









typetogether









LITERATA PROJECT EXTENSION









MASTERS DEFINITION







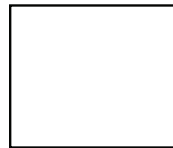

AUGUST 8, 2019

LITERATA 3
DESIGN
SPACE

Hadn	Hadn	Hadn	Hadn	Hadn	Hadn	Hadn	Hadn
							

Hadn	Hadn	Hadn	Hadn	Hadn	Hadn	Hadn	Hadn
							

Hadn	Hadn	Hadn	Hadn	Hadn	Hadn	Hadn	Hadn
							

Hadn	Hadn	Hadn	Hadn	Hadn	Hadn	Hadn	Hadn
							

LITERATA 3
DESIGN
SPACE



Original masters



Initial stage masters



Design space
extreme masters

Hadn

MASTER 5		
wght	200	
opsz	144	

Hadn

MASTER 2		
wght	400	
opsz	144	

Hadn

MASTER 6		
wght	900	
opsz	144	

Hadn

MASTER 3		
wght	200	
opsz	10	

Hadn

MASTER 0		
wght	400	
opsz	10	

Hadn

MASTER 8		
wght	?	
opsz	10	

Hadn

MASTER 4		
wght	900	
opsz	10	

Hadn

MASTER 1		
wght	400	
opsz	7	

Hadn

MASTER 7		
wght	900	
opsz	7	

OPTICAL AXIS



Original masters



Initial stage masters



Design space
extreme masters

Hadn

MASTER 2

wght 400
opsz 144

Master 2: Headlines in both print and screen.

Size: 144 pt | 72+ px

lcStem: 93 UPM

xHeight: 513 UPM

Hadn

MASTER 0

wght 400
opsz 10

Master 0: Body copy, continuous reading.

Size: 10 pt | 17-18 px

lcStem: 93 UPM

xHeight: 507 UPM

Hadn

MASTER 1

wght 400
opsz 7

Master 1: Captions, smaller recommended reproduction.

Size: 7 pt | 11 px

lcStem: 93 UPM

xHeight: 519 UPM

WEIGHT AXIS



Original masters



Initial stage masters



Interpolation control
masters

Master 8: Original body
copy bold style. The position
of this master in the design
space must be found after
the design of Master 4.
It is unclear whether this
master is necessary or not for
interpolation control.

Size: 10 pt | 17-18 px
lcStem: 143 UPM
xHeight: Interpolated

Hadn

MASTER 3
wght 200
opsz 10

Master 3: Captions, smaller
recommended reproduction.
Size: 10 pt | 17-18 px
lcStem: 49 UPM
xHeight: 503 UPM

Hadn

MASTER 0
wght 400
opsz 10

Master 3: Captions, smaller
recommended reproduction.
Size: 10 pt | 17-18 px
lcStem: 93 UPM
xHeight: 507 UPM

Hadn

MASTER 8
wght ?
opsz 10

Hadn

MASTER 4
wght 900
opsz 10

Master 4: Body copy
extreme weight Black.
Size: 10 pt | 17-18 px
lcStem: 225 UPM
xHeight: 517 UPM

INTERPOLATION CONTROL



Original masters



Initial stage masters



Design space
extreme masters

Hadn

MASTER 5

wght 200
opsz 144

Master 5: Headlines.
Size: 144 pt | 72+ px
lcStem: 49 UPM
xHeight: 509 UPM

Hadn

MASTER 6

wght 900
opsz 144

Master 6: Headlines.
Size: 144 pt | 72+ px
lcStem: 225 UPM
xHeight: 523 UPM

Hadn

MASTER 0

wght 400
opsz 10

Hadn

MASTER 7

wght 900
opsz 7

Master 7: Captions.
Interpolation control.
Size: 7 pt | 11 px
lcStem: 225 UPM
xHeight: 529 UPM