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# FONTS FAMILY

Modern

Regular: Cooper Black

Italic: Cooper Black

Old Style

Old Style  
Bold: Cooper Black

Old style  
demi Italic: Cooper Black

## ABOUT THE FONTS

Oswald Bruce Cooper designed Cooper Black, an extra bold roman face, based on the forms of his earlier typeface Cooper Old Style, which appeared with Barnhart Brothers & Spindler Type Founders in Chicago. Copper Black was produced by Barnhart in 1922 and acquired in 1924 by the Schriftguß AG in Dresden, where it was later completed with a matching italic. Although Cooper Black appeared in the first third of the 20th century, it still looks contemporary and it can be found on storefronts in almost any city scene.

*The flowing outer contours create forms that are both strong and soft, making Cooper Black an extremely **flexible** font.*



Oswald  
Bruce  
Cooper



## ALL ABOUT THE CREATOR

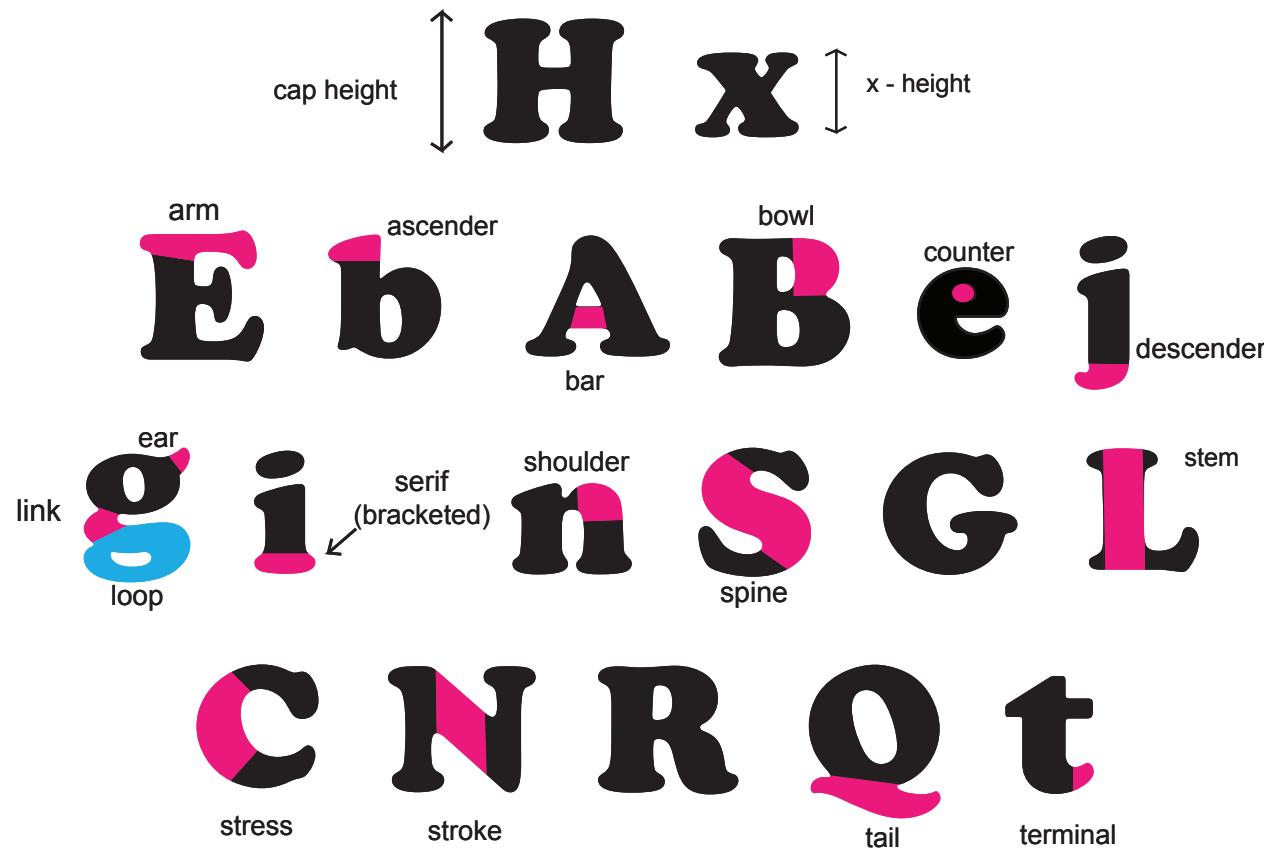
Oswald Cooper, known as Oz Cooper or simply Oz, came to Chicago in 1899 intending to become an illustrator. He ended up studying lettering with Frederic W. Goudy at the Frank Holme School of Illustration in Chicago along with William Addison Dwiggins. He later taught at the school and after it closed due to bankruptcy he continued the school's correspondence courses which he had helped set up. In 1904 he formed Bertsch & Cooper with Fred S. Bertsch providing design and lettering services. In 1914 they added typesetting to their services and were the most complete design agency in the Midwest with 50 employees. His hand lettered advertisements for Packard automobiles were famous.

Cooper was adept at calligraphy and was able to letter 12 and 14 point letters freehand with no rulers or guidelines. He was also a very good copywriter and was offered a standing job by one agency. From 1918 to 1928 Barnhart Brothers & Spindler Foundry began

issuing typeface designs by Cooper. These included Cooper Old Style, and his most famous design Cooper Black which he described as a type for "far-sighted printers with near-sighted customers."

He was also one of the founding members of the Society of Typographic Arts in 1928 and the 27 Chicago Designers in 1936. His archive, which contains nearly all of his working drawings, is housed in 8 boxes in the Newberry Library in Chicago.

# FONTS CHARACTERISTIC & ANATOMY



Display

# TIMELINE OF COOPER BLACK

Oswald (OZ) Cooper born on March 13th in Mount Gilead, Ohio

Opens the Bertsch & Cooper advertising agency in Chicago with the illustrator Fred S. Bertsch

Cooper Black is released to the public. Published by Barnhart Brothers & Spindler Type Founders in Chicago

Oz Cooper Dies of Cancer in Chicago at the age of 61 & Cooper Black falls into obscurity

**1879**

**1904**

**1922**

**1940**

**1899**

**1919**

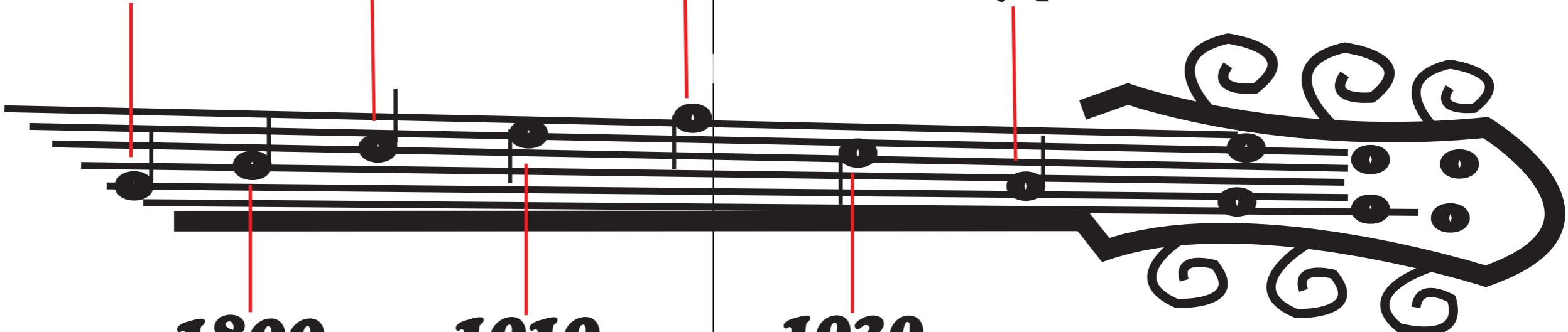
**1930**

Move to Chicago attends the Frank Holme School of illustration where F.W Goudy teaches lettering

OZ sets out to make a extra bold roman face, based on the forms of his earlier typeface Cooper Old style

The rounded serifs & tilt of the O & Q made this font a versatile & friendly typeface. Cooper Black is so popular it spawned many copycat.

In an attempt to curb copycats Cooper tries to patent Cooper Black. Judge rules the typeface looked too much like a logo in existence before the font was published, overturns patent.



# COOPER BLACK USAGE

**1966**

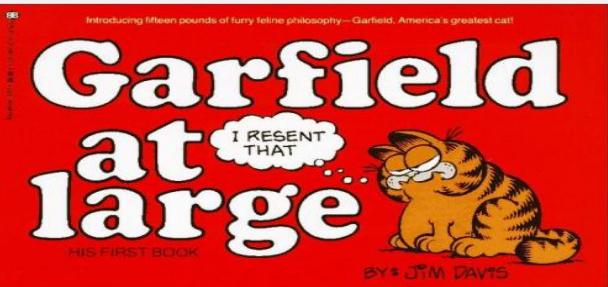
The Beach Boys release their hit album *Pet Sounds* with Cooper Black as the title font, launching Cooper Black into the Cultural spotlight



**1970**



**1978**



Cooper Black became the go-to font of novelty Tshirt designers & remain popular today. Business owners are often drawn to Cooper's friendly familiar qualities for their sign.

**1984**

UK budget easyjet choose Cooper Black for their branding.



American Rock duo, The Black Keys, prominently display Cooper Black on their 6th album cover.

Designer Masashi Kawamura blends the art of typography & fashion with his "T" shirt line. Dresses in the shape of famous letter "T" including the sexy curves of Cooper Black

**1995**

**2010**



BIS publishes BIG BLACK & BEAUTIFUL. A tribute to the Cooper typeface.

**2012**