

LFT Etica

A strong yet delicate Sans Serif designed by **Leftloft**

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N O P Q R S T U V W X Y

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LFT ETICA LIGHT, 60/78PT

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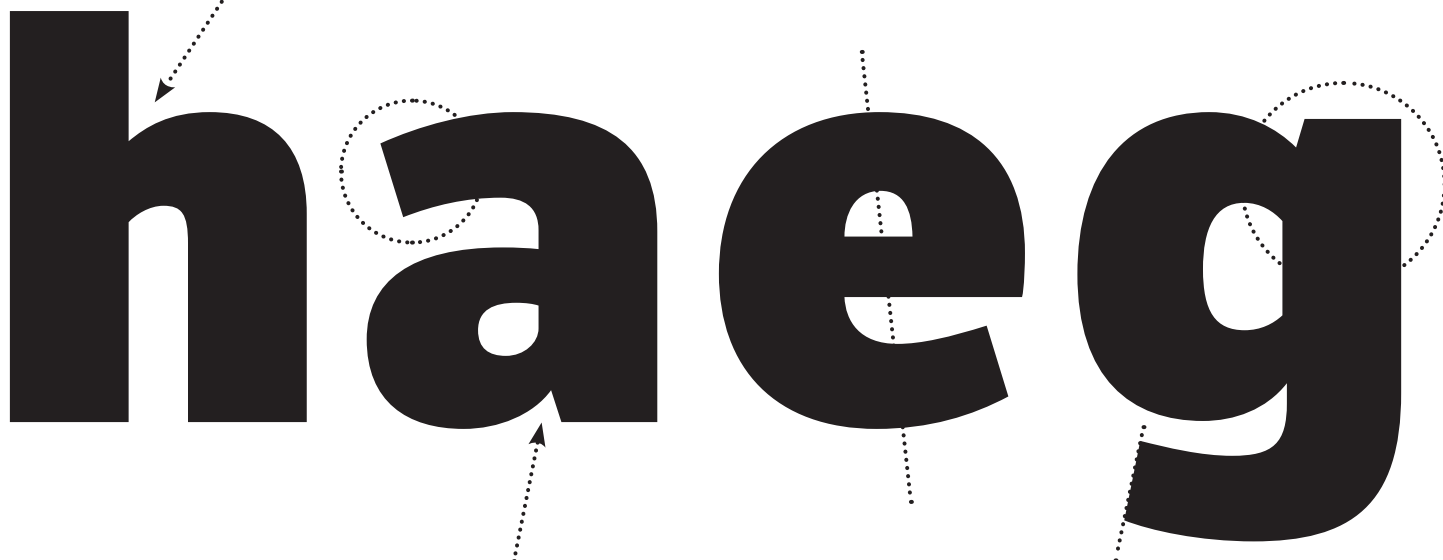
€ £ \$ ¥ f 0 1 2 3 4 5 6 7 8 9

% ∞ £ 0 1 2 3 4 5 6 7 8 9^{0 3 5}

⁵/₈ ³/₇ ⁵/₆ 0 2 8 ∂ Σ ≈ Ω π™

modest contrast, slightly tilted axis, open terminals and counters, friendly proportions

LFT Etica Extrabold



A strong yet delicate Sans

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, 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 designer

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.

TypeTogether

Veronika Burian and **José Scaglione** met at the University of Reading whilst completing their MAs in Type Design, launching the independent type foundry *TypeTogether* (TT for short) in 2006. TT developed out of the desire to publish high quality typefaces and work on new type projects together (hence the name). The foundry provides common grounds for intense cooperation with other type designers, creating an interesting and diverse platform.

TypeTogether's main interest is finding innovative and stylish solutions to old problems for the professional market of text typefaces, with a focus on editorial use. This is where the greatest challenges are faced: creating typefaces that perform well in continuous reading, that also have a high degree of personality.

The aesthetic and functional efficiency of TT's fonts are accompanied by excellence in technical performance. This is achieved using the latest font software, creating cross-platform OpenType fonts with extended character sets including: broader language support and all kinds of typographic refinements, such as small caps, ligatures and multiple numeral sets.

In addition to TypeTogether's high quality library of retail fonts, TT also provides custom modifications and specially tailored typefaces; these can serve as vital elements of a company's visual identity, by communicating a unique feel. Custom typeface projects are developed from solid foundations, based on the client's brief, targeted research and the open dialogue between all parties.

A big advantage of being a small and specialized company is that this allows for closer, and more direct, collaboration with clients; this is often necessary to accomplish their goals, and respond quickly to their needs.

The quality of TypeTogether's work has already been recognized in several international competitions, including **TDC** and **ED-Awards**.

10/12 pt (bodytext), 11/13 pt (title)

10/12 PT (HUNGARIAN)

Klubunk idén is szeretne támogatni két tehetséges magyar zongoraművészt a TCU/Cliburn zongoraversenyen való részvételre. 21 országból 89 jelentkező közül Polgar Éva és Fazekas Edi a válogató versenyek után bejutottak a végső fordulóba, ami itt lesz Fort Worthben. Ungar Tamás teljes ösztöndíjat ajánlott föl nekik. A részvételi díj \$1,100 fejenként. Ehhez szeretnénk erőnkhez mérten hozzájárulni, amihez nagykelkű támogatásokat kérek. Bővebb felvilágosítás a művészekről a Fesztivál web

8/10 PT (CZECH)

Národní divadlo začalo s vydáváním cd v roce 2002, po nástupu nového ředitele Daniela Dvořáka, který do funkce šéfa opery přizval svého dřívějšího kolegu ze Státní opery Praha Jiřího Nekvasila. První vydanou operou byl Mozartův *Don Giovanni*, vyšly i živé nahrávky Zprávy pro akademii Jana Klusáka, Smolkovo Nagano a další.

Zatím poslední je komplet s nahrávkou mimořádného provedení Prstenu Nibelungova od Richarda Wagnera, které vzbudilo velkou pozornost na scéně před 2 lety. "cd slouží jako dokumentace, propagace opery Národního divadla, je k dispozici knihovnám..." říká Jiří Nekvasil. V průběhu pěti let se objevovala i díla českých autorů, například Dvořákův Čert a Káča.

"V současné době ty nahrávací společnosti, které to kdysi dělaly, jako třeba Supraphon, které nahrávaly a dokumentovaly celou jednu generaci, dnes asi z finančních důvodů opery netočí. Je to idea, která nás napadla už v našem působení ve Státní opeře, že v době, kdy zachytit hlas a umělecký výkon je technicky poměrně jednoduché, tu celá generace

11/13 PT (POLISH)

Posłowie z komisji edukacji chcą tworzyć przy uniwersytetach publicznych szkoły dla wybitnie zdolnych uczniów. Ale czy młodzież powinna być selekcionowana, a zdolne dzieci trafiać do elitarnych szkół? – To najlepsze rozwiązanie, uważa prof. Wiesława Limont, pedagog z Uniwersytetu Mikołaja Kopernika w Toruniu, przy którym taka szkoła już istnieje. – W zwykłych klasach dzieci o ponadprzeciętnych uzdolnieniach osiągają słabe wyniki. Nie rozwijają skrzydeł i zniechęcają się do nauki. Pomysł budzi jednak kontrowersje. Psycholog społeczny prof. Wiesław Łukaszewski:

12/14 PT (ENGLISH)

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14/18 PT (SPANISH)

El surcoreano Hahn Bin que debutará en el Carnegie Hall en octubre olvidó su violín de medio millón de dólares en un taxi de Nueva York pero lo recuperó horas después, informó la prensa este martes. El instrumento, un Pressenda fabricado hace 184 años, fue olvidado el lunes en el asiento trasero del taxi por el violinista, indicó el New York Post.

LFT ETICA DISPLAY THIN

[€36.851%∞!)

LFT ETICA EXTRABOLD

⇒ **vychod** ⇐

LFT ETICA REGULAR WITH ALTERNATE "A" AND "Y"

family daddy

LFT ETICA BOLD

«**attach**»

LFT ETICA LIGHT

Víceméně!

LFT ETICA DISPLAY HEAVY

↗ ▶ **up** ◀ ↖

Reality

«Pace e musica»: adesso i ragazzi di **Woodstock** sognano la pensione

Oculto Secretos

Market evidently capable of **supporting**

Bethel

*Unstable relative, **toddler** compete for attention at family*

L'eterno ritorno

La **India** perde el contacto por radio

Salman

videospan 123

THIN

videospan 123

THIN ITALIC

videospan 123

LIGHT

videospan 123

LIGHT ITALIC

videospan 123

REGULAR

videospan 123

REGULAR ITALIC

videospan 123

SEMIBOLD

videospan 123

SEMIBOLD ITALIC

videospan 123

BOLD

videospan 123

BOLD ITALIC

videospan 123

EXTRABOLD

videospan 123

EXTRABOLD ITALIC

videospan 123

HEAVY

videospan 123

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