MAGASIN

SÉRIE DE CARACTÈRES

Magasin
Magasin
Magasin
Magasin
Magasin
Magasin
Magasin
Magasin
Magasin
Magasin

Moderne
Moderne
Moderne
Moderne
Moderne
Moderne
Moderne
Moderne
Moderne
Moderne

SÉRIE DE FIGURES

1234567890 1234567890

A TRIBUTE TO DEAUVILLE SPECIMEN
Fonderie Typographique Française / 1920's

lm

I've always been fascinated by typefaces based on fluid handwriting, and as a practitioner of copperplate calligraphy, I decided to give it a try and to design a display font based on this idea.

Magasin also explores the charm and playness of high-contrast typefaces that were designed during the 1930s. Some examples that have inspired me are Corvinus (Imre Reiner, 1934) and Quirinus (Alessandro Butti, 1939) and the later Fluidum (1951), a kind of non-connected script version of Quirinus, also designed by Alessandro Butti for Nebiolo foundry.

The geometric and uprighted construction of Magasin is combined with a lettering flavor in an experimental way. What I want to show is the obvious accuracy that can be seen in any calligraphic work, but with a close attention to the combination of linked letters when creating words. The glyphs alternates are very useful in a lot of applications, and for many various moods; moreover, the swash capitals can 'pimp' words and provide many possibilities, but normal capitals can also perform better in certain situations. The out-strokes of the c, ç, e and q give a better ending for sentences or words, and many ligatures help to balance the text flow. I imagine Magasin can be used... in magazines, but also for brands and packaging. The name of this typeface sounds like 'magazine' in English, but it is the word for 'store' in French.
Go ahead and explore!

I've enjoyed working on Magasin immensely, and I learnt a lot, as it always happens with every typeface I design. Because I love and collect old speci-mens, my typeface and this specimen are also a celebration and a tribute to all those works of art and their designers.
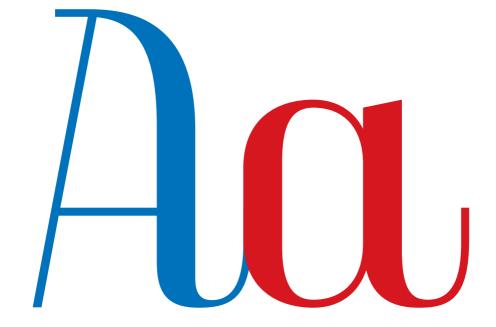
Laura Meseguer
February 2013

Magasin

Magasin is a display typeface inspired by the pointed pen and copperplate calligraphy, yet with a retro-chic twist. It combines a sense of script with geometric structure resulting in idiosyncratic curves softly connecting the vertical elegance of its forms, ideally suited to use at large sizes in magazines, posters or packaging.

Available formats

Cross Platform
Open Type PS (OTF) format

Mississipi Swimming

Brownies & Cupcakes!

À la France

Electroencefalografistas

Wolfgang

Gottlieb·Mozart

Affiches et Photographies

Saperlipopette se dit la crevette

Rocky Mountains

"El Parallel 1894-1939"

Some types talk others only whisper

A Tribute to Cooper Black Specimen
designed by Oswald Cooper between 1920 and 1926.

Pastel
de Chocolate
y Vainilla

+

Café/Cortado
1,80€

de 8 a 12 h

Number

49

Brushes for Lettering

Schriften

Établissements

Me

MEDIAS

Glory

Eau
de Toilette

Rose

New Shop!

Delicatessen

FINE PRODUCTS

Biscuits

Dora

PARIS

A Tribute to Richard Gans Specimens, 1950's

CHOCOLATES

Valor

La Vila Joiosa

Complete Character Set — Magasin

Uppercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÀÂÄÃÅÆÇÉÈÊËÍÌÎÏÑÓÒÔÖÕØŒÚÙÛÜ
ÐŁÞŠÝŸŽ

Lowercase

abcdefghijklmnopqrstuvwxyz
áàâäãåæçéèêëíìîïñóòôöõøœúùûü
ðłþšýÿžß

Figures, currency and related forms

0123456789 ½ ¼ ¾ ¹ ² ³ % ‰ $¢£¥€
+−±×÷=≠<>¦|≤≥<=>#° †‡ ª º

Punctuation and marks

@©®™(/)[\]{|¦}¡!¿?&*#¶ ·•
‹›«»-–—_°'''''"",,.,:;… ' "

Accents

´ ` ^ ¨ ~ ° ˇ
ˌ

Swashes

ABDHIJKLMNUPRUVWXY
ÀÁÂÃÄÅÆÌÍÎÏÐÑÙÚÛÜÝŸ

Stylistic Set ss01

ALbhijklɣɔvwyzýÿšžl8

Stylistic Set ss02

aglxyɣvwyýÿ

Final Forms

ceqçèéê ë

Ligatures

Cɣ Cɔ Cš Cz Cž Cɣ Cɔ Cš Cz Cž Eɣ Eɔ Eš Ez Ež Eɣ Eɔ
Eš Ez Ež Eɣ Eɔ Eš Ez Ež Eɣ Eɔ Eš Ez Ež Eɣ Eɔ Eš Ez Ež
Lɣ Lɔ Lš Lz Lž Fɣ AŁ vwyýÿ Fɣ Fɔ Fš Fz Fž Ti Tɣ
Tɔ Tš Tz Tž ff fi ffi fl ffl fj ffj Rɣ Rɔ Rš Rz Rž

**Sample Text
([LIGA]+[SWSH])**
33/36pt

The quick brown
fox jumps over the
lazy dog.
Zel de grum:
quetxup, whisky,
cafè, bon vi; ja!
Portez ce vieux
whisky au juge
blond qui fume.
El veloz murciélago
hindú comía feliz
cardillo y kiwi.

Open Type Features

Magasin

Open Type formats allows to include an expanded character set and layout features, to provide advanced typographic control and better linguistic support such as ligatures, alternates caracters and contextual substitutions.
Open Type fonts work in all applications but only some take profit of the features.

OT supports Unicode, which enables the fonts to contain more than 65,000 glyphs, while PostScript area limited to a maximum of only 256 characters.
Open Type fonts work in all platforms and operative systems, having one single file for Mac and PC makes sharing files much more easier.

Feature OFF

Feature ON

Standard ligatures [LIGA]
Standard ligatures are on by default! They are designed to enhance readability.

ffi fl ff fi fj ffj fl
th tb tz tš tž th b tz tš tž
Ch Cb Cz Cš Cž Çh Çb Çz
Çš Çž Eh Eb Ez Eš Ež Éh Éb
Éz Éš Éž Èh Èb Èz Èš Èž Ëh
Ëb Ëz Ëš Ëž Êh Êb Êz Êš Êž
Ji J'h J'b J'z J'š J'ž
Ji J'h J'b J'z J'š J'ž
Czech France tzatziki
Uffjewärmte Tree, alz

ffi fl ff fi fj ffj fl
th tb tz tš tž th b tz tš tž
Ch Cb Cz Cš Cž Çh Çb Çz
Çš Çž Eh Eb Ez Eš Ež Éh Éb
Éz Éš Éž Èh Èb Èz Èš Èž Ëh
Ëb Ëz Ëš Ëž Êh Êb Êz Êš Êž
Ji Jh Jb Jz Jš Jž
Ji Jh Jb Jz Jš Jž
Czech France tzatziki
Uffjewärmte Tree, alz

Contextual Alternates [CALT] and Stylistic Alternates [SALT]
Alternates are glyphs that can be substitute a standard glyph. OpenType fonts, can contain alternate glyphs that you can use to create different appearances for text.
Accesible via 'Contextual Alternates' or also: as 'Stylistic Alternates' in Illustrator or 'Stylistic Set 1' in InDesign

18 A £
bffhijklhbuvwyz
šýÿž
Atomic, Espace, 185
Idica, Lot, whisky,
Birra, kilo, rota,
Brown, Dress

18 A £
bffhijklhbuvwyz
šýÿž
Atomic, Espace, 185
Idica, Lot, whisky,
Birra, kilo, rota,
Brown, Dress

Terminal Forms
Substitutes a special form of a letter at end of words, and before punctuation signs.

c e q ç é è ê ë
precoç, René!, Vidocq
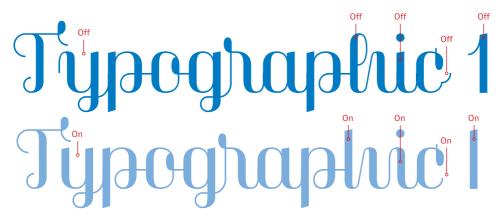
c e q ç é è ê ë
precoç, René!, Vidocq

Accesible via 'Contextual Alternates' in Illustrator and InDesign or also in InDesign via the 'Positional Form' Menú in two ways: as 'Automatic Form' or as 'Final Form'

Open Type Features

Magasin

	Feature OFF	Feature ON

Fractions [FRAC]
OpenType fonts support styles for fractions, this feature turns them on

1/2 1/4 3/4
0/0 0/00

½ ¼ ¾
% ‰

Ordinals [ORDN]
Replaces regular glyphs to their matching superior glyphs. The masculine and femenine ordinals are required in Spanish

4o 5a

4º 5ª

Superiors [SUPS]
Replaces regular glyphs (numerals) to their matching superior glyphs.

1 2 3

A¹ B² C³

Swashes [SWSH]
Swashes are decorative glyphs that use elaborate ornamentation often associated with calligraphy.

ABDHIJKLM
NPRUVWXY
ÁÀÂÄÃÅÍÌÎÏ
ÑÚÙÛÜ
ÐÝŸ
Año, Barcelona, He!
Pali, Rose, Why,
Yoghourt, Milk

ABDHIJKLM
NPRUVWXY
ÁÀÂÄÃÅÍÌÎÏ
ÑÚÙÛÜ
ÐÝŸ
Año, Barcelona, He!
Pali, Rose, Why,
Yoghourt, Milk

Other Stylistic Sets
Only accesible via 'Stylistic Set 2''

Basic Character

AGLYvwyýÿ
Adam vow yeiherr
Lola, Yolanda, Gol

Stylistic Set 2

AGLYvwyýÿ
Adam vow yeiherr
Lola, Yolanda, Gol

Contextual Alternates / Stylistic Set 01

Typographic 1

Off *Off* *Off* *Off* *Off*

Typographic 1

On *On* *On* *On* *On*

The Contextual Alternates has been programmed with some exceptions that overwrite the Stylistic Sets, for instance, these combinations on the right will only appear like this with CALT disabled and Stylistic Set 1 on.
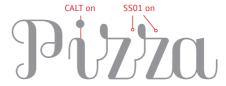
pr es gz

Stylistic Set 02

Friend

Off

Yop Wivid

Off *Off*

Friend

On

Yop Wivid

On *On*

Default

Pizza

Contextual Alternates ON

CALT on   CALT on

Pizza

Contextual Alternates ON + Stylistic Set 01 ON

CALT on   SS01 on

Pizza

Default

Brownie

Swash ON

Contextual Alternates ON +Swash ON

CALT on   CALT on

Brownie

Swash on

B

Also via Positional Forms:
Automatic or Final

Stylistic Set 01 ON + Positional Forms: Automatic or Final ON

SS 02 ON

SS01 on   SS01 on   SS01 on

Brownie

SS02 on

w

Positional Forms:
Automatic or Final

ÆE

Goggles

Hello!

Beijing

Artiste

Códex

Elegant

Grüßen

Italy

Kyoto

Mississippi

Odéon

Querétaro

Sevilla

Ushuaia

Whiskey

Yellowstone

Barcelona

Dansk

Fleur

Hände

Jardín

Logroño

Navarra

Popcorn

Rochester

Tweeds

Vroom!

Xocolat

Zipper