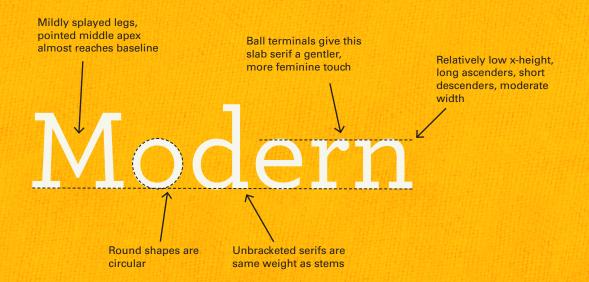


Archer

est 2008



DESIGNED BY:

Tobias Frere-Jones & Jonathan Hoefler

TYPE FOUNDARY:

Hoefler & Co

TYPE STYLE:

slab serif

INITIAL PURPOSE:

Used in Martha Stewart Living magazine

Sweet but not saccharine, earnest but not grave, Archer is designed to hit just the right notes of forthrightness, credibility, and charm.

Hairlines. Archer's graceful gestures naturally invite painterly uses at large sizes, for which we've specially created three weights that are lighter than light.

Numerics. Archer contains both old-style and lining figures, each with a set of matching punctuation, plus tabular figures and fractions for setting charts and tables.

Language Support. Archer features our Latin-X[™] character set, covering more than 140 languages throughout the world — including all of Central Europe.

ABCDEFGHIJ NOPQRSTUVW abcdefghijkl nopqrstuvwx