

Amira

The cross between calligraphy and sans serif is rare, inhabiting territory between Hermann Zapf's Optima, classical sans structure with a calligraphic spirit, and Warren Chappell's Lydian, classical calligraphy without serifs. Cyrus Highsmith claims adventurous new ground with Amira, a letterform that pops from the page with an angled vitality. Amira both welcomes and surprises readers with bright new rhythms and texture.

Antenna

10 styles total

Designed by Cyrus Highsmith

Published 2004

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ABDUCTION

AMIRA BOLD

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AMIRA SEMIBOLD

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AMIRA LIGHT 10/12 POINTS

We live in a typographic wonderland. Typographers have more typefaces to choose from than ever before, and computers make setting type easier than ever. The truth is, if you're using a good typesetting application and you just leave the settings on default, you can set type that's more or less adequate. However, good typographers are experts who have something to add to the reading experience. They finely tune the typography for specific documents to make it more than just adequate. In their choice of typefaces and decisions about things like point size and spacing, typographers clarify the voice of the author and make the reading experience more enjoyable. This isn't meant to discourage beginners from attempting typography. But it is important to acknowledge that the art of typography is often subtle, and without training it can be difficult to see what's going on. The goal of this book is to help students train their eyes to see text as typographers do. The focus of this text is on the Latin alphabet (which is the alphabet used for English) and Latin typography. Of course, there are many other

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Cyrus Highsmith

Cyrus is a letter drawer, teacher, author, and graphic artist. He teaches type design at Rhode Island School of Design (RISD). He wrote and illustrated the acclaimed primer *Inside Paragraphs: Typographic Fundamentals*. In 2015, he received the Gerrit Noordzij Prize for extraordinary contributions to the fields of type design, typography, and type education. In 2017, he became Creative Director for Latin Type Development at Morisawa USA. He goes to bed very early.

Occupant Fonts

Occupant Fonts is Cyrus Highsmith, June Shin, Cem Eskinazi, and Marie Otsuka. Founded by Cyrus in 2015, Occupant Fonts is relatively young compared to his 20+ years of experience as a type designer. We joined Morisawa in 2017 to be the Japanese type company's Latin alphabet counterpart. We focus on developing original typefaces.

contact

Morisawa USA Inc.
795 Folsom Street, 1F
San Francisco, CA 94107
United States of America

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