

OCCUPANT FONTS

Serge

Cyrus Highsmith is known for his all-round workhorse families like Antenna, Scout, and Salvo. In Serge, he lets loose the reins and raises a show pony. It's an acrobatic design for decorative blurbs, signs, and headlines. The family has three weights, from Regular to Black, but all are equally light on their feet. A set of swash caps adds a subtle flair.

Serge

3 styles total

Designed by Cyrus Highsmith

Published 2012

OCCUPANT FONTS

KOURBASHED ANORAKS

TROMINO CARD-HOLDER

SERGE BLACK

HYPOCORISM TERRORLESS

FORBY ALLODIAL AMMONS

SERGE MEDIUM

TEMPER UNFLEDGED ZOO

CLAVICLES JUNTAS BIRLIEMAN

SERGE REGULAR

OCCUPANT FONTS

Kourbashed Anoraks Tromino

Card-Holder Symposia Beams

SERGE BLACK

Hypocorism Terrorless Forby

Allodial Togolander Ammons

SERGE MEDIUM

Temper Unfledged Zootropes Juntas

Clavicles Birlieman Oyeses Fenian

SERGE REGULAR

OCCUPANT FONTS

SERGE REGULAR 30/32 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

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SERGE MEDIUM 30/32 POINTS

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SERGE BLACK 30/32 POINTS

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

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