Гардиан Иджипшн Хедлайн

Through a blend of contemporary and traditional forms, Guardian Egyptian Headline mixes stylish Continental shapes with the no-nonsense proportions of the British Egyptian. Originally designed for use in newspapers, the family's wide range of weights and clarity in the details give enough flexibility for all types of publication design, corporate identity, and even signage applications.

PUBLISHED

DESIGNED BY

PAUL BARNES & CHRISTIAN SCHWARTZ

CYRILLIC BY

ILYA RUDERMAN

9 WEIGHTS W/ ITALICS

PROPORTIONAL LINING FIGURES PROPORTIONAL OLDSTYLE FIGURES FRACTIONS (PREBUILT AND ARBITRARY) SUPERSCRIPT/SUBSCRIPT

One influence on the Guardian Egyptian family was the multitude of slab serif faces cast by many London typefoundries in the mid-19th century, but the construction of the romans mainly draws from contemporary Dutch type, with unbracketed serifs, squarish arches, spartan detailing and an overall feeling of openness, while the italics take unexpected structural cues from types cut in Paris and Antwerp during the Renaissance. Like most slab serifs, Guardian Egyptian has the range and utility of a sans, but its contrast and the fact that the serifs are subtly wedge shaped give it more elegance and class than average Egyptian faces.

Guardian Egyptian Headline Cyrillic Hairline Guardian Egyptian Headline Cyrillic Hairline Italic Guardian Egyptian Headline Cyrillic Thin Guardian Egyptian Headline Cyrillic Thin Italic Guardian Egyptian Headline Cyrillic Light Guardian Egyptian Headline Cyrillic Light Italic Guardian Egyptian Headline Cyrillic Regular Guardian Egyptian Headline Cyrillic Regular Italic Guardian Egyptian Headline Cyrillic Medium Guardian Egyptian Headline Cyrillic Medium Italic **Guardian Egyptian Headline Cyrillic Semibold** Guardian Egyptian Headline Cyrillic Semibold Italic **Guardian Egyptian Headline Cyrillic Bold** Guardian Egyptian Headline Cyrillic Bold Italic **Guardian Egyptian Headline Cyrillic Black** Guardian Egyptian Headline Cyrillic Black Italic

СИЛИЦИЈУМ Нидерландам

GUARDIAN EGYPTIAN HEADLINE CYRILLIC HAIRLINE, 70 PT

BEILLE CTBOM Bagankumenho

GUARDIAN EGYPTIAN HEADLINE CYRILLIC HAIRLINE ITALIC, 70 PT

ПОЛУЧЕНИЕ Надприродну

GUARDIAN EGYPTIAN HEADLINE CYRILLIC THIN, 70 PT

ВАДАРОДНЫ Причетникам

GUARDIAN EGYPTIAN HEADLINE CYRILLIC THIN ITALIC, 70 PT

ОТДЕЛЬНЫЕ Дүниежүзілік

GUARDIAN EGYPTIAN HEADLINE CYRILLIC LIGHT, 70 PT

КАРАЛАВЫЯ Двойниковым

GUARDIAN EGYPTIAN HEADLINE CYRILLIC LIGHT ITALIC, 70 PT

НАМИРАЩИ Особенности

GUARDIAN EGYPTIAN HEADLINE CYRILLIC REGULAR, 70 PT

ГОРОДСКОЙ Исшраживао

GUARDIAN EGYPTIAN HEADLINE CYRILLIC REGULAR ITALIC, 70 PT [ALTERNATE P]

АЙСБЕРГОВ Сообраќајни

GUARDIAN EGYPTIAN HEADLINE CYRILLIC MEDIUM, 70 PT

ПУБЛІКАЦІЇ Открытиях

GUARDIAN EGYPTIAN HEADLINE CYRILLIC MEDIUM ITALIC, 70 PT

ЖЫЛТЫРЫ Глобальных

GUARDIAN EGYPTIAN HEADLINE CYRILLIC SEMIBOLD, 70 PT [ALTERNATE a 6]

МЕРИДИАН Повърхност

GUARDIAN EGYPTIAN HEADLINE CYRILLIC SEMIBOLD ITALIC, 70 PT

НАФТАВАЙ Автоклавах

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BOLD, 70 PT

ОБИТАНИЯ Удержится

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BOLD ITALIC, 70 PT

CEBEPHYIO Paskganemo

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BLACK, 70 PT [ALTERNATE P]

ОДВОЂЕНО Заработок

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BLACK ITALIC, 70 PT

ЧОЛОВІКІВ БУЛО 61 314 Если учесть одинаковые

GUARDIAN EGYPTIAN HEADLINE CYRILLIC HAIRLINE, 40 PT

ГРАЖДАНСКИЕ СУДЬИ 9 общественных советов

GUARDIAN EGYPTIAN HEADLINE CYRILLIC HAIRLINE ITALIC, 40 PT

КАЖДОЕ БОРО ИМЕЕТ Мењало током историје

GUARDIAN EGYPTIAN HEADLINE CYRILLIC THIN, 40 PT [ALTERNATE P]

ПОВЕЧЕ ОТ 27 ГОДИНИ Нынешняя оценка земель

GUARDIAN EGYPTIAN HEADLINE CYRILLIC THIN ITALIC, 40 PT

508 ТЫСЯЧ ЖИТЕЛЕЙ Дапамогай парадкавага

GUARDIAN EGYPTIAN HEADLINE CYRILLIC LIGHT, 40 PT [ALTERNATE a]

ЗАДАЧУ ОПИСАТЬ ВСЕ Вечерняя температура

GUARDIAN EGYPTIAN HEADLINE CYRILLIC LIGHT ITALIC, 40 PT

РАССТОЯНИЕ МЕЖДУ 4 разів більша від маси

GUARDIAN EGYPTIAN HEADLINE CYRILLIC REGULAR, 40 PT

АДСЮЛЬ ЯШЧЭ АДНА Связано с применением

GUARDIAN EGYPTIAN HEADLINE CYRILLIC REGULAR ITALIC, 40 PT

ОСТРОВА РЭНДАЛЛА Как считали схоласты

GUARDIAN EGYPTIAN HEADLINE CYRILLIC MEDIUM, 40 PT [ALTERNATE P a]

ЦЕНТРЕ ВСЕЛЕННОЙ Играят важна роля за

GUARDIAN EGYPTIAN HEADLINE CYRILLIC MEDIUM ITALIC, 40 PT

МЕЗОАТОМДА ӘЛСІЗ Во двете дисциплини

GUARDIAN EGYPTIAN HEADLINE CYRILLIC SEMIBOLD, 40 PT

ПОЛНОЕ МОЛЧАНИЕ Положения подробно

GUARDIAN EGYPTIAN HEADLINE CYRILLIC SEMIBOLD ITALIC, 40 PT

СУПЕРКОМПЬЮТЕР Amepukaнckuя 3anag

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BOLD, 40 PT

17 ПОТОКІВ ЗА ТАКТ Долларов за машину

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BOLD ITALIC, 40 PT

СОКРАТИТЕЛЬНЫХ Синусы десятичные

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BLACK, 40 PT

ОБЩАЯ СТРУКТУРА Рачунарски хардвер

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BLACK ITALIC, 40 PT

Градиент обструкции снижается за счёт У БЕЛАРУСКІХ АКАДЭМІЧНЫХ КОЛАХ В 871 году князь Симеон І перенёс основную

GUARDIAN EGYPTIAN HEADLINE CYRILLIC HAIRLINE, HAIRLINE ITALIC, 24 PT

Действовало около 511 фабрик и заводов ПРЕИМУЩЕСТВЕННО ОБЛАДАЮЩЕЕ Місто Охрид виникло на місці античного

GUARDIAN EGYPTIAN HEADLINE CYRILLIC THIN, THIN ITALIC, 24 PT

Кривично право хтео је да боље упозна НАБЕГОВ И РАЗГРАБЛЕНИЙ СТРАНЫ Отношение к договору между Грецией и

GUARDIAN EGYPTIAN HEADLINE CYRILLIC LIGHT, LIGHT ITALIC, 24 PT [ALTERNATE P a]

Таким образом создаётся препятствие ТАМАШАЛАУ МЕН ДЕМ АЛУҒА БОЛА *Аналогичный статус имеют ОСТ 104*3

GUARDIAN EGYPTIAN HEADLINE CYRILLIC REGULAR, REGULAR ITALIC, 24 PT [PROPORTIONAL OLDSTYLE FIGURES]

Пароксизмальных нарушений ритма ОСНОВНОЙ МЕТОД ДИАГНОСТИКИ Билянските извори води тесен канал

GUARDIAN EGYPTIAN HEADLINE CYRILLIC MEDIUM, MEDIUM ITALIC, 24 PT

Образований с центрами в Микенах ПРОТИВ ВИЗАНТИЈЕ У Х И ХІ ВЕКУ *Других племён против Рима в 7 году*

GUARDIAN EGYPTIAN HEADLINE CYRILLIC SEMIBOLD, SEMIBOLD ITALIC, 24 PT

Используется и в настоящее время ЧАСТИ ВЫХОДИТ НА РЕКУ ВОЛГУ *Мәшһүр сәхифәләрне дә алып бара*

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BOLD, BOLD ITALIC, 24 PT

Обикновено между 17 и 21 минути КОМПЛЕКСОВ В РЯДЕ РЕГИОНОВ *Нижняя облачность составляет*

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BLACK, BLACK ITALIC, 24 PT

Многообразной

GUARDIAN EGYPTIAN HEADLINE CYRILLIC HAIRLINE, 60 PT

Лабораторијска

GUARDIAN EGYPTIAN HEADLINE CYRILLIC THIN, 60 PT

Представлений

GUARDIAN EGYPTIAN HEADLINE CYRILLIC LIGHT, 60 PT

Спадарожнікаў

GUARDIAN EGYPTIAN HEADLINE CYRILLIC REGULAR, 60 PT

Розташований

GUARDIAN EGYPTIAN HEADLINE CYRILLIC MEDIUM, 60 PT

Участвующих

GUARDIAN EGYPTIAN HEADLINE CYRILLIC SEMIBOLD, 60 PT

Құдайлардың

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BOLD, 60 PT

Заполненном

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BLACK, 60 PT

GUARDIAN EGYPTIAN HEADLINE CYRILLIC HAIRLINE ITALIC, 60 PT

лагаемое

моделировать

јаснувањето

Інерциальной

Усвідомлюємо

GUARDIAN EGYPTIAN HEADLINE CYRILLIC SEMIBOLD ITALIC, 60 PT

рвичности GUARDIAN EGYPTIAN HEADLINE CYRILLIC BOLD ITALIC, 60 PT

гировать

GUARDIAN EGYPTIAN HEADLINE CYRILLIC BLACK ITALIC, 60 P

UPPERCASE	АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ ЃЁЌЎЂЄЅІЇЈЉЊЋЏҐҒҖҚҢҮҰҲҺІӘӨ
LOWERCASE	абвгдежзийклмнопрстуфхцчшщъыьэюя ŕё́ќўђєsiïjљњћџґғҗқңүұҳhlәө
UPPERCASE	ABCDEFGHIJKLMNOPQRSTUVWXYZ
LOWERCASE	abcdefghijklmnopqrstuvwxyz
STANDARD PUNCTUATION	$ i! i?.,:;()[] \} / \&@^*""' \cdot ,, «» \leftrightarrow \S \bullet \P \dagger \pm @ \mathbb{P}^{\otimes \otimes TM}$
ALL CAP PUNCTUATION	i¿()[]{}/ \@«»‹›
LIGATURES	fb ff fh fi fj fk fl ffb ffh ffi ffj ffk ffl
PROPORTIONAL LINING default figures	\$£€¥1234567890¢f%‰ao#°<+=-×÷>'"
PROPORTIONAL OLDSTYLE	\$£€¥1234567890%‰#<+=-×÷>
PREBUILT FRACTIONS	1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8
NUMERATORS & DENOMINATORS	$H^{1234567890}/_{1234567890}$
SUPERSCRIPT & SUBSCRIPT	$\mathrm{H}^{1234567890}\ \mathrm{H}_{1234567890}$
STYLISTIC ALTERNATES	P a KPR a k ĶÞ ŔŖŘ àáâãäåæāăąắæķ
BULGARIAN	ДЖИЙЙКЛ вгджзиййклнптишщю
SERBIAN / MACEDONIAN	δ
ACCENTED UPPERCASE	ÀÁÂÃÄÅĀĂĄŔÆÇĆĈĊČĎĐÈÉÊËĒĔĖĘĔĜĞĠĢĤ ĦÌÍÎÏĨĬĮIJĴĶĹĽĿŁĻÑŃŇŊŅÒÓÔÕÖŌŎŐØŒŔŘŖ ŚŜŞŠȘŢŤŢŦÞÙÚÛÜŨŪŮŮŰŲŴWWŸŸŶŶŹŻŽ
ACCENTED LOWER CASE	àáâãäåāāąåæçćĉċčďđèéêëēĕėęěĝġġĥħìíîïīīĭįijĵķĺ ľŀłļñńňŋņòóôõöōŏőøœŕřŗśŝşšşßţťţŧþùúûüũūŭůű ųŵẁẃwýÿŷỳźżž

UPPERCASE	АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ ЃЁЌЎЂЄЅІЇЈЉЊЂЏҐҒҖҚҢҮҰҲЬІӘӨ		
LOWERCASE	абвгдежзийклмнопрстуфхцчшщъыьэюя ѓёќўђєѕіїјљњћџґғҗқңүұҳһlәө		
UPPERCASE	ABCDEFGHIJKLMNOPQRSTUVWXYZ		
LOWERCASE	abcdefghijklmnopqrstuvwxyz		
STANDARD PUNCTUATION	j!¿?.,:;()[]{}/ ¦\&@*""′′·",«»‹› §•¶†‡©®®™		
ALL CAP PUNCTUATION	iċ()[]{}/ \@«»‹›		
LIGATURES	fbfffhfifjfkflffbffhffiffjffkffl		
PROPORTIONAL LINING default figures	\$£€¥1234567890¢f%‰ao#°<+=-×÷>'"		
PROPORTIONAL OLDSTYLE	\$£€¥1234567890%‰#<+=-×÷>		
PREBUILT FRACTIONS	1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8		
NUMERATORS & DENOMINATORS	$H^{1234567890}/_{1234567890}$		
SUPERSCRIPT & SUBSCRIPT	$H^{1234567890}H_{1234567890}$		
STYLISTIC ALTERNATES	P h KP h fh ffh ĶÞ ĥħ		
BULGARIAN	ДЖИЙЙКЛ вгджзиѝйклнптцшщю		
SERBIAN / MACEDONIAN	$\delta i g ar u ar u$		
ACCENTED UPPERCASE	ÀÁÂÄÄÅĀĀĀÁÆÇĆĈĊČĎĐÈÉÊËĒĔĖĘĚĜĞĠĢĤ ĦÌÍÎÏĨĬĮIJĴĶĹĽĿŁĻÑŃŇŊŅÒÓÔÕÖŌŎŐØŒŔŘŖ ŚŜŞŠȘŢŤŢŦÞÙÚÛÜŨŪŬŮŰŲŴŴŴŸŶŶŶŻŻŽ		
ACCENTED LOWER CASE	àáâãäåāāąåæçćĉċčďđèéêëēĕėęěĝġġĥħìíîïīijijĵķĺľŀ łļñńňŋṇòóôõöōŏőøœŕřŗśŝşšşßţťţŧþùúûüũūŭůűųŵ ẁẃẅýÿŷỳźżž		

OPENTYPE FEATURES FAMILY WIDE	DEACTIVATED	ACTIVATED
ALL CAPS opens up spacing, moves punctuation up	¿¡Fish & «Chips» @ £4.65!?	¿iFISH & «CHIPS» @ £4.65!?
PROPORTIONAL LINING default figures	Sale Price: \$3,460 €1,895 Originally: \$7,031 £9,215	Sale Price: \$3,460 €1,895 Originally: \$7,031 £9,215
PROPORTIONAL OLDSTYLE	Sale Price: \$3,460 €1,895 Originally: \$7,031 £9,215	Sale Price: \$3,460 €1,895 Originally: \$7,031 £9,215
FRACTIONS ignores numeric date format	21/03/10 and 2 1/18 460/920	21/03/10 and 2½18 460/920
SUPERSCRIPT/SUPERIOR	$x158 + y23 \times z18 - a4260$	$x^{158} + y^{23} \times z^{18} - a^{4260}$
SUBSCRIPT/INFERIOR	$x158 \div y23 \times z18 - a4260$	$X_{158} \div Y_{23} \times Z_{18} - A_{4260}$
DENOMINATOR for making arbitrary fractions	0123456789 0123456789	0123456789 0123456789
NUMERATOR for making arbitrary fractions	0123456789 0123456789	0123456789 0123456789
LANGUAGE FEATURE Polski (Polish) kreska accent	ŹRÓDŁA ślady <i>możliwość</i>	ŹRÓDŁA ślady <i>możliwość</i>
LANGUAGE FEATURE Română (Romanian) s accent	ÎNSUŞI ştiințifice <i>jucăușa</i>	ÎNSUȘI științifice <i>jucăușa</i>
LANGUAGE FEATURE Македонски (Macedonian) б	Чељабинска <i>Оренбуршка</i>	Чељабинска Оренбуршка
LANGUAGE FEATURE Српски (Serbian) бгдпт	Одобри бидејќи породица	Одобри <i>бидејќи ӣородица</i>
LANGUAGE FEATURE Български (Bulgarian) ДЖКЛ вгджзийклнптцшщю	ДРУГО задружен <i>детайл</i>	ДРУГО задружен <i>детайл</i>

OPENTYPE FEATURES ROMAN & ITALIC	DEACTIVATED	ACTIVATED
STYLISTIC SET 06 Macedonian 6	 Кабардинци <i>и Оренбуршка</i>	Кабардинци <i>и Оренбуршка</i>
OPENTYPE FEATURES ROMAN	DEACTIVATED	ACTIVATED
STYLISTIC SET 01 alternate P, latin K P	Работ Распущена в Рамках A Prior King's Preferred Kind	Работ Распущена в Рамках A Prior King's Preferred Kind
STYLISTIC SET 02 alternate a	Британская аристократка Gaining a new appreciation	Британская аристократка Gaining a new appreciation
STYLISTIC SET 03 alternate latin R	Races the Ranking Kingdom	Races the Ranking Kingdom
STYLISTIC SET 05 Serbian б	Библиотека избачено небу	Библиотека избачено небу
OPENTYPE FEATURES	DEACTIVATED	ACTIVATED
STYLISTIC SET 01 alternate P, latin K P	 Работ Распущена в Рамках Prior her Reigning Kingdoms	Работ Распущена в Рамках Prior her Reigning Kingdoms
STYLISTIC SET 02 alternate h	Урманнар җөмһүриятнең	Урманнар җѳмһүриятнең
STYLISTIC SET 05 Serbian бгдпт	Елбрус услед питање други	Елбрус услед йишање друіи

STYLES INCLUDED IN COMPLETE FAMILY

Guardian Egyptian Headline Cyrillic Hairline Guardian Egyptian Headline Cyrillic Hairline Italic Guardian Egyptian Headline Cyrillic Thin Guardian Egyptian Headline Cyrillic Thin Italic Guardian Egyptian Headline Cyrillic Light Guardian Egyptian Headline Cyrillic Light Italic Guardian Egyptian Headline Cyrillic Regular Guardian Egyptian Headline Cyrillic Regular Italic Guardian Egyptian Headline Cyrillic Medium Guardian Egyptian Headline Cyrillic Medium Italic Guardian Egyptian Headline Cyrillic Semibold Guardian Egyptian Headline Cyrillic Semibold Italic Guardian Egyptian Headline Cyrillic Bold Guardian Egyptian Headline Cyrillic Bold Italic Guardian Egyptian Headline Cyrillic Black Guardian Egyptian Headline Cyrillic Black Italic

SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Azerbaijani, Bashkir, Basque, Belarusian, Breton, Bosnian (Cyrillic), Bosnian (Latin), 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, Kazakh, Kurdish, Latin, Latvian, Lithuanian, Livonian, Macedonian, Malagasy, Maltese, Maori, Moldavian, Mongolian, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansch, Russian, Saami, Samoan, Scots, Scottish Gaelic, Serbian (Cyrillic), Serbian (Latin), Slovak, Slovenian, Spanish (Castillian), Swahili, Swedish, Tagalog, Tatar, Turkish, Ukrainian, Uzbek, Walloon, Welsh, Wolof

CONTACT

Commercial Type 277 Grand Street, Floor 3 New York, New York 10002

office 212-604-0955 www.commercialtype.com

COPYRIGHT

© 2022 Commercial Type. All rights reserved. Commercial® and Guardian® are registered trademarks of Schwartzco Inc., dba Commercial Type.

This file may be used for evaluation purposes only.

ABOUT THE DESIGNERS

Paul Barnes (born 1970) is a graphic and type designer, as well as a partner with Christian Schwartz in Commercial Type, a type foundry based in London and New York. He is also a long-term collaborator with Peter Saville, resulting in diverse work such as identities for Givenchy, 'Original Modern' for Manchester, the England football team kit, and the logo for Kate Moss.

Barnes has worked as an advisor and consultant to numerous publications, notably *Wallpaper**, *Harper's Bazaar*, and *frieze*. His interest in the modern and vernacular is encompassed in his type design, ranging from the contemporary, such as for Björk, to the British lettering of the 18th century that influenced the extensive Chiswick typeface (2017). Whilst consultant to *The Guardian*, he designed Guardian Egyptian with Schwartz. He has designed typefaces for the National Trust in England, the numbers for Pumat the 2010 World Cup, and also for the England football team for Umbro. For Commercial Type, he co-designed Publico with Schwartz and, independently, Austin, Dala Floda, and Marian, amongst others.

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, he was named one of the 40 most influential designers under 40 in *Wallpaper** with Schwartz. A year later *The Guardian* named him as one of the 50 best designers in Britain.

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 type-faces 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, *Big City* magazine, Moscow City and Transport system, Perm City and Tele2. Later he worked for several years as the 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 currently is co-founder of two studios: CSTM Fonts and Moscow Design Studio.