THE STORY OF

Proxima Nova Family

Proxima Nova Thin Proxima Nova Thin Italic Proxima Nova Light Proxima Nova Light Italic Proxima Nova Regular Proxima Nova Regular Italic Proxima Nova Medium Proxima Nova Medium Italic Proxima Nova Semibold Proxima Nova Semibold Italic Proxima Nova Bold Proxima Nova Bold Italic **Proxima Nova Extrabold** Proxima Nova Extrabold Italic Proxima Nova Black Proxima Nova Black Italic

Proxima Nova Condensed Thin Proxima Nova Condensed Thin Italic Proxima Nova Condensed Light Proxima Nova Condensed Light Italic Proxima Nova Condensed Regular Proxima Nova Condensed Regular Italic Proxima Nova Condensed Medium Proxima Nova Condensed Medium Italic Proxima Nova Condensed Semibold Proxima Nova Condensed Bold Proxima Nova Condensed Bold Italic Proxima Nova Condensed Extrabold Proxima Nova Condensed Extrabold Italic Proxima Nova Condensed Black Proxima Nova Condensed Black Italic

Proxima Nova Extra Condensed Thin Proxima Nova Extra Condensed Thin Italic Proxima Nova Extra Condensed Light Proxima Nova Extra Condensed Light Italic Proxima Nova Extra Condensed Regular Proxima Nova Extra Condensed Regular Italic Proxima Nova Extra Condensed Medium Proxima Nova Extra Condensed Medium Italic Proxima Nova Extra Condensed Semibold Proxima Nova Extra Condensed Semihold Italic Proxima Nova Extra Condensed Bold Proxima Nova Extra Condensed Bold Italic Proxima Nova Extra Condensed Extrabold Proxima Nova Extra Condensed Extrabold Italic **Proxima Nova Extra Condensed Black** Proxima Nova Extra Condensed Black Italic

ROXIMA NOVA is a typeface family I've been working on in various forms since 1981. I first called it Zanzibar, just because I liked the word Zanzibar. Even back then, the basic

concept was there, especially in the lowercase. The caps took a bit longer to work out. ♦ In 1991, I was art director of Business Ethics magazine in which I was using Gill Sans. I liked it, but wished it was a bit plainer and more geometric. Such a face did not seem to exist.



Starting from my Zanzibar idea, I began working on a new typeface that would fill this void, which I decided to call Visigothic, since it was modeled somewhat on American "gothic" faces. ▶ Some existing faces influenced the look of Visigothic. I wanted the general proportions and stroke contrast of Helvetica or Akzidenz Grotesk, but with construction and details borrowed variously from Futura, Kabel, the ATF gothics (Copperplate Gothic, News Gothic, Franklin Gothic, etc.) and the U.S. Federal Highway signage typeface. The result was a hybrid; a face combining modern, even-width proportions with a somewhat geometric appearance. ★ I released it through FontHaus in 1994 as Proxima Sans, a family of six fonts-Regular, Medium, and Black with matching italics. I dropped the name Visigothic because of its similarity to the name of another recently released font, Visigoth, and, after all, it really had nothing to do with Visigoths. I chose the name Proxima Sans because it was near to other sans serifs in design but also because those letters happened

PROXIMA SANS, 1994.

Proxima Sans because those letters happened to display some of the distinctive characteristics of the design. • I had plans to do more weights, small caps, a condensed version, and

other ideas, but after having spent nearly three years developing the first release, sales were disappointing. That, coupled with Proxima Nova Condensed Semibold Italic becoming a new parent and taking on a new full-time job, I found I didn't have the time or energy to continue working on it for a while. ► By the early 2000s, I started to get requests to expand the Proxima Sans family and Rolling Stone magazine chose it as part of its redesign in 2003. Encouraged by all this, I began work on a new Proxima Sans family even more ambitious than I had originally planned. • In 2005, I re-released it as Proxima Nova, a family of 42 fonts-seven weights and three widths with matching italics—built from the start with the OpenType format in mind. with advanced typographic features like small caps, different figure styles, fractions, and alternate characters, enough to take on the most demanding typographic applications. • Proxima Nova contains other improvements over the original. I reviewed and refined every character. I rebuilt the italics from scratch. I redid the hinting for better on-screen display. The character set grew from 245 up to 699 characters (later expanding to 1085). I retained its special characters, like the arrows and other dingbats, but gave them proper Unicode values, and created proper math symbols in the positions they'd previously occupied. I scrapped and rebuilt the spacing and kerning. I dropped the ambiguous weight name "Medium" in favor of the more appropriate "Bold," and dropped "Oblique" in favor of the more accurate "Italic." As in Proxima Sans, the italics have been optically adjusted to eliminate the distortion caused by simply skewing the letters-true italics, not simple obliques. More recently, I added additional language support, including Cyrillic and Greek, and a new weight-Medium-bringing the total number of fonts in the family to 48. ■ -Mark Simonson

Features

CASE-SENSITIVE CHARACTERS $(x-ray) \rightarrow (X-RAY)$

TRUE SMALL CAPS

TRUE SMALL CAPS

LINING & OLD STYLE FIGURES 1234567890 \$¢€£¥ 1234567890 \$£¢€£¥

> PROPORTIONAL AND TABULAR FIGURES 12345 → 12345 12345 → 12345

FRACTION SUPPORT 2/3, 1/8, 53/72... → 2/3 1/8, 53/72...

ORDINAL SUPPORT 1st, 2nd, 3rd, 4th... → 1st, 2nd, 3rd 4th...

ALTERNATE CHARACTERS Gladly - Gladly 01 **→** Ø1

LIGATURES ff fi ffi fl ffl fb fh fj ffj fk

DINGBATS

→←↑↓⋖▶▲▼●★◆■□☑√ૠ

EXTENDED LANGUAGE SUPPORT ÐÞÝĀĈÐĘŊĠĦĬĶĽŐŞΣД... ÐÞÝĀĈÐĘŊĠĦĬKĽŐŞ... ðþýāĉđęŋġħĭķľőşŧůσд...

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PROXIMA NOVA THIN

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1957 SPUTNIK 1958 EXPLORER 1961 VOSTOK 1962 1. MERCURY 2. VENUS 3. EARTH 4. MARS 5. JUPITER 6. Vexed Buzz quietly watched Neil jumping to mark the PROXIMA NOVA THIN ITALIC

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LATIN CAPITALS

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LATIN LOWERCASE

LATIN LOWERCASE SUPERIORS abdeilmnorst

LATIN SMALL CAPS

ABCDEFGGHIJKLMNOPQRSTUVWXYZ&ÁÀÂ ÄÃÅĀĂĄĄÅÂÂÂÂÂÂĂÅĂĂĂĂĂÆÆBÇĆČĈĎĐDĖÈ ÊËĒĒĘĖĒĖËÊÊÊÊŖJĖĞĢĜĠĞĢĜĠĦŀIIÎĨĪĮĨĬĨĮIJĴ ĶŁĹĻĽĿŇŃŅŇÓÒÔÖŐØŌŐŎŎŎŎÔÔÔÔÔÓ ỞÕŢŒPŔŖŘŠŚŞŞŜŚßŢŤŦŤÚÙÛÜŪŮŰŲŬŨŲ ŮỨỪỬỮỰŴŴŴŴÝŸŶŶŽŹŻĐÞ

CYRILLIC CAPITALS

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШ ЩЪЫЬЭЮЯ ЁЂЃЄЅІЇЈЉЊЋЌЎЏҒҚҲѲ

CYRILLIC LOWERCASE

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GREEK CAPITALS

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ ΆΈΉΙΪ́ΟΎΫ́Ω

GREEK LOWERCASE

αβγδεζηθικλμνξοπρςστυφχψω άἑήἱϊόΰϋύώ FLOATING ACCENTS

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LOWERCASE LIGATURES

fb ff fh fi fj fk fl ffi ffj ffl

PROPORTIONAL & TABULAR LINING FIGURES

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PROPORTIONAL & TABULAR OLDSTYLE FIGURES

1234567890 1234567890

superscript and scientific inferior figures (-.,\$¢1234567890) (-.,\$¢1234567890)

FRACTIONS

1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8 1234567890/1234567890

CURRENCY (STANDARD AND OLDSTYLE)

\$¢£€f¥₡F£₺₦₱RpRs₹₩₪₫¤ \$¢£€f¥₡

MATHEMATICAL OPERATORS

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DASHES, DELIMITERS AND CONJOINERS (STANDARD AND CASE SENSITIVE)

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PUNCTUATION (STANDARD, SMALL CAP, AND CASE SENSITIVE)

..;...!??¡¿¿i¿¿!??i¿¿ '"'''","‹>«» ‹>«» /"

MISCELLANEOUS

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DINGBATS

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LANGUAGES SUPPORTED

Afrikaans, Albanian, Asu, Basque, Belarusian, Bemba, Bena, Bosnian, Breton, Bulgarian, Catalan, Chiga, Congo Swahili, Cornish, Croatian, Czech, Danish, Dutch, Embu, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Galician, Ganda, German, Greek, Gusii, Hungarian, Icelandic, Indonesian, Irish, Italian, Jola-Fonyi, Kabuverdianu, Kalaallisut, Kalenjin, Kamba, Kikuyu, Kinyarwanda, Latvian, Lithuanian, Luo, Luyia, Macedonian, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Meru, Mongolian, Morisyen, North Ndebele, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Polish, Portuguese, Romanian, Romansh, Rombo, Rundi, Russian, Rwa, Samburu, Sango, Sangu, Sena, Serbian, Shambala, Shona, Slovak, Slovenian, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Teso, Turkish, Ukrainian, Uzbek, Vietnamese, Vunjo, Welsh, Zulu.

NOTE: Access to extended language features requires application and/or operating system Unicode or OpenType support.

OPENTYPE FEATURES SUPPORTED

Small Caps from Lowercase, All Small Caps, Standard Ligatures, Stylistic Alternates, Case-Sensitive Forms, Class-Based Kerning, Proportional Lining Figures, Tabular Lining Figures, Proportional Oldstyle Figures, Tabular Oldstyle Figures, Slashed Zero, Fractions, Ordinals, Superscript, and Scientific Inferior.

NOTE: Access to OpenType features requires application and/or operating system OpenType support.

ALTERNATE CHARACTER ACCESS

There are nine Stylistic Sets, providing flexible access to alternate characters in Proxima Nova:

	Roman	Italic
Set 1 ("Primer" Set)	aly→aly	ly⇒ly
Set 2 ("Futura" Set)	Ga⇒Gα	$G \Rightarrow G$
Set 3 (Alternate "G")	G⇒G	$G \Rightarrow G$
Set 4 (Alternate roman "a")	a⇒a	$a \Rightarrow a^*$
Set 5 (Alternate italic "a")	a → a*	a ⇒ a
Set 6 (Alternate "I")	→ [/ → [
Set 7 (Alternate "y")	y → y	$y \Rightarrow y$
Set 8 (Prime and double prime)	' " → <i>' "</i>	' " → ′ <i>"</i>
Set 9 (Serifed tabular figure 1)	1 + 1	1 → 1

* NO CHANGE

In programs that support Stylistic Sets, more than one Set may be applied at a time. For example, Stylistic Set 1 (the "Primer" Set) could be recreated by applying Sets 4, 6, and 7 all at once.

Note that Stylistic Sets 4 and 5 affect roman and italic differently. If you prefer to have a two-story lowercase "a" in italic as well as roman, apply Set 5. The roman "a" will retain its normal two-story design because Set 5 has no effect on the roman. Similarly, if you prefer to have a one-story "a" in both roman and italic, apply Set 4 instead, which changes the roman but not the italic.

STYLISTIC MAPPING (PLAIN, ITALIC, BOLD, BOLD ITALIC)

In Microsoft Office and other Windows applications, Proxima Nova is broken into smaller "sub-families" that work with the I (italic) and B (bold) buttons on toolbars.

Only the first member of each group appears in the font listing in such applications and is the "plain" style within that group. The others are "italic," "bold," and "bold italic" respectively:

GROUP 1: Thin, Thin Italic GROUP 2: Light, Light Italic GROUP 3: Regular, Regular Italic, Bold, Bold Italic GROUP 4: Medium, Medium Italic GROUP 5: Semibold, Semibold Italic GROUP 6: Extrabold, Extrabold Italic GROUP 7: Black, Black Italic

For example, to use Proxima Nova Bold Italic, choose Proxima Nova Regular from the font list and then click the *I* and *B* buttons on the toolbar (or use the keyboard shortcuts). Note: The "bold" button only works with the Regular style. The "italic" button works with all styles.

Stylistic mapping is the same for Condensed and Extra Condensed. Not all applications support stylistic mapping. Use of stylistic mapping is optional and not necessarily recommended for some pre-press workflows.

WHAT ARE "SUPPLEMENTAL" FONTS?

Proxima Nova is a full-featured OpenType font. It has many typographic extras such as small caps, old style figures, and alternate characters. This is great if you are using Adobe Creative Suite 1 or 2, or QuarkXPress 7 (or later), which have solid support for all (or nearly all) the advanced features in OpenType fonts.

Unfortunately, not every application has been updated yet to take advantage of OpenType fonts. Or, you may not be ready to upgrade to a version that has been. Until now, if you used Flash, MS Word, Freehand, earlier versions of QuarkXpress or Adobe applications, you could only use the basic characters in Proxima Nova. (Some non-OpenType-savvy applications can access the extra characters using your system's character palette.)

For this reason, the Proxima Nova supplemental fonts were created. These are also OpenType format, meaning they still have the advantage of a single font file that works on both Macs and PCs. However, some of the standard characters have been replaced with otherwise inaccesssible ones.

SMALL CAPS AND OLD STYLE FIGURES

Proxima Nova ScOsf gives access to the small cap and old style figure set, including punctuation and number symbols designed to match. These are essentially the same as what you get if, when using Proxima Nova in an OpenType-savvy application, you apply the Small Caps or Old Style Figures features.

ALTERNATE CHARACTERS

Proxima Nova Alt provides access to the alternate forms of the a, f, l, y, and G, including ligatured and accented forms of these characters. These are essentially the same as what you get if, when using Proxima Nova in an OpenType-savvy application, you apply the Stylistic Alternates feature.

WHAT EXACTLY IS IN THE FONTS?

The standard character set and the two supplemental sets are shown at right. Special characters—the ones normally inaccessible in non-OpenType-savvy applications—are highlighted.

WHAT'S THE DIFFERENCE?

The supplemental fonts cover the same character set as the normal fonts, such as other currency symbols, tabular figures, superscript, subscript, fractions, case-sensitive punctuation, ligatures, and many miscellaneous symbols. The difference is that certain OpenType features (small caps, for example) will have the opposite effect if you use them in an OpenType-savvy program, which could be confusing. Use the supplemental fonts only if you must.

PROXIMA NOVA CHARACTER SET (IN NON-OPENTYPE-SAVVY APPLICATIONS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ &ÁÀÂÄÃÅÆÇÉÈÊÊÎÎÎÏŁÑÓÒÔÕØŒŠÚÙ ÛÜÝŸŽĐÞ

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PROXIMA NOVA SCOSF CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ &ÁÀÂÄÃÅÆÇÉÈÊÊÎÎÎÏŁÑÓÒÔÔØŒŠÚÙ ÛÜÝŸŽĐÞ

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÁÀÂÄÃ ÅÆÇÉÈÊËÎÎÎÏŁÑÓÒÔÖÔØŒŠßÚÙÛÜÝŸŽÐÞ ^`´´````

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PROXIMA NOVA ALT CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ &ÁÀÂÄÃÅÆÇÉÈÊËÎÎÎÏŁÑÓÒÔÕØŒŠÚÙ ÛÜÝŸŽĐÞ

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HOW TO INSTALL THE SUPPLEMENTAL FONTS

The Proxima Nova supplemental fonts are installed the same way as any other fonts and may be installed alongside the standard version of Proxima Nova.

FONT NAMES

In applications that group fonts according to family, the standard Proxima Nova fonts will be in one group, the Small Caps and Old Style fonts in a second group, and the Alternate Character fonts in a third group. (Condensed and Extra Condensed are also grouped separately.)

The font names follow a consistent pattern to make it easy to find the font you need. For example:

SOME OF THE STANDARD FONTS:

Proxima Nova Regular Proxima Nova Bold Proxima Nova Condensed Thin Italic Proxima Nova Extra Condensed Black

THE MATCHING SMALL CAP & OLD STYLE FIGURES FONTS:

Proxima Nova ScOsf Regular Proxima Nova ScOsf Bold Proxima Nova ScOsf Condensed Thin Italic Proxima Nova ScOsf Extra Condensed Black

THE MATCHING ALTERNATE CHARACTER FONTS:

Proxima Nova Alt Regular Proxima Nova Alt Bold Proxima Nova Alt Condensed Thin Italic Proxima Nova Alt Extra Condensed Black

Note: In some applications (MS Word, QuarkXPress, most Windows applications), the font names may be abbreviated.

USING THE FONTS

In general, use these the same way you would use any other separate fonts together. That is, select the text you wish to change an choose the font from the font menu.