Aspect

Memorable, inventive, expressive

Introduction

ABCDEƐFGGGHIJJKLLMMMNOPQQQQQRRRSTUVWWXYYZ

About

Aspect is a vertical script offering huge flexibility. It has a wide proportion and a flowing structure. A massive range of swashes and ligatures are included to embellish a typographic design.

The family

The family comprises of 5 fonts. (5 weights in 1 style)

Light
Regular
Bold
ExtraBold
Heavy

Features

The text you set can be modified and crafted through the use of OpenType features built into the font file. These allow access to;

Ligatures
Swashes
Alternative glyphs
Superiors
Figure sets
Fraction sets

Language support

The character set includes support for many languages that use the Latin script. Those often grouped under West, Central and East European, such as;

Croatian   Maltese
Czech   Norwegian
Danish   Polish
Dutch   Portuguese
Finnish   Romanian
French   Slovak
German   Slovenian
Hungarian   Spanish
Icelandic   Swedish
Italian   Turkish
Lithuanian   Welsh

Further information

Test the fonts online or download a demo at **typography.net**
Read about the design at **studiotype.com**
These fonts are available for license on desktop, web and app.

Published

2005

Aspect family

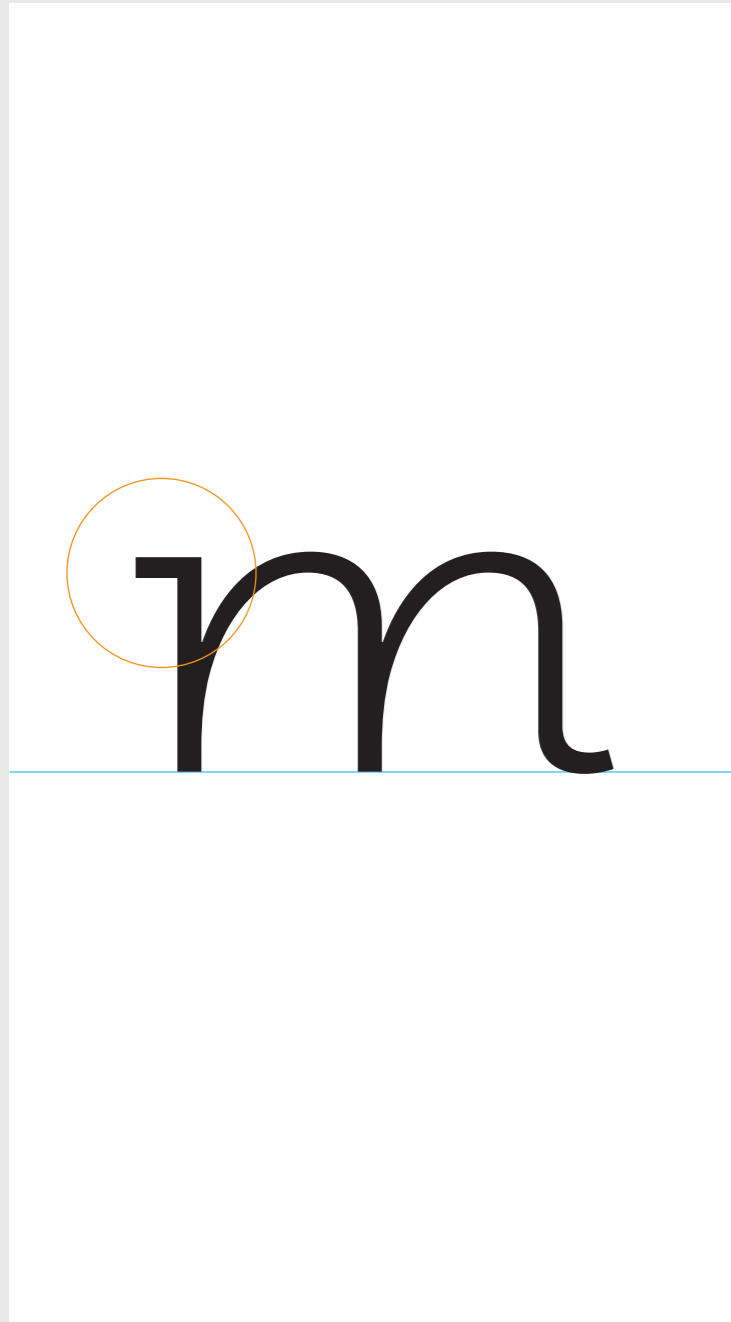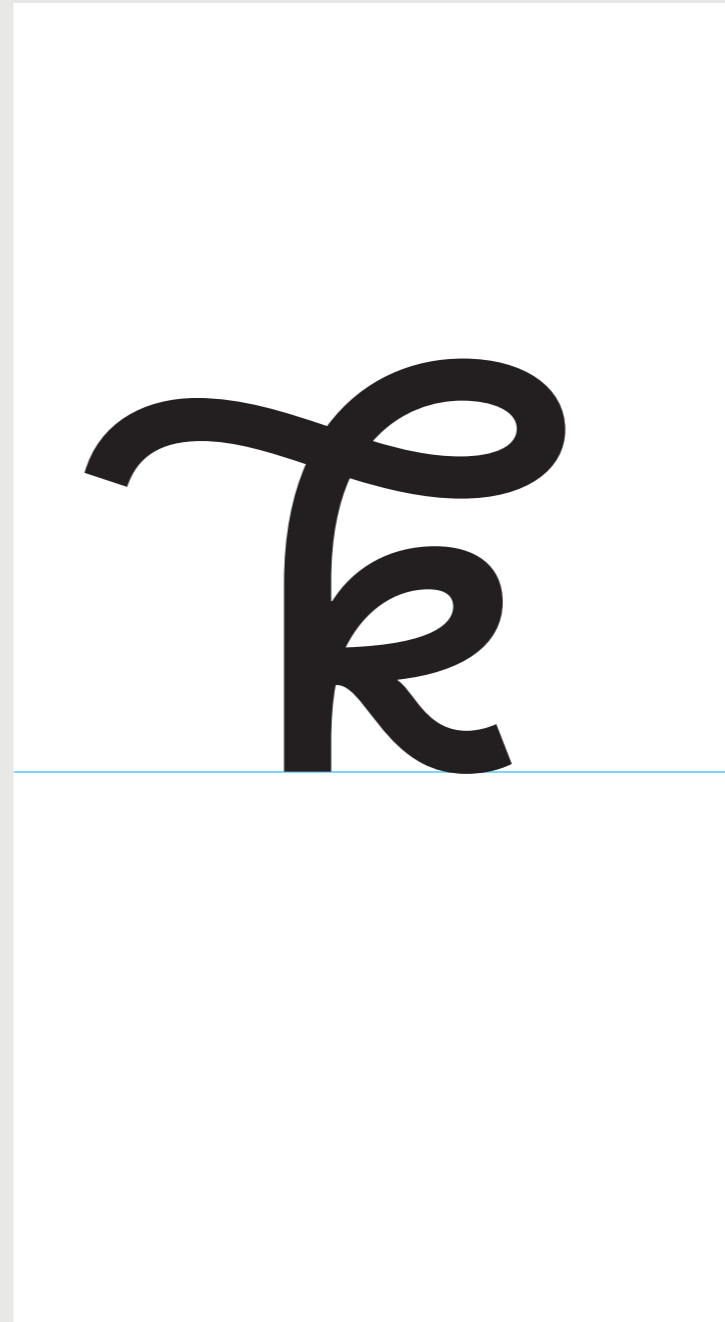| Light	Regular	Bold	ExtraBold	Heavy
Må	Hg	Ké	Øf	Ęk

Key details

Slab

m

A flat slab appears at the start of several lowercase letters and branching arches flow from the stem.
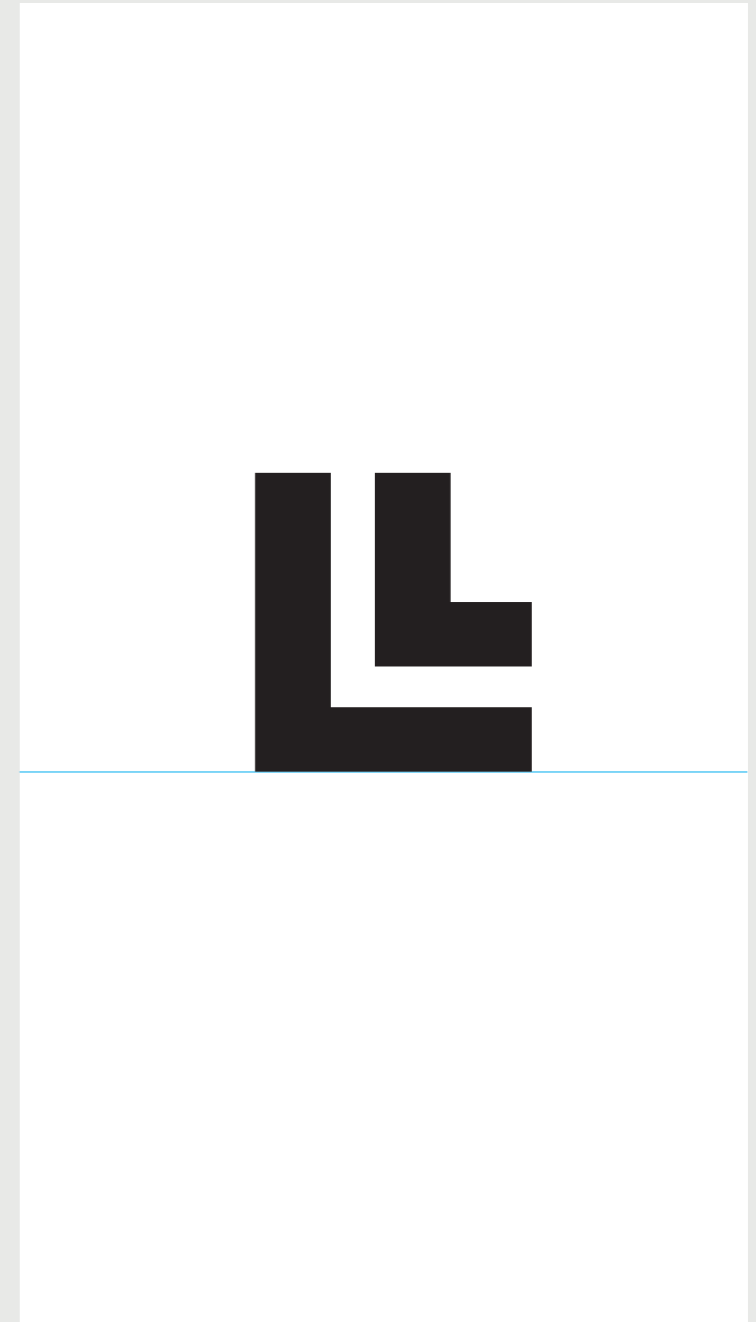
Curl

f

Many of the letters have strokes that curve to evoke a more written structure.

Swash

k

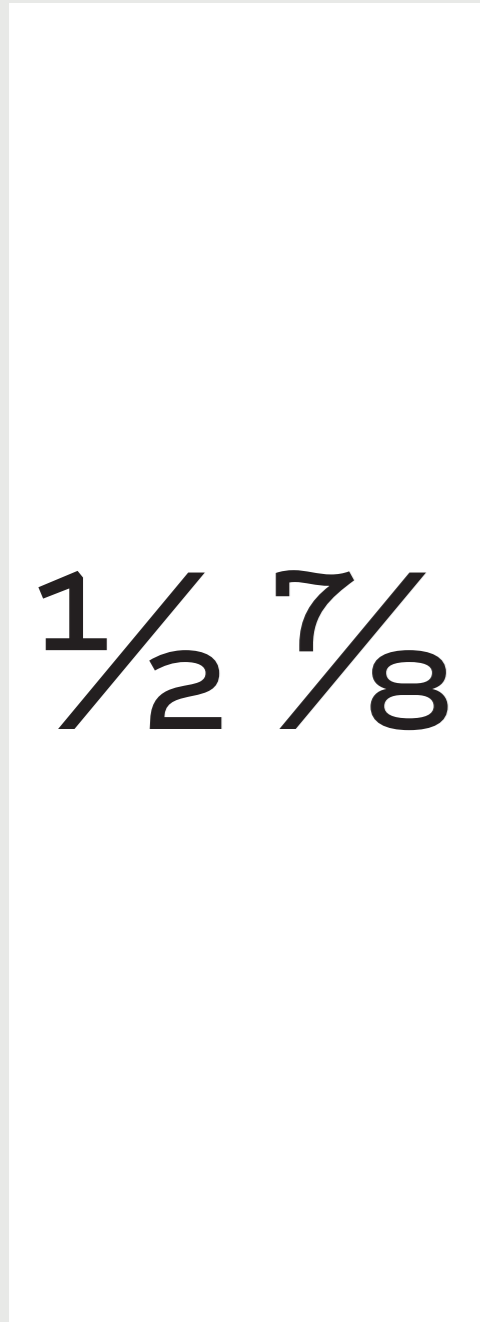The use of swashes can make an eye-catching addition.

Ligature

LL

Much of Aspect's spirit is incorporated in its lowercase. However, the capitals have several alternate letter designs and a few decorative ligatures.
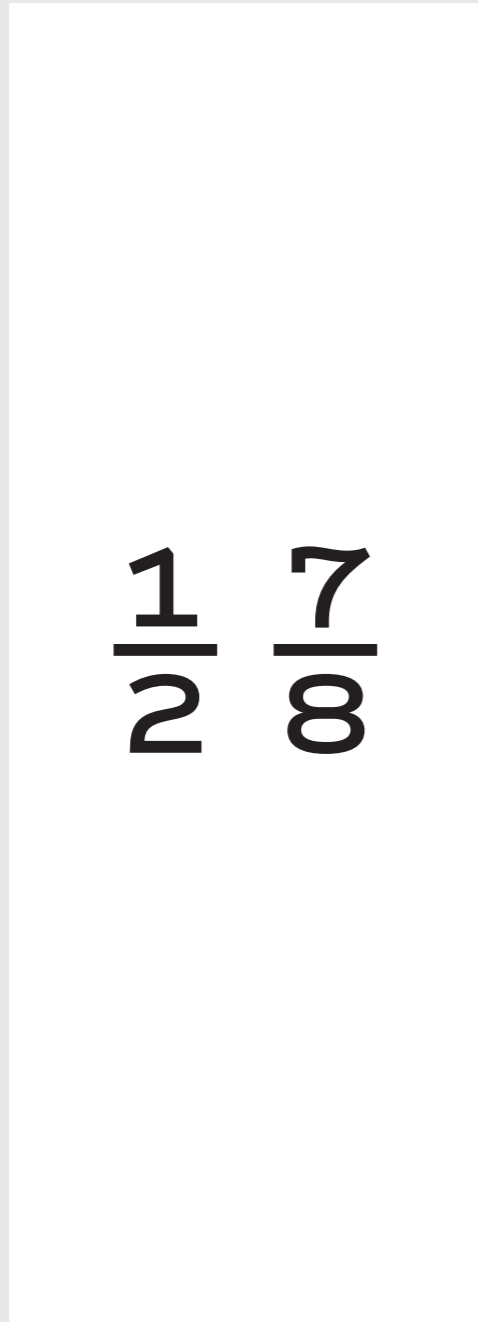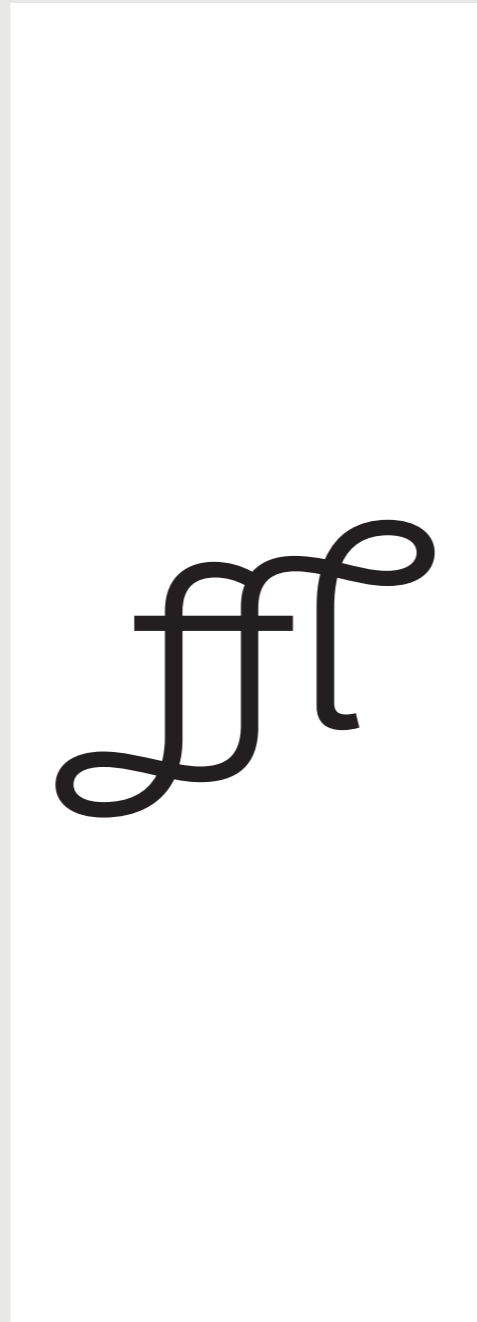
Some specific OpenType features

Fractions	Nut fractions	Swashes	Alternate letter shapes	Additional letter shapes	Romanian

½ ⅞   1/2 7/8   ffl   gr   QQ   Ș ș

Use the **Fractions** feature to make standard fractions.

Use **Stylistic Set 1** or **Stylistic Alternates** to make nut fractions.

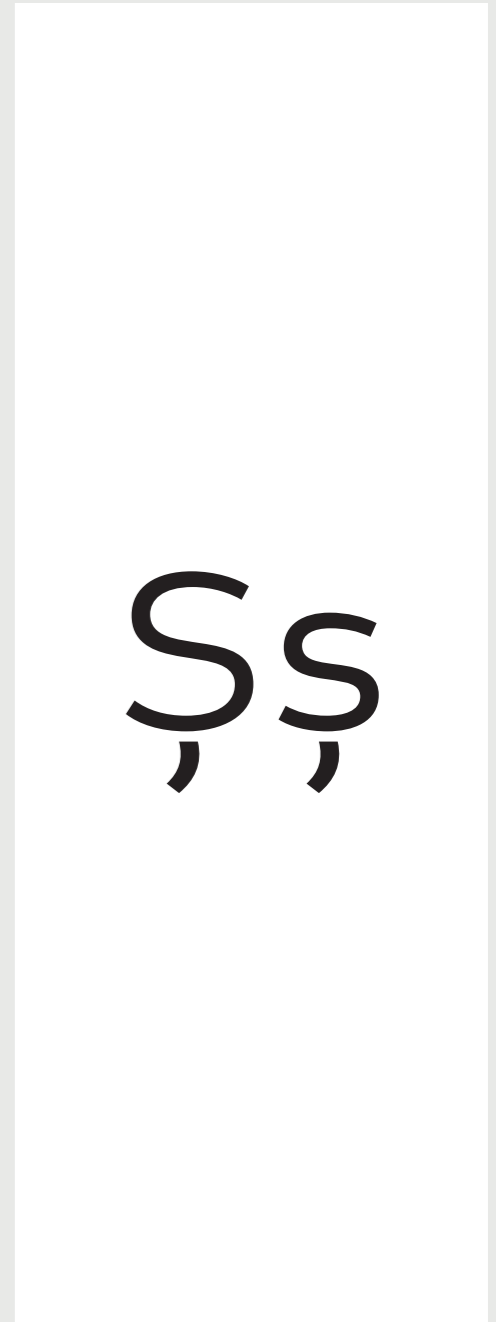Apply **Swash** to enhance a word or text. Turning on **Discretionary Ligatures** will also apply swash ligatured glyphs.

Stylistic Set 2 or **Stylistic Alternates** change several characters to alternate letter shapes.

Some letters have additional alternative designs, a few of which are only accessible through the application's **Glyph palette**.

Specific Romanian accented letters can be turned on by using **Stylistic Set 3** or **Stylistic Alternates**.

Example

TYPOGRAPHIC GOOD MANNERS = CLEAR COMMUNICATION

The overall design and balance of a piece of typography can either draw the reader in, or, if badly handled, repel them. It is good writing and an attention to the details of text setting that will hold the person's attention.

Once the target audience and method of delivery have been agreed, the format of a text will suggest the general typographic approach. This means not only format in the traditional terms of size and proportion, but also in the newer sense: is the text fixed like print and some e-publications, or flexible (and probably responsive), such as for the web, e-readers, smartphones and tablets?

In terms of readability, I would argue that the critical factor is not necessarily the typeface itself, but the relationship between type size, line length and leading (or line feed). Badly handled combinations of these three elements can make any typeface uncomfortable to read. For continuous text in books, around 10–12 words are considered the optimum amount in terms of line length. However, we can read more words in a line if we use more leading; and we make

do with less in other formats because of the advantages and constraints of those formats.

Related to these considerations are alignment and paragraph treatment. For running text, alignment is a choice of ranged-left or justified. If in doubt, set anything on a narrow measure (8 words or less), or, for an electronic platform, ranged left. Justified text works well in print for longer texts and with lines of optimum length. Some editing of the hyphenation and justification settings will need to be done.

Paragraphs are units of thought and, as such, need to be clearly distinguishable from each other. The typographic norm in running text is to use a simple indent on the first line. A value equal to the leading – the dominant vertical increment of measure – is a suggested minimum. The first paragraph in a chapter or section does not need

Key

1. Discretionary ligatures
2. Alternate letter shapes
3. Standard ligatures
4. Oldstyle figures

Example

Quick! fast apply

Talar þu ensku?

MANY FINE WINES

Key

1   Regular, swashes
2   Heavy, swashes
3   Light, swash capitals
4   Swash ligature

Example

Dziękuję

ALLEGRO

1

About

Jeremy Tankard Typography

Since 1998 Jeremy Tankard Typography has been innovating award-winning type and producing typographic solutions for clients across the world. We create type that embraces technology and the changing use of typefaces and fonts. With a high attention to detail and quality, our collection offers diverse possibilities for all aspects of design. Our bespoke typefaces also reflect this same approach and attention to detail, as a result many have won awards based on their originality, design excellence and functionality.

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Further information

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Legal

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