

ANNOUNCING

SLATE

*A stellar, new typeface design from
award-winning designer Rod McDonald.*

M EET SLATE, FROM AWARD-WINNING DESIGNER Rod McDonald. This six-weight sans serif family is a rare example of sublime aesthetics meeting world-class functionality, and no graphic communicator will want to be without it.

The Slate typeface family successfully blends superb functionality and aesthetic elegance into a remarkable communications tool. Few typefaces possess the beauty and power of this design.

In purely aesthetic terms, Slate is a beautiful design. "I didn't want a face with an 'engineered' look, or with any noticeable design gimmicks or devices, says McDonald. "I wanted a pure design. I confess that I was ruthless with any character that wanted to stand out from the rest."

Slate is available in six weights of roman and complementary italics, with slight changes in style from the light to the black weights.

Overall, Slate is a typeface of grace, power, versatility, and exceptional readability.



Slate

LIGHT W/ SC & OS

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LIGHT ITALIC W/ OS

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BOOK W/ SC & OS

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BOOK ITALIC W/ OS

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REGULAR W/ SC & OS

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Slate

CHARACTER SET

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SMALL CAPS & OLDSTYLE FIGURES

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Slate

8/10 LIGHT & LIGHT 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 choice

8/10 BOOK & BOOK ITALIC

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8/10 REGULAR & ITALIC

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8/10 BLACK & BLACK ITALIC

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10/12 LIGHT & LIGHT ITALIC

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