

Fraunces

by Undercase Type

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HANDLE
WITH CARE

defghijklm

A Variable Font Family. Available on Google Fonts.

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Meet **Fraunces**, a New “Old Style” Family by Undercase Type.

In the summer of 2018, Google Fonts approached us with the challenge of designing a display typeface. We spent some time perusing the catalog, and we were struck by a pretty big gap in certain typographic styles available—there isn’t a specific name for this genre, but typefaces such as Cooper Black, Windsor, and Souvenir personify it. We call them “wonky” fonts in-house, and that seems as good a name as any. We’ve played a lot with this style in our lettering work, and felt this was a great opportunity to create a display typeface family that celebrates an underappreciated genre.

The image shows two examples of 'Old Style' lettering. On the left, the word 'goofy!' is written in a lowercase, rounded, and slightly irregular font. On the right, the words 'Cooper Type' are written in a similar style, with 'Cooper' on the top line and 'Type' on the bottom line, both in a rounded, slightly irregular font.

Lettering samples

The origin of “wonky” fonts traces its roots back to the Arts and Crafts experimentations of the late nineteenth and early twentieth centuries. Golden Type by William Morris, and the extensive lettering of the Roycroft Guild, drew upon a heavily romanticized ideal of an “Old Style” that their progress-besotted contemporaries had lost touch with. Morris’ Golden Type, for example, was actually an extremely crude interpretation of the typeface by fifteenth-century printer Nicolas Jenson. Morris opted to emphasize the perceived effects of the printing process, rather than the calligraphic origins of the form.

Ironically, the letters these artists created, and the interest in wonky Old Style typefaces that followed in subsequent decades—heavy-hitting display typeface favorites like Cooper Black by Oswald Cooper, Windsor by Eleisha Pechey, or Clearface by Morris Fuller Benton with Linn Boyd Benton—had little or nothing to do with typefaces of antiquity. No one was really trying to score points

for rigorous historical authenticity. Instead, these typefaces were playful, even outright goofy, as a way to inject some personality into modernity. Even during this era, types like Richardson Old Style by Robert DeLittle showcased some of the more elegant possibilities of this expressive approach.

In Aid of Bart's

Richmond Old Style Condensed

During the 1970s, graphic designers were raiding style books and publications of earlier generations looking for more funky stylings, and found a treasure trove in the “Old Style” types from earlier in

*Thank
You for
Shopping
With us!*

*Lettering based on
ITC Bookman Swash*

the century. The irreverence and friendliness of these typefaces was the perfect countercultural antidote to the perceived stuffiness and chilly efficiency of traditional text faces. A prime example of this style coming out of the '70s was Ed Benguiat's swashy version of Bookman for ITC. Benguiat's type was an ode to Oswald Cooper's Cooper Black Italic and is known to most people as the friendly, “Thank You For Shopping

With Us” (a typographical “wave” of appreciation) that graces grocery bags all over North America.

Mostly shunned since the 1990s as being vaguely tasteless and disreputable, there's been a twenty-first century revival of interest and use of these wonky typefaces. With the advent of new type technology such as variable fonts, there's a great opportunity to update this genre with a typeface family that is made uniquely for our time. Please enjoy, and as ever, thank you for shopping with us.

—Phædra Charles, partner at Undercase Type

Fraunces 144pt S100 Black, Fraunces Italic 144pt S100 Black

HONK
FOR

WOLNERS FONTS

Fraunces 144pt S000 Regular, Fraunces Italic 144pt S000 Regular

A Softie at Heart

The Softness axis controls the “wetness” or “inkiness” of the typeface. Although Fraunces is drawn entirely with rounded serifs, it achieves sharpness in the “S000” area of the design space with extremely high contrast.

The self-hy

Fraunces 144pt S000 Regular

The self-hy

Fraunces 144pt S050 Regular

The self-hy

Fraunces 144pt S100 Regular

Ask Me About My Optical Size Axis

The Optical Size axis is similar to the Softness axis, in that it controls the overall contrast between thicks and thins. The Optical Size axis goes a step further, however, and factors in additional changes depending on the size of the font. At smaller sizes, the letterspacing opens up, x-height increases, and contrast decreases to allow for easier reading. Additionally, at 18 pt/px and below, substitutions for the “wonky” characters are made automatically.

The self-hypnosis revolution has arrived. Dr. Wagner, a pioneer in the field, reports that many of self-hypnotized subjects reported feelings of warmth and heaviness in their limbs as they entered hypnosis, and their tensions melted away. Many reported feeling calm peaceful and at ease. This can be your

Fraunces 9pt S000 Regular

The self-hypnosis revolution has arrived. Dr. Wagner, a pioneer in the field, reports that many of self-hypnotized subjects reported feelings of warmth and heaviness in their limbs as they entered hypnosis, and their tensions melted away. Many reported feeling calm peaceful and at ease. This can be your

Fraunces 24pt S000 Regular

The self-hypnosis revolution has arrived. Dr. Wagner, a pioneer in the field, reports that many of self-hypnotized subjects reported feelings of warmth and heaviness in their limbs as they entered hypnosis, and their tensions melted away. Many reported feeling calm peaceful and at ease. This can be your

Fraunces 36pt S000 Regular

The self-hypnosis revolution has arrived. Dr. Wagner, a pioneer in the field, reports that many of self-hypnotized subjects reported feelings of warmth and heaviness in their limbs as they entered hypnosis, and their tensions melted away. Many reported feeling calm peaceful and at ease. This can be your

Fraunces 60pt S000 Regular

The self-hypnosis revolution has arrived. Dr. Wagner, a pioneer in the field, reports that many of self-hypnotized subjects reported feelings of warmth and heaviness in their limbs as they entered hypnosis, and their tensions melted away. Many reported feeling calm peaceful and at ease. This can be your

Fraunces 72pt S000 Regular

Back by Popular De
Thin

Celebrating 12½ Ye
Light

Years of Service in
Regular

Cutting-Edge Tec
Semibold

Giving 110% to O
Bold

Savings Inside R
Black

The Largest Sel

Black

Loaded with Opt

Bold

Must See to Appre

Semibold

Once in a Lifetime

Regular

Outside the Box Th

Light

We Are Pushing the E

Thin

Bagels R' Us
99¢ Cent Store
Jim's Pizza
Coffee Break
Eli's Antiques
Spatula City
Crafts & Stuff
Squat N' Grunt

Frank's Diner

Luigi & Sons

Mister Cocoa

Copy & Print Co

Laundromat

Phædra's Meats

We Never Close

24-Hour Deli

Quality Workma

Thin

Setting the Gold S

Light

Under New Mana

Regular

Information Sup

Semibold

4 for \$4.99, a gr

Bold

Risk-Free Trial

Black

Free Shipping &

Black

Get Three for Fr

Bold

Built on the Grou

Semibold

Do More with Mo

Regular

The Most Efficient o

Light

One-Stop Shopping

Thin

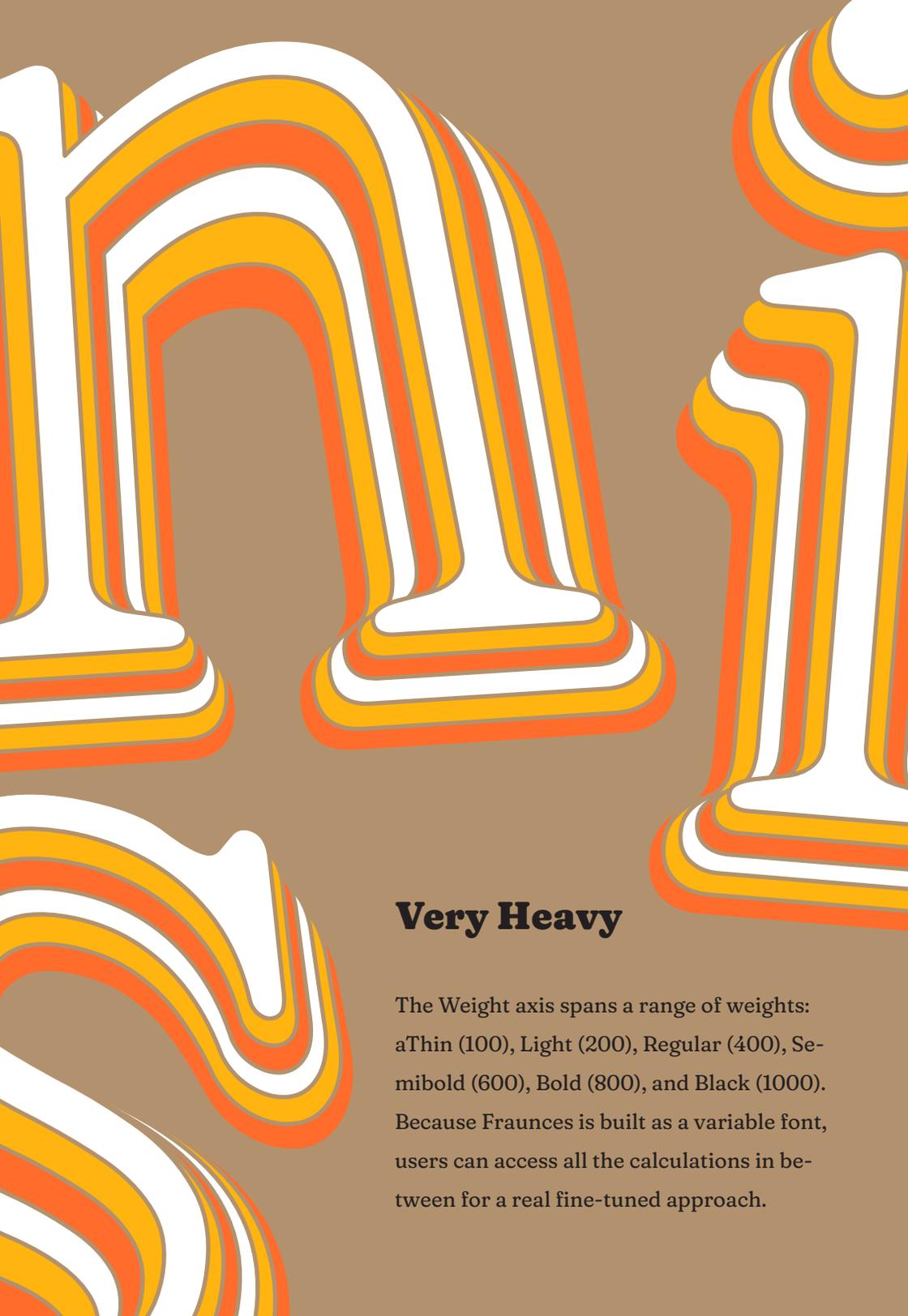
Fraunces 144pt S100 Black, Fraunces 144pt S000 Regular

STYLISH
WORDS

Prose
Black

Stanza
Thin

Fraunces Italic 144pt S100 Black, Fraunces Italic 144pt S000 Thin



Very Heavy

The Weight axis spans a range of weights: aThin (100), Light (200), Regular (400), Semibold (600), Bold (800), and Black (1000). Because Fraunces is built as a variable font, users can access all the calculations in between for a real fine-tuned approach.

MANAGEMENT

Fraunces 72pt S050 Thin

Primped & Polished

Fraunces Italic 144pt S000 Light

RESTAURANTS

Fraunces 72pt S100 Regular

SIGN of the TIMES

Fraunces Italic 144pt S000 Semibold

Factory Outlets

Fraunces 72pt S050 Bold

Emphatically!

Fraunces Italic 72pt S050 Black

Zabcdefghijklmnopq
Zabcdefghijklmnopqrst
Zabcdefghijklmnopqrst
abcdefghijklmnop
abcdefghijklmnop
abcdefghijklmnopqr
abcdefghijklmnopqr
abcdefghijklmnop
abcdefghijklmnop
bcdefghijklmnop

*Thank You for
Your Order!*

SPECIAL

**NEW
SMOOTH
FONT!**

Just looking!

HOT

HOT

HOT

HOT

COOL

ENTERTAINER

**EXTRA
WONK**

**EXTRA
WONK**

COOL

ENTERTAINER

NEW!

TRASH

Trust me, I'm a
typographer.

*How are
we doing?*

We **love** our
Customers!

*Satisfaction
Guaranteed*

&

?

**GOOD
JOB**

**BOB
GOOD**

&

?

**GOOD
JOB**

**BOB
GOOD**

&

?

&

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UGT

UGT

UGT

OPQRSTUVWXYZ

NOQRSTUVWXYZ

NOQRSTUVWXYZ

QRSTUVWXYZ&

QRSTUVWXYZ

OPQRSTUVWXYZ

OPQRSTUVWXYZ

QRSTUVWXYZ&

QRSTUVWXYZ&

QRSTUVWXYZ&

Instance Gratification

With two styles (Roman, Italic), three optical sizes (144pt, 72pt, 9pt), three softness styles (S000, S050, S100), and five weights (Thin, Light, Regular, Semibold, Bold, Black), Fraunces comes with over 100 predefined instances for easy navigation of the design space.

STYLE	OPTICAL SIZE	SOFT	WEIGHT
Fraunces	9pt	S000	Thin
<i>Fraunces Italic</i>	72pt	S050	Light
	144pt	S100	Regular
			Semibold
			Bold
			Black

LANGUAGE SUPPORT

Fraunces supports a wide range of languages for global and local audiences, including: *Afrikaans, Albanian, Azerbaijani, Basque, Bokmål, Bosnian, Catalan, Croatian, Czech, Danish, Dutch, English, Estonian, Filipino, Finnish, French, Galician, German, Hungarian, Indonesian, Irish, Italian, Latvian, Lithuanian, Malay, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, Swahili, Swedish, Turkish, Vietnamese, Welsh, and Zulu.*

Extra Wonk Included

The Wonk axis controls the substitution of “wonky” characters. These substitutions automatically switch at smaller sizes (18 pt and below), but can be toggled manually at larger optical sizes. The leaning h, n, and m is a characteristic borrowed from Windsor. In addition to the leaning characters, the Italic contains flagged characters with ball terminals.

hnms&

hnms&

Wonk Substitutions in Roman

b d h k l v w e

b d h k l v w &

Wonk Substitutions in Italic

**very
wunk** *ebullient*
minimum

minimum
**no
wunk** *ebullient*

The mania for the ground turkey and pineapple diet isn't just a fad—it's here to stay! Ground turkey provides essential proteins, while pineapples provide valuable sugar and fruit acids which literally "break down" the fatty proteins in the turkey. The

FRAUNCES 24PT S100 THIN, NO WONK

The mania for the ground turkey and pineapple diet isn't just a fad—it's here to stay! Ground turkey provides essential proteins, while pineapples provide valuable sugar and fruit acids which literally "break down" the fatty proteins in the turkey. The

FRAUNCES 24PT S100 LIGHT, NO WONK

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FRAUNCES 24PT S100 REGULAR, NO WONK

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FRAUNCES 24PT S100 SEMIBOLD, NO WONK

The mania for the ground turkey and pineapple diet isn't just a fad—it's here to stay! Ground turkey provides essential proteins, while pineapples provide valuable sugar and fruit acids which literally "break down" the fatty proteins in the turkey. The

FRAUNCES 24PT S100 BOLD, NO WONK

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FRAUNCES 24PT S100 BLACK, NO WONK

The mania for the ground turkey and pineapple diet isn't just a fad—it's here to stay! Ground turkey provides essential proteins, while pineapples provide valuable sugar and fruit acids which literally "break down" the fatty proteins in the turkey. This

FRAUNCES 24PT S100 THIN, WONKY

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FRAUNCES 24PT S100 LIGHT, WONKY

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FRAUNCES 24PT S100 BLACK, WONKY

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FRAUNCES ITALIC 24PT S100 THIN, NO WONK

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FRAUNCES ITALIC 24PT S100 LIGHT, NO WONK

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FRAUNCES ITALIC 24PT S100 BOLD, WONK

The mania for the ground turkey and pineapple diet isn't just a fad—it's here to stay! Ground turkey provides essential proteins, while pineapples provide valuable sugar and fruit acids which literally "break down" the fatty proteins in the

FRAUNCES ITALIC 24PT S100 BLACK, WONK

Fraunces Italic 144pt S100 Regular



WE

APPRECIATE

YOUR

BUSINESSES!

Falsk

Fried

Fraunces 144pt S000 Black

The Big Three by Andy Sturdevant

It's the waning years of the twentieth century, sometime between 1970 and 1985. You find yourself in a position where the responsibility of managing the graphic design identity of a small business has fallen to you, though no one's calling it, "managing the graphic design identity." Your job, basically, is to pick the Letraset sheets out of a catalog that will be used to create a logotype that will then be used on some external signage and business cards. This logotype will also go on the side of the one truck the business owns.

Your boss, who is also your uncle, has instructed you to find typefaces that are, "approachable and unique, with a touch of the eccentric" (his words, not mine). You can tell by the way he says it, though, that he doesn't want you to get too experimental with it. His idea of "eccentric" does not extend to crazy, fat-bottomed letters dripping psychedelic ooze. Fine, whatever, it's just a summer job.

You spend some time with the Letraset catalog, and conclude that you really only have three choices for a type that is equal parts approachable and eccentric in the specific way your employer has mandated: Windsor, Souvenir, and Cooper Black.

ABCabc123

Cooper Black

ABCabc123

ITC Souvenir Demi

ABCabc123

Windsor URW

Today, these three typefaces are typically associated with the 1970s. I think of them as the 'Big Three' of that era, graphic signifiers of the Watergate years that, even if you don't know them by name, you recognize the vibe.

They're much older than the seventies. Each of them dates from the early twentieth century, designed by lone individuals working for major foundries in industrial centers. Windsor was designed in Sheffield in the United Kingdom in 1905, then a hotbed of steel production and labor militancy. Souvenir came from the industrial

hinterlands of central New Jersey in 1914, from the drafting table of the head of the design department for America's largest type foundry. Cooper Black, the bubbly, iron-on alphabet immortalized on ten million customized T-shirts, was created in Chicago in 1922.

These three typefaces were created at a time when, in those industrial settings, there were individuals referencing a hand-made, more artistic sensibility in a time of rapid mechanization for the printing industry, and for the world generally. Souvenir was influenced by Middle European Art Nouveau, a movement that emphasized careful craftsmanship and organic forms as a means of humanizing industrial production. Windsor and Cooper Black were designed expressly as display fonts, for short, declarative lines of text, meant to draw attention in forms of print media dominated by grim, heavy serif typefaces. All three are bold statements, but none of them bang you over the head.

It's this humanizing quality that is most likely why designers in the early 1970s resurrected these three typefaces, when the techno-utopia of *Star Trek* was beginning to curdle into the techno-dystopia of *THX 1138*. If all of the room-sized IBM and Rand Corporation computers coordinating various mechanized atrocities across the globe had a chilly, efficient Swiss typeface like Helvetica slapped on the side of them, warmer, more handmade typefaces seem like both a respite and a quiet protest. In any era marked by political and social turmoil, there's often an effort to call back to the more humane (and certainly, the idealized) aspects of an earlier era. All three, in an oblique way, call to mind the fantastical egalitarianism of the Belle Époque, when strains of mysticism, industrialism, and socialism intermingled in the public imagination. Designing an underground publication or radical flyer in 1970, alluding to that era was a type of resistance against the



A very typical use of Windsor

modernity as it had been practiced: faceless, efficient, and brutal. Windsor, Souvenir, and Cooper Black, goopy as they may be, are none of those things.

To some extent, all of these typefaces fell out of favor in the intervening forty years, as far as everyday use was concerned. When these things vanish from the world of high design, they migrate into marginal pockets of the commercial world. Most often when you see Windsor or Souvenir or Cooper Black in the world today, they tend not to be used in a self-consciously tasteful way. They tend to be used by independent liquor stores, health food emporiums, formerly-fashionable nightclubs and ancient auto body shops; or maybe barbeque restaurants in dying strip malls and house remodelers with Chevy Silverados. Whatever those typefaces may say, they don't suggest corporate efficiency and facelessness. They always look a little assertive and individualistic and a little out of place, a warm smile and a hand wave across a cluttered, urban environment.

—

This article was originally published in The Smudge, and is republished here for your enjoyment and edification.

NEW

**EXTRA
WONK**

SPECIAL

fragile

**HANDLE
WITH CARE**

HOT

**GOOD
JOB**

BUY

*Thank You
Your Order*

TRASH

YES

**Thank
You!**

Fraunces 72pt S050 Black, Fraunces Italic 72pt S050 Black

FIRE

SALE

SHEETS
PRINT

Fraunces Italic 144pt S100 Black, Fraunces Italic 144pt S100 Thin

So you've finally decided to get that hot greenhouse you've always wanted. The thing you have to do is make a couple of decisions. How much money do you want to spend? How much work do you want to do? A hobby greenhouse can range from a simple polyethylene covered 2x4 framework that you can put together in an afternoon for less than fifty dollars to a seventy-thousand dollar fully automated conservatory with automated sprinklers, a hi-fi system for playing electronic music compositions to stimulate plant growth.

Congratulations on your decision to pursue CB radio. Before you purchase the equipment, ask yourself these questions about the radio and the accessories you plan to use. How will I use my CB? What handle will I use? Will I want to use it for my eighteen-wheeler or my houseboat? How will I do the job? Do I have a reputable source for pricing

Colophon

Fraunces was designed by Phædra Charles and Flavia Zimbardi, with contributions by Ethan Cohen and Andy Clymer.

This print specimen was designed by Phædra Charles, with contributions by Kelly Thorn and Douglas Hayes. Content editing and additional writing by Andy Sturdevant.

Font mastering by Benedikt Bramböck/Alphabet

Thank you to the teams at Google Design and Google Fonts for their support.

Thanks to Stephen Nixon for the Fraunces namesake.

Riso printing by Risoive Printing

Fraunces is available for download as a Variable font under the Open Font License on Github at: www.github.com/undercasetype/fraunces

DeLittle's Wood Type Specimen (page 5) provided courtesy of David Wolske: www.david-wolske.com

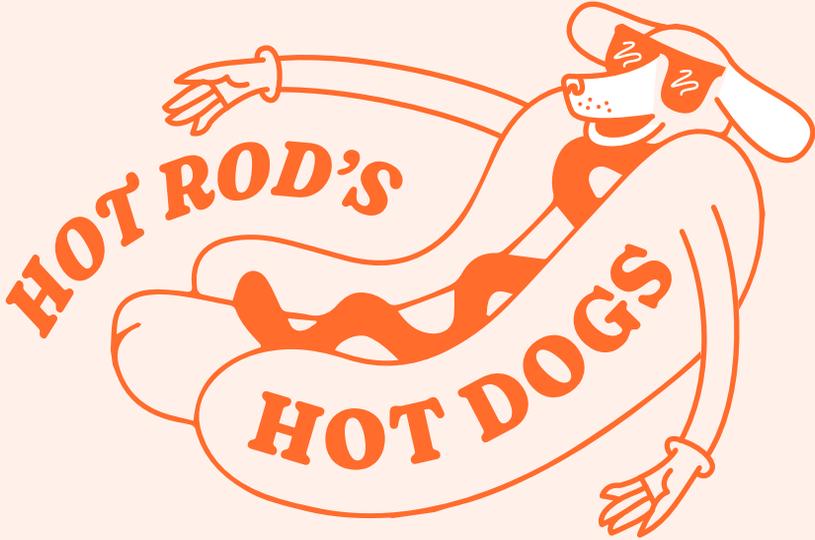
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Our dogs will have you panting...
FOR MORE DOGS!

Located off the Trundleton exit on Route 6

Earn Cash **NOW** *Thru*
My Medical Studies!

Need extra cash fast? I pay **YOU** for **YOUR** blood and other genetic samples! Choose from my many legit studies, from hair growth medication trials to brain growth injection trials! Get the biggest brain **AND** the most hair out of **ALL** your friends.



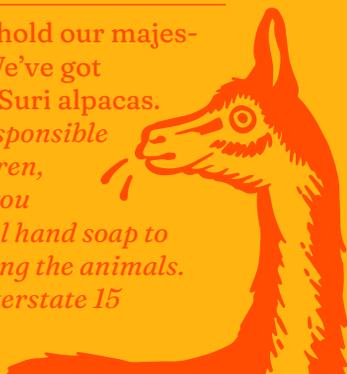
→ **Email Tom at** ←
tom@doctorswithoutboundaries.xyz

PAID ADVERTISEMENT

Like Fonts?
Try the new
Google Fonts.
A through Z

ALPACA PETTING FARM

Come and behold our majestic alpacas. We've got huacaya and Suri alpacas. *We are not responsible for your children, and ask that you bring personal hand soap to use after petting the animals. Exit 12, off Interstate 15*



CAT WALKER?

Hey, ever wonder about how I get your cat to lose a couple of pounds and become one of the slim cats you see in all the **best cat magazines?** Well guess what, I have the answer! The secret is **walking** and I can walk your cat and deliver back to you the best looking cat you've ever seen in your lifetime.

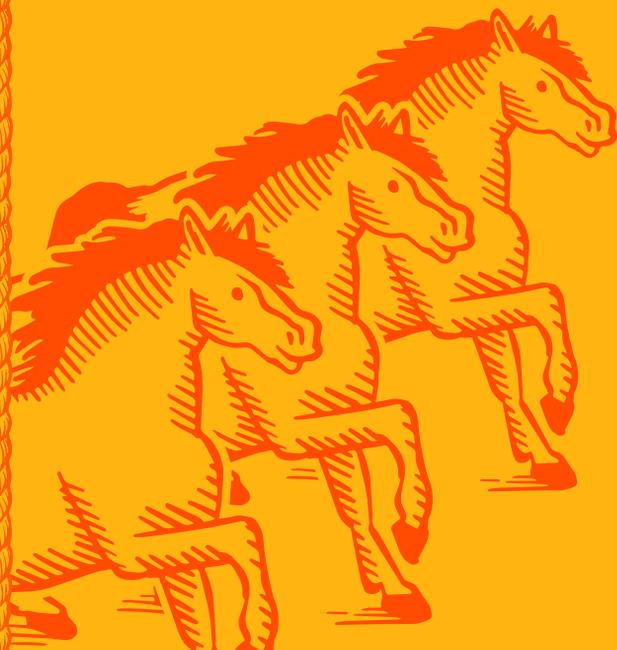
GUARANTEED!!!

Looking for a workhorse?

My horses can do it all.

- Heavy Lifting
- Show Pony
- Horsing Around
- Pony Play

Trot on down to my ranch and I will introduce you to all of my most gorgeous horses.



**Thank
You!**

*Thank You for
Your Order*

UGT + Google