

LFT Arnoldo

From titles to paragraphs, this flared humanist sans is a captivating vehicle of aesthetic expression.

DESIGNED BY

Leftloft

YEAR

2020

LFT Arnolde began as an all-caps book cover typeface created during the rebranding of Oscar Mondadori, the most important Italian publisher, with over 4,500 titles from ancient classics to contemporary works, and spanning academic essays to children's and self-help books. For such a diverse catalogue, it was necessary to find a coherent and flexible paradigm which took into account genre and readership differences and ensured harmony among its works. The main idea was to create a typeface suitable for the branding element and which could be used for each title of the immense catalogue.

So what makes LFT Arnolde a companion to the centuries? Starting with the design of the capital letters, it is first a rational typeface with contemporary

proportions. But rationality without style wasn't enough, so its glyphic nature carries an engraved feeling to resemble letters when chisel is put to stone. Once these two traits were settled, the entire character set was developed as a flared humanist sans in order to complete the family and extend its usage, from titles and display settings to texts.

LFT Arnolde sets titles with dignified authority to appear digitally carved and more arresting than the usual sans or flared sans designs of the past. It is calm and dependable in paragraph use and a captivating vehicle of aesthetic expression in title and display use. At once rugged and syncopated, the slight hourglass stems and incised details make each letter come alive and engrave each paragraph upon our emotions.

STYLES

Light

Light Italic

Book

Book Italic

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

Extrabold

Extrabold Italic

Black

Black Italic

Mondadori

Oscar

Editorial

Redakční

Pirandello

Pääkirjoitus

Clásicos

Überschrift

éditoriale

Via Francesco dall'Ongaro, 25

BALKENÜBERSCHRIFT

SCOOP!

szerkesztőségischrift

GARCÍA MARQUEZ – 100 AÑOS DE SOLEDAD

CONTEMPORARY

Humanist sans with a twist

« Affiches cubaines. Révolution et cinéma » – au 8.04.2021

¿Librería milanesea?

L'Italia vive di parole e di paesaggi Topografia della letteratura Collanasa?

BLACK 55PT

Rhythm & Reaction

BLACK 50PT

Rhythm & Reaction

BLACK 45PT

Rhythm & Reaction

BLACK 35PT

Rhythm & Reaction

BLACK 30/36PT

'Rhythm & Reaction' gets under the skin of a British love affair with American jazz. *Jazz first came to Britain as a visual and cultural style – rather than as a musical form,* writes John L. Walters.

LIGHT 60PT

Murciélago – *Bat*

BOOK 60PT

Murciélago – *Bat*

REGULAR 60PT

Murciélago – *Bat*

SEMIBOLD 60PT

Murciélago – *Bat*

BOLD 60PT

Murciélago – *Bat*

EXTABOLD 60PT

Murciélago – *Bat*

BLACK 60PT

Murciélago – *Bat*

LIGHT 25/30PT

And now I was on my journey, in a pair
of *thick boots* and with a *hazel stick* in my

BOOK 25/30PT

And now I was on my journey, in a pair
of *thick boots* and with a *hazel stick* in my

REGULAR 25/30PT

And now I was on my journey, in a pair
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SEMIBOLD 25/30PT

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BOLD 25/30PT

And now I was on my journey, in a pair
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EXTRABOLD 25/30PT

And now I was on my journey, in a pair
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BLACK 25/30PT

And now I was on my journey, in a pair
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LIGHT 18/22PT

Whenever Henry Wilt took the dog for a walk, or, to be more accurate, *when the dog took him*, or, to be exact, when Mrs Wilt told them both *to go and take themselves out of the house* so that she could do her yoga exercises,

BOOK 18/22PT

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LIGHT 10/13PT

As might have been foreseen, Franconia proved to be an excellent place in which to study the difficult family of *flycatchers*. All our common eastern Massachusetts species were present – the *kingbird*, the *phoebe*, the *wood pewee*, and the *least flycatcher* – and with them the *crested flycatcher* (not common), the *olive-sided*, the *traill*, and the *yellow-bellied*. The phoebe-like cry of the traill was to be heard constantly from the hotel piazza. The yellow-bellied seemed to be confined to deep and rather swampy woods in the valley, and to the mountain-side forests; being most numerous on

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LIGHT 12/15PT

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EXTRABOLD 10/13PT

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GERMAN 9/11PT

Im speziellen Sinn bezeichnet das Wort Sprache eine bestimmte Einzelsprache wie Deutsch, Japanisch oder Swahili etc. Die gesprochenen Sprachen der Menschheit werden gemäß ihrer genetischen Verwandtschaft in Sprachfamilien gegliedert. Jede einzelne Sprache wird dabei anhand der sogenannten Language Codes nach den ISO-639-Teilnormen international eindeutig klassifiziert. Von den heute rund 6500 gezählten Einzelsprachen – laut

PORTUGUESE 9/11PT

Linguagem pode se referir tanto à capacidade especificamente humana para aquisição e utilização de sistemas complexos de comunicação, quanto a uma instância específica de um sistema de comunicação complexo. O estudo científico da linguagem, em qualquer um de seus sentidos, é chamado linguística. Atualmente, entre 3000 e 6000 línguas são usadas pela espécie humana, e um número muito maior era usado no passado. As línguas na-

TURKISH 9/11PT

İnsanlar arasındaki anlaşmayı sağlayan bir araç olarak tanımlanabilir. Bu bağlamda dil, kelimelerden oluşan, yani vücut dili gibi sözlü olmayan iletişim biçimlerinin yanı sıra insanların en etkili iletişim şekli olan sözlü iletişimi tanımlar. Dil, ses dalgaları aracılığıyla akustik olarak ve kelimeler aracılığıyla veya işaret dilinde olduğu gibi işaretler aracılığıyla görsel olarak aktarılır ("İşaret dili" ile karşılaştırınız). Ayrıca dokunma vasıtasıyla dokunsal işaretlerle

ICELANDIC 9/11PT

Mál er kerfi merkja, tákna, hljóða og orða sem notuð eru saman til þess að lýsa hugtökum, hugmyndum, merkingum og hugsunum. Málfræðingar eru þeir sem að rannsaka mál, en í nútímanum var málfræði fyrst kynnt sem vísindagrein af Ferdinand de Saussure. Þeir sem að tala mál, eða nota það á annan hátt, eru taldir með sem hluti af málsamfélagi þess máls. Tungumál er hugtak sérstaklega notað um þau mál

FRENCH 9/11PT

Les gestes sont la méthode de communication la plus connue, utilisée par diverses espèces dont l'ensemble des primates. C'est également le cas des abeilles et leurs danses: lorsqu'une abeille exploratrice revient vers sa ruche après avoir trouvé une source de nectar, elle peut effectuer une danse en rond indiquant que cette source se situe à moins de 50 mètres, ou une danse en huit indiquant que cette source est plus lointaine. De plus,

NORWEGIAN 9/11PT

Et språk er et dynamisk sett av synlige, hørbare eller følbare symboler for kommunikasjon og elementer som brukes for å manipulere dem. Språk kan også henvise til bruken av slike systemer som et generelt fenomen. Eksempler på språk er naturlig språk (menneskelige enkelt-språk, for eksempel norsk), kunstige språk (for eksempel esperanto) og programmeringsspråk (for eksempel Java). Menneskespråk omtales vanligvis som naturlige språk, og

SWEDISH 9/11PT

Språk eller tungomål är en del av olika system för kommunikation, som används av människor och som vi börjar tillägna stora bitar av redan under våra första levnadsår. Barn lär sig använda språk lika naturligt, som de lär sig att gå. Språket kommunicerar exempelvis via talat språk, teckenspråk, kognitioner och skrift, som är bärare av språk i en rad olika kommunikationssystem. Begreppet språk har två nära sammanbundna men ändå separata betydelser; dels

SPANISH 9/11PT

Un lenguaje (del provenzal lenguatge y del latín lingua) es un sistema de comunicación estructurado para el que existe un contexto de uso y ciertos principios combinatorios formales. Existen contextos tanto naturales como artificiales. Desde un punto de vista más amplio, el lenguaje indica una característica común a los humanos y a otros animales (animales no simbólicos) para expresar sus experiencias y comunicarlas a otros mediante el uso de

CZECH 9/11PT

Vědecký obor zabývající se zkoumáním jazyka se nazývá lingvistika. Otázky týkající se filosofie jazyka byly pokládány již ve starověkém Řecku, byly zde otázky typu zda mohou slova reprezentovat zkušenost nebo motivovanost obsahu slov, konkrétními památkami jsou například Platónovy dialogy Gorgias a Faidros. Ještě časnějším dokladem uvažování o jazyku jsou gramatiky sanskrty, nejranější záznamy o kodifikaci liturgického jazyka a

ITALIAN 9/11PT

Il linguaggio, in linguistica, è il complesso definito di suoni, gesti e movimenti attraverso il quale si attiva un processo di comunicazione. La facoltà di rappresentare mentalmente un significato è presente in molte specie di animali, tra le quali l'essere umano. La capacità di elaborare e produrre un linguaggio verbale, nell'uomo, si è sviluppata a seguito di mutamenti strutturali della cavità orale. In particolare l'arretramento dell'ugola ha reso l'essere umano

POLISH 9/11PT

Język służy do przedstawiania rzeczywistości dotyczącej przedmiotów, czynności czy abstrakcyjnych pojęć za pomocą znaków. Zbiór znaków w języku jest otwarty. Wynika to z faktu, że znakiem językowym jest każdy tekst, każda sformułowana wypowiedź, posiadająca znaczenie. Jednostka posługująca się językiem może więc za pomocą jego systemu stworzyć nieskończoną liczbę nowych znaków, także takich, z którymi nigdy się wcześniej nie zetknęła. Znaki

FINNISH 9/11PT

Kieli on järjestelmä, jossa ihminen ilmaisee ajatuksensa kielellisillä merkeillä, abstraktioilla. Näitä merkkejä nimitetään kielellisiksi ilmauksiksi. Puhutuissa kielissä kuuluvia (auditiivisia) merkkejä tuotetaan puhe-elimillä. Kirjoitetussa kielessä kielelliset ilmaukset on tehty silmin nähtäviksi eli luettaviksi. Viitotuissa kielissä kielelliset ilmaukset ovat visuaalisia, eivätkä auditiivisia. Eri kieliä tutkii kielitiede. Kognitiotiede tutkii kieltä hieman erilaisesta näkökulmasta:

SMALL CAPS

Para texto?Ab Ende

PARA TEXTO
AB ENDE

ALL SMALL CAPS

Para texto
Ab Ende

PARA TEXTO
AB ENDE

ALL CAPS

¿Para texto?
A-b [Ende] H@I

¿PARA TEXTO?
A-B [ENDE] H@I

LIGATURES

Affiliate, físico, fjord, bottle

Affiliate, físico, fjord, bottle

PROPORTIONAL OLDSTYLE FIGURES

0123456789\$€¢£¥ƒℓ%‰

0123456789\$€¢£¥ƒℓ%‰

PROPORTIONAL LINING FIGURES (DEFAULT)

0123456789\$€¢£¥ƒℓ%‰

0123456789\$€¢£¥ƒℓ%‰

TABULAR OLDSTYLE & SLASHED ZERO

00123456789\$€¢£¥ƒℓ

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TABULAR LINING & SLASHED ZERO

00123456789\$€¢£¥ƒℓ

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NUMERATOR/DENOMINATOR

345/678 89/120

345/678 89/120

FRACTIONS

1/2 3/4 1/46 5/7 2/98

1/2 3/4 1/46 5/7 2/98

SUPERIOR/INFERIOR

H₂O x_b y³⁵

H₂O x_b y³⁵

ORDINALS

Ma No No.

M^a N^o N^o

HISTORICAL FORMS

That is the question

That if the queftion

STYLISTIC SET 01 (ARROWS)

a b c d e f g h

← ↑ → ↓ ↖ ↗ ↘ ↙

TURKISH/AZERI/CRIMEAN TATAR

Kirtasiye, KIRTASIYE, KIRTASIYE

Kirtasiye, KIRTASIYE, KIRTASIYE

ROMANIAN/MOLDAVIAN

Timiș, BUCUREȘTI, MULȚUMESC

Timiș, BUCUREȘTI, MULȚUMESC

CATALAN

Il·lusió, COL·LABORA, CAL·LIGRAFIA

Il·lusió, COL·LABORA, CAL·LIGRAFIA

DUTCH

Bíjna, víjF, BÍJNA

Bíjna, víjF, BÍJNA,

UPPERCASE

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 Æ Ð
I J Ñ Ç Þ Æ Á Â Ã Ä Å Æ À Á Â Ã Ä Å Æ Ç Ç Ç Ç Ç Ç Ç Ç Ç Ç
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Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç è é ê ë ì í î ï ð

LOWERCASE

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 æ ð ij ñ ç
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è
ó ö ø õ ö ø ó ö ø ó ö ø ó ö ø ó ö ø ó ö ø ó ö ø ó ö ø ó
ù ú û ü ý þ ß à á â ã ä å æ ç è é ê ë ì í î ï ð

SMALL CAPS

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 Æ Ð I J Ñ Ç Þ
B I K Á Â Ã Ä Å Æ À Á Â Ã Ä Å Æ Ç Ç Ç Ç Ç Ç Ç Ç Ç Ç Ç Ç Ç Ç
È
Ó Ö Ø Õ Ö Ø Ó Ö Ø Ó Ö Ø Ó Ö Ø Ó Ö Ø Ó Ö Ø Ó Ö Ø Ó Ö Ø Ó
Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç è é ê ë ì í î ï ð

LIGATURES

ff fi fl fk fb fh ft fj ffj ffi ffi ffk ffb ffh fft fi tt

HISTORICAL FORMS

f

PUNCTUATION

'" " , - , : ; ? ! ; [] () { } \ / _ « » < > • … † ‡ – — ‘ ’

SYMBOLS

! | § ¶ © ® ™ ♦ # & @ * + † ^ ° ~ ¢

ARROWS (SS01)

← ↑ → ↓ ↖ ↗ ↘ ↙

PROPORTIONAL OLDSTYLE FIGURES

o 1 2 3 4 5 6 7 8 9 \$ € ¢ £ ¥ ¢

PROPORTIONAL LINING FIGURES (DEFAULT)

0 1 2 3 4 5 6 7 8 9 \$ € ¢ £ ¥ ¢ % ‰

TABULAR OLDSTYLE FIGURES

o 0 1 2 3 4 5 6 7 8 9 \$ € ¢ £ ¥ ¢

TABULAR LINING FIGURES

o 0 1 2 3 4 5 6 7 8 9 \$ € ¢ £ ¥ ¢

SUPERSCRIPTS

H 0 1 2 3 4 5 6 7 8 9

SUBSCRIPTS

H 0 1 2 3 4 5 6 7 8 9

NUMERATOR/DENOMINATOR

1 2 3 4 5 6 7 8 9 0 / 1 2 3 4 5 6 7 8 9 0

FRACTIONS

1/4 1/2 3/4 1/3 2/3 1/8 3/8 5/8 7/8

ORDINALS

H^o N_o

MATHEMATICAL OPERATORS

/ - / . ≈ ≠ ≤ ≥ < = > ↦ ± ÷ × ∂ ∆ ∏ ∑ √ ∞ ∫ Ω μ π

DIACRITICAL MARKS

^ ˇ

CASE SENSITIVE

@ i z () [] { } « » < > - - -

SUPPORTED LATIN LANGUAGES

Abenaki, Afaan Oromo, Afar, Afrikaans, Albanian, Alsatian, Amis, Anuta, Aragonese, Aranese, Aromanian, Arrernte, Arvanitic (Latin), Asturian, Atayal, Aymara, Bashkir (Latin), Basque, Belarusian (Latin), Bemba, Bikol, Bislama, Bosnian, Breton, Cape Verdean Creole, Catalan, Cebuano, Chamorro, Chavacano, Chichewa, Chickasaw, Cimbrian, Cofán, Cornish, Corsican, Creek, Crimean Tatar (Latin), Croatian, Czech, Danish, Dawan, Delaware, Dholuo, Drehu, Dutch, English, Esperanto, Estonian, Faroese, Fijian, Filipino, Finnish, Folkspraak, French, Frisian, Friulian, Gagauz (Latin), Galician, Ganda, Genoese, German, Gikuyu, Gooniyandi, Greenlandic (Kalaallisut), Guadeloupean Creole, Gwich'in, Haitian Creole, Hän, Hawaiian, Hiligaynon, Hopi, Hotçak (Latin), Hungarian, Icelandic, Ido, Ilocano, Indonesian, Interglossa, Interlingua, Irish, Istro-Romanian, Italian, Jamaican, Javanese (Latin), Jèrriais, Kala Lagaw Ya, Kapampangan (Latin), Kaqchikel, Karakalpak (Latin), Karelian (Latin), Kashubian, Kikongo, Kinyarwanda, Kiribati, Kirundi, Kurdish (Latin), Ladin, Latin, Latvian, Lithuanian, Lojban, Lombard, Low Saxon, Luxembourgish, Maasai, Makhuwa, Malay, Maltese, Manx, Māori, Marquesan, Megleno-Romanian, Meriam Mir, Mirandese, Mohawk, Moldovan, Montagnais, Montenegrin, Murrinh-Patha, Nagamese Creole, Ndebele, Neapolitan, Ngiyambaa, Niuean, Noongar, Norwegian, Novial, Occidental, Occitan, Oshiwambo, Ossetian (Latin), Palauan, Papiamentu, Piedmontese, Polish, Portuguese, Potawatomi, Q'eqchi', Quechua, Rarotongan, Romanian, Romansh, Rotokas, Sami, Sango, Saramaccan, Sardinian, Scottish Gaelic, Serbian (Latin), Seri, Seychellois Creole, Shawnee, Shona, Sicilian, Silesian, Slovak, Slovenian, Slovio (Latin), Somali, Sorbian, Sotho (Northern), Sotho (Southern), Spanish, Sranan, Sundanese (Latin), Swahili, Swazi, Swedish, Tagalog, Tahitian, Tetum, Tok Pisin, Tokelauan, Tongan, Tshiluba, Tsonga, Tswana, Tumbuka, Turkish, Turkmen (Latin), Tuvaluan, Tzotzil, Uzbek (Latin), Venetian, Vepsian, Volapük, Vöro, Wallisian, Walloon, Waray-Waray, Warlpiri, Wayuu, Welsh, Wik-Mungkan, Wiradjuri, Wolof, Xavante, Xhosa, Yapese, Yindjibarndi, Zapotec, Zulu, Zuni, ...

EXTENDED TYPOGRAPHIC FEATURES:

All caps, basic ligatures, case-sensitive forms, class kerning, denominators & numerators, fractions, alternative fractions, historical forms, 4 sets of figures (oldstyle numerals, lining figures, proportional figures, tabular figures), localised forms, ordinals, ornaments, small capitals, small capitals from capitals, stylistic sets (SS01), superiors & inferiors, slashed zero, ...

THE DESIGNERS

Leftloft is an independent studio where ideas, people, and skills converge to develop a wider vision for design, culture, and communication. Established in 1997 in Milan by Andrea Braccaloni, Francesco Cavalli, Bruno Genovese, and David Pasquali, the studio opened an office in New York in 2009, and now operates with a team of designers, each specialised in various fields from branding to web design. Leftloft has developed projects locally and internationally, collaborating with some of the most important Italian companies and institutions.

The studio has also opened Luft, a think tank devoted to developing creative thinking and a collaborative production through design. Main activities include: identity, research, concept, strategy, art direction, and narrative. Among others, Leftloft's projects have been awarded by: D&AD Award, ED-Awards, ADI Design Index, Laus Award, Creative Review Annual, TDC Annual, and ID Annual Design Review.

CREDITS

Lead design and concept

Leftloft

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Beatrice D'Agostino

Engineering

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Quality assurance

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Rabab Charafeddine

Copywriting

Joshua Farmer

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LFT ARNOLDO

Design: Leftloft
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TEXT CREDITS

As I walked out one midsummer morning,
by Laurie Lee (London, 1969).
Wilt, by Tom Sharpe (1976).
Foot-path way, by Bradford Torrey (Boston, 1892).
Nineteen Eighty-Four, by George Orwell (1949).
'Rhythm & Reaction' gets under the skin of a British love affair with American jazz, in *Eye Magazine* blog.
Wikipedia.org.

ABOUT THIS SPECIMEN

This specimen has been set using Ebony Light and Ebony Bold. If you print this specimen, please be kind to the environment and consider printing only the pages you need.