

# Salvo Serif

Cyrus Highsmith created the extensive Salvo series to help unify three different magazines under one typographic umbrella. Salvo Serif is an outspoken slab design in five weights and three widths with corresponding italics. The heavy serifs help to form unified words that catch the reader's eye and draw them into the text.

**Salvo Serif**  
**Salvo Serif Condensed**  
**Salvo Serif ExtraCondensed**

**30 styles total**

**Designed by Cyrus Highsmith**

**Published 2011**

OCCUPANT FONTS

**REVELER TURNIP**

SALVO SERIF BLACK

**ROONS OWLERY**

SALVO SERIF BOLD

**HORST RELISH LAT**

SALVO SERIF MEDIUM

**BARYTA PRANKS**

SALVO SERIF REGULAR

**MATER KIDEL MUD**

SALVO SERIF LIGHT

OCCUPANT FONTS

***REVELER TURNIP***

SALVO SERIF BLACK ITALIC

***ROONS OWLERY***

SALVO SERIF BOLD ITALIC

***HORST RELISH LAT***

SALVO SERIF MEDIUM ITALIC

***BARYTA PRANKS***

SALVO SERIF ITALIC

*MATER KIDEL MUD*

SALVO SERIF LIGHT ITALIC

OCCUPANT FONTS

**reveler turnip auto**

SALVO SERIF BLACK

**roons owlery jiff**

SALVO SERIF BOLD

**horst relish lathes**

SALVO SERIF MEDIUM

**baryta womb pranks**

SALVO SERIF REGULAR

**maters kidel mudger**

SALVO SERIF LIGHT

OCCUPANT FONTS

***reveler turnip auto***

SALVO SERIF BLACK ITALIC

***roons owlery jiff***

SALVO SERIF BOLD ITALIC

***horst relish lathes***

SALVO SERIF MEDIUM ITALIC

***baryta womb pranks***

SALVO SERIF ITALIC

***maters kidel mudger***

SALVO SERIF LIGHT ITALIC

# OCCUPANT FONTS

SALVO SERIF LIGHT 9/11 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

SALVO SERIF LIGHT ITALIC 9/11 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*

SALVO SERIF REGULAR 9/11 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

SALVO SERIF ITALIC 9/11 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*

# OCCUPANT FONTS

SALVO SERIF MEDIUM 9/11 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

SALVO SERIF MEDIUM ITALIC 9/11 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*

SALVO SERIF BOLD 9/11 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

SALVO SERIF ITALIC 9/11 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*

# OCCUPANT FONTS

SALVO SERIF BLACK 9/11 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**

SALVO SERIF BLACK ITALIC 9/11 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***

## OCCUPANT FONTS

SALVO SERIF LIGHT 18/20 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

SALVO SERIF LIGHT ITALIC 18/20 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*

## OCCUPANT FONTS

SALVO SERIF REGULAR 18/20 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

SALVO SERIF ITALIC 18/20 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*

## OCCUPANT FONTS

SALVO SERIF MEDIUM 18/20 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,**

SALVO SERIF MEDIUM ITALIC 18/20 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*

## OCCUPANT FONTS

SALVO SERIF BOLD 18/20 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,**

SALVO SERIF BOLD ITALIC 18/20 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***

## OCCUPANT FONTS

SALVO SERIF BLACK 18/20 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**

SALVO SERIF BLACK ITALIC 18/20 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,***

OCCUPANT FONTS

REVELER TURNIP ANT

SALVO SERIF CONDENSED BLACK

ROONS OWLERY JIFFY

SALVO SERIF CONDENSED BOLD

HORST RELISH LATHES

SALVO SERIF CONDENSED MEDIUM

WOMB BARYTA PRANK

SALVO SERIF CONDENSED REGULAR

MATERS KIDEL MUDGER

SALVO SERIF CONDENSED LIGHT

OCCUPANT FONTS

***REVELER TURNIP ANT***

SALVO SERIF CONDENSED BLACK ITALIC

***ROONS OWLERY JIFFY***

SALVO SERIF CONDENSED BOLD ITALIC

***HORST RELISH LATHES***

SALVO SERIF CONDENSED MEDIUM ITALIC

***WOMB BARYTA PRANK***

SALVO SERIF CONDENSED ITALIC

***MATERS KIDEL MUDGER***

SALVO SERIF CONDENSED LIGHT ITALIC

OCCUPANT FONTS

**reveler turnip automat**

SALVO SERIF CONDENSED BLACK

**roons owlery jiffy fork**

SALVO SERIF CONDENSED BOLD

**horst relish lathes piano**

SALVO SERIF CONDENSED MEDIUM

**womb baryta pranks its**

SALVO SERIF CONDENSED REGULAR

maters kidel mudger bird

SALVO SERIF CONDENSED LIGHT

OCCUPANT FONTS

***reveler turnip automat***

SALVO SERIF CONDENSED BLACK ITALIC

***roons owlery jiffy fork***

SALVO SERIF CONDENSED BOLD ITALIC

***horst relish lathes piano***

SALVO SERIF CONDENSED MEDIUM ITALIC

***womb baryta pranks its***

SALVO SERIF CONDENSED ITALIC

*maters kidel mudger bird*

SALVO SERIF CONDENSED LIGHT ITALIC

# OCCUPANT FONTS

SALVO SERIF CONDENSED LIGHT 9/11 POINTS +10 TRACKING

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 writing systems in use in our world. There are other alphabetic systems like Greek, Hebrew and Arabic. There are syllabic

SALVO SERIF CONDENSED LIGHT ITALIC 9/11 POINTS +10 TRACKING

*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 writing systems in use in our world. There are other alphabetic systems like Greek, Hebrew and Arabic. There are syllabic systems like Hangul,*

SALVO SERIF CONDENSED REGULAR 9/11 POINTS +10 TRACKING

**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 writing systems in use in our world. There are other alphabetic systems like Greek,**

SALVO SERIF CONDENSED ITALIC 9/11 POINTS +10 TRACKING

***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 writing systems in use in our world. There are other alphabetic systems like Greek, Hebrew and***

# OCCUPANT FONTS

SALVO SERIF CONDENSED MEDIUM 9/11 POINTS +10 TRACKING

**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 writing systems in use in our world. There are other**

SALVO SERIF CONDENSED MEDIUM ITALIC 9/11 POINTS +10 TRACKING

*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 writing systems in use in our world. There are other alphabetic systems like Greek,*

SALVO SERIF CONDENSED BOLD 9/11 POINTS +10 TRACKING

**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 writing systems in**

SALVO SERIF CONDENSED ITALIC 9/11 POINTS +10 TRACKING

*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 writing systems in use in our world. There are other*

# OCCUPANT FONTS

SALVO SERIF CONDENSED BLACK 9/11 POINTS +10 TRACKING

**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**

SALVO SERIF CONDENSED BLACK ITALIC 9/11 POINTS +10 TRACKING

***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***

## OCCUPANT FONTS

SALVO SERIF CONDENSED LIGHT 18/20 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

SALVO SERIF CONDENSED LIGHT ITALIC 18/20 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*

## OCCUPANT FONTS

SALVO SERIF CONDENSED REGULAR 18/20 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.**

SALVO SERIF CONDENSED ITALIC 18/20 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.*

## OCCUPANT FONTS

SALVO SERIF CONDENSED MEDIUM 18/20 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**

SALVO SERIF CONDENSED MEDIUM ITALIC 18/20 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*

## OCCUPANT FONTS

SALVO SERIF CONDENSED BOLD 18/20 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**

SALVO SERIF CONDENSED BOLD ITALIC 18/20 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***

## OCCUPANT FONTS

SALVO SERIF CONDENSED BLACK 18/20 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.**

SALVO SERIF CONDENSED BLACK ITALIC 18/20 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***

OCCUPANT FONTS

**REVELER TURNIP AUTOS**

SALVO SERIF EXTRACONDENSED BLACK

**ROONS OWLERY JIFFY FOR**

SALVO SERIF EXTRACONDENSED BOLD

**HORST RELISH LATHE PLUTO**

SALVO SERIF EXTRACONDENSED MEDIUM

**WOMB BARYTA PRANK THIS**

SALVO SERIF EXTRACONDENSED REGULAR

**MATERS KID MUDGER BIOLOGY**

SALVO SERIF EXTRACONDENSED LIGHT

OCCUPANT FONTS

***REVELER TURNIP AUTOS***

SALVO SERIF EXTRACONDENSED BLACK ITALIC

***ROONS OWLERY JIFFY FORK***

SALVO SERIF EXTRACONDENSED BOLD ITALIC

***HORST RELISH LATHE PLUTO***

SALVO SERIF EXTRACONDENSED MEDIUM ITALIC

***WOMB BARYTA PRANK THIS***

SALVO SERIF EXTRACONDENSED ITALIC

***MATERS KID MUDGER BIOLOGY***

SALVO SERIF EXTRACONDENSED LIGHT ITALIC

OCCUPANT FONTS

**reveler turnip automatics**

SALVO SERIF EXTRACONDENSED BLACK

**roons owlery jiffy forklift**

SALVO SERIF EXTRACONDENSED BOLD

**horst relish lathes plutonium**

SALVO SERIF EXTRACONDENSED MEDIUM

**womb baryta pranks ithaca**

SALVO SERIF EXTRACONDENSED REGULAR

**maters kidel mudger biological**

SALVO SERIF EXTRACONDENSED LIGHT

OCCUPANT FONTS

***reveler turnip automatics***

SALVO SERIF EXTRACONDENSED BLACK ITALIC

***roons owlery jiffy forklift***

SALVO SERIF EXTRACONDENSED BOLD ITALIC

***horst relish lathes plutonium***

SALVO SERIF EXTRACONDENSED MEDIUM ITALIC

***womb baryta pranks ithaca***

SALVO SERIF EXTRACONDENSED ITALIC

***maters kidel mudger biological***

SALVO SERIF EXTRACONDENSED LIGHT ITALIC

## OCCUPANT FONTS

SALVO SERIF EXTRACONDENSED LIGHT 18/20 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.

SALVO SERIF EXTRACONDENSED LIGHT ITALIC 18/20 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*

## OCCUPANT FONTS

SALVO SERIF EXTRACONDENSED REGULAR 18/20 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**

SALVO SERIF EXTRACONDENSED ITALIC 18/20 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*

## OCCUPANT FONTS

SALVO SERIF EXTRACONDENSED MEDIUM 18/20 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**

SALVO SERIF EXTRACONDENSED MEDIUM ITALIC 18/20 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***

## OCCUPANT FONTS

SALVO SERIF EXTRACONDENSED BOLD 18/20 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**

SALVO SERIF EXTRACONDENSED BOLD ITALIC 18/20 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***

## OCCUPANT FONTS

SALVO SERIF EXTRACONDENSED BLACK 18/20 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**

SALVO SERIF EXTRACONDENSED BLACK ITALIC 18/20 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,***

# OCCUPANT FONTS

## 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

## licensing & information about character sets

<https://occupant.typonetwork.com/>

## copyright

©2019 Morisawa Inc. All rights reserved.

Salvo is trademark of Morisawa Inc.

The text used in the paragraph showings is from  
*Inside Paragraphs: Typographic Fundamentals*  
©2012 Cyrus Highsmith

Words in the headline showings were generated  
with help from Nina Stössinger's mighty *Word-o-Mat*.

*Please use this document for evaluation purposes only.*