



Website: frerejones.com
Instagram: @frerejones
Twitter: @frerejones

Tobias Frere-Jones

Typeface Designer

Born in 1970 in Brooklyn, New York, Frere-Jones is a practicing typeface designer and founder of his own studio. He is recognized as one of the leading type designers today and is responsible for over 50 typefaces with some of his most popular including Interstate, Poynter Oldstyle, Whitney, Gotham, Surveyor, Tungsten, and Retina.

Frere-Jones stated that growing up he wanted to be a writer but also a painter. His father told him about an alphabet design competition and during the process of creating the font Frere-Jones discovered an intersection in his interests that he knew he wanted to pursue further.

He received a BFA in Graphic Design from the Rhode Island School of Design in 1992. He joined Font Bureau in Boston, Massachusetts not long after where he designed some of their most recognizable fonts. In 1996 he started teaching and lecturing at the Yale University School of Art. In 1999 Frere-Jones returned to New York to start a company with Jonathan Hoefler, a type design peer. After receiving a Gerrit Noordzij Prize in 2006 for his innovation in type design and

a AIGA Medal in 2013 he decided to start his own type company, Frere-Jones Type in 2015. Most recently he won the National Design Award for Communication Design from the Cooper Hewitt, Smithsonian Design Museum in 2019.

When speaking in an interview about his type design process in 2019 Frere-Jones said:

It's more about the theme that runs through all these shapes, the kind of strategy that helps them work with one another... It's not just drawing the shapes but drawing and designing the space in between the shapes, and also inside them.

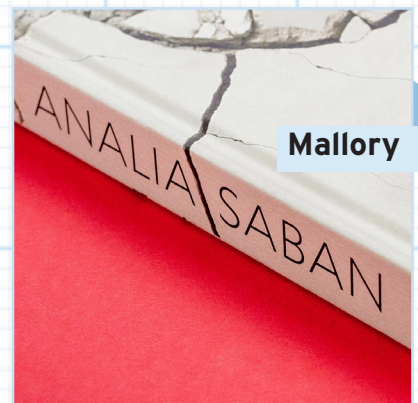
Many of Frere-Jones' typefaces have large font families because they are designed for professional use. Mallory for example has 110 styles. Large organizations such as GQ magazine, the Whitney Museum, the Wall Street Journal, Martha Stewart Living and the Essex Market have commissioned work from Frere-Jones for branding and publication.



Magnet



Gotham



Mallory

Empirica

