

The quintessential Canadian face designed by Rod McDonald.

Laurentian™

THE STORY OF LAURENTIAN began in 2001 when the Canadian magazine, *Maclean's*, invited Rod McDonald to join the design team to “renovate” the 96-year-old publication. McDonald would be responsible for designing a new masthead and for the overall typography of the magazine including the design of a new text typeface family

for the magazine’s pages. This was the first time in history that a Canadian magazine had commissioned a custom typeface.

In asking McDonald to design Laurentian, *Maclean's* charged him with creating a face that was lively and yet never interfered with the other elements on the page, or with the content it expressed. Two historic models, Garamond and Caslon, served as the basis for Laurentian’s design – although Garamond is clearly the more dominant gene.

The pragmatic details of magazine composition also influenced the design.

Regular, *Italic*
SMALL CAPS
Semi Bold
Semi Bold Italic
Bold
INITIAL CAPS

Economy
Legibility

Quiet liveliness

INITIAL CAPS

abcdefghijklmnopqrst

Laurentian

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&1234567890

REGULAR SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

ITALIC

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SEMI BOLD

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SEMI BOLD ITALIC

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BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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INITIAL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Laurentian

CHARACTER SET

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SMALL CAPS & OLDSTYLE FIGURES

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Laurentian

8/10 REGULAR & ITALIC

IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your

8/10 SEMI BOLD & SEMI BOLD ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and

8/10 BOLD

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10/12 REGULAR & ITALIC

IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin

10/12 SEMI BOLD & SEMI BOLD ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass,

10/12 BOLD

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other

12/14 REGULAR & ITALIC

IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One

12/14 SEMI BOLD & SEMI BOLD ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before

12/14 BOLD

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets

18 REGULAR & ITALIC

IMAGINE THAT YOU have before you a flagon of wine. You may choose your own favorite vintage for this imagi-

18 SEMI BOLD & SEMI BOLD ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this

18 BOLD

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this

18 INITIAL CAPS

IMAGINE THAT YOU HAVE BEFORE YOU A FLAGON OF WINE YOU MAY CHOOSE YOUR