LFT Etica Sheriff

A slab serif for swaggering signage and plainspoken paragraphs.

DESIGNED BY

YEAR

Leftloft (Milan)

2016

LFT Etica Sheriff is the slab serif extension from Leftloft in collaboration with Octavio Pardo. LFT Etica Sheriff began as a commissioned work which was already using LFT Etica as their sans typeface in some of their online work. The ability to span types of communication and take on various tones, from firm to forgiving, remained priority. And you'll be glad it did because not only do details make the difference, but they give a personality to something as dismissed as the text we read.

The character details always seem to add the most personality. Notice how the serifs of the lowercase 'x' are asymmetrical. Or how the lowercase 'k' begins as unconnected in the lighter weights but becomes attached as LFT Etica Sheriff progresses toward its extrabold. Or how the capital 'K' uses a straight bar in that same connection to play up its contemporary side. And how the lowercase 'c' still feels like it has the same recognisable curve. These details reinforce Etica Sheriff's always-approachable nature.

As with all slab serifs, Etica Sheriff creates darker text, meaning work can be expertly set with a lighter

weight than you may have imagined. The serifs also mean it is a bit more regularised overall and so feels a bit more buttoned up - not too much, just a little more. LFT Etica Sheriff matches its predecessor's towering x-height, making the lighter weights seem narrower and the heavier weights seem wider in their stance. These and many more details give LFT Etica Sheriff the combined ability to have a genial chat and the authority to tell you it's happening right now.

The LFT Etica Sheriff family has a total of 36 weights - from light to extrabold and in condensed and compressed widths, all with matching italics. This ensures expanded use while maintaining the same personality, and it creates an harmonious texture when combined. Together the family provides flexible solutions in situations where saving space is vital and losing impact is not an option, whether digitally or in print.

The complete LFT Etica Sheriff family, along with our entire catalogue, has been optimised for today's varied screen uses.

STYLES

Light
Light Italic
Book
Book Italic
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
Extrabold

Extrabold Italic

Condensed Italic
Condensed Book
Condensed Book Italic
Condensed Regular
Condensed Italic
Condensed Semibold
Condensed Semibold Italic
Condensed Bold
Condensed Bold Italic
Condensed Extrabold
Condensed Extrabold

Condensed Light

Compressed Light
Compressed Italic
Compressed Book
Compressed Book Italic
Compressed Regular
Compressed Italic
Compressed Semibold
Compressed Semibold Italic
Compressed Bold
Compressed Bold Italic
Compressed Extrabold
Compressed Extrabold

Cinecittá American Tečnost Marquesina Možná Diligenza Western Fahrrad Screen Look

lobster!

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Archäologie. In Ventarron (Peru) 800 km nördlich von Lima, dem ältesten...

"Radio Show Podcast **OCT18**" social media channels

Antepassados do hobbit já viviam há 700 mil anos na ilha das Flores

No more falling flat Fridays > WIN THIS CONTEST

The moralist typefamily goes West

Hjemme på gutterommet har Idol-vinner Marius Samuelsen komponert alle sine sanger så langt

2nd&third

THE RIGHT FONT can improve your content

EXTRABOLD 55PT

Rhythm & Reac-

EXTRABOLD 50PT

Rhythm & Reaction

EXTRABOLD 45PT

Rhythm & Reaction

EXTRABOLD 35PT

Rhythm & Reaction

EXTRABOLD 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.

LIGHT 55PT

Rhythm & Reaction

LIGHT 50PT

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LIGHT 25/30PT

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

BOOK 25/30PT

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REGULAR 25/30PT

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GERMAN 9/11PT

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. Jede einzelne Sprache wird dabei anhand der sogenanten Language Codes nach den ISO-639-Teilnormen international eindeutig klassifiziert. Von den heute rund 6500 gezählten Einzel-

PORTUGUESE 9/11PT

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 linguagem, em qualquer um de seus sentidos, é chamado linguística. Atualmente, entre 3000 e 6000 línguas são usadas pela espécie humana, e um número muito maior era usado no passado.

TURKISH 9/11PT

Insanlar arasındaki anlaşmayı sağlayan bir araç olarak tanımlanabilir. Bu bağlamda dil, kelimelerden oluşan, yani vücut dili gibi sözlü olmayan iletişim biçimlerinin yanı sıra insanların en etkili iletişim şekli olan sözlü iletişimi tanımlar. Dil, ses dalgaları aracılığıyla akustik olarak ve kelimeler aracılığıyla veya işaret dilinde olduğu gibi işaretler aracılığıyla görsel olarak aktarılır ("İşaret dili" ile karşılaştırınız). Ayrıca dokunma vasıtasıyla

ICELANDIC 9/11PT

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 vísindagrein af Ferdinand de Saussure. Þeir sem að tala mál, eða nota það á annan hátt, eru taldir með sem hluti af málsamfélagi þess máls. Tungumál er hugtak sérstaklega notað um þau mál sem að hafa

FRENCH 9/11PT

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 une source de nectar, elle peut effectuer une danse en rond indiquant que cette source se situe à moins de 50 mètres, ou une danse en huit indiquant que cette source est plus lointaine.

NORWEGIAN 9/11PT

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 naturlig språk (menneskelige enkeltspråk, for eksempel norsk), kunstige språk (for eksempel esperanto) og programmeringsspråk (for eksempel Java). Menneskespråk omtales vanligvis som

SWEDISH 9/11PT

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 kommuniceras exempelvis via talat språk, teckenspråk, kognitioner och skrift, som är bärare av språk i en rad olika kommunikationssystem. Begreppet språk har två nära sammanbund-

SPANISH 9/11PT

Un lenguaje (del provenzal lenguatge1 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 punto de vista más amplio, el lenguaje indica una característica común a los humanos y a otros animales (animales no simbólicos) para expresar sus experiencias y comunicarlas a

CZECH 9/11PT

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 slov, konkrétními památkami jsou například Platónovy dialogy Gorgias a Faidros. Ještě časnějším dokladem uvažování o jazyku jsou gramatiky sanskrtu, nejranější záznamy o kodifikaci

ITALIAN 9/11PT

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 umano. La capacità di elaborare e produrre un linguaggio verbale, nell'uomo, si è sviluppata a seguito di mutamenti strutturali della cavità orale. In particolare l'arretramento

POLISH 9/11PT

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 sformułowana wypowiedź, posiadająca znaczenie. Jednostka posługująca się językiem może więc za pomocą jego systemu tworzyć nieskończoną liczbę nowych znaków, także takich, z którymi nigdy

FINNISH 9/11PT

Kieli on järjestelmä, jossa ihminen ilmaisee ajatuksensa kielellisillä merkeillä, abstraktioilla. Näitä merkkejä nimitetään kielellisiksi ilmauksiksi. Puhutuissa kielissä kuuluvia (auditiivisia) merkkejä tuotetaan puhe-elimillä. Kirjoitetussa kielessä kielelliset ilmaukset on tehty silmin nähtäviksi eli luettaviksi. Viitotuissa kielissä kielelliset ilmaukset ovat visuaalisia, eivät auditiivisia. Eri kieliä tutkii kielitiede. Kognitiotiede

ALL CAPS	
¿Para texto?	¿PARA TEXTO?
1708 A-b [Ende] H@I	1708 A-B [ENDE] H@I

LIGATURES

Affiliate, final, fjord, bottle Affiliate, final, fjord, bottle

DISCRETIONARY LIGATURES

 $-><-\mid ^{ } \mathbb{V}\mid <-->\mid \mid ^{ } ^{ } -->\mid \mid ^{ } <--\mathbb{V}\mid \mid \quad \rightarrow \leftarrow \uparrow \downarrow \longleftrightarrow \uparrow \rightarrow \uparrow \leftarrow \downarrow$

PROPORTIONAL OLDSTYLE FIGURES

PROPORTIONAL LINING FIGURES (DEFAULT)

0123456789\$€¢£¥*f*%‰ 0123456789\$€¢£¥*f*%‰

TABULAR OLDSTYLE

0123456789\$€¢£¥*f* 0123456789\$€¢£¥*f*

TABULAR LINING

NUMERATOR/DENOMINATOR

345/678 89/120 345/678 89/120

FRACTIONS

SUPERIOR/INFERIOR

H2O xb8 y3+5 H_2O xb₈ y³⁵

HISTORICAL FORMS

STYLISTIC SET 01 (ARROWS)	
abcdefghijklmn	$\longleftrightarrow \uparrow \downarrow \lor \land \downarrow \lor \longleftrightarrow \uparrow \to \uparrow \leftarrow \downarrow$
opqrstuvwx	$ abla \nearrow \searrow \swarrow \circlearrowleft \circlearrowleft \Leftrightarrow \downarrow $
STYLISTIC SET O2 (ICONS & SYMBOLS)	
abcdefghijk	∢⊳ ⊲⊳∎□●○◆ ‹ ›
abedeigiijk	
STYLISTIC SET O3 (ALTERNATE A)	
a æ	α æ
STYLISTIC SET 04 (ALTERNATE G)	-
g	g
STYLISTIC SET 05 (ALTERNATES)	
g j	g j
STYLISTIC SET O6 (ALTERNATE M)	
m	m
CTVLISTIC CET OF (ALTERNATE V)	
STYLISTIC SET 07 (ALTERNATE Y)	
У	у
STYLISTIC SET 08 (ALTERNATE &)	
&	&
TURKISH/AZERI/CRIMEAN TATAR	
Kırtasiye, KIRTASIYE	Kırtasiye, KIRTASİYE
ROMANIAN/MOLDAVIAN	
Timiş, MULŢUMESC	Timiș, MULȚUMESC
	,

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÆÐIJŊŒÞAÁÄÄÄÄÄÄÄÄČČÇĈĊĎÐÉĔ ĚÊËĖĒĒĞĜĠĠĦĤĺĬÎÏĬĬĪĮĨĴKĹĽLĿŁŃ ŇŊÑÓŎÔÖÔŐŌØŌŔŘRŚŠŞŜSŦŤŢŢÚ ŬÛÜÙŰŪŲŮŨWŴWŸŶŸŻŽŻ

LOWERCASE

abcdefghijklmnopqrstuvwxyzæðijn œ þ ß á ă â ä à ā ą å ã ć č ç ĉ ċ d d' đ é ĕ ě ê ë è è ē ę ğ ĝġġħĥıíĭîïiìīįĩjĵķĸĺľļŀłń'nňņñóŏôöò őōøõŕřŗsśšşŝșŧťţţúŭûüùűūųůũẃŵẅ wýÿÿżźż

LIGATURES

ff ffi ffl fft fi fl ft tt

DISCRETIONARY LIGATURES

 $\uparrow \rightarrow \downarrow \leftarrow \longleftrightarrow \uparrow \uparrow \uparrow \rightarrow \downarrow \leftarrow$

HISTORICAL FORMS

PUNCTUATION

| | §¶©®™◊#&@*†‡^°~∘¤

ARROWS & GEOMETRIC SHAPES (SSO-SSO2)

ALTERNATES (SS03-SS08)

gğĝġġaáăâäàāqåãgǧĝġġjĵmyýŷÿỳ& JĴQ

CASE SENSITIVE

PROPORTIONAL OLDSTYLE FIGURES

0123456789\$€¢£¥f

PROPORTIONAL LINING FIGURES (DEFAULT)

0123456789\$€¢£¥f%‰

TABULAR OLDSTYLE FIGURES

0123456789\$€¢£¥f

TABULAR LINING FIGURES

0123456789\$€¢£¥*f*

SUPERSCRIPTS

H 0123456789

SUBSCRIPTS

H₀₁₂₃₄₅₆₇₈₉

NUMERATOR/DENOMINATOR

0123456789/0123456789

FRACTIONS

1/2 1/3 2/3 1/4 3/4 1/5 2/5 3/5 4/5 1/6 5/6 1/7 2/7 3/7 4/7 5/7 6/7 1/8 3/8 5/8 7/8 1/9 2/9 4/9 5/9 7/9 8/9

ORDINALS

Hao

MATHEMATICAL OPERATORS

 $/-/\cdot \approx \neq \leq \geq <=> \neg + \pm \div \times \partial \Delta \prod \sum \sqrt{\infty} \bigcap \Omega \mu \pi$

ALTERNATES (SS03-SS08)

VÝŶŸŸ

CASE SENSITIVE

UPPERCASE PROPORTIONAL OLDSTYLE FIGURES ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789\$€¢£¥f ÆÐIJŊŒÞAÁĂÂÄÀĀĀÅÃĆČÇĈĊĎÐÉĔ ĚÊËĖĒĒĞĞGĠĦĤĺĬÎÏĬÌĪĮĨĴKĹĽLĿŁŃ PROPORTIONAL LINING FIGURES (DEFAULT) ŇŊÑÓŎÔÖÒŐŌØÕŔŘRŚŠŞŜSŦŤŢŢÚ 0123456789\$€¢£¥f ŬÛÜÜŰÜŢŶŹŻ TABULAR OLDSTYLE FIGURES LOWERCASE 0123456789\$€¢£¥f a b c d e f q h i j k l m n o p q r s t u v w x y z ce ð i j n TABULAR LINING FIGURES œ þ ß á ă â ā ā ā ā ā ā c č ç ĉ c d d' đ é ĕ è ê ë è ē ę ğĝġġħĥıíĭîïiìīįĩjĵķĸĺľļŀłń'nňņñóŏôö 0123456789\$€¢£¥f òőōøōŕřṛsśšşŝṣŧťţţúŭûüùűūųůűŵŵ SUPERSCRIPTS $\ddot{w} \dot{w} \dot{y} \dot{y} \ddot{y} \dot{z} \dot{z} \dot{z}$ H 0123456789 LIGATURES SUBSCRIPTS ff ffi ffl fft fi fl ft tt H₀₁₂₃₄₅₆₇₈₉ DISCRETIONARY LIGATURES NUMERATOR/DENOMINATOR $\uparrow \to \downarrow \leftarrow \uparrow \to \downarrow \leftarrow \uparrow$ 0123456789/0123456789 HISTORICAL FORMS FRACTIONS 1/2 1/3 2/3 1/4 3/4 1/5 2/5 3/5 4/5 1/6 5/6 1/7 2/7 3/7 4/7 5/7 6/7 1/8 PUNCTUATION 3/8 5/8 7/8 1/9 2/9 4/9 5/9 7/9 8/9 """', "", -, .:;¿?!¡[](){}\/_ «»‹›•...·-----ORDINALS Ηαο | | §¶©®™◊#&@*†‡^°~•¤~ MATHEMATICAL OPERATORS ARROWS & GEOMETRIC SHAPES (SSO-SSO2) $/-/\cdot \approx \neq \leq \geq <=> \neg + \pm \div \times \partial \Delta \prod \sum \sqrt{\infty} [\Omega \mu \pi]$

aáăâäàāąåãæeéĕĕêëėèēęgǧĝġġjĵmœ

SUPPORTED LATIN LANGUAGES

Abenaki, Afaan Oromo, Afar, Afrikaans, Albanian, Alsatian, Amis, Anuta, Aragonese, Aranese, Aromanian, Arrernte, Arvanitic (Latin), Asturian, Atayal, Aymara, Bashkir (Latin), Basque, Belarusian (Latin), Bemba, Bikol, Bislama, Bosnian, Breton, Cape Verdean Creole, Catalan, Cebuano, Chamorro, Chavacano, Chichewa, Chickasaw, Cimbrian, Cofán, Cornish, Corsican, Creek, Crimean Tatar (Latin), Croatian, Czech, Danish, Dawan, Delaware, Dholuo, Drehu, Dutch, English, Esperanto, Estonian, Faroese, Fijian, Filipino, Finnish, Folkspraak, French, Frisian, Friulian, Gagauz (Latin), Galician, Ganda, Genoese, German, Gikuyu, Gooniyandi, Greenlandic (Kalaallisut), Guadeloupean Creole, Gwich'in, Haitian Creole, Hän, Hawaiian, Hiligaynon, Hopi, Hotcak (Latin), Hungarian, Icelandic, Ido, Ilocano, Indonesian, Interglossa, Interlingua, Irish, Istro-Romanian, Italian, Jamaican, Javanese (Latin), Jèrriais, Kala Lagaw Ya, Kapampangan (Latin), Kaqchikel, Karakalpak (Latin), Karelian (Latin), Kashubian, Kikongo, Kinyarwanda, Kiribati, Kirundi, Kurdish (Latin), Ladin, Latin, Latvian, Lithuanian, Lojban, Lombard, Low Saxon, Luxembourgish, Maasai, Makhuwa, Malay, Maltese, Manx, Māori, Marquesan, Megleno-Romanian, Meriam Mir, Mirandese, Mohawk, Moldovan, Montagnais, Montenegrin, Murrinh-Patha, Nagamese Creole, Ndebele, Neapolitan, Ngiyambaa, Niuean, Noongar, Norwegian, Novial, Occidental, Occitan, Oshiwambo, Ossetian (Latin), Palauan, Papiamento, Piedmontese, Polish, Portuguese, Potawatomi, Q'eqchi', Quechua, Rarotongan, Romanian, Romansh, Rotokas, Sami, Sango, Saramaccan, Sardinian, Scottish Gaelic, Serbian (Latin), Seri, Seychellois Creole, Shawnee, Shona, Sicilian, Silesian, Slovak, Slovenian, Slovio (Latin), Somali, Sorbian, Sotho (Northern), Sotho (Southern), Spanish, Sranan, Sundanese (Latin), Swahili, Swazi, Swedish, Tagalog, Tahitian, Tetum, Tok Pisin, Tokelauan, Tongan, Tshiluba, Tsonga, Tswana, Tumbuka, Turkish, Turkmen (Latin), Tuvaluan, Tzotzil, Uzbek (Latin), Venetian, Vepsian, Volapük, Võro, Wallisian, Walloon, Waray-Waray, Warlpiri, Wayuu, Welsh, Wik-Mungkan, Wiradjuri, Wolof, Xavante, Xhosa, Yapese, Yindjibarndi, Zapotec, Zulu, Zuni, ...

EXTENDED TYPOGRAPHIC FEATURES:

All caps, basic ligatures, case-sensitive forms, class kerning, discretionary ligatures, denominators & numerators, fractions, alternative fractions, historical forms, 4 sets of figures (oldstyle numerals, lining figures, proportional figures, tabular figures), localised forms, ordinals, ornaments, stylistic sets (SSO1, SSO2, SSO3, etc), superiors & inferiors, ...

THE DESIGNERS

Leftloft is an independent studio where ideas, people, and skills converge to develop a wider vision for design, culture, and communication. Established in 1997 in Milan by Andrea Braccaloni, Francesco Cavalli, Bruno Genovese, and David Pasquali, the studio opened an office in New York in 2009, and now operates with a team of designers, each specialised in various fields from branding to web design.

Leftloft has developed projects locally and internationally, collaborating with some of the most important Italian companies and institutions. The studio has also opened Luft, a think tank devoted to developing creative thinking and a collaborative production through design.

Main activities include: identity, research, concept, strategy, art direction, and narrative. Among others,

Leftloft's projects have been awarded by: D&AD Award, ED-Awards, ADI Design Index, Laus Award, Creative Review Annual, TDC Annual, and ID Annual Design Review.

Leftloft has published LFT Etica, LFT Etica Mono, LFT Etica Sheriff and LFT Iro Sans with TypeTogether. **CREDITS**

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Engineering Sonja Stange

Graphic design Elena Veguillas Leftloft

Copywriting Joshua Farmer

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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.

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