

Pacifico

Script typeface

Original by
Vernon Adams

Reworked by
Jacques Le Bailly

2016

An original, friendly and fun brush script handwriting font by Vernon Adams which was inspired by advertisement scripts and lettering typefaces of 1940s and the American surf culture.

The main concern with Pacifico at the time was that it looked more like handwriting than a script typeface. This resulted in some characters being over the top and far too complex. The outlines were not smooth and the weight distribution should be more consistent and less cloggy.

The Google font design team decided to take Pacifico and take it to its real potential. New features were added and the design was optimized.

Vernon Adams had already started working on a new version and some of his ideas and forms were implemented in the new Pacifico.

Original

Hamburgerfonstiv, Adhesion.

Reworked

Hamburgerfonstiv, Adhesion.

The contrast in the strokes has been somewhat lowered to optimise the characteristic mix between handwriting forms and script typeface design. This resulted in a more even color and rhythm.

A A B B F F I I

a a b b g g î î t t z z

\$ \$ 2 2 6 6 ? ? & &

** * @ @ % %*

New features were added to the new design.
Alternate capitals for allcap setting with full language support.

Default capitals

ŞURF IS ÜP DUDÊS!

Alternate capitals

ŞURF IS ÜP DUDÊS!

The alternate capitals can be used for normal text
when using the stylistic set 2 (ss02)

Default capitals

New waves ladies! Let's Rock.

Alternate capitals

New waves ladies! Let's Rock.

New features were added to the new design.

Final characters were added with full language support.

Default

Je vais à la mer cet été.

Final characters

Je vais à la mer cet été.

Sometimes final characters are used as contextual alternates within a word to overcome overdone character combinations.

Default

Laat het boortje los!

Contextual alternates

Laat het boortje los!

Stylistic alternates characters were added with full language support.

Default

Hij beloofde een mööie zômer.

Final characters

Hij beloofde een mööie zômer.

All currency symbols now have the same height as the numerals.

Old

1,234\$ and 3.456¥ or 6.897€

New

1,234\$ and 3.456¥ or 6.897€

The surf is up dear
fellow waves loving friends.
0123456789 &?*@

The surf is up dear
fellow waves loving friends.
0123456789 &?*@

Hamburgerfonstiv, Adhesion.