

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z & P  
1 2 3 4 5 6 7 8 9 0 a b c d e f g h  
i j k l m n o p q r s t u v w x y z ß!

**Typography** (from Greek τύπος, “to strike”, and γράφω, “to write”) is the art and technique of arranging type, type design, and modifying type glyphs. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

Typography is performed by typesetters, composi-

tors, typographers, graphic designers, art directors, comic book artists, and clerical workers. Digitising opened up typography to new generations of visual designers and lay users.

Typography traces its origins to the first punches and dies used to make seals and currency in ancient times. The first known movable type printing artefact is probably the Phaistos Disc, though its real purpose remains disputed. The item dates between 1850 BC and 1600 BC, back to Minoan age and is

now on display at the archaeological museum of Heraklion in Crete, Greece.

Typography with movable type was separately invented in 11th-century China. Modular metal type was first invented in Korea during the Goryeo Dynasty around 1230. It was independently developed in mid-15th century Europe with the development of specialised techniques for casting and combining cheap copies of letterpunches in the vast quantities required to print multiple copies. ■ **Ethos 10/12**

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**ETHOS FAMILY ■ DESIGN CONCEPT**

GRJKQagk£

**SIMPLICITY.** Clean and simple letterforms, no remnants of antiqua shapes.

ABEFHMRS

**NEUTRAL PROPORTIONS.** Loosely based on the proportions of transitional typefaces.

0123456789

**TALL NUMERALS.** Figures have full height, but are lighter than the capitals. The forms are slightly condensed, the diagonals straight.

MN47

**HEAVY DIAGONALS.** Most diagonals carry more weight than usual. Subtle incisions and slight thinning of vertical stems are used to balance the overall weight distribution and reduce strain on tight corners.

¥ ∞ ħ

**SOFT CORNERS.** All glyphs have very slightly rounded corners, in imitation of the effects of the traditional letterpress process. At text sizes, this is perceivable only as a subtle hint of smoothness on the page.

Ελληνικό αλφάβητο

Буквы кириллицы

ε α ρ β ρ ρ ε ϑ ς γ ς η ι ϕ τ η ν μ ς

Regular | *Oblique*

**Bold** | **Black** | **Display**

**UNDER CONSTRUCTION.** Full sets of Cyrillic and Greek glyphs are in development, so is full support for IPA. The type family will comprise regular, bold and black weights, an oblique for the regular, and a black condensed display version.



## ETHOS REGULAR ■ LANGUAGE SETTINGS

Omnes homines dignitate et iure liberi et pares nascuntur, rationis et conscientiae participes sunt, quibus inter se concordiae studio est agendum. **LAT**

Tutti gli esseri umani nascono liberi ed eguali in dignità e diritti. Essi sono dotati di ragione e di coscienza e devono agire gli uni verso gli altri in spirito di fratellanza. **ITA**

Tous les êtres humains naissent libres et égaux en dignité et en droits. Ils sont doués de raison et de conscience et doivent agir les uns envers les autres dans un esprit de fraternité. **FRA**

Todos los seres humanos nacen libres e iguales en dignidad y derechos y, dotados como están de razón y conciencia, deben comportarse fraternalmente los unos con los otros. **ESP**

Todos os seres humanos nascem livres e iguais em dignidade e em direitos. Dotados de razão e de consciência, devem agir uns para com os outros em espírito de fraternidade. **POR**

Toate ființele umane se nasc libere și egale în demnitate și în drepturi. Ele înzestrațe cu rațiune și conștiință și trebuie să se comporte unii față de altele în spiritul fraternității. **ROM**

All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood. **ENG**

Alle Menschen sind frei und gleich an Würde und Rechten geboren. Sie sind mit Vernunft und Gewissen begabt und sollen einander im Geiste der Brüderlichkeit begeben. **DEU**

Alle mensen worden vrij en gelijk in waardigheid en rechten geboren. Zij zijn begiftigd met verstand en geweten, en behoren zich jegens elkander in een geest van broederschap te gedragen. **NLD**

Alle menneske er fødte til fridom og med same menneskeverd og menneskerettar. Dei har fått fornuft og samvit og skal leva med kvarandre som brør. **NOR**

Alla människor äro födda fria och lika i värde och rättigheter. De äro utrustade med förnuft och samvete och böra handla gentemot varandra i en anda av broderskap. **SWE**

Hver maður er borinn frjálss og jafn öðrum að virðingum og réttindum. Menn eru gæddir vitsmunum og samvizku, og ber þeim að breyta bróðurlega hverjum við annan. **ISL**

Visi žmonės gimsta laisvi ir lygūs savo orumu ir teisėmis. Jiems suteiktas protas ir sąžinė ir jie turi elgtis vienas kito atžvilgiu kaip broliai. **LIT**

Wszyscy ludzie rodzą się wolni i równi pod względem swej godności i swych praw. Są oni obdarzeni rozumem i sumieniem i powinni postępować wobec innych w duchu braterstwa. **POL**

Všichni lidé rodí se svobodní a sobě rovni co do důstojnosti a práv. Jsou nadáni rozumem a svědomím a mají spolu jednat v duchu bratrství. **CZE**

Saoláitear na daoine uile saor agus comhionann ina ndínit agus ina gcearta. Tá baidh an réasúin agus an choinsiasa acu agus dlíad iad féin d'iompar de mheon bhréachais i leith a chéile. **GLE**

Të gjithë njerëzit lindin të lirë dhe të barabartë në dinjitet dhe në të drejta. Ata kanë arsye dhe

ndërgjegje dhe duhet të sillen ndaj njëri tjetrit me frymë vëllazërimi. **ALB**

Kaikki ihmiset syntyvät vapaina ja tasavertaisina arvoltaan ja oikeuksiltaan. Heille on annettu järki ja omatunto, ja heidän on toimittava toisiaan kohtaan veljeyden hengessä. **FIN**

Minden emberi lény szabadon születik és egyenlő méltósága és joga van. Az emberek, ésszel és lelkiismerettel bírván, egymással szemben testvéri szellemben kell hogy viseltessenek. **HUN**

Bütün insanlar hür, haysiyet ve haklar bakımından eşit doğarlar. Akıl ve vicdana sahiptirler ve birbirlerine karşı kardeşlik zihniyeti ile hareket etmelidirler. **TUR**

Bütün insanlar ləyaqət və hüquqlarına görə azad və bərabər doğulurlar. Onların şüurları və vicdanları var və bir-birlərinə münasibətdə qardaşlıq ruhunda davranmalıdırlar. **AZE**

Gizon-emakume guztiak aske jaiotzen dira, duintasun eta eskubide berberak dituztela; eta ezaguera eta kontzientzia dutenez gero, elkarren artean senide legez jokatu beharra dute. **EUS**

Inuit tamarmik inunngorput nammineersinnaas-suseqarlutik assigiimmillu ataqqinassuseqarlutillu pisinnaatitaaffeqarlutik. Solaqassusermik tarnillu nalunngissusianik pilersugaapput, imminnullu iliorfigeqatigiittariaqaralarput qatanngutigiiittut peqatigi-innerup anersaavani. **KAL**

Il-bnedmin kollha jitwiellu fielsa u ugwali fid-dinjità u d-drittijiet. Huma mogħnija bir-raġuni u bil-kuxjenza u għandhom iġibu ruħhom ma' xulxin bi spirtu ta' aħwa. **MLT**

## ETHOS REGULAR ■ COMPARISON WITH SIMILAR GROTESQUES

### ETHOS 8.5/11

It is something of an understatement to say that typographer Jan Tschichold was confident of his own importance. On the occasion of his 70th birthday in 1972, he wrote his own tribute in the third person. It began: "Two men stand out as the most powerful influences on 20th-century typography: Stanley Morison, who died in 1967, and Jan Tschichold."

Morison, begetter of the Times typeface amongst many others, is now largely hidden in history. Tschichold, however, has recently come to fresh prominence. An avant-garde German typographer in the 1920s, Tschichold is most remembered in Britain for his postwar refashioning of Penguin paperbacks, with their famous, horizontally banded covers – orange for fiction, green for crime, blue for biography. Celebrations of the publisher's 60th anniversary in 2005 helped bring him out of the circle of professional and academic admirers to a much wider audience. Since then three books have appeared, and now comes a coffee-table tome from Thames & Hudson.

Tschichold was born in 1902. The son of a signwriter, his first career was as a calligrapher for advertisements. His home town of Leipzig was the centre of the German book trade, and the young Jan was naturally drawn into the world of print. But he'd also heard about the new "-isms" in art, and was curious. Constructivism was on view not far away in Weimar, when the Bauhaus opened its doors for a public exhibition in 1923. Founded by the architect Walter Gropius as a school of arts and crafts in 1919, Bauhaus staff included well-known artists such as Paul Klee and Wassily Kandinsky. Abstract art of the kind imported from Mondrian and the Dutch De Stijl movement, and in particular the ideas of the Russian Constructivists, influenced Gropius to expand the aims of the Bauhaus.

### LT HELVETICA 8.5/11

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### AKZIDENZ GROTESK 9/11

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