

The perfect homage to a pioneering designer, this design sets a new standard for condensed sans serif designs.

Smart Sans™

Smart Sans is a personal tribute to Leslie (Sam) Smart, the first type director to be hired by a major typesetting house in Canada.

Smart was a twentieth century design pioneer who raised the standards of Canadian typography. Together with three of his peers, he established the first Type Directors Club in Toronto.

After Smart's death in 1998, Canadian type designer Rod McDonald decided that something should be done to commemorate Smart's life and typographic achievements. Once I decided that a typeface was the right choice," recalls McDonald, "it became a foregone conclusion that it would be a sans serif, if for no other reason than that I loved the name Smart Sans."



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Smart Sans

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz&1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz&1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz&1234567890

Smart Sans

CHARACTER SET

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Smart Sans

18 POINT

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

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

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48 POINT

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Smart Sans

60 POINT

**Imagine that you have before you a flag
Imagine that you have before you a
Imagine that you have before**

72 POINT

**Imagine that you have before you
Imagine that you have before
Imagine that you have b**

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