Tailor Book and Italic

This is Tailor, yet another new font from Suomi Type Foundry, with some Open-Type features: st goes st, same goes with ct and rt, and fi and fl are accompanied by ffi and ffl. And did you notice those first two letters?

Tailor is a single weight font with true italics, and those italics have a stylistic set for alternate p,v,w, k and y. They go p, v, w, k and y. (and ky and kg.)

Tailor also has numerals both tabular lining, and proportional old style: 0123456789 goes 0123456789.

And www goes www, www, and www to save those unwanted counterspaces.

Tailor has a friendly feel to it with those rouded corners and chubby characters. It is primarily designed for headline use, but as you can see here, it can also handle longer strings of text.

Tailor Book Sample

RELIABLE typographic styles asennevamna

the quick brown fox jumps over a lazy dog

Vaseline To have and to hold tailoring

Full character set, 13/20 points with +100 tracking:

DőŁłÞþŠšŽž!"#\$\$%%&'*()+,-/01234567890123456789 1^{23} 1/21/43/4:;<=>?@ABCDEFGHIJKLMNOPQRSTUVWXYZ [\]^_abcdefghijklmnopqrstuvwxyz{|}~ÄÅÇÉÑÖÜáàâäã åçéèêëíìîïñóòôöõúùûü†°¢¢££\$•¶ß®©™´¨ÆØ±¥ \int ²ºæø¿i¬f«»...ÀÃÕŒœ——""'÷ÿŸ/Ø€є \cdot fifl $\pm \cdot$,,,%%ÂÊÁËÈÍÎÏÌÓÔ ÒÚÛÙ1^~~~°, ~~ Th www st ct rt ffi ffl &

Down, down, down. Would the fall never come to an end! 'I wonder how many miles I've fallen by this time?' she said aloud. 'I must be getting somewhere near the centre of the earth. Let me see: that would be four thousand miles down, I think—' (for, you see, Alice had learnt several things of this sort in her lessons in the schoolroom, and though this was not a very good opportunity for showing off her knowledge, as there was no one to listen to her, still it was good practice to say it over) '—yes, that's about the right distance—but then I wonder what Latitude or Longitude I've got to?' (Alice had no idea what Latitude was, or Longitude either, but thought they were nice grand words to say.)

Tailor Italic Sample

RELIABLE typographic styles asennevama

the quick brown fox jumps over a lazy dog

Vaseline To have and to hold tailoring

Full character set, 13/20 points with +100 tracking:

 $D\delta LlPpŠšŽž!"#$$%%&'*()+,-/01234567890123456789$ $1^23^1/2^1/4^3/4:;<=>?@ABCDEFGHIJKLMNOPQRSTUVWXYZ$ [\]^_abcdefghijklmnopqrstuvwxyz{|}~ÄÅÇÉÑÖÜáàâääåçéèêëíìîïñóòôöõúùûü†°¢¢££\$·¶ß®©™´"ÆØ±¥ \int °° æø¿;
¬f«»...ÀÃÕŒœ——""''÷ÿŸ/Q€ ϵ ··fifl \pm ·,,,%%ÂÊÁËÈÍÎÏÌÓÔ
ÒÚÛÙ1^~~~~, ~, ~ pvwy k Th www www st ct rt ffi ffl ϵ

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