

THE STORY *of* Grad

ASYMMETRIC SERIFS

SPURS

TERMINALS

SHOULDERS

LOWERCASE 'E' AND 'G'

ITALIC TAIL TERMINALS

VETERAN TYPEFACE DESIGNER Phil Martin (1923-2005) conceived Grad as a redesign of the classic typeface *Century Schoolbook*. His goal was to give it a more contemporary look. To “graduate” it, as he put it. In my opinion, what he did was more of a throwback effect, giving *Century Schoolbook* an antique, almost Jenson-like, appearance. 🍀 Most of the over 400 type designs Phil released in the 1970s were film fonts for the VGC Typositor headline-setting machine, distributed through his two companies, Alphabet Innovations and TypeSpectra. Grad was his first and only foray into digital fonts. In 1990, using Bitstream’s *FontWare* software, Phil took Bitstream’s *Century Schoolbook* as his starting point. 🍀 Among the changes he made were the serifs. Unlike *Century Schoolbook*, Grad’s serifs are half bracketed and half unbracketed in an alternating manner, and the top and bottom serifs have been shifted to the left and right, respectively. According to Phil, this aids readability by visually linking adjacent letters. He added spurs to the T and Z and tilted the terminal serifs on the C, E, F, G, and S. With the lowercase, he changed the design of the shoulder serifs on letters like h and m, tilted the bar on the e, and added a very unconventional serif to the tail of the g. The italic shares these modifications, and also incorporates tail terminals similar to those used historically in fonts for legal typesetting. To top it off, he added swash characters, old style numerals, decorative ligatures (Th, ct and st), and a few dingbats. 🍀 Grad in its original form was a set of *bitmap* fonts, not usable larger than 36-point on a 300dpi laser printer. Although Phil was able to use it privately for his self-published newsletters, *Re:Language* and *Millennium Memorandum*, Grad was unsuitable for general release in the PostScript-driven professional type market. 🍀 In early 2004, Phil approached me with the idea of turning Grad into a set of scalable outline fonts and releasing it to the general public. Starting with laser prints furnished by Phil, I set to work on Grad. Rather than working from any of the existing digital versions of *Century Schoolbook*, I made my own digital version, faithful to the 1918 ATF original in the regular, italic and bold weights. To this I applied Phil’s design changes, added small caps, a full set of f-ligatures and other features not present in Phil’s original version. 🍀 To make it all work seamlessly together, I released Grad in OpenType format. This allows things like ligatures, swash characters and small caps to be easily accessed in advanced graphics applications such as those in Adobe Creative Suite. Supplementary fonts are included for use with less advanced programs. —MARK SIMONSON

THREE STYLES

Grad Regular

Grad Italic

Grad Bold

TRUE SMALL CAPS

TRUE SMALL CAPS
IN ALL STYLES!

LINING AND OLD STYLE FIGURES

1234567890 \$£

1234567890 \$£

SWASH ALTERNATES

B E M P m n
in Regular & *Italic*

STANDARD LIGATURES

fi fl ff ffi ffl

DISCRETIONARY LIGATURES

Th ct st

LANGUAGES SUPPORTED

English, French, Spanish, Portuguese, Basque, German, Swedish, Norwegian, Danish, Finnish, Icelandic, Czech, Polish, Hungarian, Croatian, Esperanto, Maltese, Turkish, Romanian, and Albanian.

OPENTYPE FEATURES SUPPORTED

Standard Ligatures, Discretionary Ligatures, Swash Alternates (Regular and Italic), Class-Based Kerning, Proportional Lining Figures, Proportional Old Style Figures, Fractions, and Ornaments.

Belfry
Mystical
Entangled
HOMESICK
Daily Report
RENDEZVOUS
SCOTCH Brigade
NAUTICAL WORD
UNIQUE Description
PROMISING OFFICER

The humorous story is told gravely. The teller does his best to conceal the fact that he even dimly suspects that there is anything funny about it. But the teller of the comic story tells you beforehand that it is one of the funniest

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The Pleasure of Your Company...
The Ecstasy of Your Corporation

Thank God It's Monday.

How to Build
an Evasive
Vocabulary,
Perhaps.

ANNUAL
FRESH-WATER
SUBMARINE
RACES

QUINT & FRIZBO

Col. Quint's Secret Formula
Dakota Baked Tamales

Orders-to-go in a cardboard shovel

SAMPLE TEXT WRITTEN BY PHIL MARTIN, FROM HIS EARLY 1970S ALPHABET INNOVATIONS SPECIMEN BOOKS