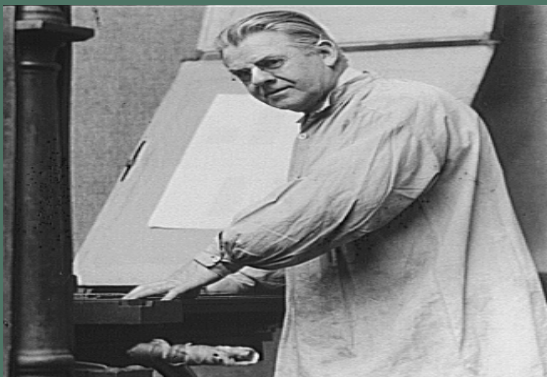


SINCE 1901

COPPERPLATE



IN 1901, FREDERICK W GOUDY
CREATED THE TYPEFACE KNOWN AS COPPERPLATE.
IT IS A GOTHIC SAN SERIF, THIS TYPE OF TINY SERIFS
WERE SIMILAR TO THE LOOK OF LETTERS ENGRAVED
ON COPPERPLATES, WHICH IS HOW THEY CAME UP WITH
THE NAME FOR THE TYPEFACE. WIDELY USED IN THE
MID-TWENTIETH CENTURY, SERVING USEFUL FOR
BUSINESS AND THEIR ADVERTISING. THIS TYPEFACE IS
KNOWN FOR ITS PROFESSIONAL AND PRACTICAL LOOK.

THE LETTERS IN THIS TYPEFACE
RESEMBLE THAT OF LETTERS CARVED ON STONE.
THIS TYPEFACE IS COMMON AMONG DOCTOR OFFICES,
LAW FIRMS, BANKS, ETC.. IT HAS A CONCRETE LOOK
THAT SAYS IT STANDS FIRM AND IT'S RELIABLE. IT
LEAVES A CRISP AND CLEAN IMPRESSION IN YOUR
MINDS EYE WHEN YOU LOOK AT IT. THE LETTERS HAVE
A SQUASHED BUT STRONG BRASS LOOK TO THEM,
THEY HAVE TAILS ON THE ENDS OF THE LETTERS AND
NUMBERS THAT LOOK LIKE THE ENDS OF METAL PIPES.
THIS TYPEFACE IS SIMILAR TO SANS-SERIF TYPEFACE
BECAUSE THE VERTICAL AND HORIZONTAL STROKE
WEIGHTS ARE VERY SIMILAR.

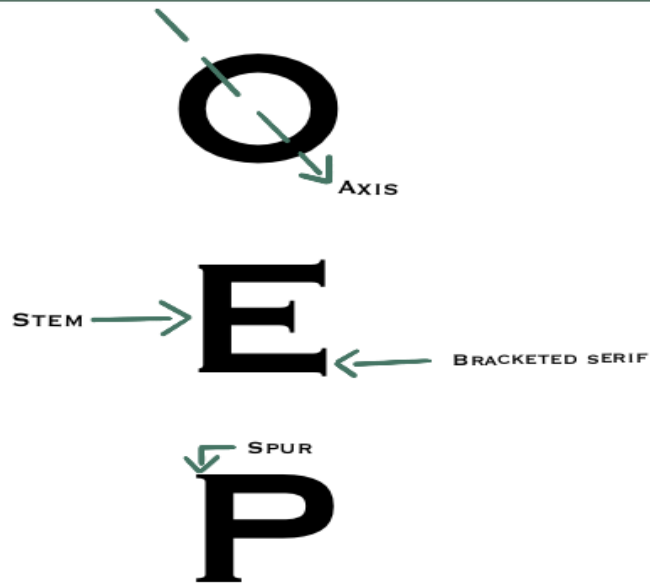
ANATOMY

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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 Z

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 Z



TYPE STYLES

COPPERPLATE LIGHT

COPPERPLATE REGULAR

COPPERPLATE BOLD

TYPE
IN
THE
WILD

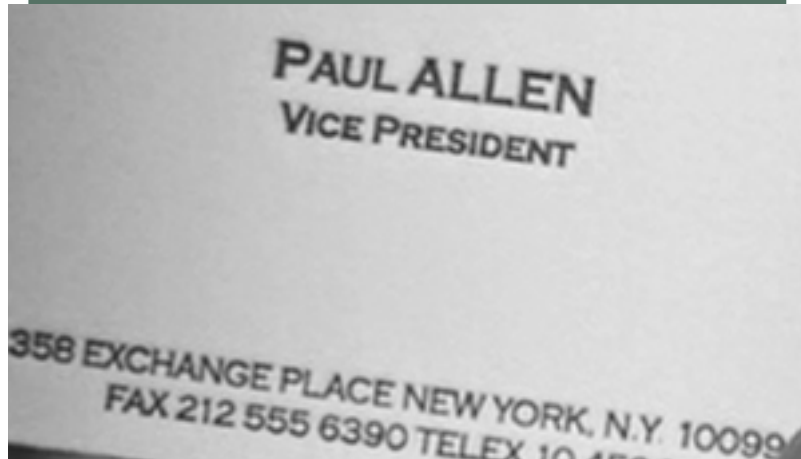
CENTRO WOODFIRED PIZZA

REMBRANDT TOOTHPASTE

SEABISCUIT

RATATOUILLE

BUSINESS CARD FROM "AMERICAN PYSCHO" THE MOVIE



GREAT MOUNTAIN COFFEE CO BUSINESS CARD

EXAMPLES OF TYPE IN THE WILD

AESTHETIC

RAVEN INC

Imposter Catcher

Call 800-728-7678

for more information and **MISSBEHAVIOR**

800-728-7678

COPPERPLATE TYPEFACE PAIRED WITH Kohinoor
Telugu A SANS SERIF FONT, SOME WRITTEN IN
REGULAR SOME WRITTEN IN BOLD. THIS WAS DONE
TO SHOW THE UNIQUE PAIRING BETWEEN THE TWO
TYPEFACES.

