Alphatier
Pro

An Experimental Design
in Three Weights

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TypeCulture®

www.typeculture.com

Alphatier™ Pro

THE CONCEPT FOR ALPHATIER (pronounced alpha-teer) came from on-going design experiments that refer to the historical evolution of letterform identities. The underlying question for these experiments is: how far beyond mere variation can the designer go in creating letterforms and typefaces, and still have them communicate a readable message?

My approach to this combines extensive experience in creating letterforms with a formal basis drawn from the history of alphabetic systems. While the letterforms are exclusively my own designs, inspiration has often been found in runes, shorthands, obsolete writing systems, or cursives that were the precursors to today's handwriting models. This process, combined with the visual constant of hand-wrought forms, has provided Alphatier with an authenticity that refers consistently to the alphabet's human roots.

Turning these forms into a functioning typeface involved a lot of work. After the initial investigations had been made (hundreds of sketches and drawings were created), a period of distillation was required – a process of development and refinement needed to cull the forms that were able to work together, to allow them to find their voices within a collective personality. Alphatier is a design for display and short texts which partially abandons the traditional formal scheme of the alphabet. It remains a cohesive typographic system through its overlying character rather than through the familiar roster of modular shapes.

The name Alphatier – the German word for *alpha male* (literally, "alpha animal") – refers obliquely to deep historical roots and an almost primordial resonance that letterforms have in the human psyche.

Before generating this PDF, the type in this specimen was converted to outlines and separated from the font file to prevent illegal font extraction. This may cause the type in this document to appear heavier in laser output. This will not happen when you use Alphatier Pro on your own computer; instructions (*hints*) embedded in the fonts will maintain the crispness and consistency of each glyph in your output.

An Acoustic Serenade

Don't miss the $10 and $50 Coffee Shop gift cards at the check-out

The Italian Edge: A Complete Guide to Pasta

The Atomic Café

Check out the tasty meals and fun puzzles in our children's menu

The Gadget & Toy Emporium

One day, Richard the Rabbit was walking down a dark forest path

A Night on the Town

LAKESIDE BED & BREAKFAST

All athletic shoes are available in the sizes 8½ to 20½ in 19 colors

Adventure Tours

Zinfandel ▸ Shiraz ▸ Cabernet Sauvignon

Orange Pecan Ice Cream

With Alphatier, you can choose this "3" or this "3"

1998 Côte du Rhone

Tickets now on sale at $30

Über den Prozeß der Zivilisation: Sozio- u. psychogenetische Untersuchungen

Dog House Records

China's New Art [1989–2010]: an exhibition & catalog

An Archeological Symposium

Les Frères Daugess & Cie inventory sale at ½ off

Whole Grain Bakery

Cultural Tendencies and Social Evolutions of the 21st Century

VERA NOTIO FELICITATIS

Between 256 Farnsworth St. and 308 Riverside Ave, it's 4⅜ miles

Musical Events in 2006

Schöne Grüße von ihrem besten Freund

150% Quality Control
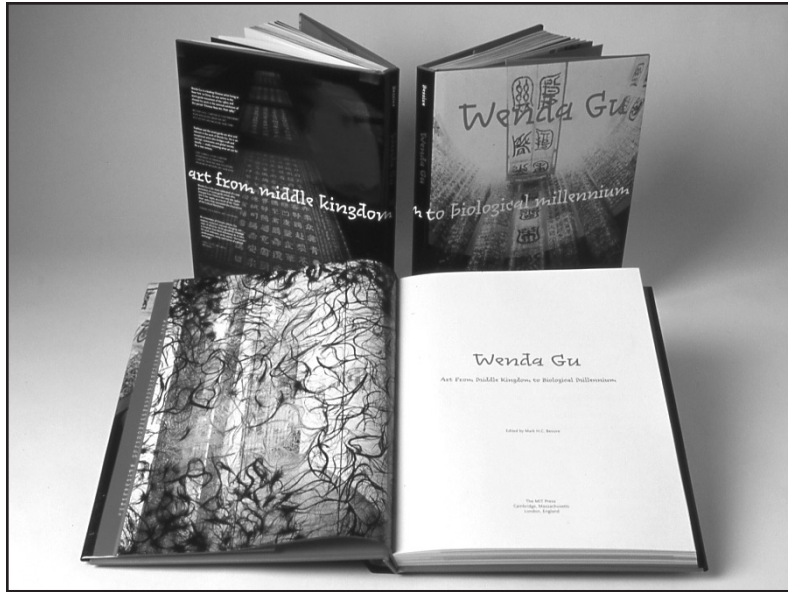
The Magazine for Natural Health and Boundless Living

Improv. Theater Troupe

It does genuinely matter that a designer should take trouble and take delight in the choice of typefaces. The trouble and delight are taken not merely for art's sake but for the sake of something so subtly and intimately connected with all that is human that it can be described by no other phrase than "the humanities." If "the tone of voice" of a typeface does not count, then nothing counts that distinguishes man from the other animals. The twinkle that softens a rebuke; the scorn that can lurk under civility; the martyr's super-logic and the child's intuition; the fact that a fragment of moss can pull back into the memory a whole forest; these are proofs that there is reality in the imponderable, and that not only notation but connotation is part of the proper study of mankind. The best part of typographic wisdom lies in this study of connotation, the suitability of form to content.

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↑ **Wenda Gu monograph, MIT Press.** Design: Charles Melcher, Margo Halverson

↓ **Music Society Calendar page.** Design: Alice Design Communication

Alphatier™ Pro OpenType Features

Feature	Example
All caps	(here's 6–8) ¿Que? → (HERE'S 6–8) ¿QUE?
Default figures	1234567890$¢£€¥ƒ%‰
Proportional oldstyle figures	1234567890$¢£€¥ƒ%‰
Proportional lining figures	1234567890$¢£€¥ƒ%‰
Superiors/Superscript	$E=mc2 \rightarrow E=mc^2$ 2nd $3^{ème}$ 4th
Inferiors/Subscript	$H2CO3 \rightarrow H_2CO_3$
Numerators	$1234567890 \rightarrow {}^{1234567890}$
Denominators	$123456789 \rightarrow {}_{1234567890}$
Fractions	$1/2 \rightarrow \frac{1}{2},\ 3/8 \rightarrow \frac{3}{8},\ 5/16 \rightarrow \frac{5}{16}$
Ligatures	fb fh fi fj fk fl ffb ffh ffi ffj ffk ffl
Historical forms	s → ſ
Ordinals	1ª 2º
Stylistic Alternates	3 → 3

Alphatier™ Pro Glyph Complement & Family Styles

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*Characters under the dotted line are accessible only through OpenType-sensitive
applications and the glyph palettes of certain font management utilities.*

Light

Regular

Bold

Alphatier™ Pro Specifications

Designer/Copyright Owner: Mark Jamra
Copyright Reg. Serial No.: TX 6-978-785
Format: CFF (PostScript) OpenType
Family members: Light, Regular, Bold

Supported Codepages:

MacOS Roman	MS Windows 1252 Western
MacOS Central Europe	MS Windows 1250 Central European
MacOS Croatian	MS Windows 1254 Turkish
MacOS Icelandic	MS Windows 1257 Baltic
MacOS Romanian	
MacOS Turkish	

Supported Languages:

Afrikaans, Albanian, Basque, Bosnian, Breton, Catalan, Corsican, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Finnish, French, Frisian, Friulian, Galician, German, Greenlandic, Haitian, Creole, Hawaiian, Hungarian, Icelandic, Indonesian, Irish Gaelic, Italian, Kalaallisut, Kurdish (Latin), Latvian, Lithuanian, Luxembourgish, Malay, Maltese, Manx, Māori, Norwegian (Bokmål), Norwegian (Nynorsk), Oromo, Polish, Portuguese, Rhaeto-Romanic, Romani, Romanian, Samoan, Sardinian, Scots Gaelic, Serbian (Latin), Slovak, Slovenian, Somali, Sorbian, Spanish, Swahili, Swedish, Sámi, Tahitian, Turkish, Uzbek (Latin), Walloon, Welsh.

OpenType Features:

CSPC, CASE	All-Caps
ONUM	Proportional Oldstyle Figures
LNUM, PNUM	Proportional Lining Figures
SUPS	Superior, Superscript Figures
SINF, SUBS	Scientific Inferiors, Subscript Figures
NUMR	Numerators
DNOM	Denominators
FRAC	Fractions
LIGA	Ligatures
HIST	Historical Forms
ORDN	Ordinals
SALT, SS01	Stylistic Alternates (*Style Sets* in Adobe InDesign)

The Alphatier Pro family is available as web fonts at Adobe Typekit