

LFT Etica

A strong, yet delicate Sans, suitable for a vast variety of applications by *Leftloft*

ABOUT THE TYPEFACE

LFT Etica, the-moralist-typefamily-project, was born at the end of 2000, but its development is ongoing, overcoming many hurdles and diversions. The starting point for the designers at Leftloft were the common "cold" grotesk sans serifs, ubiquitous and often badly applied in their everyday visual environment.

The challenge was to obtain the same force, versatility and colour, but with a much warmer feel. The resulting design has soft strokes, open counters and terminals; aesthetically resting somewhere between a grotesque and humanist sans serif. It successfully combines masculine force with female delicacy.

LFT Etica's wide range of styles, 16 fonts, together with a large character set and OpenType features, such as 4 sets of numerals, fractions, several stylistic alternates and a set of arrows and dingbats, allows for a vast variety of applications, be they editorial or corporate.

The four core styles of LFT Etica, have been manually hinted for better screen rendering and cross-platform consistency. The full family is available at our webfont service partners TYPEKIT - FONTDECK - WEBINK or contact us for self-hosting @font-face. ■

STYLES & SCRIPTS

LFT Etica Light

LFT Etica Italic

LFT Etica Book

LFT Etica Book Italic

LFT Etica Regular

LFT Etica Italic

LFT Etica Semibold

LFT Etica Semibold Italic

LFT Etica Bold

LFT Etica Bold Italic

LFT Etica Extrabold

LFT Etica Extrabold Italic

LFT Etica Display Thin

LFT Etica Display Thin Italic

LFT Etica Display Heavy

LFT Etica Display Heavy Italic

typetogether

A B C D E F G H I J K L M N
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Run lobster!

La vita segreta di caos ↻

Archeologia. A Ventarron (Perù) 800 km a nord di Lima, é stato scoperto il più antico...

“Even if they get captured”

plunging first

free entry to students every first of the month

Triennale Design Museum

OFFICIAL CONTEST

La fête nationale en août depuis 1891

the Vatican's number two man in the sometimes murky area of sins and penance

second & third

18/22 PT (LIGHT & LIGHT ITALIC)

A simple but vibrant colour coding system helps make sense of a show that encompasses all sorts of Italian graphic design, *including letters, books, magazines, culture and politics, advertising, packaging, visual identity, signposting and video*. But it also adds a really pleasing visual element to a celebration of communication and aesthetics which adds enormously to the show's appeal. A simple but vibrant colour coding system helps make sense of a show that encompasses all sorts of Italian

18/22 PT (BOOK & BOOK ITALIC)

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18/22 PT (REGULAR & REGULAR ITALIC)

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18/22 PT (SEMI BOLD & SEMI BOLD ITALIC)

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18/22 PT (EXTRA BOLD & EXTRA BOLD ITALIC)

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24 PT (DISPLAY THIN)

A simple but vibrant colour coding system

24 PT (DISPLAY THIN ITALIC)

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24 PT (DISPLAY HEAVY)

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8/10 PT (REGULAR & ITALIC)

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LINING FIGURES PROPORTIONAL & TABULAR	0123456789£\$¢€¥ƒ	0123456789£\$¢€¥ƒ
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FRACTIONS	1/2 3/4 1/6 5/7	½ ¾ ⅙ ⅚
SUPERIOR / INFERIOR	H2O xb8 y35	H₂O x b₈ y³⁵
STYLISTIC SET 1	abcdefghijklmn opqrstuvwxyz	↔↔↑↓↖↗↘↙↞↠↡↢↣↤↥↦↧↨↩↪↫↬↭↮↯↰↱↲↳↴↵↶↷↸↹↺↻↼↽↾↿⇀⇁⇂⇃⇄⇅⇆⇇⇈⇉⇊⇋⇌⇍⇎⇏⇐⇑⇒⇓⇔⇕⇖⇗⇘⇙⇚⇛⇜⇝⇞⇟⇠⇡⇢⇣⇤⇥⇦⇧⇨⇩⇪⇫⇬⇭⇮⇯⇰⇱⇲⇳⇴⇵⇶⇷⇸⇹⇺⇻⇼⇽⇾⤀⤁⤂⤃⤄⤅⤆⤇⤈⤉⤊⤋⤌⤍⤎⤏⤐⤑⤒⤓⤔⤕⤖⤗⤘⤙⤚⤛⤜⤝⤞⤟⤠⤡⤢⤣⤤⤥⤦⤧⤨⤩⤪⤫⤬⤭⤮⤯⤰⤱⤲⤳⤴⤵⤶⤷⤸⤹⤺⤻⤼⤽⤿⥀⥁⥂⥃⥄⥅⥆⥇⥈⥉⥊⥋⥌⥍⥎⥏⥐⥑⥒⥓⥔⥕⥖⥗⥘⥙⥚⥛⥜⥝⥞⥟⥠⥡⥢⥣⥤⥥⥦⥧⥨⥩⥪⥫⥬⥭⥮⥯⥰⥱⥲⥳⥴⥵⥶⥷⥸⥹⥺⥻⥼⥽⥾⥿⦀⦁⦂⦃⦄⦅⦆⦇⦈⦉⦊⦋⦌⦍⦎⦏⦐⦑⦒⦓⦔⦕⦖⦗⦘⦙⦚⦛⦜⦝⦞⦟⦠⦡⦢⦣⦤⦥⦦⦧⦨⦩⦪⦫⦬⦭⦮⦯⦰⦱⦲⦳⦴⦵⦶⦷⦸⦹⦺⦻⦼⦽⦾⦿⧀⧁⧂⧃⧄⧅⧆⧇⧈⧉⧊⧋⧌⧍⧎⧏⧐⧑⧒⧓⧔⧕⧖⧗⧘⧙⧚⧛⧜⧝⧞⧟⧠⧡⧢⧣⧤⧥⧦⧧⧨⧩⧪⧫⧬⧭⧮⧯⧰⧱⧲⧳⧴⧵⧶⧷⧸⧹⧺⧻⧼⧽⧾⧿⨀⨁⨂⨃⨄⨅⨆⨇⨈⨉⨊⨋⨌⨍⨎⨏⨐⨑⨒⨓⨔⨕⨖⨗⨘⨙⨚⨛⨜⨝⨞⨟⨠⨡⨢⨣⨤⨥⨦⨧⨨⨩⨪⨫⨬⨭⨮⨯⨰⨱⨲⨳⨴⨵⨶⨷⨸⨹⨺⨻⨼⨽⨾⨿⩀⩁⩂⩃⩄⩅⩆⩇⩈⩉⩊⩋⩌⩍⩎⩏⩐⩑⩒⩓⩔⩕⩖⩗⩘⩙⩚⩛⩜⩝⩞⩟⩠⩡⩢⩣⩤⩥⩦⩧⩨⩩⩪⩫⩬⩭⩮⩯⩰⩱⩲⩳⩴⩵⩶⩷⩸⩹⩺⩻⩼⩽⩾⩿⪀⪁⪂⪃⪄⪅⪆⪇⪈⪉⪊⪋⪌⪍⪎⪏⪐⪑⪒⪓⪔⪕⪖⪗⪘⪙⪚⪛⪜⪝⪞⪟⪠⪡⪢⪣⪤⪥⪦⪧⪨⪩⪪⪫⪬⪭⪮⪯⪰⪱⪲⪳⪴⪵⪶⪷⪸⪹⪺⪻⪼⪽⪾⪿⫀⫁⫂⫃⫄⫅⫆⫇⫈⫉⫊⫋⫌⫍⫎⫏⫐⫑⫒⫓⫔⫕⫖⫗⫘⫙⫚⫛⫝̸⫝⫞⫟⫠⫡⫢⫣⫤⫥⫦⫧⫨⫩⫪⫫⫬⫭⫮⫯⫰⫱⫲⫳⫴⫵⫶⫷⫸⫹⫺⫻⫼⫽⫾⫿⬀⬁⬂⬃⬄⬅⬆⬇⬈⬉⬊⬋⬌⬍⬎⬏⬐⬑⬒⬓⬔⬕⬖⬗⬘⬙⬚⬛⬜⬝⬞⬟⬠⬡⬢⬣⬤⬥⬦⬧⬨⬩⬪⬫⬬⬭⬮⬯⬰⬱⬲⬳⬴⬵⬶⬷⬸⬹⬺⬻⬼⬽⬾⬿⭀⭁⭂⭃⭄⭅⭆⭇⭈⭉⭊⭋⭌⭍⭎⭏⭐⭑⭒⭓⭔⭕⭖⭗⭘⭙⭚⭛⭜⭝⭞⭟⭠⭡⭢⭣⭤⭥⭦⭧⭨⭩⭪⭫⭬⭭⭮⭯⭰⭱⭲⭳⭴⭵⭶⭷⭸⭹⭺⭻⭼⭽⭾⭿⮀⮁⮂⮃⮄⮅⮆⮇⮈⮉⮊⮋⮌⮍⮎⮏⮐⮑⮒⮓⮔⮕⮖⮗⮘⮙⮚⮛⮜⮝⮞⮟⮠⮡⮢⮣⮤⮥⮦⮧⮨⮩⮪⮫⮬⮭⮮⮯⮰⮱⮲⮳⮴⮵⮶⮷⮸⮹⮺⮻⮼⮽⮾⮿⯀⯁⯂⯃⯄⯅⯆⯇⯈⯉⯊⯋⯌⯍⯎⯏⯐⯑⯒⯓⯔⯕⯖⯗⯘⯙⯚⯛⯜⯝⯞⯟⯠⯡⯢⯣⯤⯥⯦⯧⯨⯩⯪⯫⯬⯭⯮⯯⯰⯱⯲⯳⯴⯵⯶⯷⯸⯹⯺⯻⯼⯽⯾⯿ⰀⰁⰂⰃⰄⰅⰆⰇⰈⰉⰊⰋⰌⰍⰎⰏⰐⰑⰒⰓⰔⰕⰖⰗⰘⰙⰚⰛⰜⰝⰞⰟⰠⰡⰢⰣⰤⰥⰦⰧⰨⰩⰪⰫⰬⰭⰮⰯⰰⰱⰲⰳⰴⰵⰶⰷⰸⰹⰺⰻⰼⰽⰾⰿⱀⱁⱂⱃⱄⱅⱆⱇⱈⱉⱊⱋⱌⱍⱎⱏⱐⱑⱒⱓⱔⱕⱖⱗⱘⱙⱚⱛⱜⱝⱞⱟⱠⱡⱢⱣⱤⱥⱦⱧⱨⱩⱪⱫⱬⱭⱮⱯⱰⱱⱲⱳⱴⱵⱶⱷⱸⱹⱺⱻⱼⱽⱾⱿⲀⲁⲂⲃⲄⲅⲆⲇⲈⲉⲊⲋⲌⲍⲎⲏⲐⲑⲒⲓⲔⲕⲖⲗⲘⲙⲚⲛⲜⲝⲞⲟⲠⲡⲢⲣⲤⲥⲦⲧⲨⲩⲪⲫⲬⲭⲮⲯⲰⲱⲲⲳⲴⲵⲶⲷⲸⲹⲺⲻⲼⲽⲾⲿⳀⳁⳂⳃⳄⳅⳆⳇⳈⳉⳊⳋⳌⳍⳎⳏⳐⳑⳒⳓⳔⳕⳖⳗⳘⳙⳚⳛⳜⳝⳞⳟⳠⳡⳢⳣⳤ⳥⳦⳧⳨⳩⳪ⳫⳬⳭⳮ⳯⳰⳱Ⳳⳳ⳴⳵⳶⳷⳸⳹⳺⳻⳼⳽⳾⳿ⴀⴁⴂⴃⴄⴅⴆⴇⴈⴉⴊⴋⴌⴍⴎⴏⴐⴑⴒⴓⴔⴕⴖⴗⴘⴙⴚⴛⴜⴝⴞⴟⴠⴡⴢⴣⴤⴥ⴦ⴧ⴨⴩⴪⴫⴬ⴭ⴮⴯ⴰⴱⴲⴳⴴⴵⴶⴷⴸⴹⴺⴻⴼⴽⴾⴿⵀⵁⵂⵃⵄⵅⵆⵇⵈⵉⵊⵋⵌⵍⵎⵏⵐⵑⵒⵓⵔⵕⵖⵗⵘⵙⵚⵛⵜⵝⵞⵟⵠⵡⵢⵣⵤⵥⵦⵧ⵨⵩⵪⵫⵬⵭

Lat

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LFT Etica Lat Pro

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THE DESIGNERS

Leftloft is a visual communication studio based in Milan since 1997. The studio has grown to a staff of 16 people with multi-disciplinary skills, able to provide solutions for all information and communication needs.

Leftloft creates projects that aim to improve and implement successful communication channels for companies, institutions and cultural organizations.

The studio has been established by *Andrea Braccaloni*, *Francesco Cavalli*, *Bruno Genovese* and *David Pasquali*.

All are members of *AIAP (Italian Design Association for Visual Communication)* and *BEDA (Bureau European Design Association)*.

In addition to their design activity, the partners teach at the *Milan Politecnico Faculty of Design*. *Leftloft* is also a promoter of the *Graphic Ministry*, a cultural association promoting design culture. In autumn 2008, *Leftloft* opened a new additional office in New York City, USA.

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