

Cachet

SPOTTING CACHET

EJM
acers

- Soft terminals
- Short crossbar on J
- Splayed M
- **a, c, e, r,** and **s** terminals flare slightly
- Round characters are squared off

ETYMOLOGY

Drawn by Dave Farey in 1997

FAMILY

Three weights: Book, Medium & Bold

FONT FACTS

A monospaced, monostroke typeface – that isn't. Farey's goal in drawing Cachet was to create a typeface that appeared to be monospaced and constructed with geometrically precise character strokes – but that was more legible and friendlier than typefaces that are limited to a single character and stroke widths.

Joanna

SPOTTING JOANNA

LJD
ega

- Short, slab serifs
- J descends below baseline
- Caps are wide
- Very narrow italic
- Italic **g** is calligraphic
- **a** has small bowl

ETYMOLOGY

Eric Gill/Monotype Drawing Office

Drawn by Eric Gill in 1931

Family enlarged and made digital in 1986

FAMILY

Four weights with corresponding italics for all but Extra bold. Small caps and old style figures for many.

FONT FACTS

First cut in 1931 by the Caslon foundry for the exclusive use of Gill's printing firm, Hague & Gill. Its first use was to set Gill's own "Essay on Typography." Italic is a sloped roman rather than a cursive design. The design is generally agreed to be Gill's most successful italic.

Joanna™

**The position
of the artist
is humble. He
is essentially
a channel.**

Piet Mondrian
Dutch painter
(1872 – 1944)

Cachet™

**Why are our
days
numbered
and not, say,
lettered?**

Woody Allen
U.S. movie actor,
comedian & director