

# REFORMA

## Instructions for use



pampatype™

## Conditions for the use of Reforma

The Reforma typeface family can be freely downloaded and used by any person, in private or professional capacity, under the Creative Commons license CC BY-ND 4.0.

This license authorizes the free use of the typeface design, provided that the authors are credited when using the typeface and that the user does not modify the design in any manner, shape or fashion. The following are models for crediting the authors when using the Reforma typeface:

### *Complete version:*

“The Reforma typeface used in this document was designed by Alejandro Lo Celso and programmed by Guido Ferreyra as part of a commission to the PampaType foundry by the Universidad Nacional de Córdoba, Argentina.”

### *Short version:*

“Reforma, PampaType / Universidad Nacional de Córdoba [AR]”

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## Reforma family styles

The Reforma type family is divided in three sub-families:

- Reforma 1918, the classic version (humanist serif),
- Reforma 1969, a hybrid version (incise, flare serif),
- Reforma 2018, the modern version (humanist sanserif).

Each of these three sub-families includes two styles: roman and italic, in turn declined in three different weights: Blanca, Gris, and Negra. This is the complete list of all the 18 styles and their corresponding font file names:

<b>Reforma 1918 Blanca</b>	[Reforma1918-Blanca.otf]
<b>Reforma 1918 Blanca Itálica</b>	[Reforma1918-BlancaItalica.otf]
<b>Reforma 1918 Gris</b>	[Reforma1918-Gris.otf]
<b>Reforma 1918 Gris Itálica</b>	[Reforma1918-GrisItalica.otf]
<b>Reforma 1918 Negra</b>	[Reforma1918-Negra.otf]
<b>Reforma 1918 Negra Itálica</b>	[Reforma1918-NegraItalica.otf]
<b>Reforma 1969 Blanca</b>	[Reforma1969-Blanca.otf]
<b>Reforma 1969 Blanca Itálica</b>	[Reforma1969-BlancaItalica.otf]
<b>Reforma 1969 Gris</b>	[Reforma1969-Gris.otf]
<b>Reforma 1969 Gris Itálica</b>	[Reforma1969-GrisItalica.otf]
<b>Reforma 1969 Negra</b>	[Reforma1969-Negra.otf]
<b>Reforma 1969 Negra Itálica</b>	[Reforma1969-NegraItalica.otf]
<b>Reforma 2018 Blanca</b>	[Reforma2018-Blanca.otf]
<b>Reforma 2018 Blanca Itálica</b>	[Reforma2018-BlancaItalica.otf]
<b>Reforma 2018 Gris</b>	[Reforma2018-Gris.otf]
<b>Reforma 2018 Gris Itálica</b>	[Reforma2018-GrisItalica.otf]
<b>Reforma 2018 Negra</b>	[Reforma2018-Negra.otf]
<b>Reforma 2018 Negra Itálica</b>	[Reforma2018-NegraItalica.otf]

# How to install Reforma on a computer

The Reforma Desktop folder contains 18 OpenType fonts, to be installed on your computer (PC or Mac).

## Installation on PC

1. Download the zip file that contains the fonts.
2. Unzip the .zip file.
3. Open the Reforma Desktop folder.

then option A:

Double click on each one of the downloaded .otf files.

Click on Install for each file that you wish to install.

Restart the computer (recommended).

or option B:

Click on the button Start.

Then on Control panel.

Open the folder called Fonts.

Copy and paste the downloaded .otf files.

Restart the computer (recommended).

## Installation on Mac

1. Download the zip file containing the fonts.
2. Unzip the .zip file.
3. Open the Reforma Desktop folder.

then option A:

Double click on each one of the downloaded .otf files.

Click on Install for each file that you wish to install.

Restart the computer (recommended).

or option B:

Go to your personal account that is usually called 'YourName'.

Then on Library (if this folder is not visible you can access it by clicking on +alt in the main menu).

Open the Fonts folder.

Copy and paste the downloaded .otf files.

## How to install Reforma on a website

Copy and then paste the following code into the <head> section of your website code:

```
<link rel='stylesheet' href='http://www.unc.edu.ar/reforma/css/reforma-fonts.css'>
```

Integrate the typeface into your CSS as follows:

```
font-family: 'Reforma1918', serif;
```

```
font-family: 'Reforma1969', serif;
```

```
font-family: 'Reforma2018', sans-serif;
```

For more information on how to refer each particular style please see the file 'Reforma webfonts.html' included in the 'Reforma webfonts' folder of the download kit.

Also, in the Reforma Webfonts folder you can find the font files (woff2, woff2, ttf, and eot) to be installed directly on your server and activate them through the @font-face method.

For more information refer to:

<https://developer.mozilla.org/en/docs/Web/CSS/@font-face>

## Reforma OpenType characteristics

As displayed in this specimen, Reforma includes a few typographic 'goodies' that can be activated via the OpenType panel (see pages 25-26): ligatures, alternate glyphs, different styles of figures, case-sensitive punctuation and so forth.

Please note that most of the OpenType characteristics are not activated by default, and that their mode of activation varies from one software to another. It is also important to note that the complete range of characteristics may not be supported by all kinds of software. You could always refer to the software user's manual for specific information.

In the following pages you will find the complete list of OpenType features available in the Reforma typeface.

# Reforma OpenType features chart (1)

These are all the OpenType features you can find in the Reforma type family, and how to activate them.

	non activated		activated
all caps (case sensitive)	¡AY! ¿AY? «AY»	→	İAY! ȚAY? «AY»
stylistic set 1 or stylistic alternate (all alternates)	J K R Q LA O	→	Ĳ K R Q LA O
stylistic set 2 (no descender J)	CAJISTA	→	CAJISTA
stylistic set 3 (long leg K and R)	Kiosco PERSA	→	Kiosco PERSA
stylistic set 4 (long tail Q)	QUI	→	QUI
stylistic set 5 (extra long tail in italic Q)	Quinqué	→	Quinqué
stylistic set 6 (tall T)	THEM	→	THEM
stylistic set 7 (stylized Y)	Yogui	→	Yogui
stylistic set 8 (alternate dieresis A and U)	KÄFER PINGÜINO	→	KÄFER PINGÜINO
stylistic set 9 or titling alternates (uppercase ligatures)	LA LE DO DG OO	→	LA LE DO DG OO

## Reforma OpenType features chart (2)

	non activated		activated	
stylistic set 10 (alt uppercase ligatures)	LA UNC OO	→	LA U <sup>N</sup> ∞	
stylistic set 11 (round lining zero)	10,300	→	10,300	
stylistic set 12 (double storey g)	<b>agriculture</b>	→	<b>agriculture</b>	} only in UltraNegra
stylistic set 13 (fancy s)	<b>physics</b>	→	<b>physics</b>	
stylistic set 14 (fancy old style figures)	<b>o123456789</b>	→	<b>o123456789</b>	
proportional oldstyle figures (default figure style)	1234567890	→	1234567890	
proportional lining figures	1234567890	→	1234567890	
tabular oldstyle figures	1234567890	→	1 2 3 4 5 6 7 8 9 0	
tabular lining figures	1234567890	→	1 2 3 4 5 6 7 8 9 0	
standard ligatures	ff fi fj fl ffi ffl	→	ff fi fj fl ffi ffl	
discretionary ligatures	cactus est ottimo	→	ca <sup>ct</sup> us e <sup>st</sup> ottimo	

*The Reforma typeface is available for free download at these websites:*

[unc.edu.ar/comunicacion/identidad-reforma](http://unc.edu.ar/comunicacion/identidad-reforma)

[reforma.pampatype.com](http://reforma.pampatype.com)

The Reforma typeface was designed by Alejandro Lo Celso in Río Ceballos, Córdoba, Argentina, and postproduced by Guido Ferreyra. The project was entirely developed by the PampaType foundry, from 2015 to 2018, in conversation with Sergio Cuenca and Juan Pablo Bellini, graphic designers at the UNC. We would like to express our gratitude to Gustavo Mathieu & Agustín Massanet for their support, as well as to all the people who, in one way or another, were involved in the project. Thank you all.  
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March 2018.



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