
Feature Display

Feature Display offers seven weights with matching italics. It edges toward a more traditional fashion display face, with attenuated contrast and round terminals. In this version, Feature's personality—industrious but pretty, sober but warm—truly shines.

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DESIGNED BY
BERTON HASEBE AND CHRISTIAN SCHWARTZ

ASSISTED BY
HRVOJE ŽIVČIĆ

14 STYLES
7 WEIGHTS W/ ITALICS

FEATURES
PROPORTIONAL/TABULAR LINING FIGURES
FRACTIONS (PREBUILT AND ARBITRARY)
SUPERScript/SUBSCRIPT

Although it's perfect for headlines and titles, Feature Display can just as easily break out of an editorial context and go even bigger for signage, posters, and environmental graphics. It offers a wider range of weights than the rest of the family, from a delicate Extralight to a powerful Ultra.

Feature Display Extralight
Feature Display Extralight Italic
Feature Display Light
Feature Display Light Italic
Feature Display Regular
Feature Display Regular Italic
Feature Display Medium
Feature Display Medium Italic
Feature Display Bold
Feature Display Bold Italic
Feature Display Extrabold
Feature Display Extrabold Italic
Feature Display Ultra
Feature Display Ultra Italic

RECOMMENDED MINIMUM & MAXIMUM SIZES

FEATURE DISPLAY, 40 PT+

Regional trading Mercantile SPARKS

FEATURE DECK, 18 - 40 PT

Due to animosities of their main competitor
A series of upsets befell the ships
Launched a final voyage
This official inquiry

FEATURE TEXT, 8 - 18 PT

THE ENGLISH EAST INDIA COMPANY WAS established in 1600 and was granted a Royal Charter by Queen Elizabeth I under the name Governor and Company As Merchants of London trading into the East Indies Trading mainly in silk, rum, cotton, and opium

Conference
FUNCTION
Organikong

FEATURE DISPLAY EXTRALIGHT, 90 PT

Journalistes
DELEGATE
Symbolized

FEATURE DISPLAY EXTRALIGHT ITALIC, 90 PT

Architektur
MONARCH
Structurally

FEATURE DISPLAY LIGHT, 90 PT

Retractable
JÕUMASIN
Principality

FEATURE DISPLAY LIGHT ITALIC, 90 PT [ALTERNATE J]

Exhibitions
MAHTURA
Integrating

FEATURE DISPLAY REGULAR, 90 PT [ALTERNATE M a g]

Paramount
AMICABLE
Identificate

FEATURE DISPLAY REGULAR ITALIC, 90 PT

Diplomatic
WORKTOP
Lähettänyt

FEATURE DISPLAY MEDIUM, 90 PT

Navigation
ZERWANIE
Cliffhanger

FEATURE DISPLAY MEDIUM ITALIC, 90 PT [ALTERNATE W]

Acheulean
STABILITÀ
Fasegewijs

FEATURE DISPLAY BOLD, 90 PT [ALTERNATE a]

Segurança
QUESTION
Theorizing

FEATURE DISPLAY BOLD ITALIC, 90 PT [ALTERNATE z]

Konstverk
BANGKOK
Resources

FEATURE DISPLAY EXTRABOLD, 90 PT [ALTERNATE K K]

Effectively
CAPACITY
Befektetés

FEATURE DISPLAY EXTRABOLD ITALIC, 90 PT

Backbone
ÁSTÆÐUR
Quotation

FEATURE DISPLAY ULTRA, 90 PT [ALTERNATE Q R]

Vaudeville
SOLITARY
Işlayarkən

FEATURE DISPLAY ULTRA ITALIC, 90 PT

WATERCRAFT
Samenwerking

FEATURE DISPLAY EXTRALIGHT, 70 PT

SUBSEQUENT
Acknowledged

FEATURE DISPLAY EXTRALIGHT ITALIC, 70 PT

MOTORWERK
Shadowboxing

FEATURE DISPLAY LIGHT, 70 PT [ALTERNATE W w]

PARTECIPARE
Manufacturing

FEATURE DISPLAY LIGHT ITALIC, 70 PT [ALTERNATE M g]

FÖRHINDRAR
Thymiatechny

FEATURE DISPLAY REGULAR, 70 PT

OBJECTIVITY
Kagylóhéjakat

FEATURE DISPLAY REGULAR ITALIC, 70 PT

RATIONALIZE
Archaeologist

FEATURE DISPLAY MEDIUM, 70 PT [ALTERNATE R a g]

ETIMOLOGIJA
Hypothesizing

FEATURE DISPLAY MEDIUM ITALIC, 70 PT [ALTERNATE J]

MELIBATKAN
Septentrional

FEATURE DISPLAY BOLD, 70 PT

SUBDUCTION
Anschließend

FEATURE DISPLAY BOLD ITALIC, 70 PT

TECTONIQUE
Methodology

FEATURE DISPLAY EXTRABOLD, 70 PT [ALTERNATE M Q g]

HYPOTHESIS
Capgirament

FEATURE DISPLAY EXTRABOLD ITALIC, 70 PT

GEOGRAPHY
Instituciones

FEATURE DISPLAY ULTRA, 70 PT

PROVOCÂND
Exhaustively

FEATURE DISPLAY ULTRA ITALIC, 70 PT

La continua popolarità dei
WESTERNMOST VALLEY
Noted historical document

FEATURE DISPLAY EXTRALIGHT, EXTRALIGHT ITALIC, 40 PT

The urban peristyle home
A POWERFUL EARLDOM
Organizational researcher

FEATURE DISPLAY LIGHT, LIGHT ITALIC, 40 PT [ALTERNATE R W]

Haunting shifts in tonality
VÕIMELISED KUNINGAD
Zeitpunkt an hatte er eine

FEATURE DISPLAY REGULAR, REGULAR ITALIC, 40 PT

Dans l'ère mi-victorienne
ARTISTIC MANNERISMS
Made for freezing locales

FEATURE DISPLAY MEDIUM, MEDIUM ITALIC, 40 PT [ALTERNATE M a g]

These alpine föhn winds
APIE 87 METRŮ ŽEMIAU
Lost £11,523,896 in 2007

FEATURE DISPLAY BOLD, BOLD ITALIC, 40 PT

Câu chuyện vẫn tiếp tục
A DIALECT OF SICILIAN
Roman literary sources

FEATURE DISPLAY EXTRABOLD, EXTRABOLD ITALIC, 40 PT [ALTERNATE a]

Depth of 73,659 meters
CENTRAL RIVER BASIN
Erken dönemde verdiği

FEATURE DISPLAY ULTRA, ULTRA ITALIC, 40 PT [ALTERNATE 3 5 6 9]

Dikombinasikan

FEATURE DISPLAY EXTRALIGHT, 65 PT

Infrastructurally

FEATURE DISPLAY LIGHT, 65 PT

Middelgebergte

FEATURE DISPLAY REGULAR, 65 PT

Przepustowość

FEATURE DISPLAY MEDIUM, 65 PT

Interactionism

FEATURE DISPLAY BOLD, 65 PT

Subcategorize

FEATURE DISPLAY EXTRABOLD, 65 PT

Improvisation

FEATURE DISPLAY ULTRA, 65 PT

Communication

FEATURE DISPLAY EXTRALIGHT ITALIC, 65 PT

Félagssfræðingur

FEATURE DISPLAY LIGHT ITALIC, 65 PT

Staatspräsident

FEATURE DISPLAY REGULAR ITALIC, 65 PT

Acknowledging

FEATURE DISPLAY MEDIUM ITALIC, 65 PT

Considerações

FEATURE DISPLAY BOLD ITALIC, 65 PT

Questionnaire

FEATURE DISPLAY EXTRABOLD ITALIC, 65 PT

Manipulatory

FEATURE DISPLAY ULTRA ITALIC, 65 PT

OPENTYPE FEATURES
 FAMILY WIDE

 ALL CAPS
 opens up spacing, moves
 punctuation up

 PROPORTIONAL LINING
 default figures

TABULAR LINING

 FRACTIONS
 ignores numeric date format

SUPERScript/SUPERIOR

SUBSCRIPT/INFERIOR

 DENOMINATOR
 for making arbitrary fractions

 NUMERATOR
 for making arbitrary fractions

 LANGUAGE FEATURE
 Nederlands (Dutch) IJ glyph

 LANGUAGE FEATURE
 Català (Catalan) ŀ glyph

 LANGUAGE FEATURE
 Română (Romanian) ș accent

DEACTIVATED

;Fish & 'Chips' @ £25!?

 March: \$3,460 €1,895
 April: ¥7,031 £9,215

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21/03/10 and 2 1/18 46/91

 $x_{158} + y_{23} \times z_{18} - a_{4260}$
 $x_{158} \div y_{23} \times z_{18} - a_{4260}$

0123456789 0123456789

0123456789 0123456789

BÍJNA IJsselmeer vrijdag

CEL·LA al·lusió col·lecció

ÎNSUȘI științifice activiști

ACTIVATED

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BÍJNA IJsselmeer vrijdag

CEL·LA al·lusió col·lecció

ÎNSUȘI științifice activiști

OPENTYPE FEATURES
ROMAN & ITALIC

STYLISTIC SET 05
alternate 3 5 6 9

STYLISTIC SET 06
alternate J

STYLISTIC SET 07
alternate J

STYLISTIC SET 10
alternate Q

STYLISTIC SET 11
alternate R

STYLISTIC SET 13
alternate W

STYLISTIC SET 16
alternate M

STYLISTIC SET 17
alternate K k

OPENTYPE FEATURES
ROMAN ONLY

STYLISTIC SET 01
alternate a g

STYLISTIC SET 03
alternate a

STYLISTIC SET 14
alternate W w

OPENTYPE FEATURES
ITALIC ONLY

STYLISTIC SET 01
alternate g

STYLISTIC SET 14
alternate W

STYLISTIC SET 18
alternate z

DEACTIVATED

The odds of 135 in 629
Justified a July transit
Justified a July transit
After the Qing dynasty
Rescheduled the Rally
Follows the New Wave
Older Master Milliners
Knew to ask it quickly

DEACTIVATED

Aggravating situation
Preliminary proposals
Follows the New Wave

DEACTIVATED

Aggravating situation
Follows the New Wave
Resizing the old zones

ACTIVATED

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STYLES INCLUDED IN COMPLETE FAMILY

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SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Bosnian, Breton, 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, Serbian (Latin), Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, Vietnamese, Walloon, Welsh, Wolof

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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.

Berton Hasebe (born 1982) moved from Hawaii to study and work in Los Angeles, obtaining a BFA from Otis College of Art and Design in 2005. In 2007 he moved to the Netherlands to study type design through the Type and Media masters course at the Royal Academy of Art (KABK) in The Hague. Berton has resided in New York since 2008, and was a staff designer with Commercial Type from 2008 to 2013, when he left to start his own studio.

Berton's typefaces have been awarded by the New York and Tokyo Type Directors Club, the ATypI, and the Brno Biennial. In 2012 he was awarded Print Magazine's 20 Under 30 Award. Berton has previously taught at Parsons School of Design, the Type@Cooper Extended Program at The Cooper Union, and the University of the Arts in Philadelphia.