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# Sanomat Sans

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Sanomat Sans is a straightforward geometric sans serif, originally designed for display usage in *Helsingin Sanomat*, Finland's most widely-read newspaper. The sharp points on diagonal characters reference the iconic architectural lettering in Helsinki's main square, close to the newspaper's offices. To temper the monotonous texture caused by the many repeating letters in Finnish words, the bowls have a general asymmetry, giving the face a warm tone more typical of a humanist sans.

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**PUBLISHED**  
2015

**DESIGNED BY**  
CHRISTIAN SCHWARTZ & VINCENT CHAN  
STENCIL BY MIGUEL REYES

**20 STYLES**  
10 WEIGHTS W/ ITALICS

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

The ten weights of the Sanomat Sans family grew out of the need to express many different personalities in the newspaper's various offerings: from punchy bold weights, including a Stencil Black, for the younger readership of the weekly magazine *Nyt* to sophisticated thin weights for the more literary flavor of the monthly *Kuukausiliite*. Additionally, an exhaustive set of alternates makes the family something of a chameleon: pointed diagonals like those on the **A** **V** and **7** have blunted alternates, allowing for a quieter, less overtly elegant tone; simplified forms for **K W M** and **y**, on the other hand, serve to turn up the elegance; non-descending **Q** and **J** forms allow tight leading in all caps; and a handful of lowercase alternates make the italic feel much more cursive. See pages 16–19 of this specimen for examples of how these alternates can be combined to fine-tune the personality of a piece of text.

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Sanomat Sans Hairline

*Sanomat Sans Hairline Italic*

Sanomat Sans Thin

*Sanomat Sans Thin Italic*

Sanomat Sans Extra Light

*Sanomat Sans Extra Light Italic*

Sanomat Sans Light

*Sanomat Sans Light Italic*

Sanomat Sans Regular

*Sanomat Sans Regular Italic*

**Sanomat Sans Medium**

***Sanomat Sans Medium Italic***

**Sanomat Sans Bold**

***Sanomat Sans Bold Italic***

**Sanomat Sans Extra Bold**

***Sanomat Sans Extra Bold Italic***

**Sanomat Sans Black**

***Sanomat Sans Black Italic***

**Sanomat Sans Stencil Black**

***Sanomat Sans Stencil Black Italic***

CULMINATION  
Temporaneous

SANOMAT SANS HAIRLINE, 70 PT

AVANGUARDIE  
*Carrickmacross*

SANOMAT SANS HAIRLINE ITALIC, 70 PT

SILHOUETTED  
Anspråkslösare

SANOMAT SANS THIN, 70 PT

ÎNTÂMPĂLĂTOR  
*Tónlistarmaður*

SANOMAT SANS THIN ITALIC, 70 PT

MAGMASØJLE  
Chorégraphies

SANOMAT SANS EXTRA LIGHT, 70 PT

*PRESIDENTIAL*  
*Katzenjammer*

SANOMAT SANS EXTRA LIGHT ITALIC, 70 PT

NIGHTSHADE  
Prawidłowości

SANOMAT SANS LIGHT, 70 PT

*RICOSTRUITO*  
*Protagonizada*

SANOMAT SANS LIGHT ITALIC, 70 PT [ALTERNATE a t]

GLEZNIĚCĪBĀ  
Xenodochium

SANOMAT SANS REGULAR, 70 PT

ZAHRANIČNÍ  
*Matkapuhelin*

SANOMAT SANS REGULAR ITALIC, 70 PT [ALTERNATE M N Z a e l k u]

SKROMNEJŠI  
Puissamment

SANOMAT SANS MEDIUM, 70 PT [ALTERNATE t]

***ENLIGHTENS***  
*Retroactively*

SANOMAT SANS MEDIUM ITALIC, 70 PT

**GARANCIÁK**  
**Bookmaking**

SANOMAT SANS BOLD, 70 PT [ALTERNATE K g k]

***IZMIŠLJENIH***  
***Gelijkmatische***

SANOMAT SANS BOLD ITALIC, 70 PT

**BALACLAVA**  
**Dramaturgo**

SANOMAT SANS EXTRA BOLD, 70 PT

***POZDÍŽNEJ***  
***Collaborate***

SANOMAT SANS EXTRA BOLD ITALIC, 70 PT [ALTERNATE J e l]

**NOTEBOOK**  
**Gooseberry**

SANOMAT SANS BLACK, 70 PT [ALTERNATE Y]

**SALTWATER**  
**Montpellier**

SANOMAT SANS BLACK ITALIC, 70 PT [ALTERNATE W]

**QUIXOTISM**  
**Parámetros**

SANOMAT SANS STENCIL BLACK, 70 PT [ALTERNATE Q]

**REGIONALS**  
**Forskjellige**

SANOMAT SANS STENCIL BLACK ITALIC, 70 PT

Joining race driving royalty  
 PÄÄKAUPUNKIIN MUSIIKKI  
 Dönemin iddialı çalışmaları

SANOMAT SANS HAIRLINE, 40 PT [ALTERNATE a g t y]

*Quail egg with roasted leek*  
 MA TROVI PIÙ CORAGGIO  
*Brass & non-ferrous metals*

SANOMAT SANS HAIRLINE ITALIC, 40 PT

A joint £12.7 billion venture  
 VILLEFRANCHE-SUR-MER  
 Nedidelius prieškambarius

SANOMAT SANS THIN, 40 PT

*Un país soberano de Iberia*  
 POŠTOVANJE I MUDROST  
*Satellite launch in late 2001*

SANOMAT SANS THIN ITALIC, 40 PT [ALTERNATE a]



Distinctive mise-en-scène  
TORSK MED FISKEGRYTE  
Skutečně jsou, jen stíny či

SANOMAT SANS EXTRA LIGHT, 40 PT [ALTERNATE K]

*An analogy of perception*  
REALIZATION OF FORMS  
*Beuys' social ready-made*

SANOMAT SANS EXTRA LIGHT ITALIC, 40 PT [ALTERNATE M y]

West Seattle Polytechnic  
DEERING LARCH BANJO  
Teória trhového procesu

SANOMAT SANS LIGHT, 40 PT

*Methoden und Lehrsätze*  
LES ŒUVRES DU MUSÉE  
*Þegar kvennafrídagurinn*

SANOMAT SANS LIGHT ITALIC, 40 PT

Waħda mill-ewwel pajjizi  
GIBRALTARSKI TJESNAC  
Honourees & Presenters

SANOMAT SANS REGULAR, 40 PT [ALTERNATE w w]

*Avant-garde figurehead*  
VENERABLE INSTITUTES  
*Hyvyyden vastakohtana*

SANOMAT SANS REGULAR ITALIC, 40 PT [ALTERNATE a d e f u]

La carta sobre Altamira  
TARTHATATLANSÁGÁT  
Dodici dei consolati dal

SANOMAT SANS MEDIUM, 40 PT

*Workaday e' Ingenious*  
TÓNLEIKAUPPFÆRSLU  
*Big Band Arrangement*

SANOMAT SANS MEDIUM ITALIC, 40 PT [ALTERNATE k &]

**Multikulti funktioniert**  
**İNGILIZ ROMANTIZMI**  
**Quite rakishly tailored**

SANOMAT SANS BOLD, 40 PT [ALTERNATE A M N Q Z k y]

***Vast and infinite space***  
**UNE PLANTE DIOÏQUE**  
***From 2007 on, Menger***

SANOMAT SANS BOLD ITALIC, 40 PT [ALTERNATE t]

**Etruskische Koningen**  
**GUIDING PRINCIPLES**  
**Severozápade krajiny**

SANOMAT SANS EXTRA BOLD, 40 PT

***Estudiosos têm usado***  
**HOW THEY SWERVED**  
***Cea mai înaltă funcție***

SANOMAT SANS EXTRA BOLD ITALIC, 40 PT

**Silicio Policristallino**  
**11 MINNHOM JGHIXU**  
**Mutual intelligibility**

SANOMAT SANS BLACK, 40 PT [ALTERNATE M a g l]

***Austinissa vierailleva***  
**PIGMENT-BASED INK**  
***Scattered fragments***

SANOMAT SANS BLACK ITALIC, 40 PT

**Member of the Circle**  
**KUNST DER NEUZEIT**  
**Near ¼ in his country**

SANOMAT SANS STENCIL BLACK, 40 PT [ALTERNATE M N 1 4]

***Áhersla á siðfræði en***  
**THE SPRING OF 2004**  
***Mänsklig handling är***

SANOMAT SANS STENCIL BLACK ITALIC, 40 PT

THIRTY HYDROGEN DISULFIDE REAGENTS  
Modernās arhitektūras pirmajiem meistariem  
*LE FONCTIONNEMENT DE LA RÉPUBLIQUE*  
*Virtuoso aptitude, energy, groove, and speed*

SANOMAT SANS HAIRLINE, HAIRLINE ITALIC, 24 PT

UN CERTAIN NOMBRE DE PERSONNAGES  
Coinage of the word "praxeology" has often  
*FÖRSÄLJNINGSMÄSSIGT BLEV BOKEN ETT*  
*Bár területének csak 20%-a áll művelés alatt*

SANOMAT SANS THIN, THIN ITALIC, 24 PT

RULED IN 1936, AND ENTERED INTO LAW  
The minimalist design of our leather goods  
*ONE TRUTH CANNOT BE DISTINGUISHED*  
*Kant's distinction between an abstract kind*

SANOMAT SANS EXTRA LIGHT, EXTRA LIGHT ITALIC, 24 PT

HOUSE BILL RATIFIED WITH  $\frac{2}{3}$  IN FAVOR  
Il 1º gennaio 1907 nasce il Commonwealth  
*DREI TAGE NACH DEM ZYKLON SIND DIE*  
*Maciunas, Metts, Christo & Jeanne-Claude*

SANOMAT SANS LIGHT, LIGHT ITALIC, 24 PT [ALTERNATE &]

OKREM INÉHO JE KRAJINA ROZDELENÁ  
Međunarodnom nizu predavanja u Rujan  
*COMPARING HIS INTONATION & STYLE*  
*A large number of patronymic surnames*

SANOMAT SANS REGULAR, REGULAR ITALIC, 24 PT

ÍSLENSKRAR BÓKMENNTAARFLEIÐAR  
Prominent Eastern Pennsylvania twang  
*MATERIALENE ER VEDLIKEHOLDSFRIE*  
*A 60 degree rotation of cardinal points*

SANOMAT SANS MEDIUM, MEDIUM ITALIC, 24 PT

**CHEMITHERMOMECHANICAL PULPS**  
**Robôs podem substituir funcionários**  
**ÇOCUKLUK DÜNYASINA YÖNELIKTİR**  
*Lille område beboet uafbrudt i 500 år*

SANOMAT SANS BOLD, BOLD ITALIC, 24 PT

**STAPLE IN ALL HIS PERFORMANCES**  
**Finally, Johan Ahlström's 2005 novel**  
**PRŮBĚH VÁLEČNÉHO KONFLIKTU JE**  
*Kai stūmoklis vėl pasiekia kraštutinį*

SANOMAT SANS EXTRA BOLD, EXTRA BOLD ITALIC, 24 PT

**MŁODZI ZAKOCHALI SIĘ W SOBIE I**  
**Încercând, la rândul meu, să gădesc**  
**LOWER MISSISSIPPI DELTA REGION**  
**Os sete erros da política econômica**

SANOMAT SANS BLACK, BLACK ITALIC, 24 PT

**BERG WAS BORN ON 17 APRIL 1947**  
**Konuşanı 2008 yılındaki rakamlara**  
**OMKRING 28% AV TVILLINGPARER**  
**In 1977, Hayek was contacted by the**

SANOMAT SANS STENCIL BLACK, STENCIL BLACK ITALIC, 24 PT

JUST AS MUCH OF QUANTIFIED KNOWLEDGE depends upon a subject's *idiosyncratic & fundamental* nature; the latter is **knowingly capable** of receiving some modification or other from the presence of objects. As Kant wrote in 1770, "Whatever knowledge is exempt from such subjective condition regards the object only," it is plain that what is sensuously thought is *the representation of things* as they appear, while

SANOMAT SANS REGULAR, REGULAR ITALIC, BOLD, 18 PT [NO ALTERNATES]

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SANOMAT SANS REGULAR, REGULAR ITALIC, BOLD, 18 PT [STYLISTIC SET 01: K k y, SET 02: W, SET 03: M]

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SANOMAT SANS REGULAR, REGULAR ITALIC, BOLD, 18 PT [SET 02: W, SET 03: M, SET 16: blunt points on diagonals]



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SANOMAT SANS REGULAR, REGULAR ITALIC, BOLD, 18 PT [SET 01: K k y, SET 02: W, SET 03: M, SET 06: roman a g, SET 07: t]

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SANOMAT SANS REGULAR, REGULAR ITALIC, BOLD, 18 PT [SET 04: J Q, SET 05: roman g, SET 10: italic a]

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SANOMAT SANS REGULAR, REGULAR ITALIC, BOLD, 18 PT [NO ALTERNATES]

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SANOMAT SANS REGULAR, REGULAR ITALIC, BOLD, 18 PT [SET 02: W, SET 12: y, SET 13: italic & k, SET 14: roman k]

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SANOMAT SANS REGULAR, REGULAR ITALIC, BOLD, 18 PT [SET 06: roman a g, SET 08: ]

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SANOMAT SANS REGULAR, REGULAR ITALIC, BOLD, 18 PT [SET 11: italic a d e f l u, SET 12: round y, SET 13: italic & k, SET 14: roman k]

Onderhoudsdiensten

SANOMAT SANS HAIRLINE, 50 PT

Informationsgrundlag

SANOMAT SANS THIN, 50 PT

Centrosymmetrically

SANOMAT SANS EXTRA LIGHT, 50 PT [ALTERNATE I]

Dendrochronologist

SANOMAT SANS LIGHT, 50 PT [ALTERNATE g]

Brandbeschleuniger

SANOMAT SANS REGULAR, 50 PT

Ethnomathematics

SANOMAT SANS MEDIUM, 50 PT

Stillebensmåleriet

SANOMAT SANS BOLD, 50 PT [ALTERNATE a t]

Odczasownikowy

SANOMAT SANS EXTRA BOLD, 50 PT

Biotechnological

SANOMAT SANS BLACK, 50 PT

Dialectiquement

SANOMAT SANS STENCIL BLACK, 50 PT [ALTERNATE a]

*Investeringskostnader*

SANOMAT SANS HAIRLINE ITALIC, 50 PT

*Monophthongization*

SANOMAT SANS THIN ITALIC, 50 PT

*Buckminsterfullerene*

SANOMAT SANS EXTRA LIGHT ITALIC, 50 PT

*Framkvæmdaráðinu*

SANOMAT SANS LIGHT ITALIC, 50 PT

*Havermoutmengsel*

SANOMAT SANS REGULAR ITALIC, 50 PT [ALTERNATE a e u ]

*Intentionnellement*

SANOMAT SANS MEDIUM ITALIC, 50 PT

*Handwoordeboek*

SANOMAT SANS BOLD ITALIC, 50 PT

*Accommodations*

SANOMAT SANS EXTRA BOLD ITALIC, 50 PT [ALTERNATE a]

*Donaueschingen*

SANOMAT SANS BLACK ITALIC, 50 PT

*Unidimensionale*

SANOMAT SANS STENCIL BLACK ITALIC, 50 PT











**OPENTYPE FEATURES**  
FAMILY WIDE

ALL CAPS  
opens up spacing, moves  
punctuation up

PROPORTIONAL LINING  
default figures

FRACTIONS  
ignores numeric date format

SUPERSCRIPT/SUPERIOR

SUBSCRIPT/INFERIOR

DENOMINATOR  
for making arbitrary fractions

NUMERATOR  
for making arbitrary fractions

LANGUAGE FEATURE  
Română (Romanian) s accent

**DEACTIVATED**

Wool @ [Only] \$190 / €150

Sale Price: \$3,460 €1,895  
Originally: ¥7,031 £9,215

21/03/10 and 2 1/18 460/920

x<sup>158</sup> + y<sup>23</sup> × z<sup>18</sup> - a<sup>4260</sup>

x<sub>158</sub> ÷ y<sub>23</sub> × z<sub>18</sub> - a<sub>4260</sub>

0123456789 0123456789

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ÎNSUȘI conștiința științifice

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0123456789 0123456789

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ÎNSUȘI conștiința științifice

**OPENTYPE FEATURES**  
ROMAN

STYLISTIC SET 01  
alternate K k y

STYLISTIC SET 02  
alternate W

STYLISTIC SET 03  
alternate M

STYLISTIC SET 04  
alternate J Q

STYLISTIC SET 05  
alternate g

STYLISTIC SET 06  
alternate a g

STYLISTIC SET 07  
alternate t

STYLISTIC SET 08  
alternate l

STYLISTIC SET 12  
alternate y

STYLISTIC SET 14  
alternate k

STYLISTIC SET 15  
blunted points

STYLISTIC ALTERNATES  
Illustrator/Photoshop

**DEACTIVATED**

Plucky Kyrgyz rockers wracked  
 BETWEEN Winter Wonderland  
 PROMISED Mysterious Missive  
 REQUIRED Quaky Justification  
 Brought Hemingway ignominy  
 Mozambique trade narrowing  
 Haughty ticket collectors write  
 Chilean polling tally reveals all  
 Hypersensitivity in early years  
 Rankings quickly gain in books  
 472 AMAZING Vuvuzelas Wow  
 JAZZ AWAKENED MOVEMENT  
 Zigzags 74,217 wavy kvetchers

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**OPENTYPE FEATURES**  
ITALIC

STYLISTIC SET 01  
alternate K k y

STYLISTIC SET 02  
alternate W

STYLISTIC SET 03  
alternate M

STYLISTIC SET 04  
alternate J Q

STYLISTIC SET 07  
alternate t

STYLISTIC SET 08  
alternate l

STYLISTIC SET 09  
alternate e

STYLISTIC SET 10  
alternate a

STYLISTIC SET 11  
alternate a d e f l u

STYLISTIC SET 12  
alternate y

STYLISTIC SET 13  
alternate k &

STYLISTIC SET 15  
blunted points

STYLISTIC ALTERNATES  
Illustrator/Photoshop

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 Reveal several dozen flu cases  
 Hypersensitivity in early years  
 All his keen strikers & blockers  
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 JAZZ AWAKENED MOVEMENT  
 7,421 plucky vowel zones faded*

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 7,421 plucky vowel zones faded*

**OPENTYPE FEATURES**  
STENCIL ROMAN

STYLISTIC SET 01  
alternate K k y

STYLISTIC SET 02  
alternate W

STYLISTIC SET 03  
alternate M

STYLISTIC SET 04  
alternate J Q

STYLISTIC SET 05  
alternate g

STYLISTIC SET 06  
alternate a g

STYLISTIC SET 07  
alternate t

STYLISTIC SET 08  
alternate l

STYLISTIC SET 12  
alternate y

STYLISTIC SET 14  
alternate k

STYLISTIC SET 16  
blunted points

STYLISTIC ALTERNATES  
Illustrator/Photoshop

**DEACTIVATED**

**Kyrgyz wreckers**  
**KNOW Whistling**  
**Massive Machine**  
**Junior Qualifiers**  
**Changes lighting**  
**Foggy landscape**  
**Hearty Potatoes**  
**Plane flight plan**  
**Employee trying**  
**Quick risk kicker**  
**MAZING Wyvern**  
**JAZZ AWAKENS**  
**VOLUMETRICS**  
**Zigzags 174,217**  
**wavy kvetchers**

**ACTIVATED**

**Kyrgyz wreckers**  
**KNOW Whistling**  
**Massive Machine**  
**Junior Qualifiers**  
**Changes lighting**  
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**Hearty Potatoes**  
**Plane flight plan**  
**Employee trying**  
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**MAZING Wyvern**  
**JAZZ AWAKENS**  
**VOLUMETRICS**  
**Zigzags 174,217**  
**wavy kvetchers**

**OPENTYPE FEATURES**  
STENCIL ITALIC

STYLISTIC SET 01  
alternate K k y

STYLISTIC SET 02  
alternate W

STYLISTIC SET 03  
alternate M

STYLISTIC SET 04  
alternate J Q

STYLISTIC SET 07  
alternate t

STYLISTIC SET 08  
alternate l

STYLISTIC SET 09  
alternate e

STYLISTIC SET 10  
alternate a

STYLISTIC SET 11  
alternate a d e f l u

STYLISTIC SET 12  
alternate y

STYLISTIC SET 13  
alternate k &

STYLISTIC SET 15  
alternate &

STYLISTIC SET 16  
blunted points

STYLISTIC ALTERNATES  
Illustrator/Photoshop

**DEACTIVATED**

**Kyrgyz wreckers**  
**KNOW Whistling**  
**Massive Machine**  
**Junior Qualifiers**  
**Hearty Potatoes**  
**Plane flight plan**  
**Stone aggregate**  
**Mastering acting**  
**Adverse affluent**  
**Employer trying**  
**Thinking & Quick**  
**Scotland & Wales**  
**MAZING Wyvern**  
**JAZZ AWAKENS**  
**VOLUMETRICS**  
**7,421 plucky zone**  
**fades wavelets**

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**Scotland & Wales**  
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**VOLUMETRICS**  
**7,421 plucky zone**  
**fades wavelets**

## STYLES INCLUDED IN COMPLETE FAMILY

Sanomat Sans Hairline  
 Sanomat Sans Hairline Italic  
 Sanomat Sans Thin  
 Sanomat Sans Thin Italic  
 Sanomat Sans Extra Light  
 Sanomat Sans Extra Light Italic  
 Sanomat Sans Light  
 Sanomat Sans Light Italic  
 Sanomat Sans Regular  
 Sanomat Sans Regular Italic  
 Sanomat Sans Medium  
 Sanomat Sans Medium Italic  
 Sanomat Sans Bold  
 Sanomat Sans Bold Italic  
 Sanomat Sans Extra Bold  
 Sanomat Sans Extra Bold Italic  
 Sanomat Sans Black  
 Sanomat Sans Black Italic  
 Sanomat Sans Stencil Black  
 Sanomat Sans Stencil Black 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, Serbian (Latin), Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, 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.

**Vincent Chan** trained as a graphic designer at Monash University in Melbourne and worked as a type designer at Commercial Type in New York in 2012–13. He is a PhD candidate and teaching associate at Monash University.

**Miguel Reyes** (born 1984), originally from Puebla, Mexico, studied graphic design at Benemérita Universidad Autónoma de Puebla before working as a type designer, graphic designer, and publication designer in Barcelona and Mexico City. He then studied type design at CEGestalt, School of Design in Mexico City and later attended the Type and Media Masters course at KABK in the Hague. Miguel began working with Commercial Type at the beginning of 2013, and became a staff designer later that year. His work has been honored by the Latin American Biennial of Typography and by the Fine Press Book Association.