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TYPE  
SPECIMEN  
CATALOG

DESIGNED BY LAYLA HALL  
ART 309 TYPOGRAPHY I  
FALL 2025  
UNIVERSITY OF TAMPA

TRK

# TABLETS OF CON

- **BEBAS NEUE PRO**- Ryoichi Tsunekawa. From Dharma Type.
- **BIG MOORE**- Carter & Cone.
- **COOLVETICA**- Carter & Cone.
- **KAZIMIR**- CSTM Fonts.
- **LEXIA**- Dalton Maag
- **LONIKI**- Steven Skaggs. From Delve Fonts.
- **MAXULAR**- Steven Skaggs. From Delve Fonts.
- **MILLER BANNER**- Carter & Cone
- **MOKOKO VARIABLE**- Dalton Maag
- **MORTISE**- Max Phillips and Seán Mongey. From Signal Type Foundry.
- **RAFFINE**- Contrast Foundry
- **RIG SANS**- Jamie Clarke. From Jamie Clarke Type.

## Introduction

This type specimen collection shares a robust list of fonts ranging from serif, sans serif, and slab serifs. Researching the fonts on adobe fonts website, I aimed to find fonts with a thick weight and legibility but have a twist of a side of decorative layout, using these letterforms to make unique shapes and contrasts. This catalog serves the purpose to showcase successful font families and their respective foundries/creators. Each page shows valuable information each font family provides, such as upper- and lower-case forms, ligatures, numbers, weights, and the mission and vision of the studios choice of designing the font. I approached this project with the idea of using letterforms to make patterns and festive designs with the strong use of contrast.

**N N**

# SANS SERIF

Ryoichi Tsunekawa

# BEBAS NEUE PRO

DHARMA TYPE

Bebas Neue is a world wide, the most popular font family with all caps released in 2010. “Pro” has lowercase, Italic and Cyrillic. Bebas Neue “Pro” can extend your possibilities.

# B

The quick brown fox jumps  
**The quick brown fox jumps**  
**The quick brown fox jumps**

Dharma Type started in 2005 as a project to offer exclusive fonts designed by Ryoichi Tsunekawa for designers all over the world. The design style is wide-ranging - from retro and classic to experimental and futuristic, from formal to informal. The direction of the project is to fill the small niche of design demand. So far, Dharma Type released about a hundred Latin typefaces including Bebas Neue (free open source font), and many of their fonts have been featured in various publications and used in multiple media such as movie titles (e.g. La La Land), brand logos, and posters.

# 2005

**1234567890!**

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz**



A B C  
D E F  
G H I J  
K L M  
N O P  
Q R S T  
U V W  
X Y Z

a b c  
d e f  
g h i j  
k l m  
n o p  
q r s t  
u v w  
x y z

JUL

*The quick brown fox jumps over the lazy dog*  
*The quick brown fox jumps over the lazy dog*

BIG MOORE  
CARTER & CONE

DESIGNED BY MATTHEW CARTER. FROM CARTER & CONE.

CARTER & CONE HAS DESIGNED SOME OF THE WORLD'S MOST CELEBRATED TYPEFACES AND AWARD-WINNING CUSTOM FONTS. ELEGANT, BALANCED, USEFUL: THESE WORDS DESCRIBE THE FONTS PRODUCED BY MATTHEW CARTER AND CHERIE CONE'S PARTNERSHIP. WHILE THEIR EARLY WORK FORMS THE BEDROCK OF MODERN TYPOGRAPHY, THEIR NEWER TYPEFACES CONTINUE TO ENRICH AND EXPAND IT. THE CONSISTENCY AND THOROUGHNESS OF THEIR DESIGNS ARE A DIRECT RESULT OF THEIR EARLY TRAINING IN INDUSTRIES WITHOUT AN UNDO, LIKE PUNCHCUTTING AND CALLIGRAPHY.



SERIF

**RE**

# SANS SERIF

1 2 3 4 5 6 7 8 9 0 !

Coolvetica is a "scratch-built," display-oriented sans-serif typeface designed by Ray Larabie and published by Typodermic in 1999. It's a 1970s-inspired take on Helvetica, characterized by a retro look with funky curls and tight kerning, featuring omitted tails on the 'R' and 'A' for closer spacing. It was created to capture the playful, customized display lettering style common in American chain store logos of that era. Origins Inspiration: Coolvetica draws its style from the era of 1970s American chain store logos and the playful custom display lettering that was popular at the time. Design: It was designed as a "scratch-built" font by Ray Larabie, who founded Typodermic Fonts in 2001. Key Characteristics Retro Style: Unlike the neutral

# Coolvetica

Designed by Ray Larabie

Ultra Light-The quick brown fox jumps over the lazy dog

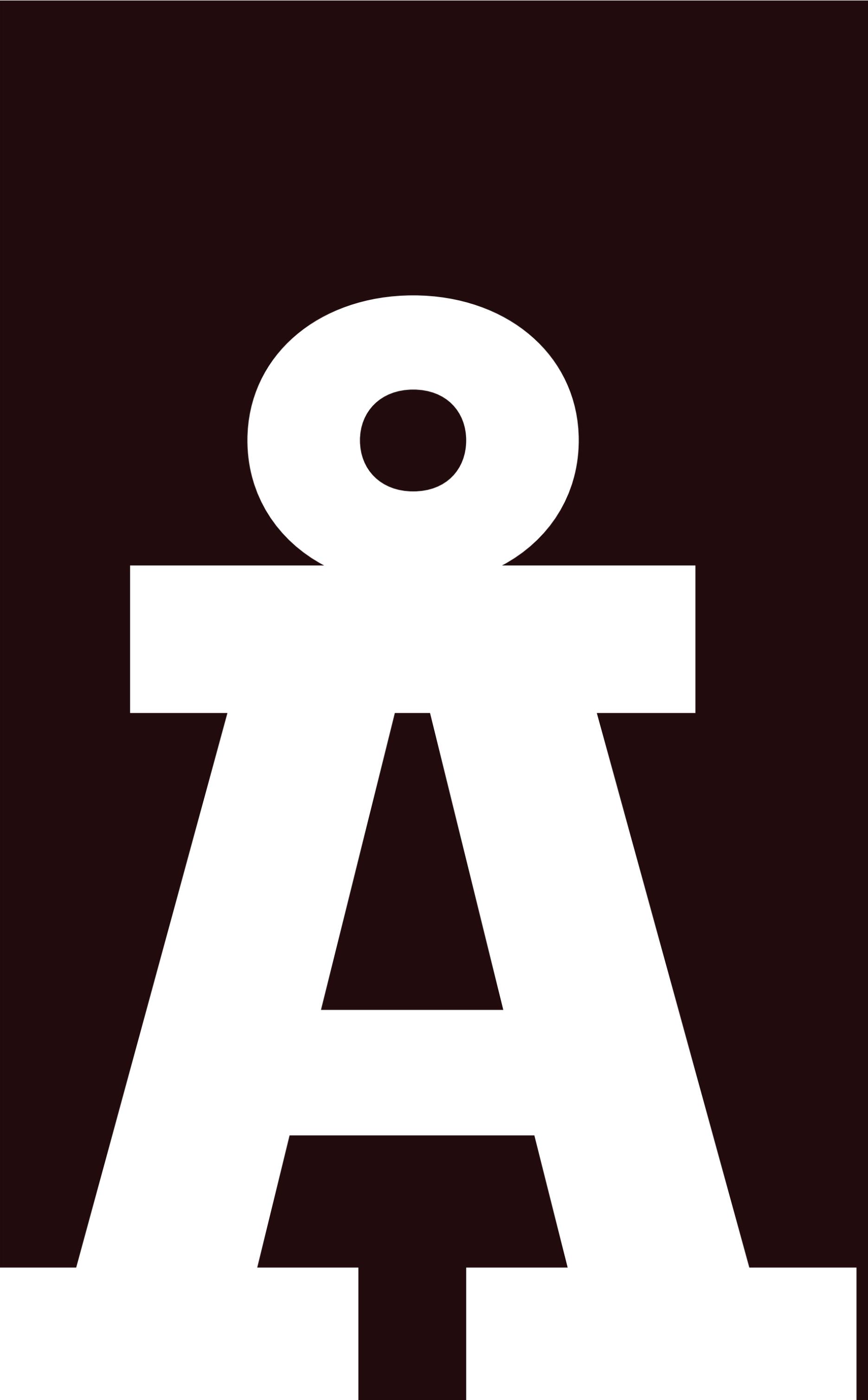
Light-The quick brown fox jumps over the lazy dog

Regular-The quick brown fox jumps over the lazy dog

Bold-The quick brown fox jumps over the lazy dog

Heavy-The quick brown fox jumps over the lazy dog

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz





# 1900s

1234567890!

**Aa Bb Cc Dd**

**Ee Ff Gg Hh**

**Ii Jj Kk Ll**

**Mm Nn Oo Pp**

**Qq Rr Ss Tt**

**Uu Vv Ww Xx**

**Yy Zz**

The quick brown fox jumps  
The quick brown fox jumps

Ilya Ruderman and Yury Ostromentsky, founders of CSTM Fonts (2014) and font distributor type.today (2016) are both graphic and type designers.

They graduated from Moscow State University of Print (Graphic Design Department), where they took Alexander Tarbeev's classes. Later Ilya Ruderman graduated from Type & Media (Royal Academy of Art), the Hague, the Netherlands. After graduation he was a tutor of Type&Typography course at British Higher School of Art and Design, Moscow (2008-2015), and an art-director of information agency RIA Novosti. He designed Cyrillic versions of typefaces such as Lava, Graphik, Neutraface and others, for Typotheque, Commercial Type, Typonine and House Industries. He is an author of: Permian typeface, Big City Grotesque and several other corporate typefaces.

Before 2013 Yury Ostromentsky worked mostly as an editorial designer and art-director of BigCity Magazine, where he used his personal lettering that was the base of the Pilar typeface. He is an author of several book series designs and logotypes.

Both typefaces of Ilya Ruderman and Yury Ostromentsky were the winners of such type design competitions as Modern Cyrillic 2009, Modern Cyrillic 2014, Granshan 2011, European Design Award 2012. Kazimir typeface and Tele2 Typefamily, the CSTM Fonts's latest releases, were among the winners of Granshan 2015.

FB

SLAB SERIF

# LEXIA

VARIABLE

H

O

O

H

Hair-The quick brown fox jumps

Thin-The quick brown fox jumps

Light-The quick brown fox jumps

Reg-The quick brown fox jumps

Med-The quick brown fox jumps

**Bold-The quick brown fox jumps**

**Xbold-The quick brown fox**

**Black-The quick brown fox jumps**

# Lexia Variable

DALTON MAAG IS A TYPEFACE DESIGN STUDIO FOUNDED IN 1991. WE WORK WITH DESIGNERS AND BRANDING SPECIALISTS WORLDWIDE TO HELP EVERYONE FIND THEIR BEST TYPOGRAPHIC EXPRESSION – FROM LOGOTYPE REFINEMENT AND FONT LICENSING, TO THE CREATION OF CUSTOM FONT SUITES. WHILE WE ARE BEST KNOWN FOR OUR CUSTOM PROJECTS, OUR RETAIL FONT LIBRARY IS DIVERSE AND GROWING. WE BRING THE SAME HIGH STANDARDS TO EVERY COMMISSION, WHETHER IT'S ADDRESSING OUR OWN BRIEF OR OUR CLIENTS'.

1 2 3 4 5 6 7 8 9 0 ! @

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv

Ww Xx Yy Zz



SANS SERIF

L O N I K I  
P O R S T U V W X Y Z  
M N O P Q R S T U V W X Y Z  
K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 !  
7 9 9 9

AAAA

STEVEN  
SKAGGS

FOUNDED IN 1996 BY DELVE  
WITHRINGTON, DELVE FONTS BELIEVES  
ENHANCING THE VISUAL EXPRESSION OF  
HUMAN LANGUAGE IMPROVES COMMUNICATION;  
THERE SHOULD BE TYPEFACES FOR EVERY MESSAGE  
AND EVERY VOICE. OUR BEAUTIFUL AWARD-  
WINNING TYPEFACES ARE ORIGINAL AND WELL-  
CRAFTED WITH BROAD LANGUAGE SUPPORT.  
ADD CHARACTER TO YOUR WORDS  
WITH DELVE FONTS.

88

W

R I H O

Variable Variable Variable

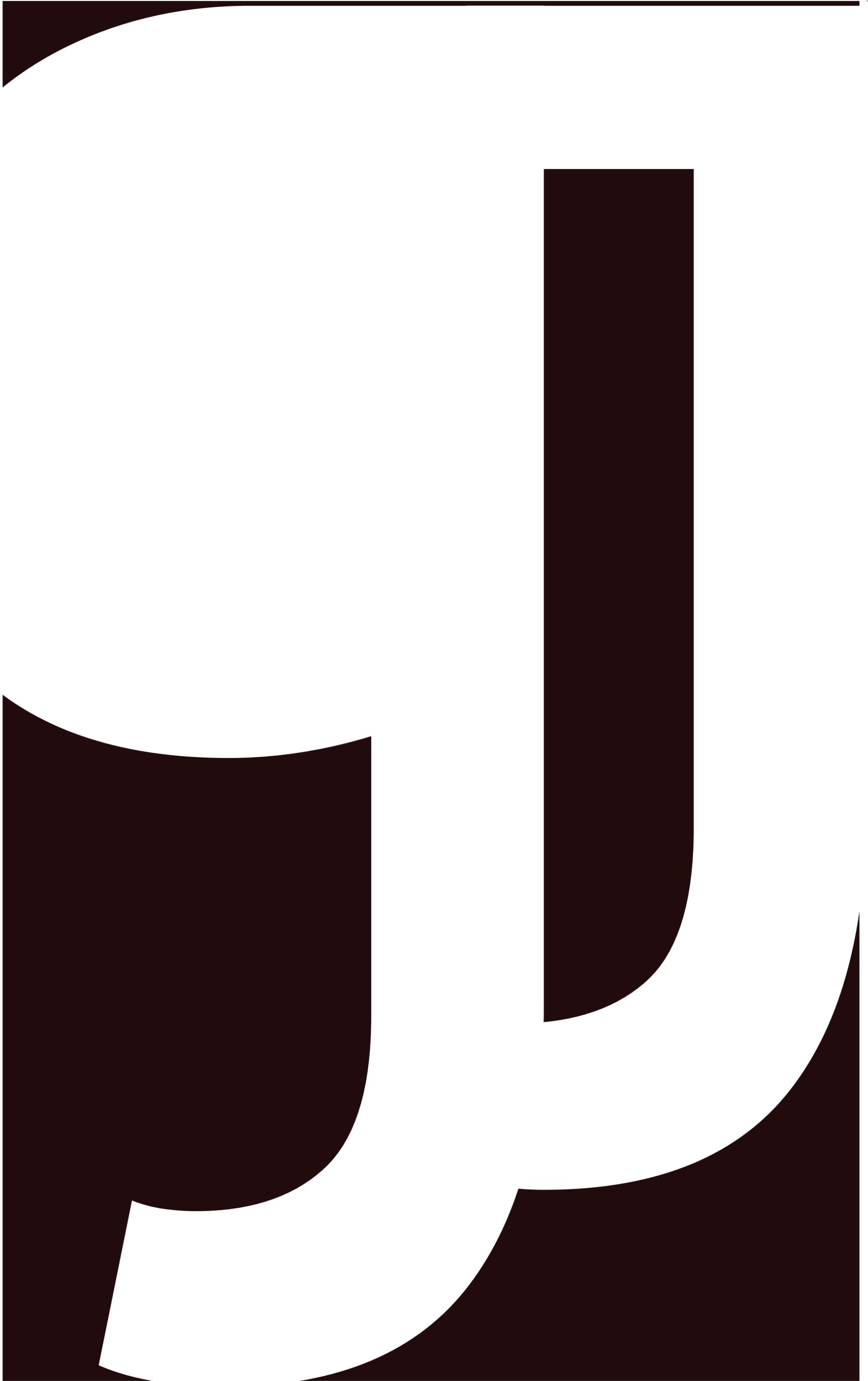
the quick brown fox  
the quick brown fox  
the quick brown fox  
the quick brown fox  
the quick brown fox

START  
BRIEF  
SUS

Founded in 1996 by Delve Withrington, Delve Fonts believes enhancing the visual expression of human language improves communication; there should be typefaces for every voice. Our beautiful award-winning typefaces are original and well-crafted with broad language support. Add character to your words with Delve Fonts.

MAXXULAR

1996 1996  
Aa Bb Cc Dd  
Ee Ff Gg Hh Ii  
Jj Kk Ll Mm  
Nn Oo Pp Qq  
Rr Ss Tt Uu  
Vv Ww Xx Yy  
Zz  
1234567890!



**SERIF**



**MILLER BANNER**

Miller  
Banner, the most  
dramatic curves within the  
Miller family, takes the series to new  
heights: 100 points and up! Matthew  
Carter optimized its extreme settings hairlines  
sharpened, contrast sweetened lending grace and  
gravitas to editorial headlines and fashion brands.  
Richard Lipton and Jill Pichotta of The Type Founders  
contributed in the expansion to give the family full range.  
Available in 5 widths and 5 weights, plus italics, Miller  
Banner has 50 styles for typographic trendsetting!

The quick brown fox jumps  
The quick brown fox jumps

**1234567890!**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu V Ww Xx Yy Zz**



A B C D E F G H I J K L M N O P  
a b c d e f g h i j k l m n o p  
Q R S T U V W X Y Z  
q r s t u v w x y z

# MOKOKO

# VARIABLE Æ E

! 0 6 8 7 9 5 4 3 2 1

DESIGNED BY DALTON MAAG

Dalton Maag is a typeface design studio founded in 1991. We work with designers and branding specialists worldwide to help everyone find their best typographic expression – from logotype refinement and font licensing, to the creation of custom font suites. While we are best known for our custom projects, our retail font library is diverse and growing. We bring the same high standards to every commission, whether it's addressing our own brief or our clients'.

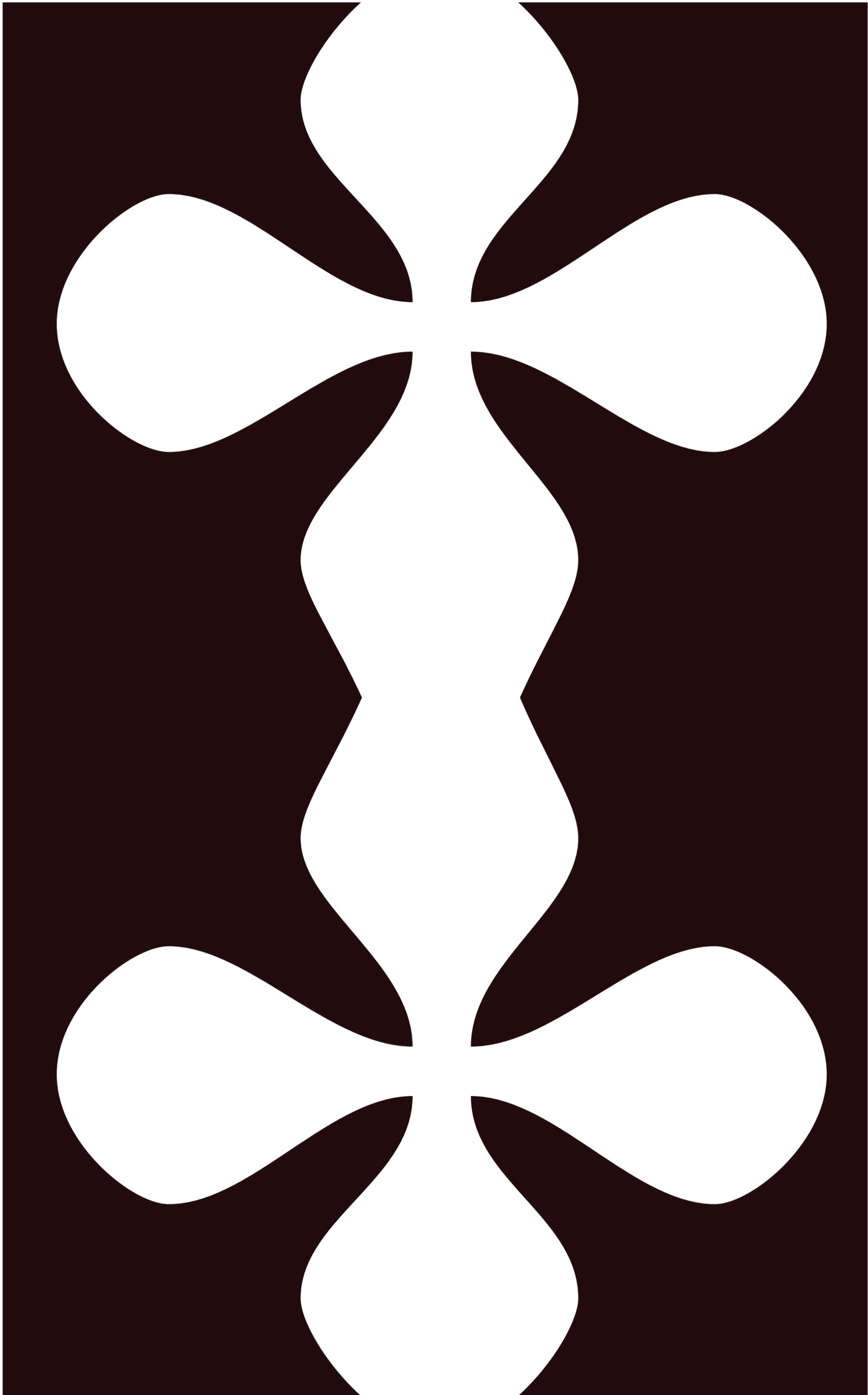
## SLAB SERIF

Light-The quick brown fox jumps over the lazy dog

Regular-The quick brown fox jumps over the lazy dog

Bold-The quick brown fox jumps over the lazy dog

**Black-The quick brown fox jumps over the lazy dog**



Mortise  
Mortise  
Mortise  
Mortise  
**Mortise**  
**Mortise**

# Mortise Variable 2020

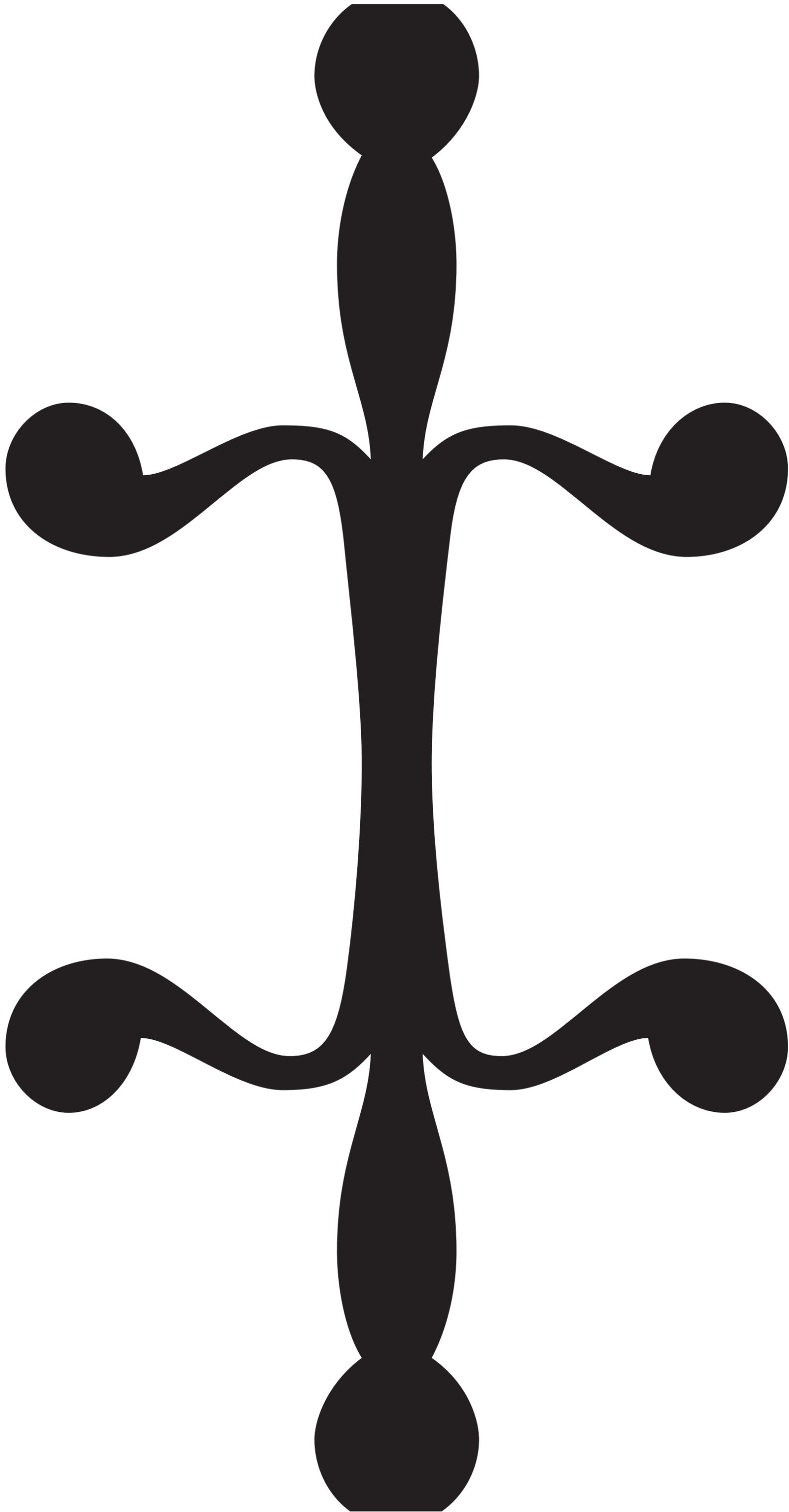
**Aa Bb Cc**  
**Dd Ee Ff**  
**Gg Hh Ii Jj**  
**Kk Ll Mm**  
**Nn Oo Pp**  
**Qq Rr Ss**  
**Tt Uu Vv**  
**Ww Xx**  
**Yy Zz**

**DESIGNED BY**  
**SIGNAL TYPE**

To mortise is “to join or fasten securely.” Created by an aspiring furniture-maker and an ageing typographer, Mortise is a solidly constructed new slab serif. A generous x-height, open counters, wide proportions, and monoline strokes make it readable and practical, while the long, slightly curved vertical serifs give it a raffish, mustache-twirling air.

Signal is a Dublin-based type foundry and drawing office specializing in type design, lettering, and typographic branding. Our work has been recognised by, among others, the Type Directors Club of New York, Communication Arts, Graphis, and the ISTD.

1 2 3 4 5 6 7 8 9 0 !  
Slab Serif



SERIF

Thin-The quick brown fox jumps  
Light-The quick brown fox jumps  
Regular-The quick brown fox jumps  
Medium-The quick brown fox  
Bold-The quick brown fox jumps

DESIGNED BY THE  
CONTRAST FOUNDRY

**RAVEN**

Contrast Foundry is a studio focused on designing letterforms in all their incarnations. The studio was founded by Maria Dorculi in 2014, initiated by a collaboration with Liza Rasskazova. Yet the online collection of fonts only became available through contrastfoundry.com at the end of 2018. In the past years the full-time team grew from 2 to 7 people, as the studio was joined by Nikita, Anna, Egor, Anastasia, and Tasya. All team members have a background in design, yet they specialize in different fields from management to calligraphy and typeface engineering.

1 2 3 4 5 6 7 8 9 0 . ! @

Aa Bb Cc

Dd Ee Ff

Gg Hh Ii

Jj Kk Ll Mm

Nn Oo Pp

Qq Rr Ss Tt

Uu Vv Ww

**C**

**n**



SANS  
SERIF

**JAIMIE  
CLARKE**

Rig Sans is a streamlined geometric typeface, which speaks in a confident, affable tone. Its open, clean structure lends text a neutral, transparent quality. The generous x-height and clipped terminals of Rig Sans reinforce its robust structure. This design ensures outstanding legibility even in the most demanding environments, making it a resilient choice for varied applications.

# RIG SANS

2021

1234567890!

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz

RIG SANS  
RIG SANS

**T Y P E**

**O G R A**

**P H Y -**

**3 0 9**