

---

# Dala Floda

---

Dala Floda has its roots in the typefaces of the Renaissance but adds the twist of being a stencil letterform. Originally inspired by worn gravestone lettering and lettering on shipping crates, the elegance of the forms belies their everyday origins.

---

**PUBLISHED**  
2010

**DESIGNED BY**  
PAUL BARNES

**16 STYLES**  
8 WEIGHTS W/ ITALICS

**FEATURES**  
PROPORTIONAL OLDSTYLE FIGURES  
PROPORTIONAL LINING FIGURES  
SMALL CAPS (ROMAN)  
FRACTIONS  
SWASH CAPITALS  
DISCRETIONARY LIGATURES

First designed in 1997 for a logotype, Dala Floda eventually became the headline typeface for the art magazine *frieze* in 2005. Since then the family has grown considerably, with the addition of an italic and a range of heavier weights, all the way up to a fat weight. Its stencil form makes it well suited for headline use and especially for logotypes.

---

Dala Floda Roman

*Dala Floda Italic*

Dala Floda Roman No. 2

*Dala Floda Italic No. 2*

Dala Floda Medium

*Dala Floda Medium Italic*

Dala Floda Bold

*Dala Floda Bold Italic*

Dala Floda Black

*Dala Floda Black Italic*

Dala Floda Fat

*Dala Floda Fat Italic*

Officiation  
KVITTSØY  
Distinctive

DALA FLODA ROMAN, 100 PT [ALTERNATE Y, DISCRETIONARY et LIGATURE]

*Contributes*  
ANTIQUE  
*Bichromatic*

DALA FLODA ITALIC, 100 PT [SWASH A Q]

Kilometre  
LISKOVÁ  
Vidigueira

DALA FLODA ROMAN NO. 2, 100 PT

*Actualizing*  
REQUITE  
*Extramural*

DALA FLODA ITALIC NO. 2, 100 PT [DISCRETIONARY ct LIGATURE, SWASH Ex z, ALTERNATE Q]

Português  
DUKOVÉ  
Anthology

DALA FLODA MEDIUM, 100 PT

*Beclouking*  
LINGERS  
*Mailroom*

DALA FLODA MEDIUM ITALIC, 100 PT [SWASH k R M]

Caractère  
GÖRELE  
Lancaster

DALA FLODA BOLD, 100 PT [DISCRETIONARY st LIGATURE]

*Waitsfield*  
**FETTESŢI**  
*Theatrical*

DALA FLODA BOLD ITALIC, 100 PT [SWASH W TH, ROMANIAN S COMMA ACCENT]

Schriften  
KOŽANY  
Mitigates

DALA FLODA BLACK, 100 PT [ALTERNATE Y]

*Bakerloo*  
HUNDIER  
*Szechuan*

DALA FLODA BLACK ITALIC, 100 PT [ALTERNATE H]

Gießofen  
ČERNÍK  
Aotearoa

DALA FLODA FAT, 100 PT

*Elapsion*  
BOSQUE  
*Minutae*

DALA FLODA FAT ITALIC, 100 PT [SWASH E M Q]



DILIGENTLY  
Caractéristique  
BREUKELLEN  
Gleichmäßigen

DALA FLODA ROMAN, 70 PT [DISCRETIONARY ct st LIGATURES]

CYNEGEIRUS  
*Huntingdonshire*  
PHILOSOPHY  
*Northumberland.*

DALA FLODA ITALIC, 70 PT [SWASH Y d]

MACCKERELS  
Dematerializes  
WORTHWEST  
Kjósarhreppur

DALA FLODA ROMAN NO. 2, 70 PT

*ETYMOLOGY*  
*Theſpis of Icaria*  
GRAMMAIRE  
*Accomplishment*

DALA FLODA ITALIC NO. 2, 70 PT [SWASH G R, ALTERNATE h]

EXHIBITION  
Internationale  
92,-25 MILES  
Northernmost

DALA FLODA MEDIUM, 70 PT

*BREUCKELEN*  
*Neighbourhood*  
*FALVATERRA*  
*Brouwersgracht*

DALA FLODA MEDIUM ITALIC, 70 PT [SWASH N B]

SKJØNHaug  
Drucktechnik  
CASTRICUM  
Increased 82%

DALA FLODA BOLD, 70 PT

WEDNESDAY  
*Nonbreakable*  
CONSTRUCT  
*Schriftgießerei*

DALA FLODA BOLD ITALIC, 70 PT [SWASH N]

**COMMERCE**  
**Bompensiere**  
**SEQUENCES**  
**Fluoroscopic**

DALA FLODA BLACK, 70 PT

**YORKSHIRE**  
***Nationalistic***  
**DOKUMENT**  
***Francophone***

DALA FLODA BLACK ITALIC, 70 PT [SWASH E F N Y st]

**VESTVÅGØY**  
**Letterstaafje**  
**KINEMATIC**  
**Understands**

DALA FLODA FAT, 70 PT [ALTERNATE Y]

**MARKETTER**  
**Cromstrijen**  
**ANTIQUITY**  
**Lithography**

DALA FLODA FAT ITALIC, 70 PT [SWASH A K Q Y]

COUNTY OF BERKSHIRE  
Sussex, Warwickshire, Suffolk  
Les Enfants jouent à la Russie

DALA FLODA ROMAN, 36 PT

*FIUMEFREDDO DI SICILIA*  
*Coenraad Johannes van Houten.*  
*Les situationnistes et l'automation*

DALA FLODA ITALIC, 36 PT [SWASH J n v, ALTERNATE h]

UNE HISTOIRE D'EAU, '58  
Over 5% of tertiary industries  
Situationist Theses on Traffic

DALA FLODA ROMAN NO. 2, 36 PT

*THE ECONOMY OF CHINA*  
*5 $\frac{2}{3}$  cups thinly sliced mushrooms*  
*Kristiansund, Ålesund, Brattnvåg*

DALA FLODA ITALIC NO. 2, 36 PT

**PYRÉNÉES-ORIENTALES**  
**Jacobus Henricus van 't Hoff**  
**Dmitri Ivanovich Mendeleev**

DALA FLODA MEDIUM, 36 PT

***MÖRFELDEN-WALLDORF***  
***August Wilhelm von Hofmann***  
***2½ teaspoons caramelized sugar***

DALA FLODA MEDIUM ITALIC, 36 PT [SWASH r]

**GEORGS-MARIENHÜTTE**  
**Seine-Saint-Denis, Essonne**  
**Petroșani, Roșiorii de Vede**

DALA FLODA BOLD, 36 PT [SWASH e]

***LONDON TO EDMONTON***  
***Geschichte und Entwicklung***  
***Brutalist architecture in 1951***

DALA FLODA BOLD ITALIC, 36 PT [SWASH G E w k, ALTERNATE h]



**OVER 2,518 SOLD IN 1917**  
**Apolodorus of Pergamon**  
**He joined the HBLA in 1976**

DALA FLODA BLACK, 36 PT

***UZANTOJ DE LA LINGVO***  
***Giacciano con Baruchella***  
***The population of 2,587,151***

DALA FLODA BLACK ITALIC, 36 PT [SWASH E, a]

**ARIANO NEL POLESINE**  
**Giacomo Luigi Ciamician**  
**Câmpulung Moldovenesc**

DALA FLODA FAT, 36 PT

***LE PETIT SOLDAT, 1963***  
***Administrative division***  
***Johan August Arfvedson***

DALA FLODA FAT ITALIC, 36 PT [SWASH A]

GELSENKIRCHEN, DRESDEN, KASSEL  
 De ACB (Asociación de Clubes de Baloncesto)  
 LUDOVIKO LAZARO ZAMENHOFO, (1887)  
*In the early 14th century, 2-17,000 people lived in the*

DALA FLODA ROMAN, ITALIC ITALIC, 24 PT

GLINA, JASTREBARSKO, ANTUNOVAC  
 Les plus belles escroqueries du monde, 1963  
 DISTRITOS Y BARRIOS DE BARCELONA  
*In France a variety reforms have been established*

DALA FLODA ROMAN NO. 2, ITALIC NO. 2, 24 PT

MÉROPE (1711), LE TRIUMVIRAT (1764)  
 Amalgamated Banks of South Africa (ABSA)  
 LE PETIT PRINCE DE SAINT-EXUPÉRY  
*Transport is one of the two primary industries*

DALA FLODA MEDIUM, MEDIUM ITALIC, 24 PT [DISCRETIONARY sp st LIGATURE]

PUERTO OLÍMPICO DE BARCELONA  
 Essai sur les mœurs et l'esprit des nations  
 HARDERWIJK, LOPIK, CROMSTRIJEN  
*Alphen aan den Rijn, Eijsden, Barendrecht*

DALA FLODA BOLD, BOLD ITALIC, 24 PT [SWASH A B E M R T]

**FLOTZHELM, MONHELM, KÖLBURG**  
**Organización administrativa y política**  
**TORRE DE MONCORVO, BELMONTE**  
***Die Technik der Schriftgießerei hat sich***

DALA FLODA BLACK, BLACK ITALIC, 24 PT [DISCRETIONARY ct LIGATURE, SWASH a, ALTERNATE ITALIC h]

**YAVUZKEMAL, KÖPRÜBAŞI, KEŞAP**  
**124.6 municipal counties in the nation**  
**TE TAURA WHIRI I TE REO MĀORI**  
***Večinski delež prebivalstva, okoli 87%***

DALA FLODA FAT, FAT ITALIC, 24 PT

Sesquicentennials

DALA FLODA ROMAN, 60 PT

Autobiographical

DALA FLODA ROMAN NO. 2, 60 PT

Photojournalism

DALA FLODA MEDIUM, 60 PT

Grindavíkurbær

DALA FLODA BOLD, 60 PT [SWASH r]

Decompensates

DALA FLODA BLACK, 60 PT

Setzmaschinen

DALA FLODA FAT, 60 PT

*Utrechtse Heuvelrug*

DALA FLODA ITALIC, 60 PT

*Bouches-du-Rhône*

DALA FLODA ITALIC NO. 2, 60 PT [SWASH R]

*Klischiermaschine*

DALA FLODA MEDIUM ITALIC, 60 PT

*Hardheartedness*

DALA FLODA BOLD ITALIC, 60 PT

*Českoslovaškem*

DALA FLODA BLACK ITALIC, 60 PT

*Franekeradeel*

DALA FLODA FAT ITALIC, 60 PT [SWASH F k]



UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

STANDARD PUNCTUATION

!;?.,:;...--—()[]{}/|\&\*@“”‘’„,«»‹›\$•¶†‡©®™

LIGATURES

fb fb fi fj fk fl ff ffb ffb ffi ffi ffk ffl

PROPORTIONAL OLDSTYLE default figures

\$£€¥1234567890¢f %%%<sup>ao</sup>#<sup>o</sup><+=-×÷>

PROPORTIONAL LINING

\$£€¥1234567890¢f %%%<sup>ao</sup>#<sup>o</sup><+=-×÷>

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

DISCRETIONARY LIGATURES

ct is ll st sp us

SWASH UPPERCASE

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 à á â ã

SWASH LOWERCASE

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

SWASH LIGATURES

Æ Š Ł ct st fr ffr Ex Th Th

ACCENTED UPPERCASE

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

ACCENTED LOWERCASE

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

ACCENTED SWASH UPPERCASE

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 à á â ã

ACCENTED SWASH LOWERCASE

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

**OPENTYPE FEATURES**  
ROMAN & ITALIC**DEACTIVATED****ACTIVATED**

## ALL CAPS

'Chips' &amp; 24.65?

'CHIPS' &amp; 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  $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{5}{8}$   $\frac{7}{8}$ 

## ARBITRARY FRACTIONS

2 13/72 13/29 45/64

2  $^{13}/_{72}$   $^{13}/_{29}$   $^{45}/_{64}$   $^{34}/_{24}$ DISCRETIONARY LIGATURES  
ct st ligatures

Hasten Inactivity

Hasten Inactivity

LANGUAGE FEATURE  
Română (Romanian) s accent

Însuși conștiință

Însuși conștiință

**OPENTYPE FEATURES**  
ROMAN ONLY**DEACTIVATED****ACTIVATED**

## SMALL CAPS

'Chips' &amp; 3265.79?

'CHIPS' &amp; 3265.79?

## ALL SMALL CAPS

'Chips' &amp; 3265.79?

'CHIPS' &amp; 3265.79?

SWASH  
Q Y and related, final swashes  
apply only to the end of a line

Youth Question

Youth Question

STYLISTIC SET 1  
Q Y and related

YOUR QUILTS

YOUR QUILTS

SWASH + STYLISTIC SET 2  
alternate t and related

Youthfully Quilt

Youthfully Quilt



**OPENTYPE FEATURES**  
 ITALIC ONLY

SWASH  
 A Æ B D E F G J K M N Q R  
 T V W Y Z a d e h k l m n r  
 t v w z and related (activates  
 discretionary ligatures), final  
 lowercase swashes apply only  
 to the end of a line

DISCRETIONARY LIGATURES  
 ct is st sp us ligatures

STYLISTIC SET 01  
 alternate h and related

STYLISTIC SET 02  
 alternate v w and related

STYLISTIC SET 03  
 alternate Y and related

SWASH + STYLISTIC SET 04  
 alternate swash z t and related

SWASH + STYLISTIC SET 05  
 alternate E Q and related

**DEACTIVATED**

*Jump* ANTIQUE  
*Faker wildest tour*

*The*spis *Act*s *Bast*ed

*Archival* *Th*rowing

*Archival* *Th*rowing

YOUTH YARNS

*Fa*zz *Ma*zes *sta*rlet

ENQUIRE EDIT

**ACTIVATED**

*Jump* ANTIQUE  
*Faker wildest tour*

*The*spis *Act*s *Bast*ed

*Archival* *Th*rowing

*Archival* *Th*rowing

YOUTH YARNS

*Fa*zz *Ma*zes *sta*rlet

ENQUIRE EDIT

## STYLES INCLUDED IN COMPLETE FAMILY

Dala Floda Roman  
 Dala Floda Italic  
 Dala Floda Roman No. 2  
 Dala Floda Italic No. 2  
 Dala Floda Medium  
 Dala Floda Medium Italic  
 Dala Floda Bold  
 Dala Floda Bold Italic  
 Dala Floda Black  
 Dala Floda Black Italic  
 Dala Floda Fat  
 Dala Floda 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

Commercial Type  
 110 Lafayette Street, Room 203  
 New York, New York 10013  
 office 212 604-0955  
 fax 212 925-2701  
[www.commercialtype.com](http://www.commercialtype.com)

## 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.

## COPYRIGHT

© 2013 Commercial Type.

All rights reserved.

Commercial® is a registered trademark and Dala Floda™ is a trademark of Schwartzco Inc., dba Commercial Type.

*This file may be used for evaluation purposes only.*