

Portada

A rarity for screens: a serif family purposely created for long reading and superlative UI performance, by *TypeTogether*

ABOUT THE TYPEFACE

For everyone wishing for a modern serif as clear and readable as a sans in restrictive digital environments, meet Portada by Veronika Burian and José Scaglione. Sans serifs are commonly used on small screens to save space and carry a modern tone. Serifs may appear fickle and unsteady, pixel grids change from one product to another, and space is at a premium. Portada now provides a serif option for these restrictive digital environments, putting that old trope to rest. The screen has met its serif match.

Portada was created from and for the digital world – from e-ink or harsh grids to Retina capability – making it one of the few serifs of its kind. Portada’s text and titling styles were engineered for superlative performance, making great use of sturdy serifs, wide proportions, ample x-height, clear interior negative space, and its subservient personality. After all, words always take priority in text.

It’s not all business, though. Portada’s italics contain an artefact of calligraphy in which the directionality of the instrokes and the returning curves of the outstrokes give the family a little

unexpected brio. Yet even the terminals are stopped short of flourished self-absorption to retain their digital clarity. When printed these details are downright comforting. Portada’s titling styles enact slight changes while reducing the individual width of each character and keeping the internal space clear. Titling italics have increased expressiveness across a few characters rather than maxing out the personality in each individual glyph.

Digital magazines, newspapers, your favourite novel, and all forms of continuous screen reading benefit from Portada’s features. This family can also cover many of the needs developers have: user interface, showing data intensive apps on screen, even one-word directives and dialogs. And, as a free download, an exhaustive set of dark and light icons is included to maintain Portada’s consistent presence, whether as a word or an image. The complete Portada family (eight text styles, ten titling styles, and one icon set) is designed for extensive, clear screen use – a rare serif on equal footing with a sans.

STYLES & SCRIPTS

Portada Thin

Portada Thin Italic

Portada Light

Portada Light Italic

Portada Regular

Portada Italic

Portada Semibold

Portada Semibold Italic

Portada Bold

Portada Bold Italic

Portada Extrabold

Portada Extrabold Italic

Portada Text Regular

Portada Text Italic

Portada Text Book

Portada Text Book Italic

Portada Text Semibold

Portada Text Semibold Italic

Portada Text Bold

Portada Text Bold Italic



typetogether

Portada (Titling)

Portada Thin

Portada Thin Italic

Portada Light

Portada Light Italic

Portada Regular

Portada Italic

Portada Semibold

Portada Semibold Italic

Portada Bold

Portada Bold Italic

IL RETROSCENA

CIENCIA *Los perros entienden lo que decimos*

 Sound System

NEWS & SPORT — PAGE 7


Serendipia

City's towering ambitions crumble in face of investors' nerves

Social or   ?

Ekspresowa wygrana 'Isi'

Italia, *il bello è di notte*: rimontona Fognini

101,932,582.98 

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H^{1 2 3 4} © ™ ± × ÷ 1/4 1/2 3/4

44 PT (THIN & THIN ITALIC)

Attitude in the Rakaposhi

44 PT (LIGHT & LIGHT ITALIC)

Attitude in the Rakaposhi

44 PT (REGULAR & ITALIC)

Attitude in the Rakaposhi

36 PT (SEMIBOLD & SEMIBOLD ITALIC)

Attitude in the Rakaposhi

44 PT (BOLD & BOLD ITALIC)

Attitude in the Rakaposhi

44 PT (EXTRABOLD & EXTRABOLD ITALIC)

Attitude in the Rakaposhi

36 PT (THIN & THIN ITALIC)

Kailash: Precious Snow Peak

36 PT (LIGHT & LIGHT ITALIC)

Kailash: Precious Snow Peak

36 PT (REGULAR & ITALIC)

Kailash: Precious Snow Peak

36 PT (SEMIBOLD & SEMIBOLD ITALIC)

Kailash: Precious Snow Peak

36 PT (BOLD & BOLD ITALIC)

Kailash: Precious Snow Peak

36 PT (EXTRABOLD & EXTRABOLD ITALIC)

Kailash: Precious Snow Peak

24/28 PT (THIN & THIN ITALIC)

Overall, the Himalayan mountain system is the world's highest, and is home to the highest peaks, the Eight-thousanders.

24/28 PT (LIGHT & LIGHT ITALIC)

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24/28 PT (REGULAR & ITALIC)

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24/28 PT (SEMIBOLD & SEMIBOLD ITALIC)

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24/28 PT (BOLD & BOLD ITALIC)

Overall, the Himalayan mountain system is the world's highest, *and is home to the highest peaks*, the Eight-thousanders.

24/28 PT (EXTRABOLD & EXTRABOLD ITALIC)

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<u>ALL CAPS</u>	¿para texto? 1708 a–b [ende] H@Y	¿PARA TEXTO? 708 A–B [ENDE] H@Y
<u>LIGATURES</u>	flint, affect, affiliate, física, amoretti	flint, affect, affiliate, física, amoretti
<u>FRACTIONS</u>	1/4 1/2 3/4	¼ ½ ¾
<u>SUPERIOR</u>	H1234	H ¹²³⁴
<u>ORDINALS</u>	1o 2a	1 ^o 2 ^a
<u>HISTORICAL FORMS</u>	s	f
<u>TURKISH/AZERI/CRIMEAN TATAR</u>	findik FINDIK	findik FİNDİK
<u>ROMANIAN/MOLDOVIAN</u>	Muțumesc MULȚUMESC	Muțumesc MULȚUMESC

Portada Text

Portada Text Regular

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Portada Text Semibold

Portada Text Semibold Italic

Portada Text Bold

Portada Text Bold Italic

CASTLE CRAG

EXPERTEN: Det gör ont både att bli lämnad – och att lämna

ð Please, click here

▶ WATCH: *The man cycling the UK using virtual reality*

Digital

INTERNATIONAL — PAGE 12

Løkke vil hellere lede landet end »hænge fast« i gamle valgløfter

Social or   ?

783—Carretera Panamericana

101,932,582.98 

Italia, il bello è di notte: rimontona Fognini

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

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∅ 1 2 3 4 5 6 7 8 9 ‰ ½ ¼

H^z + X_(a+b); 1^a 2^{em} 85th

18/24 PT (REGULAR & ITALIC)

Design education is changing constantly under the impact of pervasive software, and shifts in our understanding of materiality, craft, convention, and innovation. *Beyond the familiar collaborative aspects, the need to engage across disciplines and the transformation of enterprise through online, low-*

18/24 PT (BOOK & BOOK & ITALIC)

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16/20 PT (REGULAR & ITALIC)

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Zdalo se mu, že letí přinejmenším rychlostí světla; nějak se mu svíralo srdce, ale to dělá jen *Fitzgerald-Lorentzovo* zploštění, řekl si; musím být placatý jako lívanec. *A najednou se proti němu vyježí nesmírné skleněné hranoly; ne, jsou to jenom nekonečné hladce vybroušené roviny, jež se protínají a prostupují v břitkých úhlech jako krystalografické modely; a proti jedné takové hraně je hnán úžasnou rychlostí.*

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SMALL CAPS	1234 charming creatures (abc} n*/ d&e 567890€£	1234 CHARMING CREATURES (ABC} N*/ D&E 567890€£
ALL SMALL CAPS	RADIOLARIANS 02?	RADIOLARIANS 02?
ALL CAPS	¿para texto? 1708 a-b [ende] H@I	¿PARA TEXTO? 1708 A-B [ENDE] H@I
LIGATURES	flint, affect, affiliate, offkey, selfhood, after ...	flint, affect, affiliate, offkey, selfhood, after ...
OLD STYLE FIGURES PROPORTIONAL & TABULAR + SLASHED ZERO	00123456789€\$¢¥ƒ	00123456789€\$¢¥ƒ
LINING FIGURES PROPORTIONAL & TABULAR + SLASHED ZERO	00123456789€\$¢¥ƒ	00123456789€\$¢¥ƒ
NUMERATOR / DENOMINATOR	0123456789/0123456789	0123456789/0123456789
FRACTIONS	1/2 1/4 3/4 1/3 2/3 1/8 3/8 5/8 7/8	½ ¼ ¾ ⅓ ⅔ ⅛ ⅜ ⅝ ⅞
SUPERIOR / INFERIOR	H ₂ O x ^(b8+c) y ₃₅ a ^{Index}	H ₂ O x ^(b8+c) y ³⁵ a ^{Index}
ORDINALS	1 st 2 th 3 rd M ^{lle} 2 ^e 85 th	1 st 2 th 3 rd M ^{lle} 2 ^e 85 th
HISTORICAL FORMS	s	f
TURKISH/AZERI/CRIMEAN TATAR	findik FINDIK	findik FİNDİK
ROMANIAN/MOLDOVIAN	Muțumesc MUȚUMESC	Muțumesc MUȚUMESC

Portada Icons







1 TYPE THE ICON'S NAME 

2 APPLY 'ALL CAPS' ✓

3 SELECT:

SS01 FOR DARK BACKGROUND 😊






SS02 FOR LIGHT BACKGROUND 😊



✂ 127 ICONS FOR ALL DIGITAL NEEDS ✂

It's not  science!

📺 WATCH: The man cycling the UK using virtual reality

Retro-?    

 (202) 555-3574 • 555-3564

📍 Montreal ↕ Warsaw 📍 Sao Paulo ↕ Barcelona

CHAT   CHAT  

TYPE NAME IN UPPERCASE	SS01	SS02	TYPE NAME IN UPPERCASE	SS01	SS02	TYPE NAME IN UPPERCASE	SS01	SS02
ATTACHMENT			HAPPYFACE			REPEAT		
APPLE			INFORMATION			SEARCH		
ANDROID			INBOX			SHOPPINGCART		
BOOKMARK			INSTAGRAM			SIGNAL		
BACKWARD			KEYBOARD			SETTINGS		
BLOGGER			LABEL			SITEMAP		
BLUETOOTH			LOCK			SERVER		
BACKUP			LOCKOPEN			STEPFORWARD		
BARCHART			LANGUAGE			STEPBACKWARD		
CLOUD			LAPTOP			STOP		
COMMENT			LOGOUT			SKYPE		
CAMERA			LOGIN			SHUFFLE		
CALENDAR			LINKEDIN			SPEAKER		
CHAT			LINUX			SOUNDSETTINGS		
CELLPHONE			LAUNCH			SAVE		
CUT			LINKURL			STAR		
CHECK			MARKER			SADFACE		
CROSS			MICROPHONE			STACKEDAREAGRAPH		
CHECKBOXON			MOVIE			TEXTDOC		
CHECKBOX			MUSIC			TIME		
DELETE			MOUSE			TABLET		
DESKTOP			NEWS			TV		
ENVELOPE			NEWDOCUMENT			TWITTER		
EXTENSION			NETWORK			TOOLBOX		
EDIT			OUTBOX			THUMBNAILLARGE		
EBOOK			PICTURE			THUMBNAILSMALL		
EJECT			PIN			THUMBNAILLIST		
EXPLORE			PLAY			THUMBSUP		
FACEBOOK			PAUSE			THUMBSDOWN		
FOLDER			PHOTOALBUM			TIMELINE		
FOLDEROPEN			PHONE			USER		
FLAG			PRINTER			VOLUMEOFF		
FILM			PASTE			VOLUMEDOWN		
FORWARD			PIECHART			VOLUMEUP		
FLICKR			RICHTEXTDOC			VOLUME		
GAMEPAD			RSS			WIFI		
GPS			REC			WINDOWS		
HELP			RADIO			WEBCAM		
HOME			ROUTER			YOUTUBE		
HEADPHONES			RSSALT			ZOOMIN		
HARDDRIVE			RESIZEFULL			ZOOMOUT		
HISTORY			RESIZESMALL					
HEART			RETURNBACK					

In order too use the icons pick the glyph from the glyph panel, or type the icon's name in uppercase and select the appropriate stylistic set from the OpenType menu:

ss01 for dark background (recommended for sizes over 20pt).

ss02 for light background (recommended for sizes under 20pt).

Lat

SUPPORTED LANGUAGES INCLUDE (LATIN):

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, Makuwa-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 ...

Pro

EXTENDED TYPOGRAPHIC FEATURES:

Basic ligatures, punctuation and symbols, 4 sets of figures (old style, old style tabular, lining, tabular lining), arbitrary fractions, superiors & inferiors, numerator & denominator, ordinals, class kerning, case sensitive characters, math symbols.

Bas

BASIC TYPOGRAPHIC FEATURES:

Basic ligatures, class kerning.

AVAILABLE FONT SETS:

Portada **Lat** **Bas**

Portada Text **Lat** **Pro**

Portada Icons **Lat** **Pro**

THE DESIGNERS

Veronika Burian, originally studied Industrial Design, before graduating with distinction from the MA in Typeface Design in Reading, UK, in 2003. After working as full-time type designer at DaltonMaag in London, she co-founded with José Scaglione the independent type-label TypeTogether. She also continues to give lectures and workshops at international conferences and universities. Several of her typefaces have been recognised by international competitions, including ED-Awards and TDC.

José Scaglione is an Argentinian graphic and multimedia designer, and a graduate from the MA in Typeface Design at the University of Reading, UK. He has been working in branding, editorial design and multimedia projects since 1995. José is co-founder of the independent type foundry TypeTogether, and additionally leads his own design studio, consults and lectures on typography and graphic communication matters. He also teaches typography at post-graduate level at the National University of Rosario.

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Buy a single weight (or more) now and get reimbursed if you buy the whole font bundle later at any time. This is a great way to explore a new typeface without full commitment. To take advantage of this, please write and email to info@type-together.com

CUSTOM WORK

We offer custom type solutions tailored to the customer's needs. This may include new typefaces developed from scratch, font modifications of existing typefaces, extension of language support or creation of logotypes. Please contact us for details.

WEB FONTS

We have partnered up with *Typekit* and *Fonts.com* that are able to reliably serve our fonts to your websites and provide you with the necessary technical support. *Self-hosting* is available for websites with over 1 million pageviews per month. Please contact us, if you wish to use this service.

Portada, Portada Text & Portada Icons

Type Design:
Veronika Burian & José Scaglione
WWW.TYPE-TOGETHER.COM/PORTADA

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For further information, pricing and ordering, please visit www.type-together.com

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