
Dala Moa

Dala Moa is a sans serif stencil typeface for display, sharing the proportions of its cousin Dala Floda. It takes the same inspiration – the erosion of letters on stones – but takes the idea one stage further with the removal of serifs, revealing basic structures.

PUBLISHED
2013

DESIGNED BY
PAUL BARNES

16 STYLES
8 WEIGHTS W/ ITALICS

FEATURES
PROPORTIONAL OLDSTYLE FIGURES
PROPORTIONAL LINING FIGURES
SMALL CAPS (ROMAN)
FRACTIONS
SWASHES (ITALIC)
DISCRETIONARY LIGATURES

The forms and proportions of the romans come directly from Dala Floda, while the italic of Dala Moa is more closely connected to the more upright humanist tradition. The lighter weights show the influence Jan Tschichold's stencil experiments of the 1930s, and in particular his lesser-known display face Saskia released by Schelter & Giesecke. Swashes ordinarily transform a typeface with exuberant, sweeping curves, but in the case of Dala Moa the swashes simply replace triangular forms with round balls, adding softness rather than drama.

Dala Moa Thin

Dala Moa Thin Italic

Dala Moa Light

Dala Moa Light Italic

Dala Moa Regular

Dala Moa Regular Italic

Dala Moa Regular No. 2

Dala Moa Regular No. 2 Italic

Dala Moa Medium

Dala Moa Medium Italic

Dala Moa Bold

Dala Moa Bold Italic

Dala Moa Black

Dala Moa Black Italic

Dala Moa Fat

Dala Moa Fat Italic

Ampitheater
BÜRSTADT
Copenhagen

DALA MOA THIN 100 PT (ALT g)

Uppslagsboks
ELECTRICS
Jean Fournier

DALA MOA THIN ITALIC 100 PT (SWASH k T r)

W'aterspout
Y'VELINES
M'andamarri

DALA MOA LIGHT 100 PT (ALT Y)

l'inker Tailor
ORDERING
T'e Awamutu

DALA MOA LIGHT ITALIC 100 PT (SWASH T k r N G, ALT a)

Hässleholm
ANTHONY
Falsification

DALA MOA REGULAR 100 PT

Lamplighter
VARSÅGOD
Xénophobes

DALA MOA REGULAR ITALIC 100 PT

Almodôvar
GRANJON
Zealanders

DALA MOA REGULAR NO. 2 100 PT

Èquestrians
GABROVO
Lubrication

DALA MOA REGULAR NO. 2 ITALIC 100 PT (DISCRETIONARY LIGATURE st, SWASH r, ALT a)

**Mailorders
BREGENZ
Paramedic**

DALA MOA MEDIUM 100 PT

***Keski­viikko
EGOTISTA
Cannoning***

DALA MOA MEDIUM ITALIC 100 PT (SWASH K k G)

Decreases
TAMIPERS
Eastwards

DALA MOA BOLD 100 PT (DISCRETIONARY LIGATURE st)

Hardwood
J.A.Z.Z.V.A.V.
Paradoxes

DALA MOA BOLD ITALIC 100 PT (SWASH A Z M N x)

Amyntaio
LAZARIM
Reichstag

DALA MOA BLACK 100 PT (DISCRETIONARY LIGATURE st)

Ångström
SARCASM
Tidsskrift

DALA MOA BLACK ITALIC 100 PT

Eilldoacf

BAVARIA

Marseille

DALA MOA FAT 100 PT

Flagstaff

SWANSEA

l'ot Ziens

DALA MOA FAT 100 PT (DISCRETIONARY st LIGATURE, SWASH W A N T Z)

ØYENSKY'GGE
 Misrepresentative
 ZIGZAGUERAIENT
 Cromotipogràfica

DALA MOA THIN 72 PT (ALT y, SMALL CAPITALS, ALT g)

K·A·T·R·I·N·E·H·O·L·M
Talbot Baines Reed
26-31 APRIL 2011
Affectionate Punch

DALA MOA THIN ITALIC 72 PT (SWASH K A T N M, ALT a, LINING FIGURES, DISCRETIONARY ct LIGATURE)

HANDICRAFTS
Großbuchstaben
JOHNSONIANISM
Transportational

DALA MOA LIGHT 72 PT (DISCRETIONARY st LIGATURE, SMALL CAPITALS)

DORNSTETTEN
Øvelse gjør mester
WILSON & SON
British Rail 1971-78

DALA MOA LIGHT ITALIC 72 PT (SWASH v r W N &)

CARMARTHEN
Un tavolo per tre
FRUCTIFICACIÓN
Hypersensitizing

DALA MOA REGULAR 72 PT (SMALL CAPITALS)

UNBELIEVABLY
Posso ajudar-lhe?
FAULTFINDING
Cartographically

DALA MOA REGULAR ITALIC 72 PT (SWASH A T N G r, ALT a)

TYPOGRAPHY
Active literature
CANADIAN MEAT
Insalata di pollo

DALA MOA REGULAR 72 PT (SMALL CAPITALS, DISCRETIONARY & LIGATURE)

INTERACTIVES
Editing & design
TWEEWTEELERS
Maelstrom rover

DALA MOA REGULAR ITALIC 72 PT (SWASH &)

YAFFINGALES
Openheartedly
RAPPRÊTERONS
Doublehearted

DALA MOA MEDIUM 72 PT (SMALL CAPITALS)

BODYWEIGHT
Kindergartners
HER.MOD.ÀTIL
Glamorizations

DALA MOA MEDIUM ITALIC 72 PT (SWASH M À T G r z)

WORCESTER
Autobiografio
BABES & MUMS
Föreståndares

DALA MOA BOLD 72 PT (ALT g, SMALL CAPITALS, DISCRETIONARY st LIGATURE)

VEZIRKÖPRÜ
Juxtapositions
XYLOPHONES
Hereford Cider

DALA MOA BOLD ITALIC 72 PT (SWASH V Z K x)

ROLAND 303
Polstermöbel
UNIVERSITIES
Masterminds

DALA MOA BLACK 72 PT (DISCRETIONARY st LIGATURE, SMALL CAPITALS)

AUSTRALIAN
Victoria stars
JEDER.MANN
kerettiläisyys

DALA MOA BLACK ITALIC 72 PT (DISCRETIONARY ct st LIGATURE, SWASH A M N K r y, ALT a,)

KÜSS MICH!
Lingonberry
GUNN CHIEFS
Quarterfinal

DALA MOA FAT 72 PT (SMALL CAPITALS, ALT Q)

CAMBRIDGE
Van Dyck art
SABBATICAL
Ombudsman

DALA MOA FAT ITALIC 72 PT (SWASH V y k r A T)

ROYAL DUCHY OF CORNWALL
 A History of the Old English Letter
 Ausgewählte Aufsätze über Fragen

DALA MOA THIN 36 PT (DISCRETIONARY st LIGATURE, ALTERNATE g)

DE PROPORITIES VAN HET BOEK
French Atelier set on the Left Bank in
Broadway Boogie-Woogie (50" × 50")

DALA MOA THIN ITALIC 36 PT (SWASH T V N T K W r y, LINING FIGURES)

LUXURY HANDBAG FOR €965
 We zullen ons zwaard trekken, als
 Ya está lista la espada: entra tú en

DALA MOA LIGHT 36 PT (LINING FIGURES)

WORKS THAT WORK EDITORS
Maquettiste, enseignant et écrivain
The East Shropshire Dance Groups

DALA MOA LIGHT ITALIC 36 PT (SWASH M r v T G, DISCRETIONARY st LIGATURE)

CAIRN TERRIERS ORIGINATE
Le vélodrome de Roubaix où ont
Flemish Baroque artist painting

DALA MOA REGULAR 36 PT

LABOR AMORIS PERDITUS EST
Mit Kamera und Schreibmaschine
Stencils made in 1986 in Germany

DALA MOA REGULAR ITALIC 36 PT

YACHTING CLUB MEMBERS
Johann Sebastian Bach master
Fashion design schools in Lyon

DALA MOA REGULAR NO. 2 36 PT (DISCRETIONARY st LIGATURE)

PULLMAN CARRIAGE REPAIR
Lui recommande de pratiquer le
En el primer ciclista no europeo

DALA MOA REGULAR ITALIC NO. 2 36 PT (SWASH M A N G r DISCRETIONARY st LIGATURE)

**VICTORIA EN EL TOUR DE
Backfisch, is a fish too small to
READY TO WEAR COLLECTION**

DALA MOA MEDIUM 36 PT (SMALL CAPITALS)

***PRINTING & DESIGN IN 1970
Wein, Weib und Gesang op. 333
Rioja es una denominación de***

DALA MOA MEDIUM ITALIC 36 PT (SWASH &, LINING FIGURES)

**PFOSTENSCHLITZMAUER
Salty liquorice Finnish candy
Dispatches from Los Angeles**

DALA MOA BOLD 36 PT

***MARZIPAN MADE IN ITALIA
Dictionary of Foreign Words
Eurodisco remixing 12" single***

DALA MOA BOLD ITALIC 36 PT (SWASH r x)

STOLEN INGOTS OF GOLD
1/32 OZ stainless steel weight
At 4.0C (39.20F) pure water

DALA MOA BLACK 36 PT (SMALL CAPITALS, DISCRETIONARY st LIGATURE)

HÄUPTER ZWEIER HÄUSER
Mod fashion exemplified by
Jonathan Buttall 1752–1805

DALA MOA BLACK ITALIC 36 PT (SWASH Ä T Z W M x y)

RÉAPPROVISIONNERIEZ
Den här herrn betalar för
The price paid was \$15631

DALA MOA FAT 36 PT

OVERSCRUPULOUSNESS
Perfect manners are seen
Sourdough bread starter

DALA MOA FAT ITALIC 36 PT (SWASH V N r, DISCRETIONARY st LIGATURE)

IM FAMILLE-ROSE-STIL DER QING-DYNASTIE
 La tragedia greca è un genere teatrale nato nell'antica
 1896-1897 FOOTBALL LEAGUE CHAMPIONSHIP
Sushi is Japanese food consisting of cooked rice combined

DALA MOA THIN, THIN ITALIC 24 PT (ALT g, LINING FIGURES, SWASH T A G M N k r DISCRETIONARY st LIGATURE)

KING & QUEEN OF BEVERLEY HILLS INVITING
 Produce two molecules of lactic acid ($C_3H_6O_6$, >85%)
 THE TOWN WAS FOUNDED BY JOSEPH LADUE
Regio bestaat uit de volgende lokaal bestuurde gebieden

DALA MOA LIGHT (SWASH Q & Y), LIGHT ITALIC 24 PT (DISCRETIONARY st LIGATURE, SWASH v k r)

NEW YORK CITY IST EINE WELTSTADT AN
 Elva Trent renner gjennom Gainsborough. Byen
 DUNDEE EXPANDED RAPIDLY IN THE 19TH C
Jute is a long, soft, shiny vegetable fibre that can be

DALA MOA REGULAR, REGULAR ITALIC 24 PT

DIE TECHNIK DER SCHRIFTGIESSEREI HAT
 Norway is made up of 19 administrative regions
 JOHN MILTON PARADISE REGAINED ETC 4°
Fonderie de caractères et fabrique de filets-cuivre

DALA MOA REGULAR NO. 2, REGULAR ITALIC NO. 2 24 PT (LINING FIGURES, SWASH r v, DISCRETIONARY ct)

WILLIAM SHAKESPEARE 26 APRIL 1564
Koninklijke Academie van Beeldende Kunsten
BLAENAU FFESTINIOG IS A MINING TOWN
Primary grapes used for Champagne are Pinot

DALA MOA MEDIUM, MEDIUM ITALIC 24 PT (SWASH A N T G M W r y)

MANIFESTÓ PREDILECCIÓN POR LOS
Since the 20th century $\frac{1}{8}$ of material create
STITCH & GLUE IS A EASY BOAT BUILDING
During her world record attempt a $\dot{V}O_2$ Max

DALA MOA BOLD, BOLD ITALIC 24 PT (SWASH &, ALT Y)

COSMETIC MANUFACTURED QUICKLY
Nordsjökommissionen är ett samarbete
REMBRANDT È STATO UN PITTORE E
100 King Street in Manchester by Lutyens

DALA MOA BLACK (SWASH Q Y), BLACK ITALIC 24 PT (SWASH M A N T K r y, DISCRETIONARY st LIGATURE)

HÆRINGEN BLE SKUEPLASS FOR EN
The Summer collection presented for
TORQUAY, TORBAY & TEIGNMOUTH
The village of Paul is above Mousehole

DALA MOA FAT, BLACK ITALIC 24 PT (SWASH T Q A Y & G N M v)

Counterrevolutionary

DALA MOA THIN 60PT

Disenfranchisement

DALA MOA LIGHT 60PT

Siphonobranchiate

DALA MOA REGULAR 60PT

Humoristicamente

DALA MOAREGULAR NO.2 60PT

Nord-Américaines

DALA MOA MEDIUM 60PT

Whippersnapper

DALA MOA BOLD 60PT

Labyrinthiform

DALA MOA BLACK 60PT

Friedrichsdorf

DALA MOA FAT 60PT

Parkzeitüberschreitung

DALA MOA THIN 60PT

Microminiaturization

DALA MOA LIGHT 60PT

Philoprogenitiveness

DALA MOA REGULAR 60PT

Landsgjennomsnitt

DALA MOAREGULAR NO.2 60PT

Tourbillonneraient

DALA MOA MEDIUM 60PT

Faintheartedness

DALA MOA BOLD 60PT

Villanymozdony

DALA MOA BLACK 60PT

Superlativeness

DALA MOA FAT 60PT

UPPERCASE	ABCDEFGHIJKLMNOPQRSTUVWXYZ
LOWERCASE	abcdefghijklmnopqrstuvwxyz
SMALL CAPS	ABCDEFGHIJKLMNOPQRSTUVWXYZ
STANDARD PUNCTUATION	! " # \$ % & ' () * + , - . / : ; < = > ? [\] ^ _ ` { } ~ ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾
ALL CAP PUNCTUATION	! " # \$ % & ' () * + , - . / : ; < = > ? [\] ^ _ ` { } ~ ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾
SMALL CAP PUNCTUATION	! " # \$ % & ' () * + , - . / : ; < = > ? [\] ^ _ ` { } ~ ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾
LIGATURES	fb fh fi fj fl ff ffb ffh ffi ffj ffl fll
PROPORTIONAL OLDSTYLE default figures	\$ £ € ¥ 1 2 3 4 5 6 7 8 9 0 ¢ % ‰ ° # ° < + = - × ÷ >
PROPORTIONAL LINING	\$ £ € ¥ 1 2 3 4 5 6 7 8 9 0 % ‰ # ° < + = - × ÷ >
PROPORTIONAL SMALL CAP	\$ £ € ¥ 1 2 3 4 5 6 7 8 9 0 ¢ % ‰
PREBUILT FRACTIONS	$\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$
NUMERATORS & DENOMINATORS	1234567890 / 1234567890
SWASHES AND DISCRETIONARY LIGATURES	Œ Š
ALTERNATIVE CHARACTERS	g Q Q Y Y ğ ğ ğ ğ Ÿ Ÿ Ÿ Ÿ Ÿ Ÿ Ÿ Ÿ
ACCENTED UPPER CASE	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
ACCENTED LOWER CASE	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
ACCENTED SMALL CAPS	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

OPENTYPE FEATURES
 ROMAN & ITALIC

ALL CAPS

'Tip-top' €24.65?

'TIP-TOP' €24.65?

 PROPORTIONAL OLDSTYLE
 default figures

£2374 €409 \$285

£2374 €409 \$285

PROPORTIONAL LINING

£2374 €409 \$285

£2374 €409 \$285

PREBUILT FRACTIONS

2 1/2 1/3 2/3 1/4 3/4

2 $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$

ARBITRARY FRACTIONS

2 13/72 13/29 45/64

2 $\frac{13}{72}$ $\frac{13}{29}$ $\frac{45}{64}$ $\frac{34}{24}$
 DISCRETIONARY LIGATURES
 ct st ligatures

Hasten Inactivity

Hasten Inactivity

 LANGUAGE FEATURE
 Română (Romanian) s accent

Însuși conștiință

Însuși conștiință

OPENTYPE FEATURES
 ROMAN ONLY

SMALL CAPS

'Chips' & 3265.79?

'CHIPS' & 3265.79?

ALL SMALL CAPS

'Chips' & 3265.79?

'CHIPS' & 3265.79?

 SWASH
 Q Y and related

Youth Question

Youth Question

 STYLISTIC SET 1
 Q Y and related

YOUR QUILTS

YOUR QUILTS

 STYLISTIC SET 2
 alternate g and related

Arranged baggage

Arranged baggage

OPENTYPE FEATURES
 ITALIC ONLY

SWASH
 A G K M N Q T V W Y Z k r v w x
 y z ampersand and related (also
 activates discretionary ligatures)

STYLISTIC SET 1
 Q Y and related

STYLISTIC SET 3
 alternate a and related

DEACTIVATED

Grand NATIVE KIN

Maker wildest toys

Youth Question

Magical alabaster

ACTIVATED

Grand .NATIVE KIN

.Maker wildest toys

Youth Question

Magical alabaster

STYLES INCLUDED IN COMPLETE FAMILY

Dala Moa Thin
 Dala Moa Thin Italic
 Dala Moa Light
 Dala Moa Light Italic
 Dala Moa Regular
 Dala Moa Regular Italic
 Dala Moa Regular No. 2
 Dala Moa Regular No. 2 Italic
 Dala Moa Medium
 Dala Moa Medium Italic
 Dala Moa Bold
 Dala Moa Bold Italic
 Dala Moa Black
 Dala Moa Black Italic
 Dala Moa Fat
 Dala Moa Fat Italic

SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Breton, Bosnian, 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, Malagasy, Maltese, Maori, Moldavian, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansch, Saami, Samoan, Scots, Scottish Gaelic, Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

CONTACT

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ABOUT THE DESIGNER

Paul Barnes (born 1970) is a graphic designer specializing in the fields of lettering, typography, type design and publication design. In the early 1990s he worked for Roger Black in New York where he was involved in redesigns of *Newsweek*, US and British *Esquire* and *Foreign Affairs*. During this time he art directed *Esquire Gentleman* and *U&Ic*. He later returned to America to be art director of the music magazine *Spin*.

Since 1995 he has lived and worked in London. He has formed a long term collaboration with Peter Saville, which has resulted in such diverse work as identities for Givenchy, 'Original Modern' for Manchester and numerous music based projects, such as Gay Dad, New Order, Joy Division and Electronic. Independently he has created identities for luxury Italian shoe manufacturer, Gianvito Rossi and German publisher, Schirmer Graf. Barnes has also been an advisor and consultant on numerous publications, notably *The Sunday Times Magazine*, *The Guardian* and *The Observer* Newspapers, *GQ*, *Wallpaper**, *Harper's Bazaar* and *frieze*. He has designed many books for publishers all over Europe including, Schirmer Mosel, Oxford University Press, the Tate and the iconic Schirmer Graf series.

His interest in the modern and vernacular is encompassed in his type design ranging from the contemporary such as for Björk, through to the extensive traditional British modern, Brunel as seen in *Condé Nast Portfolio*. Whilst consultant to *The Guardian* he designed Guardian Egyptian with Christian Schwartz. Following the redesign of *The Guardian*, as part of the team headed by Mark Porter, Barnes was awarded the Black Pencil from the D&AD. They were also nominated for the Design Museum 'Designer of the Year'. In September 2006, with Schwartz he was named one of the 40 most influential designers under 40 in *Wallpaper**. A year later *The Guardian* named him as one of the 50 best designers in Britain.

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