire. A representation of the common man, Sancho is a foil to Don Quixote and virtually every other character in the novel. His proverb-ridden peasant’s wisdom and self-sacrificing Christian behavior prove to be the

novel’s most insightful and honorable worldview. He has a strong love for Don Quixote but grows self-confident and saucy, ending the novel by advising his master in matters of deep personal philosophy.

Like Don Quixote & Sancho Panza, the **Mercury** typeface family is one of those “few” typefaces that can fulfill “many” roles. The versatility of Mercury Text, with its four different grades, ensures your print collateral looks its best, and performs its best, just like Don Quixote’s whimsical definition of a knight. If that is not the right choice, Mercury Display rounds out the typeface family by fulfilling the role of a highly useful font for use in headlines or anywhere larger sizes are needed.

Mercury Text Grade 1 Roman
Mercury Text Grade 1 Italic
MERCURY TEXT GRADE 1 ROMAN SMALL CAPS
Mercury Text Grade 1 Semibold
Mercury Text Grade 1 Semibold Italic
MERCURY TEXT GRADE 1 SEMIBOLD SMALL CAPS
Mercury Text Grade 1 Bold
Mercury Text Grade 1 Bold Italic
MERCURY TEXT GRADE 1 BOLD SMALL CAPS

Mercury Text Grade 2 Roman
Mercury Text Grade 2 Italic
MERCURY TEXT GRADE 2 ROMAN SMALL CAPS
Mercury Text Grade 2 Semibold
Mercury Text Grade 2 Semibold Italic
Mercury Text Grade 2 Semibold Small Caps
Mercury Text Grade 2 Bold
Mercury Text Grade 2 Bold Italic
MERCURY TEXT GRADE 2 BOLD SMALL CAPS

Mercury Text Grade 3 Roman
Mercury Text Grade 3 Italic
MERCURY TEXT GRADE 3 ROMAN SMALL CAPS
Mercury Text Grade 3 Semibold
Mercury Text Grade 3 Semibold Italic
MERCURY TEXT GRADE 3 SEMIBOLD SMALL CAPS
Mercury Text Grade 3 Bold
Mercury Text Grade 3 Bold Italic
MERCURY TEXT GRADE 3 BOLD SMALL CAPS

Mercury Text Grade 4 Roman
Mercury Text Grade 4 Italic
MERCURY TEXT GRADE 4 ROMAN SMALL CAPS
Mercury Text Grade 4 Semibold
Mercury Text Grade 4 Semibold Italic
MERCURY TEXT GRADE 4 SEMIBOLD SMALL CAPS
Mercury Text Grade 4 Bold
Mercury Text Grade 4 Bold Italic
MERCURY TEXT GRADE 4 BOLD SMALL CAPS

Mercury Display Roman
Mercury Display Italics
 MERCURY DISPLAY ROMAN SMALL CAPS
 Mercury Display Semibold
Mercury Display Semibold Italics
 MERCURY DISPLAY SEMIBOLD SMALL CAPS
 Mercury Display Bold
Mercury Display Bold Italics
 MERCURY DISPLAY BOLD SMALL CAPS

(Robin) You can't get away from Batman that easy!
good
grammar is
essential, Robin. (Batman)

○ Display Bold 140 pt.

○ Display Italic 64pt.

○ Display Roman 359 pt.

(Robin) Batman look! What skinny macaroni!
no, it's spaghetti, Robin. A variety of
 nourishing pasta larger than vermicelli but
 not as tubular as macaroni. (Batman)

○ Text G2 Semibold 34 pt.

Batman is the superhero protector of Gotham City, a man dressed like a bat who fights against evil and strikes terror into the hearts of criminals everywhere. Although Batman possesses no superhuman powers, he is one of the world's smartest men and greatest fighters. Aided by his many tools, resources and gadgets, Batman is always ready.

Robin is Batman's sidekick and crimefighting partner, a teenage vigilante who patrols Gotham City armed with intensive martial arts abilities and is worthy of his famous

nickname "The Boy Wonder." He has said to Batman that he works with him to provide balance to Batman's dark, gritty persona, which makes him the perfect sidekick.

Just as good grammar is essential, so is a good typeface. **Mercury** offers many weights and styles that are as varied as the different kinds of pasta that Batman was teaching to Robin. You can discover many effective uses for Mercury in any application you need a font with a large variety of weights. Holy Typemaster, Batman!

(Bonnie) **I knew** Clyde when he was
honest & upright.

You made me
somebody

are
gonna
remember. (Clyde)

(Clyde) Next time, I'll **aim** a little **lower!**

pronounced
beaks

complementary ascenders

unique, angled serifs

decorative finials

In some ways it was easy to romanticize **Bonnie & Clyde**. They were a young couple in love who were out on the open road, running from the “big, bad law” who were “out to get them,” capturing the imagination of the nation. Clyde’s impressive driving skill got the gang out of many close calls, while Bonnie’s poetry won the hearts of many. Bonnie & Clyde were equally known for kidnapping policemen and driving them around for hours only to later release them, unharmed, hundreds of miles away.

The two seemed like they were on a great adventure, and always having fun while easily side-stepping the law. Sometimes they would rob a bank, but never managed to

walk away with very much money. They were desperate criminals, constantly fearing capture by the law.

Bonnie & Clyde were one of the most infamous pairs of outlaws the country has ever seen. An outlaw is not only a fugitive from the law, however—it can also mean a non-conformist—a rebel. That is what Mercury Text is. Like the inseparable pair of Bonnie & Clyde, **Mercury Text & Mercury Display** work together to steal the attention of your target audience. With bold serifs and style choices usable in any kind of situation, Mercury will capture the imagination of anyone that sees it, and compel them to keep reading further.

Mercury Text, varying sizes and weights

Boy, I got

(Sundance Kid) You just keep **thinkin'**, Butch. That's what you're **good** at.

VISION

and the rest of the world *wears*

bifocals. (Butch Cassidy)

modern-appearing barb

Mercury Display Roman, 430pt.

(Sundance Kid) You're the **brains**, Butch. Don't **worry**, you'll **think** of something.

Butch Cassidy is the affable, clever, talkative leader of the outlaw Hole in the Wall Gang. His closest companion is the laconic dead-shot "**Sundance Kid.**" The duo held up the Union Pacific Overland Flyer railroad on both its eastward and westward runs, agreeing that the second robbery would be unexpected and likely reap even more money than the first. Lawmen pursue them and eventually they flee to Bolivia.

Butch suggests "going straight", and he and Sundance land their first honest job as payroll guards for a mining company. However, they are ambushed by local bandits

on their first run. Concluding that the straight life isn't for them, they return to robbery. Butch & Sundance steal a payroll but are caught by dozens of Bolivian soldiers.

If you are a publisher with vision, and are looking for a typeface that will be the "brains" behind your products, look no further than **Mercury**. Like Butch & Sundance, Mercury is clever. With a thoughtful looking composition that recalls classic faces of ages past, Mercury ushers the serif into the modern age.

○ elegant yet contemporary shoulder

○ modern finial & unique cross stroke
○ Display Semibold, 255pt.

thin
(Bud Abbott) This boy doesn't put
himself
with ANY
party.
(Lou Costello) That's right!

Mercury Display Italic, 49 pt. ○

Mercury Display Bold SC, 49 pt. ○

Abbott & Costello were one of the greatest comedy duos in the history of show business. They mastered the straightman/clown relationship, creating a magical chemistry that took them from the burlesque stage to radio, to Broadway, to film...and finally, to television. Bud Abbott became one of the most sought after performers on the burlesque circuit. It was in these historic performance venues that he met his future partner, Lou Costello.

Their official teaming was in 1936. Although they soon became a popular booking commodity on the burlesque

circuit, it wasn't until they appeared on radio—performing what would soon become known as their classic signature skit, "Who's On First"—that Bud Abbott & Lou Costello were hurled to stardom, and to Hollywood.

Mercury refuses to be lumped in with any particular style or purpose. With the two dedicated faces available to you, anything is possible. The Mercury family lies in between other fonts that are either only designed for display, or only for text. It simply is the best typeface your agency has and it will work hard for you, just like Abbott & Costello.

Not to **worry**, Mr. Kahl. We're the **best** the employment agency had and we'll **work** hard. **(Bud Abbott)**

(Lucy)
I want the names to be

○ fine, modern-appearing terminals

Unique & euphonious.

Unique if it's boy, and Euphonious if it's girl.
(Ricky)

○ Mercury Display Semibold, 118 pt.

○ Mercury Text, varying sizes & weights

Ever since we said I do, there have been so many things we don't. (Lucy)

Lucy Ricardo is an eccentric, red haired housewife living in New York City and often found getting into trouble. Lucy's goofy antics and attempts to join her husband, Cuban singer Ricky Ricardo, on stage often led to hilarious arguments. She is manipulative, and always wants to be popular and also have many status symbols. She always seems to find trouble around every corner.

Ricky Ricardo is a band leader, and his trademark song is "Babalu". A red haired Lucy is his housewife, who is always finding trouble and mostly caught by Ricky. Ricky can be arrogant, stubborn, and quick tempered. Nothing makes him lose his temper more than the things his wife Lucy does, but, in the end, things always work out. Ricky

met Lucy not long after he came to America, because he mentions multiple times how Lucy "tricked" him into marriage by telling him that common wedding traditions, like saying the words "I do," were really common American customs, which isn't too far from the truth.

The Mercury family is much like Lucy and Ricky—they go very well together and still have fun doing it. While at first glance, the font may look classical, nothing really can be further from the truth. Mercury is an ultramodern typeface. With an extensive set of glyphs and the wide variety of styles available, the only trouble for you will be deciding which style is the perfect fit for your product, campaign, or publication project.

