

**TYPE BASICS**

# Mixing Typefaces

# MIXING TYPEFACES

*Emerald Green*

AQUAMARINE

Dark Olive Green

BLOOD RED

**MRS AND MR EAVES**

**Chocolate Brown**

Aquamarine

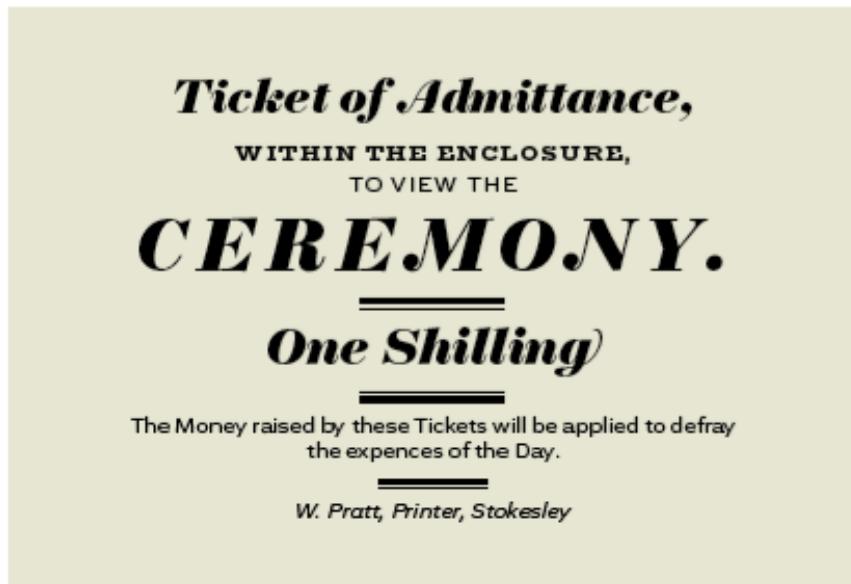
LIGHT DELPHINIUM

**Reddish Purple**

*Strawberry*

## MIXING TYPEFACES

Example using Trilogy Sans ExtraBold Compressed small caps, Medium, Heavy Condensed; Egyptian ExtraBold, Heavy Wide, Bold, Bold Wide; Fatface Wide  
(after J Procter, c.1859)



Example using Trilogy Sans Wide; Egyptian ExtraBold Wide; Fatface Regular with swash and alternate forms  
(after W Pratt, c.1820)



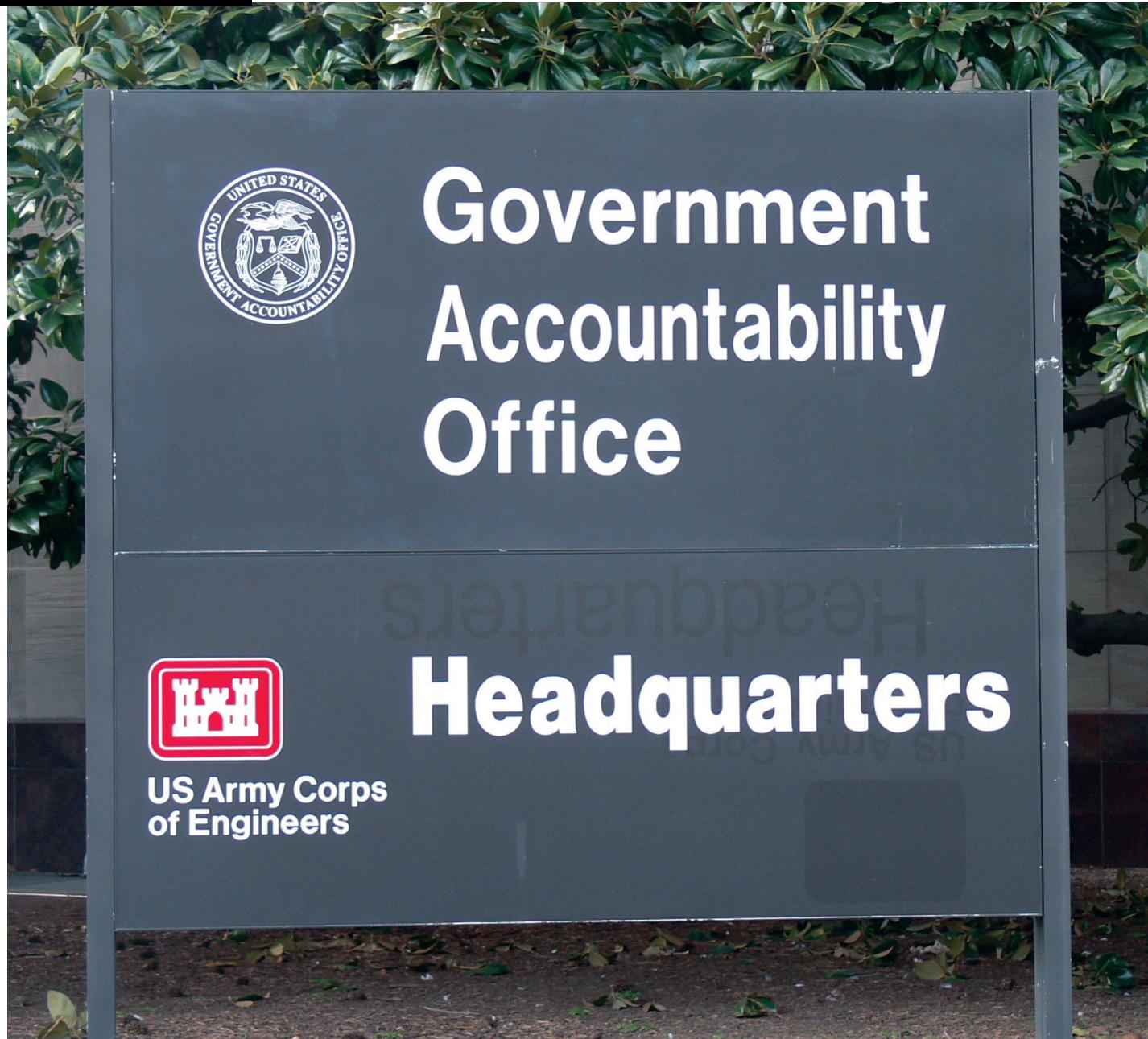
Trilogy is a “superfamily” with Sans, Egyptian, and Fatface styles, inspired by 19th-century advertising.

# Noodles with Potato Sauce

HELVETICA NEUE 56 MEDIUM AND HELVETICA NEUE 75 BOLD

### TYPE CRIME

*These typefaces are from the same family, but they are too close in weight to mix well.*



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**TYPE CRIME: WHO'S ACCOUNTABLE FOR THIS?**

# MIXING TYPEFACES

SMALL + HEAVY:

EGYPTIAN BOLD CONDENSED,  
a Linotype font based on a  
typeface from 1820. This quirky,  
chunky face has been used  
intermittently at New York  
Magazine since the publication  
was first designed by Milton  
Glaser in the 1970s.

The Word  
EDITED BY EMMA PEARSE

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## EVENTS

**BENOIT DENIZET-LEWIS**   
The Powerhouse Arena, 37 Main St., nr. Water St., Dumbo (718-666-3049)  
The writer from *The New York Times Magazine* reads from *American Voyeur: Dispatches From the Far Reaches of Modern Life*, a collection of his analytical reportage on everything from pro-life summer camps to the clothing company Abercrombie & Fitch; 1/13 at 7.

**SOUTHERN WRITERS READING SERIES**   
Happy Ending Lounge, 302 Broome St., nr. Forsyth St. (212-334-9676)  
An open mike for writers from below the Mason-Dixon line, where they'll read and discuss (and drink) all things southern; 1/13 at 8.

**SUZE ORMAN**   
Barnes & Noble, 33 E. 17th St., nr. Broadway (212-253-0810)  
The high priestess of financial invincibility presents her latest, *Women and Money: Owning the Power to Control Your Destiny*; 1/14 at 7.

**MARY JO BANG**   
McNally Jackson, 52 Prince St., nr. Mulberry St. (212-274-1160)  
Two poets in one room: Susan Wheeler hosts a discussion with the spectacularly named National Book Critics Circle Award winner, whose latest collection is titled *The Bride of E*; 1/14 at 7.

**JOYCE CAROL OATES AND ELAINE SHOWALTER**   
92nd St. Y, 1395 Lexington Ave. (212-415-5500)  
What two better authorities to discuss women's writing on the occasion of the publication of Showalter's history of American women writers; 11 a.m.

**PATTI SMITH**  
Barnes & Noble

BIG + LIGHT:

GLYPHA THIN, designed by Adrian Frutiger, 1979. The large scale of the letters is counterbalanced by the fine line of the stroke.

THE WORD: NEW YORK MAGAZINE Design: Chris Dixon, 2010. This content-intensive page detail mixes four different type families from various points in history, ranging from the early advertising face Egyptian Bold Condensed to the functional contemporary sans Verlag. These diverse ingredients are mixed here at different scales to create typographic tension and contrast.

Look for contrast when mixing typefaces.