

SOHO[®]GOTHIC

Thin, Light, Regular, Medium, **Bold**, **Extra Bold**, **Ultra**

Scandinavian

He loved Hollywood, and Hollywood loved him

STATES

Designed by Sebastian Lester for Monotype Imaging 2004-2007

EFFORTLESS MODERNITY

VISIONARY

Cyclist

Fuel Stop

Shuffles

Reknowned Philanthropist & Stuntman

HEADLINES

My fiancée

A Brief History of Shopping

Bauhaus

SCANDAL!

Culture-sampling Tourists

A full-hearted neon-chrome zeal

Some examples of the semi-slab stylistic sets in use

Second Sun

BLAZE OF GLORY

Hullabaloo

Trends & Innovation

BRUISER

a a a

Art **SUPPLY** Store

Digital FX Suite

SOHO GOTHIC

THIN

ABCDEFGHIJKLM
abcdefghijklmnop
0123456789&o12

REGULAR

ABCDEFGHIJKLM
abcdefghijklmnop
0123456789&o1

BOLD

ABCDEFGHIJKL
abcdefghijklmn
0123456789&o

ULTRA

ABCDEFGHIJK
abcdefghijklm
0123456789&

LIGHT

ABCDEFGHIJKLM
abcdefghijklmnop
0123456789&o12

MEDIUM

ABCDEFGHIJKLM
abcdefghijklmnop
0123456789&o1

EXTRA BOLD

ABCDEFGHIJKL
abcdefghijklmn
0123456789&o

SOHO GOTHIC LIGHT & LIGHT ITALIC 6/9

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. *Bear with me in this long-winded and fragrant metaphor; for you will find that almost all the virtues of the perfect wine-glass have a parallel in typography. There is the long, thin stem that obviates fingerprints on the bowl. Why? Because no cloud must come between your eyes and the fiery hearth of the liquid. Are not the margins on book pages similarly meant to obviate the necessity of fingering the type-pages?*

SOHO GOTHIC MEDIUM & MEDIUM ITALIC 6/9

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. *you will find Bear with me in this long-winded and fragrant metaphor; for you will find that almost all the virtues of the perfect wine-glass have a parallel in typography. There is the long, thin stem that obviates fingerprints on the bowl. Why? Because no cloud must come between your eyes and the fiery hearth of the liquid. Are not the margins on*

SOHO GOTHIC THIN & THIN ITALIC 8/11

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SOHO GOTHIC REGULAR & ITALIC 8/11

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SOHO GOTHIC BOLD & BOLD ITALIC 8/11

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SOHO GOTHIC EXTRA BOLD & EXTRA BOLD ITALIC 8/11

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SOHO GOTHIC

SOHO GOTHIC THIN & THIN ITALIC 14/17

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this *imaginary demonstration*, so that *it be a deep shimmering crimson in colour*. You have two goblets before

SOHO GOTHIC REGULAR & ITALIC 14/17

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this *imaginary demonstration*, so that *it be a deep shimmering crimson in colour*.

SOHO GOTHIC BOLD & BOLD ITALIC 14/17

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shim

SOHO GOTHIC ULTRA & ULTRA ITALIC 14/17

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that

SOHO GOTHIC LIGHT & LIGHT ITALIC 14/17

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this *imaginary demonstration*, so that *it be a deep shimmering crimson in colour*.

SOHO GOTHIC MEDIUM & MEDIUM ITALIC 14/17

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson

SOHO GOTHIC EXTRA BOLD & EXTRA BOLD ITALIC 14/17

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shim

SOHO GOTHIC STYLISTIC SETS - Check the support that your design application provides for these OpenType features.
This functionality is not currently available in all desktop publishing packages.

Hamburgefonstivly

DEFAULT STYLE - Basic letterforms.

Hamburgefonstivly

STYLISTIC SET 1 - Semi slab letterforms in upper & lowercase.

Hamburgefonstivly

STYLISTIC SET 2 - Simplified forms in the lowercase - 'a', 'u' & 'y'.

Hamburgefonstivly

STYLISTIC SET 3 - Simplified forms in the lowercase 'u' & 'y' only.

Hamburgefonstivly

STYLISTIC SET 4 - Semi slab letterforms in the lowercase only.

Hamburgefonstivly

STYLISTIC SET 5 - Semi slab letterforms in the lowercase i & l only.

Soho[®] Gothic - Notes from the designer

Soho Gothic is the latest chapter in the Soho typeface project. 7 sans serif weights, and their respective italics, ranging from a super-chic Thin to a super-solid Ultra.

Developed over four years, it's designed to work well by itself or with Soho, it's slab serif counterpart. I want the family as a whole to look effortlessly modern and state-of-the-art. The designs were developed in tandem so that I could think carefully about every aspect of the project and ensure that used together they'd harmonise as well as possible.

Soho Gothic is intended to work at all sizes and in all environments. Clean, precise, uncluttered forms have been created that lend themselves well to use on screen and in print. I wanted a mature and refined design that would perform as well being used as the back bone of a global brand as it would in an edgy fashion magazine.

Stylistic alternates are an intrinsic part of the design. It gives designers greater flexibility when required and simply makes a typeface more useful. The stylistic sets in these fonts bridge the gap between Soho and Soho Gothic with a suite of semi-slab alternates that are accessible via some of Soho Gothic's 25 OpenType features.

Sebastian Lester

Type Designer