
Stag Collection

Stag started in 2005 as a small, muscular family of slab serifs intended to be used for display typography in the US edition of *Esquire magazine*. Subsequent years saw the magazine's need for additional variations on the same basic theme eventually turn this small family into a sprawling and somewhat eccentric collection.

PUBLISHED
2009

DESIGNED BY
CHRISTIAN SCHWARTZ

46 STYLES
5 FAMILIES

FAMILIES
STAG
STAG SANS
STAG DOT
STAG STENCIL
STAG SANS ROUND

Stag has grown to include everything from a calm, rational sans serif to a stencil face, a rounded sans, and thanks to *Las Vegas Weekly*, a couple of styles made out of dots, evoking the bright lights of the Strip. Such a wide range of variations inevitably leads to a wide range of tones and moods, but the entire collection shares a certain masculinity, tempered by a warm and friendly tone which has been introduced by a large x-height and the subtle rounding off of some of the hard corners.

LIGHT

Stag

Stag
Dot Thin

THIN

Stag

Stag
Thin & *Italic*

THIN

Stag

Stag Sans
Thin & *Italic*

LIGHT

Stag

Stag
Light & *Italic*

LIGHT

Stag

Stag Stencil
Light & *Italic*

LIGHT

Stag

Stag Sans
Light & *Italic*

LIGHT

Stag

Stag Sans Round
Light & *Italic*

BOOK

Stag

Stag
Book & *Italic*

BOOK

Stag

Stag Sans
Book & *Italic*

BOOK

Stag

Stag Sans Round
Book & *Italic*

MEDIUM

Stag

Stag
Medium & *Italic*

MEDIUM

Stag

Stag Sans
Medium & *Italic*

MEDIUM

Stag

Stag Sans Round
Medium & *Italic*

SEMIBOLD

Stag

Stag
Semibold & *Italic*

SEMIBOLD

Stag

Stag Sans
Semibold & *Italic*

SEMIBOLD

Stag

Stag Sans Round
Semibold & *Italic*

BOLD

STAG

Stag
Dot Bold

BOLD

Stag

Stag
Bold & *Italic*

BOLD

Stag

Stag Stencil
Bold & *Italic*

BOLD

Stag

Stag Sans
Bold & *Italic*

BOLD

Stag

Stag Sans Round
Bold & *Italic*

BLACK

Stag

Stag
Black & *Italic*

BLACK

Stag

Stag Sans
Black & *Italic*

BLACK

Stag

Stag Sans Round
Black & *Italic*

Stag

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.

PUBLISHED
2009

DESIGNED BY
CHRISTIAN SCHWARTZ

14 STYLES
7 WEIGHTS W/ ITALICS

FEATURES
PROPORTIONAL LINING FIGURES
PROPORTIONAL OLDSTYLE 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.

Stag Thin

Stag Thin Italic

Stag Light

Stag Light Italic

Stag Book

Stag Book Italic

Stag Medium

Stag Medium Italic

Stag Semibold

Stag Semibold Italic

Stag Bold

Stag Bold Italic

Stag Black

Stag Black Italic

DELEGATION
Henceforward

STAG THIN, 70 PT

LANCASHIRE
Demonstration

STAG THIN ITALIC, 70 PT

YAMANASHI
Aitzineuskara

STAG LIGHT, 70 PT

OBLIGATORY
Schriftgießerei

STAG LIGHT ITALIC, 70 PT

PARAGRAPH
Biochemistry

STAG BOOK, 70 PT

PĂSTORILOR
Mathematical

STAG BOOK ITALIC, 70 PT

THURSDAYS
Puskacsövek

STAG MEDIUM, 70 PT

FÖRYNGRAD
Västerbottens

STAG MEDIUM ITALIC, 70 PT

BIOGRAPHY
Phylogenetic

STAG SEMIBOLD, 70 PT

UITSPREIDT
Broadcasting

STAG SEMIBOLD ITALIC, 70 PT

HRVATSKIH
Observation

STAG BOLD, 70 PT

POZDĚJŠÍM
Forskrækket

STAG BOLD ITALIC, 70 PT

KASTELEIN
Nasledovali

STAG BLACK, 70 PT

FABRICATE
Announcing

STAG BLACK ITALIC, 70 PT

VENEZIANI
Palveliansa

STAG BLACK, 70 PT

EXTENSIVE
Archipelago

STAG BLACK ITALIC, 70 PT

Of the 180,174 households
THE CITY OF BANGKOK
An average of 31,875.69 km²

STAG THIN, THIN ITALIC, 40 PT

Regreso a la democracia
ÁGUA E SANEAMENTO
Convention of Kanagawa

STAG LIGHT, LIGHT ITALIC, 40 PT

Biological anthropology
PIERROT LE FOU (1965)
The History of Breukelen

STAG BOOK, BOOK ITALIC, 40 PT

68.4% of the population
RELAÇÕES EXTERNAS
Nyelvjárási különbségek

STAG MEDIUM, MEDIUM ITALIC, 40 PT

Cultural Anthropology
ESTIMATED GROWTH
Austfirðingafjórðungur

STAG SEMIBOLD, SEMIBOLD ITALIC, 40 PT

Redevelopment plans
NATURAL SCIENTIST
St-Rambert-l'Île-Barbe

STAG BOLD, BOLD ITALIC, 40 PT

Histoire(s) du cinéma
EDUCATION CENTER
National government

STAG BLACK, 40 PT

Originally founded in
MODERN TRANSFER
Fuentes de referencia

STAG BLACK ITALIC, 40 PT

IL FIORENTINO TRECENTESCO, COME
Between 1962 and 1963 London became
EERSTE STADHOUDERLOZE TIJDPERK
The international organizations in Antwerp

STAG THIN, THIN ITALIC, 24 PT

GULDBORGSUND, LEJRE & HOLBÆK
Together with its suburbs and satellites
KARL WILHELM GOTTLOB KASTNER
A territory of the French colonial empire

STAG LIGHT, LIGHT ITALIC, 24 PT

ANGERS EST UNE VILLE FRANÇAISE
The Discreet Charm of the Bourgeoisie
NATIONAL FILM BOARD OF CANADA
Later administrative divisions of Iceland

STAG BOOK, BOOK ITALIC, 24 PT

SEMNIFICATIV PENTRU CRITERIUL
República, Estado Novo e democracia
OF 123 FEDERAL REPRESENTATIVES
The Dutch lost Breuckelen to the British

STAG MEDIUM, MEDIUM ITALIC, 24 PT

MAGYARORSZÁG FŐ TÁJEGYSÉGEI
Euroopan poliittinen tilanne kiristyi
SVEITARFÉLAGIÐ SKAGAFJÖRÐUR
Palladian architecture from 1516-1580

STAG SEMIBOLD, SEMIBOLD ITALIC, 24 PT

KONINKRIJK DER NEDERLANDEN
Une sitcom ou comédie de situation
POR SU EXTENSIÓN, 2.780.800 KM²
Late modern and contemporary arts

STAG BOLD, BOLD ITALIC, 24 PT

L'ITALIANO È LINGUA UFFICIALE
Wysoczyzna Wysokomazowiecka
LOIRE-ATLANTIQUE, MORBIHAN
Erster Schriftgießer war Johannes

STAG BLACK, 24 PT

SVALBARÐASTRANDAHREPPUR
Since consolidation with New York
IN 1852, THE ROYAL COMMISSION
The last half of the 8th century was

STAG BLACK ITALIC, 24 PT

HET HUIDIGE NEDERLAND BESTAAT PAS SINDS 1830
A soprano is the highest of the standard four voice range
Greater numbers of small islands are found in the southwest

STAG THIN, THIN ITALIC, 18 PT

GRINDAVÍKURBÆR, SEYÐISFJÖRÐUR, KÓPAVOGUR
Local government and external territories of Armenia
Matamata is also the home of various media outlets and

STAG LIGHT, LIGHT ITALIC, 18 PT

L'ITALIANO È INOLTRE DIFFUSO IN ALCUNE AREE
Per al físic no existeix el concepte mentre no es brindi
Manchester is represented by three tiers of government

STAG BOOK, BOOK ITALIC, 18 PT

THE SENSE OF CONSTRUCTING SITUATIONS IS TO
László Moholy-Nagy replaced Johannes Itten in 1923
Soll den Typen eine besondere Härte verliehen werden

STAG MEDIUM, MEDIUM ITALIC, 18 PT

ANCIEN PORT AVEC FORTE ACTIVITÉ FLUVIALE
It is the wealthiest region in Portugal and it is above
Elle est le centre d'une communauté d'agglomération

STAG SEMIBOLD, SEMIBOLD ITALIC, 18 PT

NE MOGU DA NE SPOMENEM KAKO JE POSTALA
Finland currently numbers 5,350,856 inhabitants
During the time of Augustus the Romans built eight

STAG BOLD, BOLD ITALIC, 18 PT

DUTCH COLONIAL ARCHITECTURE, 1605-1674
The second official language is Swedish, spoken
Di fatto l'italiano è stato lingua di uso quotidiano

STAG BLACK, BLACK ITALIC, 18 PT

Harmondsworth

STAG THIN, 60 PT

Cambridgeshire

STAG LIGHT, 60 PT

Konuşmaktadır

STAG BOOK, 60 PT

Constitutioneel

STAG MEDIUM, 60 PT

Länsstyrelsens

STAG SEMIBOLD, 60 PT

Jelenségeinek

STAG BOLD, 60 PT

Hertfordshire

STAG BLACK, 60 PT

Szintkülönbségek

STAG THIN, 60 PT

Tiergartenstraße

STAG LIGHT, 60 PT

Wolverhampton

STAG BOOK, 60 PT

Mitteldeutschen

STAG MEDIUM, 60 PT

Langesbyggð

STAG SEMIBOLD, 60 PT

Schriftgießerei

STAG BOLD, 60 PT

Characterized

STAG BLACK, 60 PT

Stag Sans

Stag is characterized by many distinctive details, so the trick in designing a companion sans was to pinpoint the right balance between the rounded terminals, which connect it to the original Stag, and the blunt terminals, which give the family a no-nonsense muscularity. The end result is a sans that is interesting in headlines but not distracting at text sizes.

PUBLISHED
2009

DESIGNED BY
CHRISTIAN SCHWARTZ

14 STYLES
7 WEIGHTS W/ ITALICS

FEATURES
PROPORTIONAL LINING FIGURES
FRACTIONS

Stag is emphatically a headline face, not a text face, but Stag Sans was drawn - at *Esquire's* request - to bridge this gap. Extremely short ascenders and descenders are easier to swallow in a sans serif, as demonstrated by many classic agate typefaces, and Stag's open counterforms, designed originally to facilitate heavy, blocky terminals, adapted well to readability at more normal weights in the sans.

Stag Sans Thin

Stag Sans Thin Italic

Stag Sans Light

Stag Sans Light Italic

Stag Sans Book

Stag Sans Book Italic

Stag Sans Medium

Stag Sans Medium Italic

Stag Sans Semibold

Stag Sans Semibold Italic

Stag Sans Bold

Stag Sans Bold Italic

Stag Sans Black

Stag Sans Black Italic

PHOTOGENIC
Manifestations

STAG SANS THIN, 70 PT

AHISTORICAL
Convergences

STAG SANS THIN ITALIC, 70 PT

OUTREMONT
Mercier-Ouest

STAG SANS LIGHT, 70 PT

AHMEDABAD
Johannesburg

STAG SANS LIGHT ITALIC, 70 PT

GUANGZHOU
Infrastructure

STAG SANS BOOK, 70 PT

ØKONOMISK
Communauté

STAG SANS BOOK ITALIC, 70 PT

AUTONOMIA
Etymological

STAG SANS MEDIUM, 70 PT

LINGUISTICS
Demographic

STAG SANS MEDIUM ITALIC, 70 PT

MODERNITY
Jurisdictions

STAG SANS SEMIBOLD, 70 PT

INFLUENCES
Reconstructs

STAG SANS SEMIBOLD ITALIC, 70 PT

DEVELOPER
Prehistórica

STAG SANS BOLD, 70 PT

ARGENTINA
Semnificativ

STAG SANS BOLD ITALIC, 70 PT

FABRIQUÉS
Informative

STAG SANS BLACK, 70 PT

INDUCTION
Abundancia

STAG SANS BLACK, 70 PT

HONDURAS
Etimologică

STAG SANS BLACK ITALIC, 70 PT [ALTERNATE a]

PENINSULA
Velocissimo

STAG SANS BLACK ITALIC, 70 PT

Provincial Nature Reserve
BOSTON OPERA HOUSE
Sisällissodan aikana ja sen

STAG SANS THIN, THIN ITALIC, 40 PT

An average of 1825.61 km
PÄIJÄNNE TAVASTLAND
Convention of Kanagawa

STAG SANS LIGHT, LIGHT ITALIC, 40 PT

Fundamental processes
MĀKAHA, WAIMĀNALO
Pukaskwa National Park

STAG SANS BOOK, BOOK ITALIC, 40 PT

Közigazgatási felosztás
HÖFUÐBORGARSVÆÐI
Contemporary ceramics

STAG SANS MEDIUM, MEDIUM ITALIC, 40 PT

Städtepartnerschaften
UPPSALA DOMKYRKA
Abitibi-Témiscamingue

STAG SANS SEMIBOLD, SEMIBOLD ITALIC, 40 PT

Birgitta Gustafsdotter
MUNICIPAL PROJECT
Dollard-des-Ormeaux

STAG SANS BOLD, BOLD ITALIC, 40 PT

Burnaby City Council
TOWN OF PRIMROSE
Informal designation

STAG SANS BLACK, BLACK ITALIC, 40 PT

1,281,522 inhabitants
SIGNIFICANT OTTER
Sør-Odal, Nannestad

STAG SANS BLACK, BLACK ITALIC, 40 PT

VAN OUDHEID NAAR MIDDELEEUWEN
Between 1960 and 1962 London became
EERSTE STADHOUDERLOZE TIJDPERK
Suosittu matkakohde on Lapin lääni, jossa

STAG SANS THIN, THIN ITALIC, 24 PT

CSODÁLATOSAN JÓZAN, GYORS ESZÜ
The administration of Brussels is formed
BUT THE IRREVERSIBLE TIME OF THE
A territory of the French colonial empire

STAG SANS LIGHT, LIGHT ITALIC, 24 PT [ALTERNATE ITALIC a]

QUISPAMIS, SALISBURY & LAMEQUE
The Discreet Charm of the Bourgeoisie
AN INCOMPLETE MYTHICAL WORLD
Kylä sijaitsi leveiden laidunkaistaleiden

STAG SANS BOOK, BOOK ITALIC, 24 PT

NATIONAL FILM BOARD OF CANADA
First of all the measure of commodity
BRUCE PENINSULA NATIONAL PARK
Post-war investment in heavy industry

STAG SANS MEDIUM, MEDIUM ITALIC, 24 PT

KUSTAA VAASAN VALTAKAUDELLA
Metropolregion Berlin/Brandenburg
HAN GICK FÖRBI KARUSELLEN OCH
Tiden har mildnet den og klarnet den

STAG SANS SEMIBOLD, SEMIBOLD ITALIC, 24 PT

WELLINGTON REGIONAL COUNCIL
Le charme discret de la bourgeoisie
L'ÎLE-BIZARD-SAINTE-GENEVIÈVE
Oversaw infrastructure expansions

STAG SANS BOLD, BOLD ITALIC, 24 PT

FĂȚ-FRUMOS SE SUI-N LUNTRE ȘI
Pacific Rim National Park Reserve
COMPARATIVE MYTH & HISTORY
Świata tego drobne tajemnice zna

STAG SANS BLACK, BLACK ITALIC, 24 PT

ISOLATED COMMUNITIES OF THE
Due to the success of this separate
LANAUDIÈRE, NORD-DU-QUÉBEC
The Acadians people settled along

STAG SANS BLACK, BLACK ITALIC, 24 PT [ALTERNATE Q]

VÄLIRAUHAN AIKANA NEUVOSTOLIITON JA SUOMEN
A soprano is the highest of the standard four voice range
The greater part of the islands are found in the southwest

STAG SANS THIN, THIN ITALIC, 18 PT

SNÆFELLSNES-OG HNAPPADALSSÝSLA, DALASÝSLA
Emanuel Swedenborg, 18th century scientist and mystic
Manchester is represented by three tiers of government

STAG SANS LIGHT, LIGHT ITALIC, 18 PT [ALTERNATE ITALIC a]

TÜRKIYE'DE EN BÜYÜK İDARİ BİRİME İL ADI VERİLİR
Per al físic no existeix el concepte mentre no es brindi
To, čo v našej vede máme, i to, čoho sa nám nedostáva

STAG SANS BOOK, BOOK ITALIC, 18 PT

DE VADER HAALDE ZIJN LAPPEN WEÊR VOOR DEN
László Moholy-Nagy replaced Johannes Itten in 1923
það fylgdi líka sögunni, að það væri ærið hraðfara, því

STAG SANS MEDIUM, MEDIUM ITALIC, 18 PT

THE HIGHEST TEMPERATURES ON THE WARMEST
Separation is the alpha and omega of the spectacle
The Irwell and Mersey were made navigable by 1736

STAG SANS SEMIBOLD, SEMIBOLD ITALIC, 18 PT

NE MOGU DA NE SPOMENEM KAKO JE POSTALA
Finland currently numbers 5,350,156 inhabitants
In 1950 half of the Finnish workers were occupied

STAG SANS BOLD, BOLD ITALIC, 18 PT

HISTOIRE(S) DU CINÉMA: UNE HISTOIRE SEULE
The second official language is Swedish, spoken
Seulement un mot et ce mot comme mouvement

STAG SANS BLACK, BLACK ITALIC, 18 PT

STAG SANS BOOK, 16 PT

BOOK ALL CAPS

BOOK

SEMIBOLD

BOOK ITALIC

PROPORTIONAL
LINING FIGURES

BOLD

BOOK ITALIC

THE SPANISH WAR, which began in 1739, as well as the French war which soon followed it, occasioned a further increase of the debt, which, on the 31st of December 1748, after the war had been concluded by the **treaty of Aix-la-Chapelle**, amounted to £78,293,313. The most profound peace, of 17 years continuance, had taken no more than £8,328,354,17 from it. A war, of less than nine years continuance, added £31,338,689 to it. (Refer to *Postlethwaite's History of the Public Revenue*.) During the administration of Mr. Pelham, the interest of the public debt was reduced to 3%; the sinking fund was increased, and some part of the public debt was paid off. In 1755, before the late war, the funded debt of Great Britain amounted to £72,289,675. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted debt to £122,603,336. The unfunded debt has been stated at £13,927,589. But the expense **occasioned by the war** did not end with the conclusion of the peace; so that, on the 5th of January 1764, the funded debt was increased (partly by a new loan, and partly by funding a part of the unfunded debt) to £129,586,789, there still remained (according to the very well informed author of *Considerations on the Trade and Finances of Great Britain*) an unfunded debt, which was brought to account in that and the following year, of 975,017. In 1764, therefore, the public debt of Great Britain, funded and unfunded together, amounted, according to this au-

Pharmacologists

STAG SANS THIN, 60 PT

Tiergartenstraße

STAG SANS LIGHT, 60 PT

Västernorrlands

STAG SANS BOOK, 60 PT

Herausragende

STAG SANS MEDIUM, 60 PT

Mezőgazdaság

STAG SANS SEMIBOLD, 60 PT

Interpretation

STAG SANS BOLD, 60 PT

Hertfordshire

STAG SANS BLACK, 60 PT

Kurfürstendamm

STAG SANS THIN ITALIC, 60 PT

Characteristically

STAG SANS LIGHT ITALIC, 60 PT

Overgeneralizes

STAG SANS BOOK ITALIC, 60 PT

Lexicographical

STAG SANS MEDIUM ITALIC, 60 PT

Fundamentally

STAG SANS SEMIBOLD ITALIC, 60 PT [ALTERNATE a]

Kehittämiselle

STAG SANS BOLD ITALIC, 60 PT

Authorization

STAG SANS BLACK ITALIC, 60 PT

Stag Dot

In the 1800s, display type families commonly included interesting variants like shadows and inlines, and sometimes even intricately engraved flowers, leaves and fruit.

PUBLISHED
2009

DESIGNED BY
CHRISTIAN SCHWARTZ

2 STYLES
2 WEIGHTS

FEATURES
PROPORTIONAL LINING FIGURES

Coming up with contemporary ways to make decorated type can be a real challenge, but in this case the main idea was to keep it simple. Commissioned for *Las Vegas Weekly*, these two variants on the original slab version of Stag capture the unique spirit of Las Vegas. The two weights use very different approaches to the idea of building type out of dots: the Bold follows a strict grid, while the Thin faithfully traces the contours of Stag Thin.

Stag Dot Thin

STAG DOT BOLD

Reykjavík
MODERN
Emergent

STAG DOT THIN, 100 PT

Attaching
RØYRVÍK
Caractère

STAG DOT THIN, 100 PT

MODILBY
 NATURAL
 ACCEPTER

STAG DOT BOLD, 100 PT

APPROCO
 MOVING
 BANNER

STAG DOT BOLD, 100 PT

MARVELOUS
Einfließenden

STAG DOT THIN, 70 PT

DIPLOMATIC
Flamboyance

STAG DOT THIN, 70 PT

FUNCTIONS
JAVARÉSZT

STAG DOT BOLD, 70 PT

EXPLORING
DOKUMENT

STAG DOT BOLD, 70 PT

Stag Stencil

Stag Stencil takes the masculinity of the original slab serif to almost comical extremes by making the implicit “constructedness” of the characters explicit. Although it was a relatively late addition to the family, in 2008, it seemed to be a natural fit.

PUBLISHED
2009

DESIGNED BY
CHRISTIAN SCHWARTZ & BERTON HASEBE

4 STYLES
2 WEIGHTS W/ ITALICS

FEATURES
PROPORTIONAL LINING FIGURES
FRACTIONS

The Bold was commissioned by the US edition of *Esquire* for their 75th anniversary issue, while the Light was commissioned by *Red Bulletin* magazine. Stag Stencil differs from most existing stencil faces because the original slab serif has no clear basis in geometry, so many of the stencil components end up being unusual organic forms, leading to especially interesting solutions in Berton Hasebe's design of the italics.

Stag Stencil Light

Stag Stencil Light Italic

Stag Stencil Bold

Stag Stencil Bold Italic

SØRGMODIG
Relationships

STAG STENCIL LIGHT, 70 PT

EUROPEANS
Segédtsztnek

STAG STENCIL LIGHT ITALIC, 70 PT

REPUBLICS
Apostrophe

STAG STENCIL BOLD, 70 PT

ŻOŁNIERZY
Functioning

STAG STENCIL BOLD, 70 PT

Historical circumstance
HAJDÚBÖSZÖRMÉNYI
Szabolcs-Szatmár-Bereg

STAG STENCIL LIGHT, 40 PT

Preliminary competition
GEMEENTEBESTUREN
Introduced in April 2004

STAG STENCIL LIGHT ITALIC, 40 PT

Nordrhein-Westfalen
KESKI-POHJANMAA
San Giorgio Maggiore

STAG STENCIL BOLD, 40 PT

268,923 people reside
POLYCHORAL STYLE
Groningen, Overijssel

STAG STENCIL BOLD ITALIC, 40 PT

‘WELTANSCHAUUNG’ IN PHILOSOPHY
Norður-Píngeyjarsýsla, Rangárvallasýsla
The average rainfall is 1,125.0 millimetres
AN INCREASINGLY CHAOTIC SYSTEM
Norra Österbotten, Södra Savolax, Åland

STAG STENCIL LIGHT, 24 PT

THE MUNICIPALITY OF STRATHCONA
Giuseppe Pinot-Gallizio, Raoul Vaneigem
Œuvres cinématographiques complètes?
SIGNIFICANT POST-MODERN THEORY
London Psychogeographical Committee

STAG STENCIL LIGHT ITALIC, 24 PT [ALTERNATE R, a, z]

BORNHOLMS REGIONSKOMMUNE
Hurléments en faveur de Sade, 1952
Ministeriële verantwoordelijkheid
KISKÖRÖSI, FÜZESABONYI, GYÖRI
International Modern Architecture

STAG STENCIL BOLD, 24 PT

GRUBER-DE GASPERI AGREEMENT
The Taft-Katsura Agreement in 1905
Divided into 29 administrative areas
THE EXCLUSION OF THE SPURISTS
Movement for an Imaginist Bauhaus

STAG STENCIL BOLD ITALIC, 24 PT

Stag Sans Round

Stag Sans Round adapts the blunt terminal forms seen in the original sans into slight swelling in terminals, giving this family an organic quality unusual for a rounded sans. Care has been taken to keep the heaviest weights from becoming too cartoonishly obese. Instead, they temper the softness and retain their masculine power.

PUBLISHED

2009

DESIGNED BY

CHRISTIAN SCHWARTZ & ROSS MILNE

12 STYLES

6 WEIGHTS W/ ITALICS

FEATURESPROPORTIONAL LINING FIGURES
FRACTIONS

Stag Sans Round is the result of the US edition of *Esquire*'s continued appetite for variations on Stag. The family was commissioned in 2009 for use in smaller-size display typography to freshen up their front section, but soon expanded its reach to the rest of the magazine. Ross Milne deftly navigated the compromises necessary to make Stag Sans Round work on its own organic terms as more than simply a programatically rounded version of the sand.

Stag Sans Round Light

Stag Sans Round Light Italic

Stag Sans Round Book

Stag Sans Round Book Italic

Stag Sans Round Medium

Stag Sans Round Medium Italic

Stag Sans Round Semibold

Stag Sans Round Semibold Italic

Stag Sans Round Bold

Stag Sans Round Bold Italic

Stag Sans Round Black

Stag Sans Round Black Italic

GEZELSCHAP
Manifestations

STAG SANS ROUND LIGHT, 70 PT

COMPLICATE
Společensštější

STAG SANS ROUND LIGHT ITALIC, 70 PT

POTANKOSTI
Governments

STAG SANS ROUND BOOK, 70 PT

BIJZONDERE
Sveitarfélögin

STAG SANS ROUND BOOK ITALIC, 70 PT

PLEASANTLY
Mythological

STAG SANS ROUND MEDIUM, 70 PT

EXISTENTIAL
Nököttävässä

STAG SANS ROUND MEDIUM ITALIC, 70 PT

SKEPTICISM
Traditionally

STAG SANS ROUND SEMIBOLD, 70 PT

CHARACTER
Administrate

STAG SANS ROUND SEMIBOLD ITALIC, 70 PT

HANDSOME
Düzlüğünün

STAG SANS ROUND BOLD, 70 PT

AUTONOMY
Menschliche

STAG SANS ROUND BOLD ITALIC, 70 PT

FLORENCIA
Jarðarinnar

STAG SANS ROUND BLACK, 70 PT

REGIONALE
Tribulations

STAG SANS ROUND BLACK ITALIC, 70 PT

Debreceni, Hajdúhadházi
BOSTON OPERA HOUSE
Convention of Kanagawa

STAG STENCIL LIGHT, 40 PT

An average of 1825.60 km
PÄIJÄNNE TAVASTLAND
Mount Royal and Ramsay

STAG STENCIL LIGHT ITALIC, 40 PT

Identification is required
MOSONMAGYARÓVÁRI
Glendale and Inglewood

STAG STENCIL BOLD, 40 PT

Over 250,000 attendees
HÖFUÐBORGARSVÆÐI
Canadian Pacific Railway

STAG STENCIL BOLD ITALIC, 40 PT

**Austur-Húnavatnssýsla
DET SJUNDE INSEGLET
Bilan du Situationnisme**

STAG STENCIL LIGHT, 40 PT

***3.2 million visit annually
HOUNSFIELD HEIGHTS
Society of the Spectacle***

STAG STENCIL LIGHT ITALIC, 40 PT [ALTERNATE a]

**Región de Antofagasta
APRIL THROUGH JULY
Križevci, Donja Stubica**

STAG STENCIL BOLD, 40 PT

***Calgary Fringe Festival
VERTROUWENSREGEL
Treaty of Simulambuco***

STAG STENCIL BOLD ITALIC, 40 PT

**Une bonne à tout faire
FINANCIAL DISTRICT
Letterngießmaschine**

STAG STENCIL LIGHT, 40 PT

***Exhibit opens June 29
WEISSENHOF ESTATE
Modernism & Practice***

STAG STENCIL LIGHT ITALIC, 40 PT

**Charlotte et son Jules
ESTABLISHED IN 1921
Santiago, Concepción**

STAG STENCIL BOLD, 40 PT

***Contemporary Artists
MICHÈLE BERNSTEIN
Kulturpersonligheter***

STAG STENCIL BOLD ITALIC, 40 PT

Au fil des années, la sitcom est devenue un
PERPIGNAN, LANGUEDOC-ROUSSILLON
In 1950, Albers left Black Mountain College

STAG SANS ROUND LIGHT, LIGHT ITALIC, 24 PT

There are three major public universities
CAROLINA HENRIETTE MAC GILLAVRY
The Chamber of Commerce and Industry

STAG SANS ROUND BOOK, BOOK ITALIC, 24 PT [ALTERNATE ITALIC a]

Restauração, absolutismo e liberalismo
HELSINKI POPULAARIKULTTUURISSA
Quelques chiffres clés du sport à Angers

STAG SANS ROUND MEDIUM, MEDIUM ITALIC, 24 PT

Five days of street festivals in October
IN THE BOROUGH OF SURREY HEATH
Tendo sido notadas as potencialidades

STAG SANS ROUND SEMIBOLD, SEMIBOLD ITALIC, 24 PT

The social appropriation of products
QUALIFIED APPLICATION PROCESS
Privatpraktiserende og speciallæger

STAG SANS ROUND BOLD, BOLD ITALIC, 24 PT

68.52% of the provincial population
QUANTUM INFORMATION THEORY
Heartfield Retrospective Exhibition

STAG SANS ROUND BLACK, BLACK ITALIC, 24 PT [ALTERNATE Q]

VÄLIRAUHAN AIKANA NEUVOSTOLIITON JA SUOMEN
A soprano is the highest of the standard four voice range
Kelvin Grove was established as a neighbourhood in 60s

STAG SANS ROUND LIGHT, 18 PT

SNÆFELLSNES-OG HNAPPADALSSÝSLA, DALASÝSLA
Blainville-Crevon Seine-Maritime in the Haute-Normandie
The mainland territories north of the 49th parallel remain

STAG SANS ROUND LIGHT ITALIC, 18 PT

TÜRKİYE'DE EN BÜYÜK İDARİ BİRİME İL ADI VERİLİR
A formal presentation to the Russian Chemical Society
Poi ci fu un altro piccolo progresso nella sua opera con

STAG SANS ROUND BOOK, 18 PT

THE POPULATION OF THE CITY CENTRE WAS 42,715
A major divide in political opinion separates the region
Oproti nim byla ovšem Bohumilka beránkem, ale proto

STAG SANS ROUND BOOK ITALIC, 18 PT

FINLAND HAS 187,888 LAKES AND 179,584 ISLANDS
Beaver Valley Little League in the Village of Fruitvale
Sotaan osallistui vajaat 200 000 suomalaista ja noin

STAG SANS ROUND MEDIUM, 18 PT

HISTORY OF THE WEST COAST OF NORTH AMERICA
After a brief flirtation with monarchy, Finland became
Swedish Association of Local Authorities and Regions

STAG SANS ROUND MEDIUM ITALIC, 18 PT

CURSURI DE LIMBA ROMÂNĂ CA LIMBĂ STRĂINĂ
Di sera, sui tetti vicini e su un alberello intristito nel
In the 12th century, medicine began to be a publicly

STAG SANS ROUND SEMIBOLD, 18 PT

BUT THE IRREVERSIBLE TIME OF THE BOURGEOIS
Gropius became the Controller of Design for Isokon
During the prehistoric, ancient and early mediaeval

STAG SANS ROUND SEMIBOLD ITALIC, 18 PT

NOTRE-DAME, STE-GENEVIÈVE, AND ST-VICTOR
Internationalism of modern gallery architecture
Detournement of pre-existing aesthetic element

STAG SANS ROUND BOLD, 18 PT

DEȘI SE POT ADUCE ARGUMENTE ÎN FAVOAREA
Imajući sve gradivo pred sobom, pohodih, noseći
Around 5.3 million people reside in Finland, most

STAG SANS ROUND BOLD ITALIC, 18 PT

REYKJAVÍK, SELTJARNARNES, MOSFELLSBÆR
Director of the Bureau of Weights and Measures
Influența slavă se simte atât la nivel fonetic cât și

STAG SANS ROUND BLACK, 18 PT

HISTOIRE(S) DU CINÉMA: UNE HISTOIRE SEULE
During the first centuries of its existence, Dhaka
The Russian Revolution had an immediate effect

STAG SANS ROUND BLACK ITALIC, 18 PT

STAG SANS ROUND BOOK, 16 PT

BOOK ALL CAPS

BOOK

SEMIBOLD

BOOK ITALIC

PROPORTIONAL
LINING FIGURES

BOLD

BOOK ITALIC

THE SPANISH WAR, which began in 1739, as well as the French war which soon followed it, occasioned a further increase of the debt, which, on the 31st of December 1748, after the war had been concluded by the **treaty of Aix-la-Chapelle**, amounted to £78,293,313. The most profound peace, of 17 years continuance, had taken no more than £8,328,354,17 from it. A war, of less than nine years continuance, added £31,338,689 to it. (Refer to *Postlethwaite's History of the Public Revenue*.) During the administration of Mr. Pelham, the interest of the public debt was reduced to 3%; the sinking fund was increased, and some part of the public debt was paid off. In 1755, before the late war, the funded debt of Great Britain amounted to £72,289,675. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted debt to £122,603,336. The unfunded debt has been stated at £13,927,589. But the expense **occasioned by the war** did not end with the conclusion of the peace; so that, on the 5th of January 1764, the funded debt was increased (partly by a new loan, and partly by funding a part of the unfunded debt) to £129,586,789, there still remained (according to the very well informed author of *Considerations on the Trade and Finances of Great Britain*) an unfunded debt, which was brought to account in that and the following year, of 975,017. In 1764, therefore, the public debt of Great Britain, funded and unfunded together, amounted, according to this author, to

Zwartewaterland

STAG SANS ROUND LIGHT, 60 PT

Cambridgeshire

STAG SANS ROUND BOOK, 60 PT

Oscillographies

STAG SANS ROUND MEDIUM, 60 PT

Familiarization

STAG SANS ROUND SEMIBOLD, 60 PT

Parliamentary

STAG SANS ROUND REGULAR, 60 PT

Hellevoetsluis

STAG SANS ROUND BLACK, 60 PT

Konuşulmaktadır

STAG SANS ROUND LIGHT, 60 PT

Modernisaatiota

STAG SANS ROUND BOOK, 60 PT

Interconnecting

STAG SANS ROUND MEDIUM, 60 PT

Bibliographical

STAG SANS ROUND SEMIBOLD, 60 PT

Franekeradeel

STAG SANS ROUND REGULAR, 60 PT

Prinsengracht

STAG SANS ROUND BLACK, 60 PT

INCLUDED FAMILIES

Stag
Stag Sans
Stag Dot
Stag Stencil
Stag Sans Round

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, Wolof

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ABOUT THE DESIGNER

Christian Schwartz (born 1977), is a type designer and typography consultant based in New York City and with Paul Barnes is a partner in Commercial Type. A graduate of the Communication Design program at Carnegie Mellon University, Schwartz first worked at MetaDesign Berlin, developing typefaces for Volkswagen and logos for a number of corporations. He then returned to the US and joined the design staff at The Font Bureau, Inc., working for a wide range of corporate and publication clients.

Schwartz set out on his own in 2001, first forming Orange Italic with product designer Dino Sanchez and Schwartzco Inc. in 2006. He has released fonts with Village, FontFont, House Industries, and digital type pioneers Emigre. Many of Schwartz's typefaces have been proprietary designs for publications, including the *The New York Times*, the US edition of *Esquire*, Roger Black's redesign of the *Houston Chronicle*, and the extensive Guardian Egyptian family, with Paul Barnes, for *The Guardian's* celebrated new look in 2005. Schwartz has also designed typefaces for corporations including Bosch and Deutsche Bahn, both with design luminary Erik Spiekermann, reinsurance giant Munich Re, with Kai Bernau and Susana Carvalho of Atelier Carvalho Bernau, and the Empire State Building, also with Barnes.

Schwartz was awarded the prestigious Prix Charles Peignot in 2007, given every four or five years to a designer under 35 who has made "an outstanding contribution to the field of type design" by the Association Typographique Internationale. As part of the redesign team for *The Guardian*, Schwartz and Barnes were shortlisted for the Designer of the Year prize by the Design Museum in London. The pair were named two of the 40 most influential designers under 40 by *Wallpaper** in 2006, and Schwartz was included in Time magazine's 2007 "Design 100". Also in 2007, Schwartz and Spiekermann received a gold medal from the German Design Council (Rat für Formgebung) for their Deutsche Bahn typeface system. Schwartz's typefaces have been honored by the Smithsonian's Cooper Hewitt National Design Museum, the New York Type Director's Club, and the International Society of Typographic Designers, and his work with Barnes has been honored by D&AD.