



Francesco Pastonchi

Geboren am 31. Dezember 1874 in Riva Ligure, gestorben am 29. Dezember 1953 in Turin. Italienischer Schriftsteller. Entwarf die Schrift für eine Neuauflage italienischer Klassiker. Unterstützt durch Professor Eduardo Cotti an der *Royal School of Typgraphy* in Turin.

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|----------------------------------|------|----------|----------|
| Pastonchi | 1927 | Monotype | Linotype |
| <i>Pastonchi Italic</i> | 1927 | Monotype | Linotype |
| PASTONCHI TITLING | 1927 | Monotype | Linotype |
| <small>mit Eduardo Cotti</small> | | | |

9 PT. (8D) 73⁴/₄ SET LINE M-1226
U.A. 69

WHEN JOBS HAVE TYPE SIZES FIXED QUICKLY MARGINS OF ERROR WIDEN UNLESS THE DETERMINING CALCULATIONS ARE BASED UPON FACTUAL RATHER THAN HYPOTHETICAL FIGURES. When jobs have type sizes fixed quickly margins of error widen unless the determining calculations are based upon factual rather than hypothetical figures. No variation in the amount of copy can affect the degree of error once that error has been made. If instead of the required ten point the estimator specifies nine point for the type size whether the copy be only ten lines for a trade magazine advertisement or the manuscript for a volume of thirty chapters the percentage of error will be ten. If these two jobs were assembled in type one might

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ABCDEFGHIJKLMNQRST

13 PT. (12D) 113⁴/₄ SET

In his preparation of a new edition of the Italian Classics in the 1920s, the author and poet, FRANCESCO PASTONCHI, decided to use a type face which would possess the "greatest clearness and legibility of print, and be beautiful in its outward form". Finding no appropriate faces to meet his requirements, he determined to create a new type, based on Italian tradition but avoiding anything archaic. He assembled a vast amount of material, passing it on with his ideas about the construction of letters to Eduardo Cotti of Turin for execution.

ABCDEFGHIJKLMNQRSTUUVWXY

SYNOPSIS IN 10 POINT

ABCDEFGHIJKLMNQRSTUUVWXYZ&Æ

ABCDEFGHIJKLMNQRSTUUVWXYZ&Æ

abcdefghijklmnopqrstuvwxyzfifflflæ

ABCDEFGHIJKLMNQRSTUUVWXYZ&Æ

abcdefghijklmnopqrstuvwxyzfifflflæ

.,:;!?'',{[+}\$£\$*—\$†}.'?;!';,

1234567890 a c n u v w 1234567890

A B C D E H L M N P Q R T U Z

THE MATRICES OF THIS FACE (SERIES 206) ARE NOT FOR SALE IN ITALY

10 PT. (9D) 81²/₂ SET LINE M-1248
U.A. 69

WHEN JOBS HAVE TYPE SIZES FIXED QUICKLY MARGINS OF ERROR WIDEN UNLESS THE DETERMINING CALCULATIONS ARE BASED UPON FACTUAL RATHER THAN

When jobs have type sizes fixed quickly margins of error widen unless determining calculations are based upon factual rather than hypothetical figures. No variation in the amount of copy can affect the degree of error once that error has been made. If instead of the required ten point the estimator specifies nine point for the type size whether the copy be only ten lines for a trade magazine advertisement or a manuscript for a volume of twenty chapters the percentage of error will be ten. If these two jobs were assembled in type, one might reason

When jobs have type sizes fixed quickly margins of error widen unless determining calculations are based upon factual rather than hypothetical figures. No variation in the amount of copy can affect the degree of error once that error has been made. If instead of the required ten point the estimator specifies nine point for the type size whether the copy be only

ABCDEFGHIJKLMNQRSTUUV

11 PT. (10D) 91²/₂ SET

U.A. 69

LINE M-1276

WHEN JOBS HAVE TYPE SIZES FIXED QUICKLY MARGINS
When jobs have type sizes fixed quickly margins of
When jobs have type sizes fixed quickly margins of error
ABCDEFGHIJKLMNQRSTUUVWXYZ ABC

SEE CENTRE PANEL FOR THE 13 PT. SIZE

14D ON 16 PT. 131²/₂ SET

LARGE COMPOSITION
U.A. 175

LINE T-1430

When jobs have the type sizes fixed quickly, margins of error will widen
ABCDEFGHIJKLMNQRSTUUVWX

14D ON 16 PT.

DISPLAY MATRICES

LINE T-1430

Four documents taking prizes were judged to be of exceptional quality
Expect equal workings of demy size jobs
ABCDEFGHIJKLMNQRSTUUVWX

30D ON 36 PT.

DISPLAY MATRICES

LINE T-3085

These eight documents will gain prizes
ABCDEFGHIJKLMNPQRSUUVWXYZ

16D ON 18 PT.

DISPLAY MATRICES

LINE T-1634

The bank recognizes this claim as quite valid and just, so we expect full payment
We have a few mixed blocks in varying sizes
ABCDEFGHIJKLMNPQRSTUUVWXYZ

20D ON 22 PT. CAPS ONLY

DISPLAY MATRICES

LINE T-2044

ABDEGHIJKLMNQRSTUWX

24D ON 30 PT.

DISPLAY MATRICES

LINE T-2452

Zeal for a type design job
ABDEGHIJKLMNQRSTU