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In 1988, the Macintosh computer was still rather crude as far as being able to produce subtle curves, but it was outstanding at producing perfect geometric elements. As a starting point for Senator, Licko used the proportions of her earlier Emigre 7.17teen bitmap design (renamed Lo-Res 22 Serif) and applied the precision of the computer's geometric rendering abilities. The result is a wonderful synthesis of upright sturdiness and elegance perfect for use in headlines and short texts.

Senator

Designed by **Zuzanna Licko**
1988

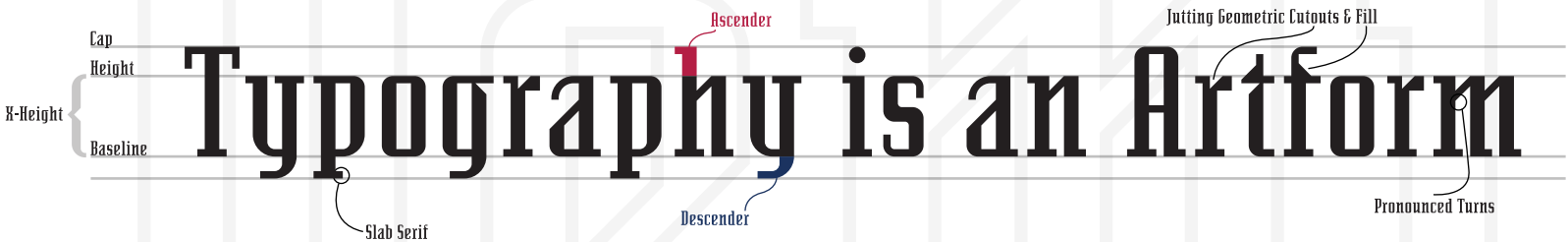
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Jazzy q's buzz; flickering, vext glyphs warp: I mock 'typography' quest. 'A-2's elegance, Xavier mused, viewing 7 unique fonts. 'But, do 54 kerning pairs truly harmonize?'

Piqued, Nora—the skilled 39-year-old typographer—ventured, 'Crafting k's, j's, and 2 italic z's, or weaving 0's and 8's, demands rigorous, yet joyful exploration. For every type, whether bold, light, or quirky, speaks. Listen!' 'Indeed,' agreed Liam, 'each font's voice—serif or sans, big or small—conveys mood, tone, and 5 W's: who, what, when, where, why. Our craft? To harmonize these elements, ensuring clarity, beauty, and, above all, effective communication.'

Thus, through diligent work and passion, typographers sculpt the visual rhythm of our lives.

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Emigre Fonts A Digital Type Foundry

Founded in 1984, coinciding with the birth of the Macintosh computer, the Emigre team, consisting of Rudy VanderLans and Zuzana Licko, with the addition of Tim Starback in 1993, were among the early adaptors to the new digital technology.

From 1984 until 2005 Emigre published the legendary Emigre magazine, a quarterly publication devoted to visual communication. Emigre created some of the very first digital layouts and typeface designs winning them both world-wide acclaim and much criticism. The exposure of these typefaces in Emigre magazine eventually lead to the creation of Emigre Fonts, one of the first independent type foundries utilizing personal computer technology for the design and distribution of fonts. They created the model for hundreds of small foundries who followed in their footsteps. As a team, Emigre has been honored with numerous awards including the 1994 Chrysler Award for Innovation in Design, and the 1998 Charles Nypels Award for excellence in the field of typography. In 1993 they were selected as a leading design innovator in the First Annual I.D. Forty. Emigre is also a recipient of the 1997 American Institute of Graphic Arts Gold Medal Award, its highest honors. In October 2010 the Emigre team was inducted as Honorary members of the Society of Typographic Arts, Chicago, and in 2013 Licko received the prestigious Annual Typography Award from the Society of Typographic Aficionados. Most recently Emigre received the 29th New York Type Directors Club Medal.