

---

# Portrait *Collection*

---

Portrait is Berton Hasebe's sharply minimalist depiction of French Renaissance types. The marriage of classical proportions with triangular Latin serifs is an inspired combination, and a fresh way to see these nearly 500-year-old forms.

---

**PUBLISHED**  
2013

**DESIGNED BY**  
BERTON HASEBE

**35 STYLES**  
4 FAMILIES

**FAMILIES**  
PORTRAIT  
PORTRAIT TEXT  
PORTRAIT CONDENSED  
PORTRAIT INLINE

The designers published in the Commercial Type library all share a keen interest in type history. Collectively, Dala Floda, Marian, Lyon, Guardian Egyptian's italics, and now Portrait, display a particular fascination with the French Renaissance forms of Granjon, Garamond, and their contemporaries. These typefaces don't seem to have lost any of their relevance over the centuries, and continue to provide fertile ground for modern interpretations. Of the varied interpretations in the library, the Portrait collection of four families is the most unabashedly *new*, aggressive in its simplicity but nuanced in its details, and covering a wide range of tones from the sober beauty of the display face, to the warm sparkle of Portrait Text, to the exuberance of the Condensed and Inline.

---

# Portrait

---

Portrait started out as an experiment in drawing a display typeface that manages to be both beautiful and brutal, and both classical and modern in its minimalism. While its lighter weights are quietly elegant, the heavier weights show the influence of chiseled woodcut forms.

---

**PUBLISHED**  
2013

**DESIGNED BY**  
BERTON HASEBE

**12 STYLES**  
6 WEIGHTS W/ ITALICS

**FEATURES**  
PROPORTIONAL OLDSTYLE/LINING FIGURES  
SMALL CAPITALS (ROMANS)  
FRACTIONS  
SUPERScript/SUBSCRIPT

Portrait draws its primary inspiration from the Two-line Double Pica Roman, equivalent to 32pt in contemporary sizes, attributed to the French punchcutter Maître Constantin (known as the ‘Estienne Master’) around 1530 for the printer Robert Estienne in Paris. This was the earliest Roman typeface with a lowercase to be cut in such a large size, and its light, delicate forms were a major influence on the large types cut by many punchcutters of the era, including Augereau and his apprentice Garamont. Portrait replaces the delicately modeled serif treatment of Constantin’s original with simple, triangular Latin serifs, reimagining the Renaissance forms in a contemporary light. The italic is a departure from the historical models, touching on hallmarks of the style, like the slightly ascending *p* and looped *k*, while remaining minimalist in nature, turning hooks into triangles and regularizing the slope angle.

---

Portrait Light

*Portrait Light Italic*

Portrait Regular

*Portrait Regular Italic*

Portrait Regular No.2

*Portrait Regular No.2 Italic*

Portrait Medium

*Portrait Medium Italic*

**Portrait Bold**

***Portrait Bold Italic***

**Portrait Heavy**

***Portrait Heavy Italic***

Absolutizes  
UPSCALE  
Shuttle 274

PORTRAIT LIGHT 100 PT [LINING FIGURES]

*Earflappings*  
KINGDOM  
*Radiocarbon*

PORTRAIT LIGHT ITALIC 100 PT [STYLISTIC 1: K, LIGATURE: fl]

Cabin boys  
BOUNCE  
Macédoine

PORTRAIT REGULAR 100 PT

*Łódź & Kęty*  
OBESITIES  
*Fired Games*

PORTRAIT REGULAR ITALIC 100 PT

Girouettes  
ÉTROITS  
Backfilling

PORTRAIT REGULAR NO.2 100 PT [LIGATURE: fi]

*Weißwürstel*  
*HALLOWS*  
*Joie de Vivre*

PORTRAIT REGULAR NO.2 ITALIC 100 PT [STYLISTIC 3: W]

Dandelion  
YAWNEN  
Porquerías

PORTRAIT MEIDUM 100 PT

*Tuscan Sun*  
*EQUINOX*  
*N'est-ce pas*

PORTRAIT MEDIUM ITALIC 100 PT [SWASH: Q]

**Ultimates**  
**X-RATED**  
**Tabulator**

PORTRAIT BOLD 100 PT

***Affiliations***  
**MÖGÖTT**  
***Littérateur***

PORTRAIT BOLD ITALIC 100 PT [LIGATURE: ffi]



**Irrelevant**  
**CEUVRES**  
**Zoophilic**

PORTRAIT HEAVY 100 PT

***Valediction***  
**QUINTET**  
***Des Mêlées***

PORTRAIT HEAVY ITALIC 100 PT [SWASH: Q]

VALIDATION  
Antihistamínico  
TÜZÉRÜTEG  
Jackson Heights

PORTRAIT LIGHT 72 PT

LAMBSWOOLS  
*Ma Raison D'être*  
CORPÚSCULO  
*Højtidelige Sætte*

PORTRAIT LIGHT ITALIC 73 PT

JUDGEMENT  
Chinese Dinner  
HURRICANE  
Baguette Noire

PORTRAIT REGULAR 72 PT

*ROW 42 SEAT 1*  
*Archaic Medicine*  
*INKWELL PEN*  
*Düzelme deęişmiş*

PORTRAIT REGULAR ITALIC 72 PT [STYLITIC 1: K, STYLISTIC 3: W, LINING FIGURES]

NEIGHBORS  
Baby Back Ribs  
GATHERING  
 $\frac{2}{3}$  Cup of Sugar

PORTRAIT REGULAR NO.2 72 PT

*PEDAGÓGICO*  
*To Study in Paris*  
*RADIOACTIVE*  
*New Commission*

PORTRAIT REGULAR NO.2 ITALIC 72 PT

ILLUSTRATE  
Aggravated lab  
FRANKFURT  
Organic Fruits

PORTRAIT MEDIUM 72 PT [STYLISTIC 2: K, LIGATURE: gg]

*GORGEOUSLY*  
*Encyclopedically*  
*POSTSCRIPTS*  
*Urgroßmutter*

PORTRAIT MEDIUM ITALIC 72 PT

**MOROCCAN**  
**Area Code (31)**  
**KOCHAJĄCY**  
**Thermometer**

PORTRAIT BOLD 72 PT [LINING FIGURES]

**ÍERFÐASKRÁ**  
***7 Jewel Thieves?***  
**INNER DRIVE**  
***Secret Admirers***

PORTRAIT BOLD ITALIC 72 PT [OLDSTYLE FIGURES]

**QUESTIONS**  
**User Friendly**  
**ZOOLOGIST**  
**Saint-Étienne**

PORTRAIT HEAVY 72 PT [SWASH: Q]

***CARPE DIEM!***  
***Ménage à Trois***  
***ICE BREAKER***  
***Longitudinally***

PORTRAIT HEAVY ITALIC 72 PT

REALISTICALLY HAPPIER  
La Belle Époque Oubliée à Lille  
Þar Tíðindamenn Stórblaðanna

PORTRAIT LIGHT 36 PT

PROFESSIONAL EXCELLENCE  
*Performance artists do become rich*  
*¿Por qué no me cuentas tu historia?*

PORTRAIT LIGHT ITALIC 36 PT

CONCENTRATED VALUE  
Go to the Quarantine Grounds  
A unique body of literary work

PORTRAIT REGULAR PT 36 PT [SWASH: Q]

GREATEST CONTRIBUTIONS  
*L'anxiété est une émotion profonde*  
*Watching a Philharmonic Orchestra*

PORTRAIT REGULAR ITALIC 36 PT



NO STRINGS ATTACHED  
CAFÉ AU LAIT, in light-browns  
The Renaissance hermit artist

PORTRAIT REGULAR NO.2 36 PT

*NET WORTH OF \$1.3 BILLION*  
*Very volatile effervescent chemicals*  
*Facebook (Nasdaq: FB) Stock Dies*

PORTRAIT REGULAR NO.2 ITALIC 36 PT [LIGATURE: ff, LINING FIGURE]

BUSINESS TAX REFORMS  
Visite des Pyrénées-Orientales  
Late-night rooftops gathering

PORTRAIT MEDIUM 36 PT

*LØSNING PÅ KONFLIKTENE*  
*Superhighways reparation budget*  
*Hipster High-Art on Display Now*

PORTRAIT MEDIUM ITALIC 36 PT

**DESCONGESTIONANTES**  
**This is an extraordinary skill**  
**What you see is what you get**

PORTRAIT BOLD 36 PT

***FURNITURE LIQUIDATION***  
***Zwieback und Wurst Frühstück***  
***Inhouse Motorcycle Repair Shop***

PORTRAIT BOLD ITALIC 36 PT [SWASH: Q]

**WATERMELON DESSERT**  
**Made in the Czech Republic**  
**This must be our lucky day!**

PORTRAIT HEAVY 26 PT

***FAKE IT TILL YOU MAKE IT***  
***Is 40% chance of rain too high?***  
***Shuffle the deck & Roll the dice***

PORTRAIT HEAVY ITALIC 36 PT [LIGATUREF ffi, OLDSTYLE FIGURES]

PAPIER-MÂCHÉ DES CHAMPS-ÉLYSÉES  
 At the end of the meal, the alcohol was brought  
 It's a beautifully written and deeply vague book  
*THE ARTICLE, MONDAY, 15 FEBRUARY, 2001*  
*Fornemmede denne forfærdelige ting denne umådelige*

PORTRAIT LIGHT, LIGHT ITALIC 24 PT [LINING FIGURES]

PALÆONTOLOGISTS' CLAIM TO FAME  
 Nunca sabré por qué me dejaste, ni lo pretendo  
 Blinded by essentialism & PLATONIC ideal text  
*A FIVE-EYED NOZZLE-TOTING FLY SPECIES*  
*Human race is the result of the survival of the fittest*

PORTRAIT REGULAR, REGULAR ITALIC 24 PT

95% NITROHYDROCHLORIC ACIDITY  
 The National Institute of Health decodes DNA  
 Neo-Darwinian synthesis was “effectively dead”  
*DIE ÄUSSERST SCHNELLER MÖBELTRÄGER*  
*Vestvågøy is a village in Nordland county in Norway*

PORTRAIT REGULAR NO. 2, REGULAR NO. 2 ITALIC 24 PT [LIGATURE: ff, LINING FIGURES]

**I, HOWEVER, WILL BE GIVING €50,000**  
**The first 33⅓ book was published in February**  
**Conveyed by the 17-word message still unclear**  
**ÅNGSTRÖM TO BE USED IN THE SCIENCES**  
*Adaptive evolution must be gradual and cumulative*

PORTRAIT MEDIUM, MEDIUM ITALIC 24 PT [OLDSTYLE FIGURES, LINING FIGURES]

**(\$18) SONOMA COAST CHARDONNAY**  
**Monument to Oregon's Football Ambitions**  
**U.S. adds 62,000 jobs as growth remains idle**  
**IS SHE OPTIMISTIC ABOUT OUR ABILITY?**  
*"Don't cross your bridges before you come to them"*

PORTRAIT BOLD, BOLD ITALIC 24 PT [LINING FIGURES, OLDSTYLE FIGURES]

**ANDRZEJ CHŁODNO PRZYJĘŁA KSIĄŻKĘ**  
**In the STUDIO, the work had several sizes**  
**The pre-cast word is known as stereotype**  
**REGION PROVENCE-ALPES-CÔTE D'AZUR**  
*¿Qué crees que debo hacer? Tú sabrás, dijo ella*

PORTRAIT HEAVY, HEAVY ITALIC 24 PT [STYLISTIC 2: k]

Acknowledgement

POTRAIT LIGHT 60PT

Backward-looking

POTRAIT REGULAR 60PT [STYLISTIC 2: k, STYLISTIC 4: w]

Chromatographie

POTRAIT REGULAR NO.2 60PT

Décentralisateurs

POTRAIT MEDIUM 60PT

Enigmatography

POTRAIT BOLD 60PT

Familiarizations

POTRAIT HEAVY 60PT

*Galvanomagnetically*

POTRAIT LIGHT ITALIC 60PT

*Hebdomadairement*

POTRAIT REGULAR ITALIC 60PT

*Immunofluorescence*

POTRAIT REGULAR ITALIC NO.2 60PT [LIGATURE: fi]

*Jarðeðlisfræðingum*

POTRAIT MEDIUM ITALIC 60PT

*Kalcium-karbonát*

POTRAIT BOLD ITALIC 60PT

*Leiomyosarcomas*

POTRAIT HEAVY ITALIC 60PT

---

# Portrait Text

---

With its relatively small x-height and sparkling texture, Portrait Text is meant to be used for larger sizes than a typical workhorse text face, making it best suited for books where economy is not paramount and the stylish magazines where Portrait first appeared: downtown New York fashion and arts magazine *Document Journal*, and British interior design and style authority *Wallpaper*\*.

---

**PUBLISHED**  
2013

**DESIGNED BY**  
BERTON HASEBE

**10 STYLES**  
5 WEIGHTS W/ ITALICS

**FEATURES**  
SMALL CAPITALS  
PROPORTIONAL OLDSTYLE/LINING/SMALL CAP FIGURES  
TABULAR OLDSTYLE/LINING/SMALL CAP FIGURES  
FRACTIONS  
SUPERScript/SUBSCRIPT

Portrait Text resembles the text types attributed by the printing historian Hendrik Vervliet to Constantin and used by the printer Estienne in the 1530s, which had a lighter and more open texture than the text types that preceded them, and marking the move to more elegant type that culminated in the work of Claude Garamont, to whom Constantin's type are often mistakenly attributed. While the stripped-back simplicity of the Latin serifs gives Portrait a cleaner and sharper tone than a typical Renaissance oldstyle-influenced text face, bringing an active personality to text.

---

Portrait Text Regular

*Portrait Text Regular Italic*

Portrait Text Regular No. 2

*Portrait Text Regular No. 2 Italic*

Portrait Text Medium

*Portrait Text Medium Italic*

**Portrait Text Bold**

***Portrait Text Bold Italic***

**Portrait Text Heavy**

***Portrait Text Heavy Italic***

---

The Futurist Manifesto

*The Futurist Manifesto*

REGULAR & REGULAR ITALIC, 16PT

The Futurist Manifesto

*The Futurist Manifesto*

REGULAR NO.2 & REGULAR NO.2 ITALIC, 16PT

Different printing methods – and different taste – make for disparate requirements in the overall color of a block of text, so Berton Hasebe has included two different Regular weights in the Portrait Text family. Portrait Text Regular is lighter and airier, working best at slightly larger sizes and on uncoated paper. Portrait Text Regular No. 2 is noticeably darker, giving it a more forceful presence on coated paper and allowing use at smaller sizes.



MEMES TRAVEL FROM TOP TO BOTTOM ACROSS GENERATIONS  
 Humans are not unique in their capacity for identifying events as recurrent  
 It will always be impossible to know, for all writing is in itself a form of theft  
*IS IT UNIVERSAL WISDOM? OR IS IT SOME ROMANTIC PSYCHOLOGIES*  
*This special voice, of English empiricism, French rationalism and the faith of the times*

PORTRAIT TEXT REGULAR, REGULAR ITALIC, 14 PT

STUDIOS WERE CRANKING OUT MORE THAN 800 PAGES A DAY  
 Tim Doctor gets 1412 mentions and therefore meets all the EOD's criteria  
 Si un document est réédité, nous l'enlèverons immédiatement de notre site  
*THE SURREALISM HELPED SECULARIZE THE IMAGE OF THE AUTHOR*  
*Illusionistic pictures present the viewer with a mental choice of many interpretations*

PORTRAIT TEXT NO. 2 REGULAR, REGULAR NO.2 ITALIC 14 PT [STYLISTIC 1: K, STYLISTIC 3: W, LINING AND OLDSTYLE FIGURES]

REALITY IS DIFFERENT FROM THE ILLUSION OF UNIQUENESS  
 Istnieją również, choć jest to dość rzadkie, bardzo stare ciekawe portrety  
 Kings of juke boxes underestimate the creations of 1929 that killed them  
*IT IS QUITE OBVIOUS TO THE ENCHANTED CROWD IMITATING THE*  
*Everything about a work of art is contrived to force us to perceive it as unique art*

PORTRAIT TEXT MEDIUM, MEDIUM ITALIC, 14 PT [STYLISTIC 2: k, STYLISTIC 4: w, SWASH: Q, OLDSTYLE FIGURES]

AS GRADUATE OF 1989, THE IDEA OF AN INFECTED MIND DIED  
 Compilers of the Oxford English Dictionaries operate a very hard task  
 Portraits of the 46% don't match the story told by the narrator's friend  
*UNAÑO MUY EXTRAÑO LLENO DE CARAS HUMORÍSTICOS VACÍOS*  
*One virus that clones itself too proficly within entities will soon be detected*

PORTRAIT TEXT BOLD, BOLD ITALIC 14 PT [LINING AND OLDSTYLE FIGURES]

COLLABORATIONS BETWEEN JON & JARRET WERE A SUCCESS  
 Daß nichts für ihn da wäre, KEIN BRIEF, keine Karte, kein Telegramm  
 It was commissioned by the *New York Review of Books* but did not win  
*ONE MORNING IN MAY 1934, THE ROOM BURNT DOWN IN FLAMES*  
*Mr. Knockly was at the back, his head bowed so far over that it was invisible*

PORTRAIT TEXT HEAVY, HEAVY ITALIC, 14 PT [LINING FIGURES]

TEXT REGULAR, REGULAR ITALIC, BOLD, 14/19 PT

REGULAR SMALL CAPS

REGULAR

BOLD

PROPORTIONAL  
LINING FIGURES

REGULAR ITALIC

BOLD

PROPORTIONAL  
OLDSTYLE FIGURES

REGULAR ITALIC

THE SPANISH WAR, which began in 1739, and the French war which soon followed it occasioned further increase of the debt, which, on the 31st of December 1748, after it had been concluded by the **Treaty of Aix-la-Chapelle**, amounted to £78,293,313. The most profound peace of the seventeen years of continuance had taken no more than £8,328,354. from it. A war of less than nine years' continuance added £31,338,689 to it (Refer to James Postlethwaite's *History of the Public Revenue*). During the administration of Mr. Pelham, the interest of the public debt was reduced from 4% to 3%; or at least measures were taken for reducing it, from four to three per cent; **the sinking fund** was increased, and some part of the public debt was paid off. In 1755, before the breaking out of the late war, the funded debt of Great Britain amounted to £72,289,673. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted 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 though, 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 £129,586,78, 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 £139,516,807. The annuities for lives, too, had been granted as premiums to the subscribers to the new loans in 1757, estimated at fourteen years' purchase, were valued at £472,500; and the annuities for long terms of years, granted as premiums

TEXT REGULAR NO.2, REGULAR NO.2 ITALIC, BOLD, 14/19 PT

REGULAR NO.2 SMALL CAPS

REGULAR NO.2

BOLD

PROPORTIONAL  
LINING FIGURES

REGULAR NO.2 ITALIC

BOLD

PROPORTIONAL  
OLDSTYLE FIGURES

REGULAR NO.2 ITALIC

THE SPANISH WAR, which began in 1739, and the French war which soon followed it occasioned further increase of the debt, which, on the 31st of December 1748, after it had been concluded by the **Treaty of Aix-la-Chapelle**, amounted to £78,293,313. The most profound peace of the seventeen years of continuance had taken no more than £8,328,354. from it. A war of less than nine years' continuance added £31,338,689 to it (Refer to James Postlethwaite's *History of the Public Revenue*). During the administration of Mr. Pelham, the interest of the public debt was reduced from 4% to 3%; or at least measures were taken for reducing it, from four to three per cent; **the sinking fund** was increased, and some part of the public debt was paid off. In 1755, before the breaking out of the late war, the funded debt of Great Britain amounted to £72,289,673. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted 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 though, 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 £129,586,78, 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 £139,516,807. The annuities for lives, too, had been granted as premiums to the subscribers to the new loans in 1757, estimated at fourteen years' purchase, were valued at £472,500; and the annuities for long terms

---

 TEXT REGULAR, REGULAR ITALIC, BOLD, 11/14 PT

THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.

#### **Exclusive privilege of the Royal Charter**

For many years, therefore, they were not much disturbed by interlopers. Their capital, which never exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings that extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation. Notwithstanding some extraordinary losses, occasioned partly by the malice of the Dutch East India Company, and partly by other accidents, they carried on for many years a successful trade. But in process of time, when the principles of liberty were better understood, it became every day more and more doubtful how far a Royal Charter, not confirmed by *Act of Parliament*, could convey an exclusive privilege. Upon all these questions the decisions of the courts of justice were not uniform, but varied with the authority of government and the humours of the times. Interlopers multiplied upon them, and towards the end of the reign of Charles II, through the whole of that of James II and during a part of that of William III, reduced them to great distress. In 1698, a proposal was made to Parliament of advancing two millions to government at eight per cent, provided the subscribers were erected into a new East India Company with exclusive privileges. The old East India Company offered seven hundred thousand

---

 TEXT REGULAR NO.2, REGULAR NO.2 ITALIC, BOLD, 11/14 PT

THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.

#### **Exclusive privilege of the Royal Charter**

For many years, therefore, they were not much disturbed by interlopers. Their capital, which never exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings that extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation. Notwithstanding some extraordinary losses, occasioned partly by the malice of the Dutch East India Company, and partly by other accidents, they carried on for many years a successful trade. But in process of time, when the principles of liberty were better understood, it became every day more and more doubtful how far a Royal Charter, not confirmed by *Act of Parliament*, could convey an exclusive privilege. Upon all these questions the decisions of the courts of justice were not uniform, but varied with the authority of government and the humours of the times. Interlopers multiplied upon them, and towards the end of the reign of Charles II, through the whole of that of James II and during a part of that of William III, reduced them to great distress. In 1698, a proposal was made to Parliament of advancing two millions to government at eight per cent, provided the subscribers were erected into a new East India Company with exclusive privileges. The old East India Company offered seven hundred thousand

---

 TEXT MEDIUM, MEDIUM ITALIC, HEAVY, 11/14 PT

THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.

#### **Exclusive privilege of the Royal Charter**

For many years, therefore, they were not much disturbed by interlopers. Their capital, which never exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings so extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation. Notwithstanding some extraordinary losses, occasioned partly by the malice of the Dutch East India Company, and partly by other accidents, they carried on for many years a successful trade. But in process of time, when the principles of liberty were better understood, it became every day more and more doubtful how far a Royal Charter, not confirmed by *Act of Parliament*, could convey an exclusive privilege. Upon all these questions the decisions of the courts of justice were not uniform, but varied with the authority of government and the humours of the times. Interlopers multiplied upon them, and towards the end of the reign of Charles II, through the whole of that of James II and during a part of that of William III, reduced them to great distress. In 1698, a proposal was made to Parliament of advancing two millions to government at eight per cent, provided the subscribers were erected into a new East India Company with exclusive

---

 TEXT BOLD, BOLD ITALIC, 11/14 PT

**THE OLD ENGLISH EAST INDIA COMPANY** was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.

#### *Exclusive privilege of the Royal Charter*

For many years, therefore, they were not much disturbed by interlopers. Their capital, which never exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings so extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation.

---

 TEXT HEAVY, HEAVY ITALIC, 11/14 PT

**THE OLD ENGLISH EAST INDIA COMPANY** was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.

#### *Exclusive privilege of the Royal Charter*

For many years, therefore, they were not much disturbed by interlopers. Their capital, which never exceeded £744,000, and of

---

 TEXT REGULAR, REGULAR ITALIC, BOLD, 10/13 PT

THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.

#### **Exclusive privilege of the Royal Charter**

For many years, therefore, they were not much disturbed by interlopers. Their capital, which never exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings that extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation. Notwithstanding some extraordinary losses, occasioned partly by the malice of the Dutch East India Company, and partly by other accidents, they carried on for many years a successful trade. But in process of time, when the principles of liberty were better understood, it became every day more and more doubtful how far a Royal Charter, not confirmed by *Act of Parliament*, could convey an exclusive privilege. Upon all these questions the decisions of the courts of justice were not uniform, but varied with the authority of government and the humours of the times. Interlopers multiplied upon them, and towards the end of the reign of Charles II, through the whole of that of James II and during a part of that of William III, reduced them to great distress.

#### **Ramifications of the proposal of 1698**

In 1698, a proposal was made to Parliament of advancing two millions to government at eight per cent, provided the subscribers were erected into a *new East India Company* with exclusive privileges. The old East India Company offered seven hundred thousand pounds, nearly the amount of their capital, at four per cent upon the same conditions. But such was at that time the state of public credit, that it was more convenient for government to borrow two millions at eight per cent than seven hundred thousand pounds

---

 TEXT REGULAR NO.2, REGULAR NO.2 ITALIC, BOLD, 10/13 PT

THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and also opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.

#### **Exclusive privilege of the Royal Charter**

For many years, therefore, they were not much disturbed by interlopers. Their capital, which never exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings so extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation. Notwithstanding some extraordinary losses, occasioned partly by the malice of the Dutch East India Company, and partly by other accidents, they carried on for many years a successful trade. But in process of time, when the principles of liberty were better understood, it became every day more and more doubtful how far a Royal Charter, not confirmed by *Act of Parliament*, could convey an exclusive privilege. Upon all these questions the decisions of the courts of justice were not uniform, but varied with the authority of government. Interlopers multiplied upon them, and towards the end of the reign of Charles II, through the whole of that of James II and during a part of that of William III, reduced them to great distress.

#### **Ramifications of the proposal of 1698**

In 1698, a proposal was made to Parliament of advancing two millions to government at eight per cent, provided the subscribers were erected into a *new East India Company* with exclusive privileges. The old East India Company offered seven hundred thousand pounds, nearly the amount of their capital, at four per cent upon the same conditions. But such was at that time the state of public credit, that it was more convenient for government to borrow two millions at eight per cent than seven hundred thousand

---

 TEXT MEDIUM, MEDIUM ITALIC, HEAVY, 10/13 PT

THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and also opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.

#### **Exclusive privilege of the Royal Charter**

For many years, therefore, they were not much disturbed by interlopers. Their capital, which never exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings so extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation. Notwithstanding some extraordinary losses, occasioned partly by the malice of the Dutch East India Company, and partly by other accidents, they carried on for many years a successful trade. But in process of time, when the principles of liberty were better understood, it became every day more and more doubtful how far a Royal Charter, not confirmed by *Act of Parliament*, could convey an exclusive privilege. Upon all these questions the decisions of the courts of justice were not uniform, but varied with the authority of government. Interlopers multiplied upon them, and towards the end of the reign of Charles II, through the whole of that of James II and during a part of that of William III, reduced them to great distress.

#### **Ramifications of the proposal of 1698**

In 1698, a proposal was made to Parliament of advancing two millions to government at eight per cent, provided the subscribers were erected into a *new East India Company* with exclusive privileges. The old East India Company offered seven hundred thousand pounds, nearly the amount of their capital, at four per cent upon the same conditions. But such was at that time the state of public credit, that it was more convenient for government to borrow two millions at eight per cent than seven

---

 TEXT BOLD, BOLD ITALIC, 10/13 PT

**THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and also opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.**

#### ***Exclusive privilege of the Royal Charter***

**For many years, therefore, they were not much disturbed by interlopers. Their capital, which never exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings so extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation. Notwithstanding some extraordinary losses, occasioned partly by the malice of the Dutch East India Company.**

---

 TEXT HEAVY, HEAVY ITALIC, 10/13 PT

**THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.**

#### ***Exclusive privilege of the Royal Charter***

**For many years, therefore, they were not much disturbed by interlopers. Their capital, which never exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings so extensive, as to afford either a pretext for gross negligence and profusion, or a cover**

---

 TEXT REGULAR, REGULAR ITALIC, BOLD, 9/11 PT

THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.

#### **Exclusive privilege of the Royal Charter**

For many years, therefore, they were not much disturbed by interlopers. Their capital, which never exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings that extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation. Notwithstanding some extraordinary losses, occasioned partly by the malice of the Dutch East India Company, and partly by other accidents, they carried on for many years a successful trade. But in process of time, when the principles of liberty were better understood, it became every day more and more doubtful how far a Royal Charter, not confirmed by *Act of Parliament*, could convey an exclusive privilege. Upon all these questions the decisions of the courts of justice were not uniform, but varied with the authority of government and the humours of the times. Interlopers multiplied upon them, and towards the end of the reign of Charles II, through the whole of that of James II and during a part of that of William III, reduced them to great distress.

#### **Ramifications of the proposal of 1698**

In 1698, a proposal was made to Parliament of advancing two millions to government at eight per cent, provided the subscribers were erected into a new East India Company with exclusive privileges. The old East India Company offered seven hundred thousand pounds, nearly the amount of their capital, at four per cent upon the same conditions. But such was at that time the state of public credit, that it was more convenient for government to borrow two millions at eight per cent than seven hundred thousand pounds at four. The proposal of the new subscribers was accepted, and a *new East India Company* established in consequence. The old East India Company, however, had a right to continue their trade till 1701. They had, at the same time, in the name of their treasurer, subscribed, very artfully, three hundred and fifteen thousand pounds into the stock of the new. By a negligence in the expression of the Act of Parliament which vested the East India trade in the subscribers to this loan of two millions, it did not appear evident that they were all obliged to unite into a joint stock. A few private traders, whose subscriptions amounted

---

 TEXT REGULAR NO.2, REGULAR NO.2 ITALIC, BOLD, 9/11 PT

THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.

#### **Exclusive privilege of the Royal Charter**

For many years, therefore, they were not much disturbed by interlopers. Their capital, which never exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings that extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation. Notwithstanding some extraordinary losses, occasioned partly by the malice of the Dutch East India Company, and partly by other accidents, they carried on for many years a successful trade. But in process of time, when the principles of liberty were better understood, it became every day more and more doubtful how far a Royal Charter, not confirmed by *Act of Parliament*, could convey an exclusive privilege. Upon all these questions the decisions of the courts of justice were not uniform, but varied with the authority of government and the humours of the times. Interlopers multiplied upon them, and towards the end of the reign of Charles II, through the whole of that of James II and during a part of that of William III, reduced them to great distress.

#### **Ramifications of the proposal of 1698**

In 1698, a proposal was made to Parliament of advancing two millions to government at eight per cent, provided the subscribers were erected into a new East India Company with exclusive privileges. The old East India Company offered seven hundred thousand pounds, nearly the amount of their capital, at four per cent upon the same conditions. But such was at that time the state of public credit, that it was more convenient for government to borrow two millions at eight per cent than seven hundred thousand pounds at four. The proposal of the new subscribers was accepted, and a *new East India Company* established in consequence. The old East India Company, however, had a right to continue their trade till 1701. They had, at the same time, in the name of their treasurer, subscribed, very artfully, three hundred and fifteen thousand pounds into the stock of the new. By a negligence in the expression of the Act of Parliament which vested the East India trade in the subscribers to this loan of two millions, it did not appear evident that they were all obliged to unite into a joint stock. A few private traders, whose subscriptions



---

 TEXT MEDIUM, MEDIUM ITALIC, HEAVY, 9/12 PT

THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and also opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.

#### **Exclusive privilege of the Royal Charter**

For many years, therefore, they were not much disturbed by interlopers. Their capital, which never even exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings so extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation. Notwithstanding some extraordinary losses, occasioned partly by the malice of the Dutch East India Company, and partly by other accidents, they carried on for many years a successful trade. But in process of time, when the principles of liberty were better understood, it became every day more and more doubtful how far a Royal Charter, not confirmed by *Act of Parliament*, could convey an exclusive privilege. Upon all these questions the decisions of the courts of justice were not uniform, but varied with the authority of government and the humours of the times. Interlopers multiplied upon them, and towards the end of the reign of Charles II, through the whole of that of James II and during a part of that of William III, reduced them to great distress.

#### **Ramifications of the proposal of 1698**

In 1698, a proposal was made to Parliament of advancing two millions to government at eight per cent, provided the subscribers were erected into a new East India Company with exclusive privileges. The old East India Company offered seven hundred thousand pounds, nearly the amount of their capital, at four per cent upon the same conditions. But such was at that time the state of public credit, that it was more convenient for government to borrow two millions at eight per cent than seven hundred thousand pounds at four. The proposal of the new subscribers was accepted, and a *new East India Company* established in consequence. The old East India Company, however, had a right to continue their trade till 1701. They had, at the same time, in the name of their treasurer, subscribed, very artfully, three hundred and fifteen thousand pounds into the stock of the new. By a negligence in the expression of the Act of Parliament which vested the East India trade in the subscribers to this loan of two millions, it did not appear evident that

---

 TEXT BOLD, BOLD ITALIC, 9/12 PT

**THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and also opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.**

#### ***Exclusive privilege of the Royal Charter***

**For many years, therefore, they were not much disturbed by interlopers. Their capital, which never even exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings so extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation. Notwithstanding some extraordinary losses, occasioned partly by the malice of the Dutch East India Company, and partly by other accidents, they carried on for many years a successful trade.**

---

 TEXT HEAVY, HEAVY ITALIC, 9/12 PT

**THE OLD ENGLISH EAST INDIA COMPANY was established in 1600 and granted a Royal Charter by Queen Elizabeth. In the first twelve voyages which they fitted out for India, they appear to have traded mainly in cotton, silk, indigo dye, salt, saltpetre, tea and also opium. In 1612, they united into a joint stock. Their charter was exclusive, and though not confirmed by Act of Parliament, was in those days supposed to convey a real exclusive privilege.**

#### ***Exclusive privilege of the Royal Charter***

**For many years, therefore, they were not much disturbed by interlopers. Their capital, which never even exceeded £744,000, and of which £50 was a share, was not so exorbitant, nor their dealings so extensive, as to afford either a pretext for gross negligence and profusion, or a cover to gross malversation. Notwithstanding some extraordinary losses, occasioned partly by the malice of the Dutch East India Company, and partly by other accidents, they carried on for many years a successful trade. But in process of time, when the principles of liberty were better understood, it became every day more and more doubtful how far a Royal Charter, not confirmed by Act of Parliament, could convey an exclusive privilege. Upon all**

---

# Portrait Condensed

---

Triangular serifs and extremely condensed proportions go hand in hand, as evidenced by the compressed Latins that were a mainstay of newspaper display typography through the 20th century. This idea inspired the emphatically and exaggeratedly narrow Portrait Condensed.

---

**PUBLISHED**  
2013

**DESIGNED BY**  
BERTON HASEBE

**5 WEIGHTS**

**FEATURES**  
PROPORTIONAL LINING FIGURES  
FRACTIONS  
SUPERSCRIP/T/SUBSCRIPT

This family's energetic rhythm also takes cues from French design in the 1950s, particularly the work of iconic designer Roger Excoffon and his collaborator François Ganeau, especially in the design of Vendôme Condensed, which, like Portrait, had also used Renaissance French typefaces as an starting point. Portrait Condensed retains the small x-height of the rest of the collection, which gives the family distinction and drama through its elongated ascenders and descenders.

---

Portrait Condensed Light

Portrait Condensed Regular

Portrait Condensed Medium

**Portrait Condensed Bold**

**Portrait Condensed Heavy**

Entrée & Desserts  
SHOPPING CRAZE  
Two Arrests in NY

PORTRAIT CONDENSED LIGHT 100 PT [STYLISTIC 4: w]

Particularly Hard  
FOLLOW UP MSG  
4 Civil Procedures

PORTRAIT CONDENSED REGULAR 100 PT [STYLISTIC 3: w]

Fehér Fürdő Mat  
ALLIUMPHOBIA  
Net Profit: \$3.2M

PORTRAIT CONDENSED MEDIUM 100 PT [LIGATURE fi]

Wie heißen Sie?  
CONTAINS OATS  
Time Travellers

PORTRAIT CONDENSED BOLD 100 PT

**A tout à l'heure**  
**OLYMPIC PARK**  
**Shuffle playlist**

PORTRAIT CONDENSED HEAVY 100 PT [LIGATURE ffi]

CREATIVE ALTERNATIVES  
A Lifelong Resident of NY  
ONE EPHEMERAL TRUTH  
Distinguished Instructors

PORTRAIT CONDENSED LIGHT 72 PT

NAMÓWIC SIĘ POZWALA  
54 floors of pure granite  
DON'T ROCK THE BOAT  
Connection speed at: 8%

PORTRAIT CONDENSED REGULAR 72 PT [LIGATURE: fi]

KÖYHÄSSÄ MÖKISSÄÄN  
Las Señoras y Los Niños  
ZEITGEIST OF THE 1260  
Your tête-à-tête brunch

PORTRAIT CONDENSED MEDIUM 72 PT

THE CELEBRITY GENE  
Constructed Rhetoric  
MODERN RECORDING  
Trupul său împărătesc

PORTRAIT CONDENSED BOLD 72 PT



**HIDDEN STRENGTHS**  
**Better Fan Efficiency**  
**COUNTERINTUITIVE**  
**Ihre Satzungsgemäß**

PORTRAIT CONDENSED HEAVY 72 PTT [LIGATURE: ffi]

A NEW YORK TIMES BOOK REVIEW EDITOR'S PICK  
No artificial flavors and colorants, no preservatives

PORTRAIT CONDENSED LIGHT 36 PT [STYLISTIC 1: K, LIGATURE: fi]

CRAZY SCIENTIFIC THEORIES NOBODY BELIEVES  
Un Orchestre de 1200, mixe l'Orient à l'Occident

PORTRAIT CONDENSED REGULAR 36 PT

Ô RAGE! Ô DÉSESPOIR! Ô VIEILLESSE ENNEMIE!  
Update, 11:50 a.m. Pacific: 35 dolphins have died

PORTRAIT CONDENSED MEDIUM 36 PT

RELAÇÃO EUA/RÚSSIA “CONGELA” EN SÉRIO  
The product, then, would only be 2% faster

PORTRAIT CONDENSED BOLD 36 PT

IT WAS ALWAYS AN EASY STORY TO WRITE  
New Hazelnut Wafer Cookies: 8.2 oz (232g)

PORTRAIT CONDENSED HEAVY 36 PT [STYLISTIC 3: W]

We always pass further into the labyrinth of Roman mythological etymology  
 CAN YOU ESTIMATE THE TOTAL REVENUE FROM 2012 OLYMPIC TICKET SALE  
 Reasons for this shift are connected with the emergence of the printing press

PORTRAIT CONDENSED LIGHT 24 PT

Something that is counted or measured, named and/or labeled, is owned  
 ELEMENTS OF THE POLITICAL RIGHT APPROPRIATED AND REPRESENTED  
 Johann Herder coined the term Volks-lied (“folk song”) two centuries ago

PORTRAIT CONDENSED REGULAR 24 PT [STYLISTIC 2: k]

Les sociétés internet devraient surmonter les «Obstacles Techniques»  
 WHEN SHE GROWS UP, HER AMBITION IS TO BECOME A TOOTH FAIRY  
 A dziś już nieco drżąca ręka dociska drewnianą śrubę prasy, nawisłych

PORTRAIT CONDENSED MEDIUM 24 PT

**Only the wilfully blind could fail to implicate the divisive force of  
 COMPUTER VIRUS: MODEL FOR INFORMATIONAL EPIDEMIOLOGY  
 religion in most, if not all, of the violent enmities on earth today**

PORTRAIT CONDENSED BOLD 24 PT

**Stock Price rises from ¥29.4 to ¥30.5 in five days; a total of 103.7%  
 ¿QUIÉN VA A PAGAR POR MÍ LOS VEINTE Y DOS AÑOS DE CÁRCEL?  
 I hope he thinks very carefully before he believes a word he says**

PORTRAIT CONDENSED HEAVY 24 PT [LIGATURE: fi]

Antidisestablishmentarianism

POTRAIT LIGHT 60PT

Acetoxyacetylaminofluorene

POTRAIT REGULAR 60PT

Electroencephalographers

POTRAIT REGULAR NO.2 60PT

Muvaffakiyetsizleştiricileş

POTRAIT MEDIUM 60PT

Tra-arglwyddiaethasant

POTRAIT BOLD 60PT

---

# PORTRAIT INLINE

---

PORTRAIT INLINE IS A BEAUTIFUL, DECORATIVE ADDITION TO THE COLLECTION, BUILDING ON THE INSCRIPTIONAL QUALITY OF THE CAPITAL PROPORTIONS.

---

**PUBLISHED**  
2013

**DESIGNED BY**  
BERTON HASEBE

**2 STYLES**

**FEATURES**  
SMALL CAPITALS  
FRACTIONS  
SUPERScript/SUBSCRIPT

Portrait Inline Regular takes the minimalism present in the rest of the collection to its logical extreme: sharply tapering outer strokes play against monoline inner strokes, with all extraneous detailing stripped away. The Inline Sans takes the structure of the Inline Serif, exposing the geometric underpinnings of the proportions, while adding a dimensional element through its overlapping strokes.

---

PORTRAIT INLINE REGULAR  
PORTRAIT INLINE SANS

GRAM

FRANK

PORTRAIT INLINE REGULAR 150 PT

MAINE

EXPOSÉ

PORTRAIT INLINE SANS 150 PT

À LA MODE  
VITAL LIVING  
SHOULDER  
ALEXANDRIA

PORTRAIT INLINE REGULAR 80 PT

EVOLUTION  
FORÊT VIERGE  
INSISTENTLY  
FOURTY-EIGHT

PORTRAIT INLINE SANS 80 PT



SOCIETAL STRUCTURE  
 BALANCED EQUILIBRIUMS  
 ÞAÐ VAR ÁRIÐ 1866, AÐ  
 GRAVITY & ATTRACTIONS  
 KALEIDOSCOPIIC HUE  
 A MENTAL DYSFUNTCION  
 ÅL LÆNGERE END JEG

PORTRAIT INLINE REGULAR 40 PT [SWASH: Q]

PATRIOT & FLAG-WAVER  
 THE CONTINENTAL DIVIDES  
 2/3 DES GARÇONS LISENT  
 BOSTON-INFLUENCED FORM  
 TIEŽ JE DÔLEŽITÉ VEDIĚŤ  
 UN SERVICE À LA FRANÇAISE  
 LONG QUESTIONNAIRE

PORTRAIT INLINE SANS 40 PT [STYLISTIC 3: W, SWASH: Q]

REQUITED

POTRAIT INLINE REGULAR 84PT [SWASH: Q]

VEGETABLE

POTRAIT INLINE SANS 84PT

---

FAMILIES INCLUDED IN COMPLETE COLLECTION

Portrait  
Portrait Text  
Portrait Condensed  
Portrait Inline

---

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, #203  
New York, New York 10013

office 212 604-0955  
fax 212 925-2701  
[www.commercialtype.com](http://www.commercialtype.com)

---

COPYRIGHT

© 2013 Commercial Type.  
All rights reserved.  
Commercial® is a registered trademark & Portrait™ is a trademark  
of Schwartzco Inc., dba Commercial Type.

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

---

ABOUT THE DESIGNERS

**Berton Hasebe** (born 1982) moved from Hawaii to study and work in Los Angeles, obtaining a BA 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 in the Hague (KABK). His typeface Alda, designed while attending Type and Media and later published by digital type pioneers Émigré, was awarded the 2008 judges pick from the Type Directors Club in New York. In the same year Alda was also selected by the Tokyo Type Directors Club for inclusion in their annual publication. Since 2008 he resides in New York, where he was a staff designer with Commercial Type before founding his own studio in 2013.