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# Стар

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Stag mixes the contemporary taste for large x-heights and quirky details with influences from continental Egyptians of the early twentieth century. With more overt personality than a more sober family like Guardian Egyptian, Stag is perfect for situations that need a little more distinction in typographic dress.

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**PUBLISHED**  
2014

**DESIGNED BY**  
CHRISTIAN SCHWARTZ AND ILYA RUDERMAN

**14 STYLES**  
7 WEIGHTS W/ ITALICS

**FEATURES**  
PROPORTIONAL LINING FIGURES  
TABULAR LINING FIGURES  
FRACTIONS

Stag was originally designed as a headline face for the US edition of Esquire in a very limited number of weights. Because it was originally intended to be used for just a handful of very large, very heavy words at a time, its designer focused on making the space between characters as interesting as the space inside them, ending up with an unusual mixed bracketing treatment on the serifs. This contrast between sharp and soft forms grew into the main design feature of the family, with the balance shifted more towards soft forms in the cursive-influenced italic. The Cyrillic version has been designed by Moscow-based type designer Ilya Ruderman.

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Stag Cyrillic Thin  
*Stag Cyrillic Thin Italic*  
 Stag Cyrillic Light  
*Stag Cyrillic Light Italic*  
 Stag Cyrillic Book  
*Stag Cyrillic Book Italic*  
 Stag Cyrillic Medium  
*Stag Cyrillic Medium Italic*  
 Stag Cyrillic Semibold  
*Stag Cyrillic Semibold Italic*  
 Stag Cyrillic Bold  
*Stag Cyrillic Bold Italic*  
 Stag Cyrillic Black  
*Stag Cyrillic Black Italic*

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Rather than using ambiguous names like “Pro”, “World” or “WGL” for our font files with extended language support, we have devised a simple way to denote which alphabets are supported in complex families like Stag.

**LC**  
*Latin + Cyrillic*

Font files with **LC** in the family name support our full standard range of languages that use the **Latin** alphabet, plus languages that use **Cyrillic**, including Russian, Ukrainian, Belorussian, Serbian, and Bulgarian.

**LG**  
*Latin + Greek*

Font files with **LG** in the family name support our full standard range of languages that use the **Latin** alphabet, plus monotonic **Greek**.

**LCG**  
*Latin + Cyrillic + Greek*

Font files with **LCG** in the family name support our full standard range of languages that use the **Latin**, **Cyrillic**, and **Greek** alphabets.

ИЗВЕСТНЫЙ  
Библиотекар

STAG CYRILLIC THIN, 70 PT [ALTERNATE κ]

ОСТРОУМЕН  
Спажыванья

STAG CYRILLIC THIN ITALIC, 70 PT

ПОДВИЖЕН  
Езикознание

STAG CYRILLIC LIGHT, 70 PT

ВОДИТЕЛКА  
Инициатива

STAG CYRILLIC LIGHT ITALIC, 70 PT

**ПЕРЕСТАЛО**  
**Блискаючий**

STAG CYRILLIC BOOK, 70 PT

***ПРЕТЕНЗИЙ***  
***Отказаться***

STAG CYRILLIC BOOK ITALIC, 70 PT [ALTERNATE a]

**ГЪВКАВОСТ**  
**Вартаўнічая**

STAG CYRILLIC MEDIUM, 70 PT

***ПРИОРИТЕТ***  
***Плавейшило***

STAG CYRILLIC MEDIUM ITALIC, 70 PT

**КАРАКТЕРА**  
**Гідраграфія**

STAG CYRILLIC SEMIBOLD, 70 PT

***ПЕРЕДДЕНЬ***  
***Двадцатый***

STAG CYRILLIC SEMIBOLD ITALIC, 70 PT [ALTERNATE a]

**ЗАДРУЖЕН**  
**Аўтастрада**

STAG CYRILLIC BOLD, 70 PT [ALTERNATE ZHE]

***ОБРАТНЫЙ***  
***Звизтяжний***

STAG CYRILLIC BOLD ITALIC, 70 PT

**ЧЕЛОВЕКА**  
**Керованный**

STAG CYRILLIC BLACK, 70 PT

**ПАДАВИНЕ**  
**Дыпламат**

STAG CYRILLIC BLACK ITALIC, 70 PT

**АСАМБЛЕЯ**  
**Ликующий**

STAG CYRILLIC BLACK, 70 PT [ALTERNATE K]

**КОНТРОЛА**  
**Сйрижеше**

STAG CYRILLIC BLACK ITALIC, 70 PT

И кажда́й раз молодой  
НЕМА ЗБОРОВИДАГО  
*В ближайише 2000 лет*

STAG CYRILLIC THIN, THIN ITALIC, 40 PT

Хозяйство приходитса  
НЕОБИЧНИ МУДРОСТ  
*Научна истраживања*

STAG CYRILLIC LIGHT, LIGHT ITALIC, 40 PT [ALTERNATE a]

**3 1,189 чоловік запитав**  
**ЕКСТРЕМНИ ДЕТАЙЛ**  
*Гісторыя кінатэатра*

STAG CYRILLIC BOOK, BOOK ITALIC, 40 PT

**И доказательства, как**  
**СПОРТСКИ СТАДИОН**  
*І сярэдняе павелічэнне*

STAG CYRILLIC MEDIUM, MEDIUM ITALIC, 40 PT [ALTERNATE K k]

**Нобелевская премия**  
**ПІВДЕННОМУ СХОДІ**  
***Кралскаїа академија***

STAG CYRILLIC SEMIBOLD, SEMIBOLD ITALIC, 40 PT

**Свечение кислорода**  
**ПЛАНУВАННЯ МІСТ**  
***Герметычны пакет***

STAG CYRILLIC BOLD, BOLD ITALIC, 40 PT [ALTERNATE K]

**Масовно узбудливо**  
**МОДЕРАН ТРЕНИНГ**  
**Крайно лекомислие**

STAG CYRILLIC BLACK, 40 PT

***Годишни икономии***  
***ЛЕТЮЧИХ РИНКАХ***  
***Муниципальна рада***

STAG CYRILLIC BLACK ITALIC, 40 PT



BETWEEN 8 - 23% OF THE POPULATION  
 Између 1979 - 2000 износила је 5,91% по  
*В СРЕДНЕМ 13,250,000 ЧЕЛОВЕК ДАНЫ*  
*Посиоје два човека на суироином крају*

STAG CYRILLIC THIN, THIN ITALIC, 24 PT

ЕДНА ЛИНЕЙНА ФУНКЦИЈА ОТ ВИДА  
 Given its fickle nature, the Wandering Bat  
*ВІДПОВІВ НА НАЙБІЛЬШ АКТУАЛЬНІ*  
*Зворотний осмос врятував мільйони*

STAG CYRILLIC LIGHT, LIGHT ITALIC, 24 PT

**НАЦЫЯНАЛЬНАЕ ЗАКАНАДАЎСТВА**  
**Высота здания составила 185 метров**  
***OVER 75% OF RESPONDANTS SAID NO***  
***Агенцијата е готова да гаче до 18,000***

STAG CYRILLIC BOOK, BOOK ITALIC, 24 PT

**ЛЮБОГО ПОЛУНОРМИРОВАННОГО**  
**Порівняно з іншими родинами ряду**  
***ПРЫ ГЭТЫМ КАРЭННЫЯ ЗМЯНЕННІ***  
***How quickly people reacted was wholly a***

STAG CYRILLIC MEDIUM, MEDIUM ITALIC, 24 PT

**НА ГРАДА СА 46°12' С.Ш. И 6°09' И.Д.  
Але успіх книжки був незвичайний  
ПРОСТИРААТ ВО ПОЈАСОТ 11° - 200°  
*Earlier in the day, representatives of the***

STAG CYRILLIC SEMIBOLD, SEMIBOLD ITALIC, 24 PT [ALTERNATE ж к]

**ДА ЧАСОЎ ПАРАДКУ 11 - 9 С ПАСЛЯ  
Яскравы прадстаўнік гуманізму ў  
НАРАСТАНИЕ РЕАЛИСТИЧНОСТИ  
Усвоена од 12 од 28-те земји членки**

STAG CYRILLIC BOLD, BOLD ITALIC, 24 PT

**ХРОНОЛОШКИМ РЕДОМ, ПРЕМА  
Непрекинути планински ланац је  
ЗА ВРЕМЕ ПЛЕИСТОЦЕНА ОБАЛА  
І на поўначы і захадзе пераважае**

STAG CYRILLIC BLACK, 24 PT

**ПЪРВИТЕ ЗАСЕЛНИЦИ НА ХОРА В  
Общая протяжённость хребтов  
SINCE 1988, THE DESIGN COUNCILS  
Самая длинная река Калифорнии**

STAG CYRILLIC BLACK ITALIC, 24 PT

ЗАНИМАЮЩИЙ 49,5 % ПОВЕРХНОСТИ МИРОВОГО  
По брой на островите (около 20 хил.) и обща площ  
*Каля брегоу Аўстраліі мноства каралавѣх пабудоу*

STAG CYRILLIC THIN, THIN ITALIC, 18 PT

СКОРО ПОТПУНО ЈЕ ОКРУЖЕН СА ЕВРОАЗИЈОМ  
Більшу частину Канадського басейну становлять  
*Северноамериканска значајна река која припаѓа на*

STAG CYRILLIC LIGHT, LIGHT ITALIC, 18 PT

КОЛЬКАСЦЬ МЕСЦАЎ У ПАЛАЦЕ ПАСТАЯННАЯ І  
Мандатът на всеки представител е две години  
*Бидејќи претставниците се избираат од помали*

STAG CYRILLIC BOOK, BOOK ITALIC, 18 PT

**1100 ПРИМИЩЕЊ, 110 СХОДИВ ТА 4,8 КИЛОМЕТРА**  
Седиште је Парламента Уједињеног Краљевства  
***Соединяется с Трафальгарской площадью улицей***

STAG CYRILLIC MEDIUM, MEDIUM ITALIC, 18 PT

**АДМИНИСТРАТИВЕН РАЙОН В ГРАД НЈОУРК**  
Которые были объединены в один город в 1898  
***Площа округі Манхэтэн 89.2 км², населніцтва***

STAG CYRILLIC SEMIBOLD, SEMIBOLD ITALIC, 18 PT [ALTERNATE y]

**СПОРЕД ЗИС ОД 1911 ГОДИНА, СЕ СМЕТА ДЕКА**  
Която започва в началото на лятото на 2011  
***Комитет был образован в 1981 году японским***

STAG CYRILLIC BOLD, BOLD ITALIC, 18 PT

**КОРПОРАТИВНИ ФИНАНСИ СА ПАРИЧНИТЕ**  
**Зручності, архітектури & функціональності**  
***Среднемесечная температура колеблется***

STAG CYRILLIC BLACK, BLACK ITALIC, 18 PT [ALTERNATE AMPERSAND]

Антропология

STAG CYRILLIC THIN, 60 PT

Технологічний

STAG CYRILLIC LIGHT, 60 PT

Заканадаўства

STAG CYRILLIC BOOK, 60 PT

Укрепляющий

STAG CYRILLIC MEDIUM, 60 PT

Едноставност

STAG CYRILLIC SEMIBOLD, 60 PT

Међународне

STAG CYRILLIC BOLD, 60 PT

Синхронный

STAG CYRILLIC BLACK, 60 PT

Уповноважаеиий

STAG CYRILLIC THIN ITALIC, 60 PT

Антропология

STAG CYRILLIC LIGHT ITALIC, 60 PT

Мейройолийе

STAG CYRILLIC BOOK ITALIC, 60 PT

Славлюбства

STAG CYRILLIC MEDIUM ITALIC, 60 PT

Двухсэнсоўны

STAG CYRILLIC SEMIBOLD ITALIC, 60 PT [ALTERNATE y ŷ]

Мисьерюзан

STAG CYRILLIC BOLD ITALIC, 60 PT

Константин

STAG CYRILLIC BLACK ITALIC, 60 PT [ALTERNATE KA]





**OPENTYPE FEATURES**  
FAMILY WIDE

ALL CAPS  
Opens up spacing, moves punctuation up

PROPORTIONAL LINING  
default figures

TABULAR LINING

FRACTIONS  
ignores numeric date format

DENOMINATOR  
for making arbitrary fractions

NUMERATOR  
for making arbitrary fractions

LANGUAGE FEATURE  
Bulgarian ДЖКЛ  
вгджзийклпптцщщю

LANGUAGE FEATURE  
Serbian / Macedonian бгдлт

LANGUAGE FEATURE  
Română (Romanian) s accent

**OPENTYPE FEATURES**  
ROMAN & ITALIC

TITLING ALTERNATES  
lower uppercase accents

STYLISTIC SET 06  
Serbian / Macedonian бгдлт

STYLISTIC SET 07  
alternate Ж К ж к  
(lowercase in roman only)

STYLISTIC SET 09  
titling quotes

STYLISTIC SET 10  
alternate &

**OPENTYPE FEATURES**  
ROMAN

STYLISTIC ALTERNATES  
Illustrator/Photoshop

**OPENTYPE FEATURES**  
ITALIC

STYLISTIC SET 01  
alternate a g (latin), a (cyrillic)

STYLISTIC SET 02  
alternate y (latin + cyrillic)

STYLISTIC SET 03  
alternate ligatures

STYLISTIC SET 04  
alternate z

STYLISTIC SET 05  
alternate R

STYLISTIC ALTERNATES  
Illustrator/Photoshop

DEACTIVATED

Quilts & [Covers] for \$24.65

Sale Price: \$3,460 €1,895  
Originally: **\$7,031 £9,215**

Sale Price: \$3,460 €1,895  
Originally: **\$7,031 £9,215**

21/03/10 and 2 1/18 460/920

0123456789 0123456789

0123456789 0123456789

ДЕТАЙЛ задружен подвижен

Метрополите библиотека

ÎNSUȘI conștiința științifice

DEACTIVATED

MÝRDALSJÖKULL, ÍSLANDS

Метрополите библиотека

КАЖДЫЙ человек между

‘SEEN’ « dans la chambre »

Уважаемый & Известный

DEACTIVATED

КАЖДЫЙ & человек между

DEACTIVATED

Captivating доказательства

Доставку на орбиту грузов

Official fjording offkey snuffbox

Cozy zonings razed zany mazes

Reading Readies Rightly Rules

Going official cozy & доставку

ACTIVATED

QUILTS & [COVERS] FOR \$24.65

Sale Price: \$3,460 €1,895  
Originally: **\$7,031 £9,215**

Sale Price: \$3,460 €1,895  
Originally: **\$7,031 £9,215**

21/03/10 and 2 1/18 460/920

0123456789 0123456789

0123456789 0123456789

ДЕТАЙЛ задружен подвижен

Метрополиите библиотека

ÎNSUȘI conștiința științifice

ACTIVATED

MÝRDALSJÖKULL, ÍSLANDS

Метрополиите библиотека

КАЖДЫЙ человек между

◌ SEEN ◌ « dans la chambre »

Уважаемый & Известный

ACTIVATED

КАЖДЫЙ & человек между

ACTIVATED

Captivating доказательства

Доставку на орбиту грузов

Official fjording offkey snuffbox

Cozy zonings razed zany mazes

Reading Readies Rightly Rules

Going official cozy & доставку



## STYLES INCLUDED IN COMPLETE FAMILY

Stag Cyrillic Thin  
 Stag Cyrillic Thin Italic  
 Stag Cyrillic Light  
 Stag Cyrillic Light Italic  
 Stag Cyrillic Book  
 Stag Cyrillic Book Italic  
 Stag Cyrillic Medium  
 Stag Cyrillic Medium Italic  
 Stag Cyrillic Semibold  
 Stag Cyrillic Semibold Italic  
 Stag Cyrillic Bold  
 Stag Cyrillic Bold Italic  
 Stag Cyrillic Black  
 Stag Cyrillic Black Italic

## SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Belarusian, Breton,  
 Bosnian, Bulgarian, Catalan, Cornish, Croatian, Czech,  
 Danish, Dutch, English, Esperanto, Estonian, Faroese,  
 Finnish, French, Galician, German, Greenlandic, Guarani,  
 Hawaiian, Hungarian, Ibo, Icelandic, Indonesian, Irish,  
 Gaelic, Italian, Kurdish, Latin, Latvian, Lithuanian, Livonian,  
 Macedonian, Malagasy, Maltese, Maori, Moldavian,  
 Norwegian, Occitan, Polish, Portuguese, Romanian,  
 Romansch, Russian, Saami, Samoan, Scots, Scottish Gaelic,  
 Serbian (Cyrillic), Serbian (Latin), Slovak, Slovenian,  
 Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish,  
 Ukrainian, Walloon, Welsh, Wolof

## CONTACT

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 New York, New York 10013

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[www.commercialtype.com](http://www.commercialtype.com)

## COPYRIGHT

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## ABOUT THE DESIGNERS

**Christian Schwartz** (born 1977) is a partner, along with Paul Barnes, in Commercial Type, a foundry based in New York and London. A graduate of Carnegie Mellon University, Schwartz worked at MetaDesign Berlin and Font Bureau prior to spending several years working on his own before forming Schwartzco Inc. in 2006 and Commercial Type in 2008. Schwartz has published fonts with many respected independent foundries, and has designed proprietary typefaces for corporations and publications worldwide.

Schwartz's typefaces have been honored by the Smithsonian's Cooper Hewitt National Design Museum, the New York Type Directors Club, and the International Society of Typographic Designers, and his work with Barnes has been honored by D&AD. As part of the team that redesigned *The Guardian*, they were shortlisted for the Designer of the Year prize by the Design Museum in London. Schwartz and Barnes also were named two of the 40 most influential designers under 40 by *Wallpaper\**, and Schwartz was included in *Time* magazine's 2007 'Design 100'. In early 2007, Schwartz and German design luminary Erik Spiekermann were awarded a gold medal by the German Design Council (Rat für Formgebung) for the typeface system they designed for Deutsche Bahn.

**Ilya Ruderman** is a type designer living and working in Moscow, where he did his undergraduate studies at the Moscow State University of Print. His interest in type came from his classes with Alexander Tarbeev, and as his interest developed into a passion he chose to attend the Type and Media course at the Royal Academy of Art (KABK) in The Hague.

After graduating from Type and Media he returned to Moscow to pursue commercial projects for clients such as *Men's Health Russia*, *Yes* magazine, *Best Life* magazine, and *Big City* magazine. Later he worked for several years as the group creative director at news agency RIA Novosti. Ruderman has lectured extensively on type and typography, both on his own and together with Valery Golyzhenkov. Ruderman is a curator of the Type & Typography course at the British Higher School of Art and Design and a freelance graphic designer.