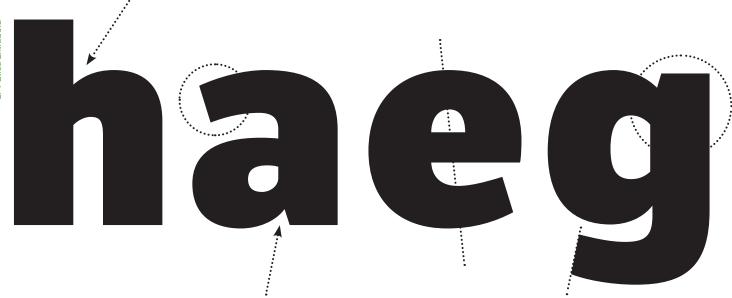
LFT Etica

A strong yet delicate Sans Serif designed by **Leftloft**

typetogether

ABCDEFGHIJJKLM NOPQQRSTUVWXY ZÆŒÞØÅĒ • LFT Etica Light, 60/78pt aabcdefgghijjkIm mnopqrstuvwxyyz ßfiæðŞžŧőŁĘõfftůa {[(*&&¶,:@?!§«»‡)]} €£\$¥f0123456789 %£0123456789⁰³⁵ $\frac{5}{8}\frac{3}{7}\frac{5}{6}_{028}\partial \sum \approx \Omega \Pi^{TM}$



A strong yet delicate Sans

LFT Etica, the-moralist-typefamily-project, was born at the end of 2000, but its development is ongoing, overcoming many hurdles and diversions. The starting point for the designers at *Leftloft* were the common "cold" grotesk sans serifs, ubiquitous and often badly applied in their everyday visual environment. The challenge was to obtain the same force, versatility and colour, but with a much warmer feel. The resulting design has soft strokes, open counters and terminals; aesthetically resting somewhere between a grotesque and humanist sans serif. It successfully combines masculine force with female delicacy.

LFT Etica's wide range of styles, together with a large character set and *OpenType features*, such as 4 sets of numerals, fractions, several stylistic alternates and a set of arrows and dingbats, allows for a vast variety of applications, be they editorial or corporate.

The designer

Leftloft is a visual communication studio based in Milan since 1997. The studio has grown to a staff of 16 people with multi-disciplinary skills, able to provide solutions for all information and communication needs. Leftloft creates projects that aim to improve and implement successfull communication channels for companies, institutions and cultural organizations.

The studio has been established by Andrea Braccaloni, Francesco Cavalli, Bruno Genovese and David Pasquali. All are members of AIAP (Italian Design Association for Visual Communication) and BEDA (Bureau European Design Association).

In addition to their design activity, the partners teach at the **Milan Politecnico Faculty of Design**. Leftloft is also a promoter of the Graphic Ministry, a cultural association promoting design culture. In autumn 2008, Leftloft opened a new additional office in New York City, USA.

TypeTogether

Veronika Burian and José Scaglione met at the University of Reading whilst completing their MAs in Type Design, launching the independent type foundry TypeTogether (TT for short) in 2006. TT developed out of the desire to publish high quality typefaces and work on new type projects together (hence the name). The foundry provides common grounds for intense cooperation with other type designers, creating an interesting and diverse platform.

TypeTogether's main interest is finding innovative and stylish solutions to old problems for the professional market of text typefaces, with a focus on editorial use. This is where the greatest challenges are faced: creating typefaces that perform well in continuous reading, that also have a high degree of personality.

The aesthetic and functional efficiency of TT's fonts are accompained by excellence in technical performance. This is achieved using the latest font software, creating cross-platform Opentype fonts with extended character sets including: broader language support and all kinds of typographic refinements, such as small caps, ligatures and multiple numeral sets.

In addition to TypeTogether's high quality library of retail fonts, TT also provides custom modifications and specially tailored typefaces; these can serve as vital elements of a company's visual identity, by communicating a unique feel. Custom typeface projects are developed from solid foundations, based on the client's brief, targeted research and the open dialogue between all parties.

A big advantage of being a small and specialized company is that this allows for closer, and more direct, collaboration with clients; this is often necessary to accomplish their goals, and respond quickly to their needs.

The quality of TypeTogether's work has already been recognized in several international competitions, including **TDC** and **ED-Awards**.



LFT Etica covers over 50 languages that use the Latin alphabet

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Czech

Národní divadlo začalo s vydáváním cd v roce 2002, po nástupu nového ředitele Daniela Dvořáka, který do funkce šéfa opery přizval svého dřívějšího kolegu ze Státní opery Praha Jiřího Nekvasila. První vydanou operou byl Mozartův Don Giovanni, vyšly i živé nahrávky Zprávy pro akademii Jana Klusáka, Smolkovo Nagano a další. Zatím poslední je komplet s nahrávkou mimořádného provedení Prstenu Nibelungova od Richarda Wagnera, které vzbudilo velkou pozornost na scéně před 2 lety. "cd slouží jako dokumentace, propagace opery Národního divadla, je k dispozici knihovnám..." říká Jiří Nekvasil. V průběhu pěti let se objevovala i díla českých autorů, například Dvořákův Čert a Káča. "V současné době ty nahrávací společnosti, které to kdysi dělaly, jako třeba Supraphon, které nahrávaly a dokumentovaly celou jednu generaci, dnes asi z finančních důvodů opery netočí. Je to idea, která nás napadla už v našem působení ve Státní opeře, že v době, kdy zachytit hlas a umělecký výkon je technicky poměrně jednoduché, tu celá generace zůstane nezdokumentovaná. Nic po ní nezůstane. A já si myslím,

Polish

Posłowie z komisji edukacji chcą tworzyć przy uniwersytetach publicznych szkoły dla wybitnie zdolnych uczniów. Ale czy młodzież powinna być selekcjonowana, a zdolne dzieci trafiać do elitarnych szkół? To najlepsze rozwiązanie, uważa prof. Wiesława Limont, pedagog z Uniwersytetu Mikołaja Kopernika w Toruniu, przy którym taka szkoła już istnieje. – W zwykłych klasach dzieci o ponadprzeciętnych uzdolnieniach osiągają słabe wyniki. Nie rozwijają skrzydeł i zniechęcają się do nauki. Pomysł budzi jednak kontrowersje. Psycholog społeczny prof. Wiesław Łukaszewski: – Dziecko potrzebuje różnorodnych bodźców, nie tylko tych intelektualnych. Takie szkoły działały w Związku Radzieckim i okazało się, że był to wielki niewypał. Zwolennicy pomysłu odpierają ten zarzut: podobne szkoły funkcjonują w USA i wielu krajach UE. W Polsce dziś jest jedna taka placówka – Gimnazjum i Liceum Akademickie. Oblegane od 1998 r. przez uczniów, działa przy UMK w Toruniu. – Znam osiągnięcia szkoły w Toruniu, jest świetna - mówi prof. Elżbieta Supron, psycholog dziecięcy. Posłowie z komisji edukacji chcą tworzyć przy

Hungarian

Klubunk idén is szeretne támogatni két tehetséges magyar zongoraművészt a TCU/Cliburn zongoraversenyen való részvételre. 21 országból 89 jelentkező közül Polgar Éva és Fazekas Edi a válogató versenyek után bejutottak a végső fordulóba, ami itt lesz Fort Worthben. Ungar Tamás teljes ösztöndíjat ajánlott föl nekik. A részvételi díj \$1,100 fejenként. Ehhez szeretnénk erőnkhöz mérten hozzájárulni, amihez nagykelkű támogatásokat kérném. Bővebb felvilágosítás a művészekről a Fesztivál web oldalán található: www.pianotexas.org. "Young Artists Program" "Information on Performing Artists" Éva és Edit koncertet adnak az érdeklődők számára, amit rövid fogadás követ. Időpont: 2006. június 3-án, szombaton délután 4:00 órakor. Helyszíne egy családi ház: Mrs. Chuifun Poon, 6940 Laurel Valley Drive, Fort Worth, tx 76132 (Gated Community). A belépődíj: \$20 személyenként. A jegyek csak elővételben vehetők meg, mert a helyszínre csak őrzött kapun keresztül lehet bejutni, igy a neveket előre le kell adnunk. Kérem, hogy mielőbb jelezzék, akik részt kívánnak venni! Az előre megvett jegyek a helyszinen

LFT Etica Display Thin



LFT Etica Extrabold

⇒Vychod (=

LFT Etica Regular with alternate "a" and "y"

family daddy

LFT Etica Bold



Vicemén és

LFT Etica Display Heavy



Reality

«Pace e musica»: adesso i ragazzi di Woodstock sognano la pensione

Oculta Secretos

Market evidently capable of supporting

Bethel

Unstable relative, toddler compete for attention at family

L'eterno ritorno

La India pierde el contacto por radio

Salman

LFT Etica Opentype features

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ÀÁÂÄÄÄĀĀÆÇĆĈĊČĎĐÈÉÊËĒ ĖĘĚĜĞĠĢĤĦÌÍĴÏĬĬĮİIJĴĶĹĻĿĽŁŃŅÑŇ ŊÒÓÔŌŎŎŒØŔŖŘŚŜŞŠŢŢŤŦÙÚÛÜ ŨŪŬŮŰŲŴÝŶŸŹŻÞ àáâãäåāăaæçćĉċčďđðèéêëēĕeęěĝġġĠĥħìíĵïīī ĭįıijĵķĸĺŀļľłńņň'nñŋòóôõöōŏőœøŕŗřśŝşšșţţťŧùúû üũūůůűųŵÿýŷźżžſþĸ

LIGATURES

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PUNCTUATION AND SYMBOLS

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ARROWS AND SYMBOLS

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MATHEMATICAL SYMBOLS

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LIGATURES

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PUNCTUATION AND SYMBOLS

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SUPERIOR/INFERIOR

NUMERATOR/DENOMINATOR

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MATHEMATICAL SYMBOLS

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typetogether

Type Design Leftloft WWW.TYPE-TOGETHER.COM