

Jockey

**Early 1900s homage to the sans serif
with blunted, simple, and useful shapes.**

DESIGNED BY

**Veronika Burian
José Scaglione**

YEAR

2012

Google commissioned the design of a new type family for it's webfonts project. Jockey is based on the lettering by an unknown Argentine artist who designed posters for horse race tracks in the 1930's.

Out of a few upper case letterforms the TypeTogether team developed a full typeface that is now available for free at Google Webfonts.

STYLES

Regular

Bold

Dropped off Stafrænn

ALL GOOD THINGS ARE WILD AND FREE

Now there is such a thing as a

FREE LUNCH

Om du älskar någon, befria dem!

besplatno | doan | gratis | gratuit | prost | khulula | uapaa | ury

SWEEPSTAKE

JOCKEY CLUB ROSARIO

–17 de octubre de 1973–

‘BILL GIRLIE SMITH’

Stafrænt & Feitletrað

BOLD 55PT

Rhythm & Reaction

BOLD 50PT

Rhythm & Reaction

BOLD 45PT

Rhythm & Reaction

BOLD 35PT

Rhythm & Reaction

BOLD 30/36PT

‘Rhythm & Reaction’ gets under the skin of a British love affair with American jazz. Jazz first came to Britain as a visual and cultural style — rather than as a musical form, writes John L. Walters.

REGULAR 55PT

Rhythm & Reaction

REGULAR 50PT

Rhythm & Reaction

REGULAR 45PT

Rhythm & Reaction

REGULAR 35PT

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REGULAR 30/36PT

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REGULAR 25/30PT

And now I was on my journey, in a pair of thick boots and with a hazel stick in my hand. Naturally,

BOLD 25/30PT

And now I was on my journey, in a pair of thick boots and with a hazel stick in my hand. Naturally,

REGULAR 18/22PT

Whenever Henry Wilt took the dog for a walk, or, to be more accurate, when the dog took him, or, to be exact, when Mrs Wilt told them both to go and take themselves out of the house so that she could do her yoga exercises, he always took the same route.

BOLD 18/22PT

Whenever Henry Wilt took the dog for a walk, or, to be more accurate, when the dog took him, or, to be exact, when Mrs Wilt told them both to go and take themselves out of the house so that she could do her yoga exercises, he always took the same route.

GERMAN 14/16PT

Im speziellen Sinn bezeichnet das Wort Sprache eine bestimmte Einzelsprache wie Deutsch, Japanisch oder Swahili etc. Die gesprochenen Sprachen der Menschheit werden gemäß ihrer genetischen Verwandtschaft in Sprachfamilien gegliedert.

PORTUGUESE 14/16PT

Linguagem pode se referir tanto à capacidade especificamente humana para aquisição e utilização de sistemas complexos de comunicação, quanto a uma instância específica de um sistema de comunicação complexo. O estudo científico da lin-

TURKISH 14/16PT

İnsanlar arasındaki anlaşmayı sağlayan bir araç olarak tanımlanabilir. Bu bağlamda dil, kelimelerden oluşan, yani vücut dili gibi sözlü olmayan iletişim biçimlerinin yanı sıra insanların etkili iletişim şekli olan sözlü iletişimi tanımlar. Dil, ses

ICELANDIC 14/16PT

Mál er kerfi merkja, tákna, hljóða og orða sem notuð eru saman til þess að lýsa hugtökum, hugmyndum, merkingum og hugsunum. Málfræðingar eru þeir sem að rannsaka mál, en í nútímanum var málfræði fyrst kynnt sem úsindagrein af

FRENCH 14/16PT

Les gestes sont la méthode de communication la plus connue, utilisée par diverses espèces dont l'ensemble des primates. C'est également le cas des abeilles et leurs danses : lorsqu'une abeille exploratrice revient vers sa ruche après avoir trouvé

NORWEGIAN 14/16PT

Et språk er et dynamisk sett av synlige, hørbare eller følbare symboler for kommunikasjon og elementer som brukes for å manipulere dem. Språk kan også henvise til bruken av slike systemer som et generelt fenomen. Eksempler på språk er na-

SWEDISH 14/16PT

Språk eller tungomål är en del av olika system för kommunikation, som används av människor och som vi börjar tillägna stora bitar av redan under våra första levnadsår. Barn lär sig använda språk lika naturligt, som de lär sig att gå. Språket kommuni-

SPANISH 14/16PT

Un lenguaje (del provenzal lenguatge y del latín lingua) es un sistema de comunicación estructurado para el que existe un contexto de uso y ciertos principios combinatorios formales. Existen contextos tanto naturales como artificiales. Desde un

CZECH 14/16PT

Vědecký obor zabývající se zkoumáním jazyka se nazývá lingvistika. Otázky týkající se filosofie jazyka byly pokládány již ve starověkém Řecku, byly zde otázky typu zda mohou slova reprezentovat zkušenost nebo motivovanost obsahu slovu,

ITALIAN 14/16PT

Il linguaggio, in linguistica, è il complesso definito di suoni, gesti e movimenti attraverso il quale si attiva un processo di comunicazione. La facoltà di rappresentare mentalmente un significato è presente in molte specie di animali, tra le quali l'essere

POLISH 14/16PT

Język służy do przedstawiania rzeczywistości dotyczącej przedmiotów, czynności czy abstrakcyjnych pojęć za pomocą znaków. Zbiór znaków w języku jest otwarty. Wynika to z faktu, że znakiem językowym jest każdy tekst, każda sformu-

FINNISH 14/16PT

Kieli on järjestelmä, jossa ihminen ilmaisee ajatuksensa kielellisillä merkeillä, abstraktioilla. Näitä merkkejä nimitetään kielellisiksi ilmauksiksi. Puhutuissa kielissä kuuluvia (auditiivisia) merkkejä tuotetaan puhe-elimillä. Kirjoitetussa

ALL CAPS

¿Para texto?
1708 A–b [Ende] H@l

¿PARA TEXTO?
1708 A–B [ENDE] H@l

LIGATURES

Affiliate, fisics, flower, bottle

Affiliate, fisics, flower, bottle

PROPORTIONAL LINING FIGURES (DEFAULT)

0123456789\$€¢£¥%‰

0123456789\$€¢£¥%‰

ORDINALS

1o 2a

1º 2ª

HISTORICAL FORMS

That is the question

That if the queftion

UPPERCASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß

LOWERCASE

a b c d e f g h i j k l m n o p q r s t u v w x y z à á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß

LIGATURES

ff fi fl ffi ffl tt

HISTORICAL FORMS

f

PUNCTUATION

“ ” ‚ „ † ‡ § ¶ · ¸ ¹ º » ¼ ½ ¾

SYMBOLS

! ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

PROPORTIONAL LINING FIGURES (DEFAULT)

0 1 2 3 4 5 6 7 8 9 € \$ £ ¥ % ‰

ORDINALS

H A °

MATHEMATICAL OPERATORS

/ - · ÷ ≈ ≠ ≤ ≥ < = > + - ×

DIACRITICAL MARKS

ˆ ˇ ˘ ˙ ˚ ˇ ˛ ˜ ¨ ˆ ˇ ˘ ˙ ˚ ˇ ˛ ˜ ¨

SUPPORTED LATIN LANGUAGES

Afrikaans, Albanian, Asu, Basque, Bemba, Bena, Bosnian, Breton, Catalan, Chiga, Congo Swahili, Cornish, Croatian, Czech, Danish, Dutch, Embu, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Galician, Ganda, German, Gusii, Hungarian, Icelandic, Indonesian, Irish, Italian, Jola-Fonyi, Kabuverdianu, Kalaallisut, Kalenjin, Kamba, Kikuyu, Kinyarwanda, Latvian, Lithuanian, Luo, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Maori, Meru, Morisyen, North Ndebele, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Polish, Portuguese, Romanian, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Sena, Serbian (Latin), Shambala, Shona, Slovak, Slovenian, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Teso, Vunjo, Welsh, Zulu ...

EXTENDED TYPOGRAPHIC FEATURES

All caps, basic ligatures, case-sensitive forms, class kerning, historical forms, 1 set of figures (proportional lining), localised forms, ordinals, ...

THE DESIGNERS

Veronika Burian studied Industrial Design in Munich and worked in that capacity in Vienna and Milan over a few years. Discovering her true passion for type, she graduated in 2003 with distinction from the MA in Typeface Design course in Reading, UK. Veronika then worked as a type designer at DaltonMaag in London for a few years, spent some time in Boulder, USA, and then her hometown, Prague, and is now enjoying life in sunny Cataluña, Spain.

Veronika is a type designer and the co-founder of the independent type foundry TypeTogether with José Scaglione, publishing award-winning typefaces and collaborating on tailored typefaces for a variety of clients. She is also involved with Alphabetes.org, a showcase for work and research on lettering, typography, and type design by women, and she continues to give lectures and workshops at international conferences and universities.

José Scaglione is a graphic designer, typeface designer, and co-founder of the independent type foundry TypeTogether with Veronika Burian, where they have published numerous award-winning type families. He teaches typography at the University of Buenos Aires, Argentina, and is frequently invited to lecture about typography and to lead workshops on typeface design at international conferences and academic institutions. José co-authored the book *Cómo Crear Tipografías: Del Boceto a la Pantalla*, and collaborated with Jorge de Buen Unna on his book *Introducción al Estudio de la Tipografía*.

In 2012 José acted as chairman of the Letter.2 type design competition and conference, and he was appointed president of the Association Typographique Internationale (ATypI) from 2013 to 2017.

CREDITS

Lead design and concept

Veronika Burian
José Scaglione

Graphic design
Elena Veguillas

Copywriting
Joshua Farmer

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JOCKEY

Design: Veronika Burian. José Scaglione
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TEXT CREDITS

As I walked out one midsummer morning,
by Laurie Lee (London, 1969).
Wilt, by Tom Sharpe (1976).
Foot-path way, by Bradford Torrey (Boston, 1892).
'Rhythm & Reaction' gets under the skin of a British love affair with American jazz, in *Eye Magazine* blog.

ABOUT THIS SPECIMEN

This specimen has been set using Ebony Light and Ebony Bold. If you print this specimen, please be kind to the environment and consider printing only the pages you need.