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*To make the typeface frank — direct, but not brusque — we introduced subtle cues from the world of typewriter faces, which combine the ordinariness of Antiques with the modern practicality of Geometrics. We restored the vanished ‘ball terminals’ to the lowercase, and uncharacteristically applied these gestures to the capitals as well, in order to yield a font that’s friendly without being silly, and attractive without being flashy. The result is a typeface that’s well-mannered, easy to work with, and inviting to read.”*

***Archer***

est. 2008



Mildly splayed legs,  
pointed middle apex  
almost reaches baseline

Ball terminals give this  
slab serif a gentler,  
more feminine touch

Relatively low x-height,  
long ascenders, short  
descenders, moderate  
width

Modern

Round shapes are  
circular

Unbracketed serifs are  
same weight as stems

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y  
a b c d e f g h i j k l m  
n o p q r s t u v w x y

**DESIGNED BY:**

Tobias Frere-Jones & Jonathan Hoefler

**TYPE FOUNDRY:**

Hoefler & Co

**TYPE STYLE:**

slab serif

**INITIAL PURPOSE:**

Used in Martha Stewart Living magazine

Sweet  
but not  
saccharine,  
earnest but  
not grave, Ar-  
cher 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™ char-  
acter set, covering more than 140 languages throughout the  
world — including all of Central Europe.