typetogether

LITERATA
PROJECT EXTENSION

NOTES ON OPTICAL SIZES
JULY 23, 2019 UPDATE

2016 REQUIREMENTS

From Dave Crossland's notes: https://docs.google.com/document/
d/1Jqodanqp2gYZJg_yDpfmZmjpvgoG_d5M743rs8-Z6o4/edit

3. Add masters for Black + Italic (900s), interpolate 800s, dekink and
test instances.

4. Add masters for ExtraLight + Italic (200s), interpolate 300s,
dekink and test instances.

5. Add masters for Thin + Thin Italic (100s), plus re-interpolate an
'office' family of just 4 styles ideal for Docs.

6. Serif Titling (100, 200, 400, 700, 900 + italics + sc masters)
dekink and test all 18 instances.

7. Serif Micro (100, 200, 400, 700, 900 + italics + sc masters) dekink
and test all 18 instances. Italic to be totally different, as the 'fancy'
upright-italic will not survive at micro sizes.

PROJECT RE-DEFINITION

From our July 18 meeting.

. Dave considers that variable fonts can serve multiple purposes: file compression, grant expressiveness, and improve text typography by means of finesse through optical sizes.

. Variable fonts with optical sizes and typographic resources for fine typesetting can be an educational tool to promote better use of fonts in digital environment.

. We agreed that Literata has certain branding value for Google and that an expansion to a broader typographic system is possible.

. The original project for the expansion of Literata in terms of weights and optical cuts can be transformed into a new one that is based on the logic of the variable font possibilities.

LITERATA 2.0

Literata 2.0 is the latest version of the font family. It has four weights built over a two-master system for the uprights and a similar set up for italics.

Each font has 1796 glyphs and support for Latin for all European languages, basic IPA, Vietnamese, Pinyin and many African languages. Each font includes Cyrillic extended and polytonic Greek.

Literata 2.0 has several sets of figures and currency symbols, small capitals, intelligent fractions, and default and discretionary ligatures.

Limited design space with a WEIGHT axis.

Hadn

wt 400

Regular master

Hadn

wt 500

Hadn

wt 600

Hadn

wt 700

Bold master

PROOF OF CONCEPT

Added masters for the optical size axis. The size range is considered on the basis of on-screen typography, from 12 pixels to 72 pixels. The regular and default instance is at 18 pixels and we considered a possible subtitle instance at 48 pixels for this test.

Hadn
wt 400
op 72

Hadn
wt 400
op 48

Hadn
wt 400
op 18

Hadn
wt 500
op 18

Hadn
wt 600
op 18

Hadn
wt 700
op 18

Hadn
wt 400
op 12

PROOF OF CONCEPT

To extend the limited weight range we incorporated two more masters for wt 200 and wt 900.
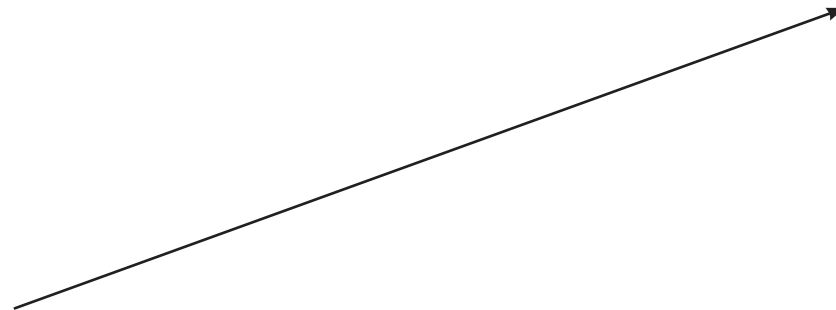These masters and axes are insufficient to reach some of the corners of the design space, specially in the high contrast side.

Hadn

wt 400
op 72

?

Hadn

wt 400
op 48

Hadn

wt 200
op 18

Hadn

wt 300
op 18

Hadn

wt 400
op 18

Hadn

wt 500
op 18

Hadn

wt 600
op 18

Hadn

wt 700
op 18

Hadn

wt 800
op 18

Hadn

wt 900
op 18

Hadn

wt 400
op 12

PROOF OF CONCEPT

Kinks, wrong modulation, inconsistent stroke weight, bad stroke thickness are a few of the common issues when dealing with corners of the design space. This can only be fixed with the definition of new masters that tie the interpolation process to more efficient results.

Hadn

wt 200 – op 72 via interpolation

Hadn

wt 200 – op 72 drawn

Hadn

wt 900 – op 72 via interpolation

Hadn

wt 900 – op 72 drawn

LITERATA 3
MASTERS

Hadn

wt 200
op 72

Hadn

wt 400
op 72

Hadn

wt 900
op 72

Hadn

wt 200
op 18

Hadn

wt 400
op 18

Hadn

wt 700
op 18

Hadn

wt 900
op 18

Hadn

wt 400
op 12

Hadn

?

LITERATA 3
DESIGN
SPACE

Hadn	Hadn	Hadn	Hadn	Hadn	Hadn	**Hadn**	**Hadn**
wt 200 **op 72**	wt 300 op 72	**wt 400** **op 72**	wt 500 op 72	wt 600 op 72	wt 700 op 72	wt 800 op 72	**wt 900** **op 72**

Hadn	Hadn	Hadn	Hadn	**Hadn**	**Hadn**	**Hadn**	**Hadn**
wt 200 op 48	wt 300 op 48	wt 400 op 48	wt 500 op 48	wt 600 op 48	wt 700 op 48	wt 800 op 48	wt 900 op 481

Hadn	Hadn	Hadn	**Hadn**	**Hadn**	**Hadn**	**Hadn**	**Hadn**
wt 200 **op 18**	wt 300 op 18	**wt 400** **op 18**	wt 500 op 18	wt 600 op 18	**wt 700** **op 18**	wt 800 op 18	**wt 900** **op 18**

Hadn	Hadn	Hadn	**Hadn**	**Hadn**	**Hadn**	**Hadn**	**Hadn**
wt 200 op 12	wt 300 op 12	**wt 400** **op 12**	wt 500 op 12	wt 600 op 12	wt 700 op 12	wt 800 op 12	wt 900 op 12

LITERATA 3 SUGGESTED USE PER OPTICAL SIZE

Hadn	Hadn	Hadn	Hadn	Hadn	Hadn	**Hadn**	**Hadn**
wt 200 op 72	wt 300 op 72	**wt 400 op 72**	wt 500 op 72	wt 600 op 72	wt 700 op 72	wt 800 op 72	**wt 900 op 72**

Hadn	Hadn	Hadn	Hadn	**Hadn**	**Hadn**	**Hadn**	Hadn
wt 200 op 48	wt 300 op 48	wt 400 op 48	wt 500 op 48	wt 600 op 48	wt 700 op 48	wt 800 op 48	wt 900 op 481

Hadn	Hadn	Hadn	Hadn	**Hadn**	**Hadn**	**Hadn**	**Hadn**
wt 200 op 18	wt 300 op 18	**wt 400 op 18**	wt 500 op 18	wt 600 op 18	**wt 700 op 18**	wt 800 op 18	**wt 900 op 18**

Hadn	Hadn	Hadn	**Hadn**	**Hadn**	**Hadn**	**Hadn**	**Hadn**
wt 200 op 12	wt 300 op 12	**wt 400 op 12**	wt 500 op 12	wt 600 op 12	wt 700 op 12	wt 800 op 12	wt 900 op 12