

OCCUPANT FONTS

Zócalo

Cyrus Highsmith's Zócalo series was part of Eduardo Danilo's 2002 redesign of the leading Mexico City newspaper, El Universal. It was inspired by Nicholas Kis's oldstyle as well as Highsmith's impressions of México itself. Zócalo Text derives its sturdy proportions from Chauncey Griffith's classic newsface, Ionic No.5. Zócalo Display is a sparkling, compact design for headlines and decks. Zócalo Banner is a stylistic variation of Zócalo Display with simplified serifs.

Zócalo Text
Zócalo Display
Zócalo Banner

20 styles total

Designed by Cyrus Highsmith

Published 2002

OCCUPANT FONTS

TELLEN LUBBER PARK
BOWPOT AVGAS LOON
CLINKS TUNKER APEAK
VEGAN HEIGHTS TERN

ZOCALO TEXT BOLD

PAT VIEWED REDD VOLTS
BRENS PEASES BRASSY
TUNNY WITTOL BOMBS
TILE VET REBATE TIZWA

ZOCALO TEXT REGULAR

OCCUPANT FONTS

***TELLEN LUBBER PARK
BOWPOT AVGAS LOON
CLINKS TUNKER APEAK
VEGAN HEIGHTS TERN***

ZOCALO TEXT BOLD ITALIC

***PAT VIEWED REDD VOLTS
BRENS PEASES BRASSY
TUNNY WITTOL BOMBS
TILE VET REBATE TIZWA***

ZOCALO TEXT ITALIC

OCCUPANT FONTS

tellen lubber parure bowpot
avgas loon clinks tunker
apeak vegan heighs terned
dark feeble prises lionly fiats

ZOCALO TEXT BOLD

pat viewed redd volts brens
peases brassy tunny wittol
bomber tile vet rebate tizwas
calver kore slop tatu ceding

ZOCALO TEXT REGULAR

OCCUPANT FONTS

*tellen lubber parure bowpot
avgas loon clinks tunker
apeak vegan heighs terned
dark feeble prises lionly fiats*

ZOCALO TEXT BOLD ITALIC

*pat viewed redd volts brens
peases brassy tunny wittol
bomber tile vet rebate tizwas
calver kore slop tatu ceding*

ZOCALO TEXT ITALIC

OCCUPANT FONTS

ZOCALO TEXT 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 the Latin alphabet (which is the

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**TELLEN LUBBER PARKING
BOWPOT AVGAS LOON**

ZOCALO DISPLAY BLACK

**CLUMPING TANKER APEAK
VEGAN HEIGHTS TERNS**

ZOCALO DISPLAY BOLD

**PAT VIEWED REDD VOLTAGE
BRENS PEASES RELICS TILE**

ZOCALO DISPLAY SEMIBOLD

**BRASSY TUNNY VITRIOLIC
BOMBS TILE VET BLURS SHE**

ZOCALO DISPLAY REGULAR

OCCUPANT FONTS

***TELLEN LUBBER PARKING
BOWPOT AVGAS LOON***

ZOCALO DISPLAY BLACK ITALIC

***CLUMPING TANKER APEAK
VEGAN HEIGHTS TERNS***

ZOCALO DISPLAY BOLD ITALIC

***PAT VIEWED REDD VOLTAGE
BRENS PEASES RELICS TILE***

ZOCALO DISPLAY SEMIBOLD ITALIC

***BRASSY TUNNY VITRIOLIC
BOMBS TILE VET BLURS SHE***

ZOCALO DISPLAY ITALIC

OCCUPANT FONTS

**tellen lubber parking bowed
loon avgas alumni wurst**

ZOCALO DISPLAY BLACK

**clumping tanker apeak vegan
terns heights dorad roofed**

ZOCALO DISPLAY BOLD

**pat viewed redd voltage brens
relics tile peases advise prises**

ZOCALO DISPLAY SEMIBOLD

**brassy tunny vitriolic bombs tile
vet blurs sheetrock lapel feeble**

ZOCALO DISPLAY REGULAR

OCCUPANT FONTS

*tellen lubber parking bowed
loon avgas alumni wurst*

ZOCALO DISPLAY BLACK ITALIC

*clumping tanker apeak vegan
terns heights dorad roofed*

ZOCALO DISPLAY BOLD ITALIC

*pat viewed redd voltage brens
relics tile peases advise prises*

ZOCALO DISPLAY SEMIBOLD ITALIC

*brassy tunny vitriolic bombs tile
vet blurs sheetrock lapel feeble*

ZOCALO DISPLAY ITALIC

OCCUPANT FONTS

ZOCALO DISPLAY REGULAR 24/26 POINTS

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BOWPOT AVGAS LOON

ZOCALO BANNER BLACK

CLUMPING TANKER APEAK
VEGAN HEIGHTS TERNS

ZOCALO BANNER BOLD

PAT VIEWED REDD VOLTAGE
BRENS PEASES RELICS TILE

ZOCALO BANNER SEMIBOLD

BRASSY TUNNY VITRIOLIC
BOMBS TILE VET BLURS SHE

ZOCALO BANNER REGULAR

OCCUPANT FONTS

***TELLEN LUBBER PARKING
BOWPOT AVGAS LOON***

ZOCALO BANNER BLACK ITALIC

***CLUMPING TANKER APEAK
VEGAN HEIGHTS TERNS***

ZOCALO BANNER BOLD ITALIC

***PAT VIEWED REDD VOLTAGE
BRENS PEASES RELICS TILE***

ZOCALO BANNER SEMIBOLD ITALIC

***BRASSY TUNNY VITRIOLIC
BOMBS TILE VET BLURS SHE***

ZOCALO BANNER ITALIC

OCCUPANT FONTS

**tellen lubber parking bowed
loon avgas alumni wurst**

ZOCALO BANNER BLACK

**clumping tanker apeak vegan
terns heights dorad roofed**

ZOCALO BANNER BOLD

**pat viewed redd voltage brens
relics tile peases advise prises**

ZOCALO BANNER SEMIBOLD

**brassy tunny vitriolic bombs tile
vet blurs sheetrock lapel feeble**

ZOCALO BANNER REGULAR

OCCUPANT FONTS

*tellen lubber parking bowed
loon avgas alumni wurst*

ZOCALO BANNER BLACK ITALIC

*clumping tanker apeak vegan
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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

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