

# Rockwell

## SPOTTING ROCKWELL

A g G  
Q a t

- A has flat top-serifs
- Open tailed **g**
- G has no spur
- Q tail is outside the bowl
- Two-storied **a**
- Curved foot on **t**

## ETYMOLOGY

Monotype Drawing Office  
Released by Monotype in 1933

## FAMILY

Four weights, three with italics and two condensed designs.

## FONT FACTS

When geometric sans serifs typefaces became popular in the late 1920s, they were followed by a similar trend in square serif designs. Of all the square serif designs produced in the thirties, Rockwell has emerged as a durable and enduring design.

# Scene

## SPOTTING SCENE

M G  
t g l

- Splayed **M**
- G crossbar has angled terminal
- Top of **t** clipped on angle
- Bowl and loop **g**
- Curved foot on **l**

## ETYMOLOGY

Sebastian Lester  
Released by Monotype in 2002

## FAMILY

Six weights with italic counterparts and a suite of alternate characters.

## FONT FACTS

Lester wanted to provide graphic designers and creative directors with a suite of fonts that would serve as a strong foundation for identity projects. Full-bodied counters, long ascenders and descenders, and exceptionally well-drawn letters play their parts in producing a design with optimal print and on-screen legibility.