

EXPANSION

3 WEIGHTS 7 STYLES • A DISPLAY TYPEFACE • 2002–07



*A modern
display typeface with
lots of character*



AN EXCLUSIVE PRODUCTION
FROM MAC RHINO FONTS



MADE INITIALLY AS A LOGOTYPE FOR A DESIGN COLLECTIVE.



Design what you want

Eclectic Circus

50 Designers in 50 States

Who will represents your taste?

Classified

Awful press junkies!



Final, final deadline 02.18.2007...

\$6.95 US/\$10.95 CAN

when the economy goes wild

Holy macaroni

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

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{FULL CHARACTER SET OF EXPANSION NORMAL}

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz ([{1234567890}])
««\$¢ƒ€£¥¡!¿?&fiß@»»

{PARTIAL CHARACTER SET OF EXPANSION MEDIUM}

*AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz ([{1234567890}])
««\$¢ƒ€£¥¡!¿?&fiß@»»*

{PARTIAL CHARACTER SET OF EXPANSION MEDIUM ITALIC}

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz ([{1234567890}])
««\$¢ƒ€£¥¡!¿?&fiß@»»**

{PARTIAL CHARACTER SET OF EXPANSION BOLD}

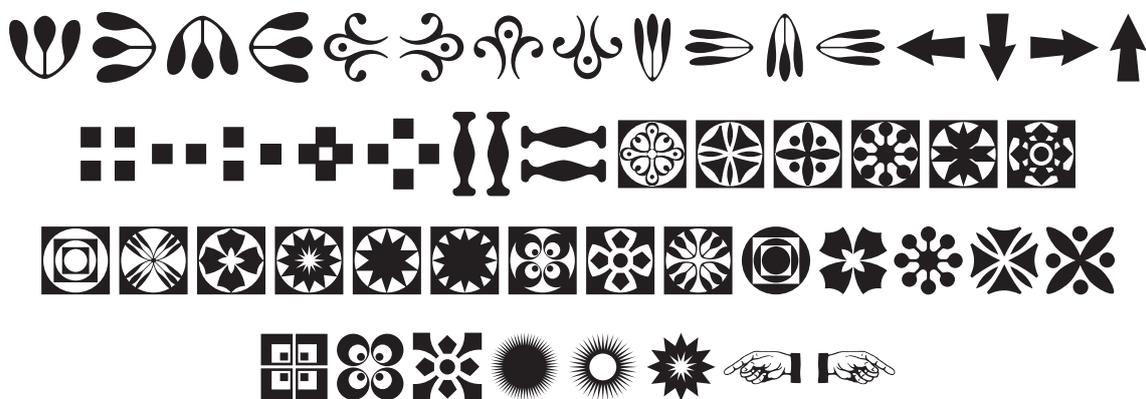
**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz ([{1234567890}])
«‹\$¢ƒ€£¥¡¿&fiß@›»**

{PARTIAL CHARACTER SET OF EXPANSION BOLD ITALIC}

**ff fi ffi fj fl fll ft tt f fffi fffj flffl ft ff
1234567890& 1234567890&**

{ALTERNATIVE SET FOR EXPANSION ITALIC}

key chart for all alternative sets including, medium, medium italic, bold and bold italic;
f = ff | fi = fi | i = ffi | j = fj | fl = fl | l = fll | t = ft | T = tt | ß = f
numerals and ampersand use their normal key positions



{EXPANSION ORNAMENTS}

KEYS: A-Z ARE USED – INCLUDING BOTH UPPER AND LOWER CASES

{8/12 POINT, ITALIC}

I sometimes wonder that we can be so frivolous, I may almost say, as to attend to the gross but somewhat foreign form of servitude called Negro Slavery, there are so many keen and subtle masters that enslave both North and South. It is hard to have a Southern overseer; it is worse to have a Northern one; but worst of all when you are the slave-driver of yourself. Talk of a divinity in man! Look at the teamster on the highway, wending to market by day or night; does any divinity stir within him? His highest duty to fodder and water his horses! What is his destiny to him compared with the shipping interests? Does not he drive for Squire Make-a-stir? How godlike, how immortal, is he? See how he cowers and sneaks, how vaguely all the day he fears, not being immortal nor divine, but the slave and prisoner of his own opinion of himself, a fame won by his own deeds. stereotyped but unconscious despair is concealed even under what are called the games and amusements of mankind.

{8/10 POINT, NORMAL}

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The mass of men lead lives of quiet desperation. What is called resignation is confirmed desperation. From the desperate city you go into the desperate country, and have to console yourself with the bravery of minks and muskrats. A stereotyped but unconscious despair is concealed even under what are called the games and amusements of mankind.

8

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345 abcdefghijklmnopqrstuvwxyz 67890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345 abcdefghijklmnopqrstuvwxyz 67890

8

I sometimes wonder that we can be so frivolous, I may almost say, as to attend to the gross but somewhat foreign form of servitude called Negro Slavery, there are so many keen and subtle masters that enslave both North and South. It is hard to have a Southern overseer; it is worse to have a Northern one; but worst of all when you are the slave-driver of yourself. Talk of a divinity in man! Look at the teamster on the highway, wending to market by day or night; does any divinity stir within him? His highest duty to fodder and water his horses! What is his destiny to him compared with the shipping interests? Does not he drive for Squire Make-a-stir? How godlike, how immortal, is he? See how he cowers and sneaks, how vaguely all the day he fears, not being immortal nor divine, but the slave and prisoner of his own opinion of himself, a fame won by his own deeds. Public opinion is a weak tyrant compared with our own private opinion. What a man thinks of himself, that it is which determines, or rather indicates, his fate. Self-emancipation even in the West Indian provinces of the fancy and imagination- what Wilberforce is there to bring that about? Think, also, of the ladies of the land weaving toilet cushions against the last day, not to betray too green an interest in their fates! As if you could kill time without injuring eternity.

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10

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345 abcdefghijklmnopqrstuvwxyz 67890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345 abcdefghijklmnopqrstuvwxyz 67890

10

{12/16 POINT, ITALIC}

I sometimes wonder that we can be so frivolous, I may almost say, as to attend to the gross but somewhat foreign form of servitude called Negro Slavery, there are so many keen and subtle masters that enslave both North and South. It is hard to have a Southern overseer; it is worse to have a Northern one; but worst of all when you are the slave-driver of yourself. Talk of a divinity in man! Look at the teamster on the highway,

{12/14 POINT, NORMAL}

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12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890

12 abcdefghijklmnopqrstuvwxyz **12**
abcdefghijklmnopqrstuvwxyz

12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890

THE COPY USED FOR PAGES 8–9 IS ORIGINALLY FROM
»WALDEN – OR LIFE IN THE WOODS« BY HENRY DAVID THOREAU (1854).

16/18 points – A printer’s house style is the set of rules which his keyboard operators, compositors and readers follow when the customer does not give specific instructions.

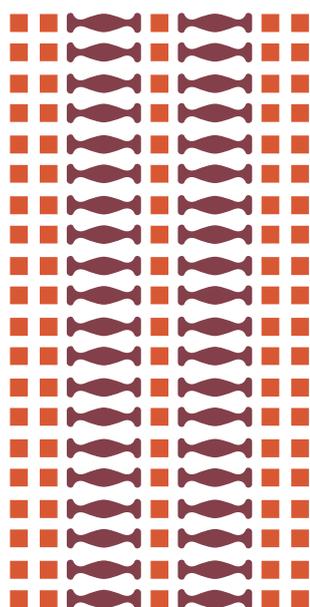
18/20 points – *A printer’s house style is the set of rules which his keyboard operators, compositors and readers follow when the customer does not give specific instructions.*

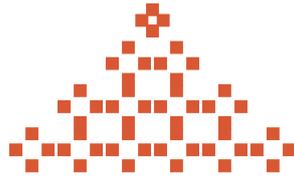
20/22 points – A printer’s house style is the set of rules which his keyboard operators, compositors and readers follow when the customer does not give specific instructions.

22/24 points – *A printer’s house style is the set of rules which his keyboard operators, compositors and readers follow when the customer does not*

28/26 points – A printer's house style is the set of rules which his keyboard operators, compositors and readers follow when the customer does not give specific instructions.

36/34 points – A printer's house style is the set of rules which his keyboard operators, compositors and readers follow when the customer does not give specific instructions.

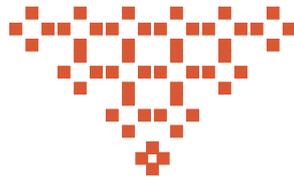




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SPECIAL THANKS TO GÖRAN SÖDERSTRÖM WHO
HELPED GENERATING FOUR OF THE WEIGHTS.

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