

# CARTIER BOOK™

ROD McDONALD's text-face adaptation of CARL DAIR's Cartier type family.

## Northwest Territories *Saskatchewan* ❁ *Nova Scotia*

The beginning of Canada's centenary year, January 1, 1967, is generally given as the date for the introduction of that country's first important typeface. While Cartier, drawn by the Canadian designer Carl Dair,

## British Columbia

was first shown to the public in January of 1967, this was more an idea for a typeface, than a typeface itself. Even when a font was eventually produced in the fall of the same year, it was still not a finished design. The downfall of Cartier is that it is lettering and not a typeface.

The individuality Dair gave Cartier precludes it from being a successful text typeface.

## MANITOBA ☆ NUNAVUT *Prince Edward Island* ☆ *Québec*

The story of how Carl Dair's design idea became a typeface design begins when another Canadian lettering artist and type designer, Rod McDonald, moved to Toronto.

## Labrador ❁ Alberta

"I was intimately familiar with the design, and, thanks to Massey College of the University of Toronto, was able to spend lots of time with Dair's original sketches and more finished renderings.

I began to understand what Dair was trying to accomplish.

I wanted to complete Dair's work and distill his idea into a typeface design."

## Newfoundland ❁ Yukon Ontario ☆ New Brunswick

# Cartier Book

BOOK

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abcdefghijklmnopqrstuvwxyz&1234567890

BOOK SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz&1234567890*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz&1234567890**

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## CHARACTER SET

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## SMALL CAPS PLUS ALTERNATES

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# Cartier Book

8/10 BOOK & 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 of goblet, I shall

8/10 BOOK SMALL CAPS

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