

SPECIMEN

# Iconic

A multi-weight **rounded** family — 



ZETA FONTS FOUNDRY



<b>Name:</b>	Iconic
<b>Classification:</b>	Sans Serif
<b>Publisher:</b>	Zetafonts Type Foundry
<b>Designers:</b>	Andrea Tartarelli Cosimo Lorenzo Pancini Francesco Canovaro
<b>Release year:</b>	2019
<b>Styles:</b>	<b>28 styles:</b> 8 weights in upright, <i>8 in italic</i> , <b>6 stencil weights</b> and 6 icons weights 
<b>Available:</b>	<a href="http://www.zetafonts.com/iconic">www.zetafonts.com/iconic</a>

## ABOUT

**Iconic** is a rounded condensed sans serif typeface designed by **Andrea Tartarelli** together with **Cosimo Lorenzo Pancini** and **Francesco Canovaro** at Zetafonts. It's a multi-purpose workhorse family designed for clear and effective editorial, interface and information design with **minimum usage of space**. The soft, rounded shapes are all derived from **basic circular geometry**, but slight humanist touches have been added to make the family look more informal and readable. With his slim, minimal aesthetic, Iconic embodies the spirit of contemporary tech, and the desire for an effortless, natural digital experience. The **extensive range of weights** allows both for **text and display** usage. In body copy Iconic excels in clarity from light to bold with a choice of medium and regular for text appearance fine-tuning; in **display use** it allows endless design expressions with a range that goes from the hairline thin weight to the super-fat heavy, all with matching italics. To complement the basic, regular shapes of the Iconic family, a **Stencil** subfamily has been designed, with a more aggressive, technical look. **Perfect for wayfinding, branding and interaction design**, the six Stencil weights can also be used next to the base family for a rich textural approach to typesetting. Both **Iconic** and **Iconic Stencil** features an extended character set of over 1200 glyphs that covers over 220 languages using the Latin alphabet, as well as Greek Russian Cyrillic. **Open type features** include small caps, positional figures, alternate letterforms, stylistic sets, arrows and extra punctuation and discretionary ligatures. A six-weight icon set, **Iconic Pictograms**, has been also developed in matching weights to the base family to allow maximum control over the design of digital interfaces using Iconic.



## STYLES

Iconica Thin & *Thin Italic* & Icons      

Iconica ExtraLight & *ExtraLight Italic* & Icons     

Iconica Light & *Light Italic* & Icons     

Iconica Regular & *Regular Italic* & Icons     

Iconica Medium & *Medium Italic* & Icons     

**Iconica Bold & *Bold Italic* & Icons**     

**Iconica ExtraBold & *ExtraBold Italic***

**Iconica Heavy & *Heavy Italic***

## STENCIL

Iconic Stencil Thin

Iconic Stencil ExtraLight

Iconic Stencil Light

Iconic Stencil Regular

Iconic Stencil Medium

**Iconic Stencil Bold**





Antifašistická Akcia!!

The truth will set you free. But not until it is finished with you.

Cantina Castelões™

→ The richest man is not he who has the most, but he who

\*Değiştirilemez Teklif\*

The sun machine is coming down, and we're gonna have a

Sexårsåldern är en lagom

Always forgive your enemies; nothing annoys them so much

«Ert þú Bókstafstrúar?»

"Those who believe in telekinetics, well, raise my hand."

Reiser Til Jomfruøylene

The cure for boredom is curiosity. There is no cure for it

Unterstützung Gemäß

Ground Control to Major Tom. Can you hear me, Major

Uit Van Reënboognasie

**You miss 100 % of the shots you never take. Do you?**



LÄBIVIIMISESSE(\*)

*To the man who only has a hammer, everything he encounters*

DOSTALI NAJĎALEJ

*Feed my will to feel this moment Urging me to cross the line*

PAŞALÂCUL BUDA !!

*Saturn ascends, the one, the ten. Ignorant to the damage...*

DE NEÎNDEPLINIRE

*We are what we repeatedly do; excellence, then, is not an act*

FRANĜISKU JĈEMPĒL

*«We can be heroes, forever and ever What d'you say?»*

AZGARAD FETIŠISM?

*[...] I worry about being a success in a mediocre world (2)*

150 COPII FRUMOŞI

*We are choosing to be here right now hold on, stay inside*

¿ES INESCRUTABLE?

*I'd rather live with a good question than a bad answer.*



## TEXT PROOF

### Light&Medium Italic 10 pt

The so-called 'psychotically depressed' person who tries to kill herself doesn't do so out of quote 'hopelessness' or any abstract conviction that life's assets and debits do not square. And surely not because death seems suddenly appealing. The person in whom its invisible agony reaches a certain unendurable level will kill herself the same way a trapped person will eventually jump from the window of a burning high-rise. Make no mistake about people who leap from burning windows. Their terror of falling from a great height is still just as great as it would be for you or me standing speculatively at the same window just checking out the view; i.e. the fear of falling remains a constant. The variable here is the other terror, the fire's flames.

### Thin 20 pt

The so-called 'psychotically depressed' person who tries

### ExtraLight 20 pt

do so out of quote 'hopelessness' or any abstract conv

### Light 20 pt

and debits do not square. And surely not because de

### Regular 20 pt

pealing. The person in whom its invisible agony rea

### Medium 20 pt

able level will kill herself the same way a trapped p

### Bold 20 pt

jump from the window of a burning high-rise. Ma

### ExtraBold 20 pt

people who leap from burning windows. Their te

### Black 20 pt

great height is still just as great as it would be

### Thin pt 10

① *THE MAN WITHOUT QUALITIES* (1930) - "A barometric low hung over the Atlantic. It moved eastward toward a high-pressure area over Russia without as yet showing any inclination to bypass this [...], *Albert Musil*

### Extralight pt 10

② *GRAVITY'S RAINBOW* (1973) - "It has happened before, but there is nothing to compare it to now. It is too late. The Evacuation still proceeds, but it's all theatre. There are no lights inside the cars [...], *Thomas Pynchon*

### Light pt 10

③ *ULYSSES* (1922) - "Stately, plump buck mulligan came from the stairhead, bearing a bowl of lather on which a mirror and a razor lay crossed. A yellow dressing gown, ungirdled [...], *James Joyce*

### Regular pt 10

④ *A TALE OF TWO CITIES* (1859) - "It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity [...], *Charles Dickens*

### Medium pt 10

⑤ *ROBINSON CRUSOE* (1719) - "I was born in the Year 1632, in the City of York, of a good Family, tho' not of that Country, my Father being a Foreigner of Bremen, who settled first at Hull [...], *Daniel Defoe*

### Bold pt 10

⑥ *IF ON A WINTER'S NIGHT A TRAVELER* (1979) - "You are about to begin reading Italo Calvino's new novel, *If on a winter's night a traveler...*, *Italo Calvino*

### Extrabold pt 10

⑦ *THE CATCHER IN THE RYE* (1951) - "If you really want to hear about it, the first thing you'll probably want to know is where I was born, and what my lousy childhood was like, and how [...], *J. D. Salinger*

### Black pt 10

⑧ *THE MAKING OF AMERICANS* (1925) - "Once an angry man dragged his father along the ground through his own orchard. "Stop!" cried the groaning old man at last, "Stop! I did not drag [...], *Gertrude Stein*



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20pt / 24 — Mixed Weights

**Nero** (Latin: *Nero Claudius Caesar Augustus Germanicus*) was the last Roman emperor of the **Julio-Claudian dynasty**. He was born *Lucius Domitius Ahenobarbus* on 15 December 37 ad in **Antium**. Nero was adopted by his great-uncle **Claudius** and became his **heir and successor**. Nero's mother, **Agrippina the Younger**, was likely implicated in Claudius' death and Nero's nomination as emperor.

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16pt / 20 — Mixed Weights

During the early years of his reign, Nero was content to be guided by his mother, his tutor **Lucius Annaeus Seneca** and his Praetorian prefect, **Sextus Afranius Burrus**. As time passed, he started to play a more active and independent role in government and foreign policy. During his reign, the redoubtable general **Corbulo** conducted a successful war and negotiated peace with the **Parthian Empire**.

His general **Suetonius Paulinus** crushed a major revolt in Britain, led by the Iceni **Queen Boudica**. Nero focused much of his attention on diplomacy, trade and the cultural life of the empire, ordering theatres built and promoting athletic games.

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12pt / 16 — Mixed Weights

**Nero's rule is usually associated with tyranny and extravagance**. Most Roman sources, such as **Suetonius** and **Cassius Dio**, offer overwhelmingly negative assessments of his personality and reign. **Tacitus** claims that *"the Roman people thought him compulsive and corrupt"*. **Suetonius** tells that *"many Romans believed that the Great Fire of Rome was instigated by Nero to clear the way for his planned palatial complex, the Domus Aurea."*

According to **Tacitus** he was said to have seized Christians as scapegoats for the fire and burned them alive, seemingly motivated not by public justice but by personal cruelty. **Some modern historians question the reliability of the ancient sources on Nero's tyrannical acts**. A few sources paint Nero in a more favorable light. There is evidence of his popularity among the Roman commoners, especially in the eastern provinces of the Empire, where a popular legend arose that Nero had not died and would return.

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10pt / 14 — Mixed Weights

Nero's father, **Domitius**, died in 40. A few years before his death, Domitius had been involved in a political scandal that, according to Malitz: *"could have cost him his life if Tiberius had not died in the year 37, since in the previous year, Nero's mother Agrippina had been caught up in a scandal of her own"*. Caligula's beloved sister **Drusilla** had recently died and Caligula began to feel threatened by his brother-in-law **Marcus Aemilius Lepidus**. Agrippina, suspected of adultery with her brother-in-law, was forced to carry the funerary urn after Lepidus' execution. Caligula then banished his two surviving sisters, Agrippina and Julia Livilla, to a remote island in the Mediterranean Sea. According to *The Oxford Encyclopedia of Ancient Greece and Rome*, Agrippina was exiled for plotting to overthrow Caligula.

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8pt / 12 — Mixed Weights

Caligula's reign lasted from 37 until 41. **He died from multiple stab wounds in January of 41** after being ambushed by his own Praetorian Guard on the Palatine Hill. Claudius succeeded Caligula as Emperor. Agrippina married Claudius in 49 ad and became his fourth wife. By February 49, she had persuaded Claudius to adopt her son Nero. After Nero's adoption, "Claudius" became part of his name: *Nero Claudius Caesar Drusus Germanicus*. Claudius had gold coins issued to mark the adoption. Classics professor Josiah Osgood has written that *"the coins, through their distribution and imagery alike, showed that a new Leader was in the making."* **David Shotter** noted that, despite events in Rome, Nero's step-brother Britannicus was more prominent in provincial coinages during the early 50s.

The ancient biographer **Suetonius**, who was critical of Nero's ancestors, wrote that Augustus had reproached Nero's grandfather for his unseemly enjoyment of violent gladiator games. According to **Jürgen Malitz**, Suetonius tells that Nero's father was known to be *"irascible and brutal"*, and that both *"enjoyed chariot races and theater performances to a degree not befitting their position."*



STYLISTIC ALTERNATES

Stylistic Alternates or Stylistic Sets were designed to offer a secondary form of a character.

Finally Naked



Finally ņaked

STYLISTIC SET 01, 02, 03...

There are more than one Stylistic Set. Check out the possibilities of text appearance.

KIDNAPPED SOUL



KIDŃAPPED SOUL



## STANDARD **ffi** LIGATURES

The **standard ligatures** are designed to correct awkward text combinations of letters, such as fi, ffi, ff. Such ligatures are applied by default

ffi → ffi

### LIGATURE LIST

fi ff ffi

## DISCRETIONARY **RŒ** LIGATURES

**Discretionary Ligatures** are ligatures applied at the user's discretion.

RO → RŒ

### LIGATURE LIST

RŒ KŒ



## SPECIAL LIGATURES

The **Special Ligatures** offer you the possibility to get special symbols by using key combinations without glyph panel. These are activated enabling **Discretionary Ligatures**.

### CIRCULAR NUMBER

(1)(2)



① ②

### BLACK CIRCULAR NUMBER

((1))((2))



① ②

### ARROWS

<+-/|+>



→ ↘ ↓ ↙ ↔  
← ↖ ↑ ↗ ⇕

## LETTER COMBINATION

There are also **Special letter combinations** this solution offer you the possibility to get special symbols by using key combinations without glyph panel. These are activated enabling **Discretionary Ligatures**.

### NUMBER

[No.]



Nº

### COPYRIGHT

(C)



©

### REGISTERED

(R)



®

### TRADEMARK

[TM]



™

### LITER SIGN

[L]



ℓ



## ALTERNATE FIGURES

**Tabular Figures** are especially useful while setting columns of numbers, such as in financial reports.

PROPORTIONAL LINING

123



TABULAR LINING

| 1 | 2 | 3

PROPORTIONAL OLD STYLE

123



TABULAR OLD STYLE

| 1 | 2 | 3

## POSITIONING FIGURE/FRACTION

These various kind of figures are used for fractions, footnote references, chemical compounds, and as mathematical exponents.

<sup>12</sup>/<sub>23</sub>

FRACTION

H<sub>2</sub>O

SUBSCRIPT-INFERIOR

D<sub>2.2</sub>€

DENOMINATOR

1<sup>st</sup>

ORDINALS

X<sup>12s</sup>

SUPERSCRIPT-SUPERIOR

N<sup>1,2</sup>\$

NUMERATOR







## NUMBERS

**1200+** chars  
**220+** languages  
**3 scripts:** latin, greek, cyrillic

## COMMON LANGUAGE

Afrikaans, Albanian, Asu, Azerbaijani, Basque, Bemba, Bena, Bosnian, Breton, Bulgarian, Catalan, Chiga, Colognian, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, Ganda, German, Greek, Gusii, Hungarian, Icelandic, Inari Sami, Indonesian, Irish, Italian, Jola-Fonyi, Kabuverdianu, Kalenjin, Kinyarwanda, Low German, Lower Sorbian, Luo, Luxembourgish, Luyia, Macedonian, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Morisyen, North Ndebele, Northern Sami, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Portuguese, Quechua, Romansh, Rombo, Rundi, Russian, Rwa, Samburu, Sango, Sangu, Scottish Gaelic, Sena, Serbian, Shambala, Shona, Slovak, Slovenian, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Teso, Turkish, Turkmen, Ukrainian, Upper Sorbian, Vunjo, Walser, Welsh, Western Frisian, Wolof, Zulu

# ECG Detector

USERNAME

Zetafonts

PASSWORD

\*\*\*\*\*

LOGIN



#01 max 110  
min 85



#02 max 100  
min 80



#03 max 95  
min 75



#04 max 105  
min 90



\$235.99

TODAY

\$1,678.45

WEEKLY

\$7,536.00

MONTHLY

Perfect for  
interface  
design



## List Task Manager

- Meeting with Zetafonts
- Going to grocery shop
- Picking up Kate and Josh from school
- Having lunch with Lucas
- Going to grocery shop

3.1415

AC	+/-	%	÷
7	8	9	×
4	5	6	-
3	2	1	+
0	,	=	

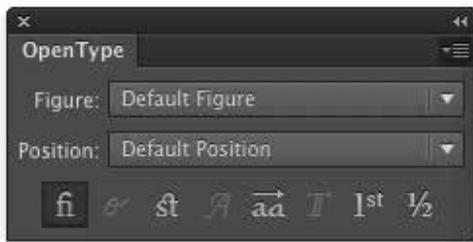
Old style LED  
Calculator



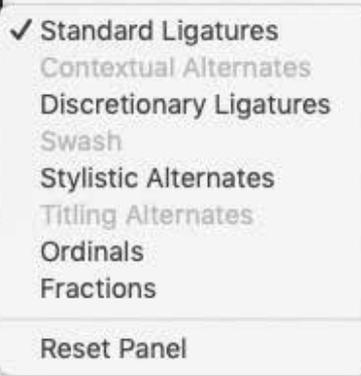
## HOW TO USE FEATURES

All Zetafonts typefaces feature extra glyphs and functions that are available with Open Type technology (works on Adobe software, Word, and newer Os). Open Type features

are activated in Illustrator, InDesign and Photoshop through multiple option checks in the Type → Open Type panel.



To activate Open Type panel select in the menu:  
*Window → Type → Opentype panel*



The OpenType format makes it possible to incorporate typographic features, such as small caps, ligatures, old style numerals and lining numerals, all within one font file, thereby simplifying font management and usage.

FOR MORE INFORMATION CHECK OUR **FAQ PAGE:**

<http://bit.ly/zetafaq>

## USE SPECIAL FEATURES AND STYLE SETS

Illustrator's Glyphs panel provides quick access to a wide range of special characters. With the Type tool, click to place the

insertion point, then double-click the character you want to place in the text from the Glyphs panel.



To activate glyph panel go to:  
*menu → window → type → glyph panel*



You can select the stylistic set you want to be display



## AVAILABLE FORMATS AND INSTALLATION SPEC

In the package are available the most common file format for every purpose:

**TTF, OTF, EOT, WOFF, WOFF2**

### → Install on Windows 10

Once downloaded, right-click on the file, select *"Extract All"*. After extraction (or accessing the file at its downloaded destination), right-click on the file and select *"Install"*. Otherwise navigate to **Cortana's search field** on the taskbar, type *"Control Panel"* and click the corresponding result. With the Control Panel open, navigate to *"Appearance and Personalization"* and click on *"Fonts"* in the main window.

Here you can **Drag and Drop** your files.

### → Install on Mac OS

Double click the unzipped font file and **Font Book** will open a preview of the font. Click *"Install Font"* at the bottom of the preview.

### **HOW TO GET THE FONT**

In order to use our fonts in a commercial project, you need to pay a license fee that varies according to usage and number of users. Acquiring a license on our website [www.zetafonts.com](http://www.zetafonts.com) is the fastest way. You will be able to download the fonts immediately after the payment. Our website accepts payments with credit card or with PayPal account, both using PayPal POS that accepts all main credit cards. For more information about licensing, visit [www.zetafonts.com/licensing](http://www.zetafonts.com/licensing)

### **TRY BEFORE YOU BUY**

Our fonts are free to try and for personal/non-commercial use. You can download the trial version in order to test the integration in your design by visiting the font page on [www.zetafonts.com](http://www.zetafonts.com)

### **CUSTOM FONT**

Custom fonts is part of the services we offer as a type foundry. This include design completely new typefaces, modifications of existing ones, or creation of special language sets. For more information visit: [www.zetafonts.com/custom-fonts](http://www.zetafonts.com/custom-fonts)

### **WEBFONTS**

All Zetafonts typefaces are available also as webfonts as self-hosting webfont licence. We provide the fonts as EOT, WOFF, WOFF2 formats.



Zetafonts is a Ligature srl division

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Zetafonts is an independent digital type foundry run by an Italian type designer Team and currently based in Florence. It has spent more than a decade designing typefaces for print, digital, environmental design, branding and corporation. Besides creating a wide range of high quality retail typefaces, Zetafonts also provides custom typeface design services for commercial and institutional clients.

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