

Type Specimen Booklet

Process Book



Project Narrative

Description

This project is a type specimen booklet for the typeface Scala Sans. When designers are considering the use of a typeface, or desire to learn more about one, they may often consult a type specimen book to see examples of how the typeface can be applied as well as learn about its history, and the range of the family it consists of.

Objective

My objective for this project was to showcase Scala Sans in a way that exemplified its versatility, while creating an engaging booklet that represented the typeface well. I wanted to create a consistent theme that would tie the pages together in a cohesive, purposeful way. Because of Scala Sans' history of originally being designed for a concert hall in the Netherlands, I decided to theme the entire booklet around music.

Initial Research

FF Scala Sans Typeface

Designed By: ^{Putch} Martin Majoor
Year Designed: 1993
Foundry: Monotype

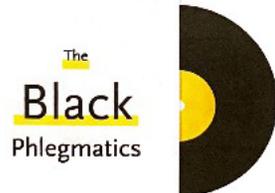
book design & fine printing
dep. Homeland Security
Publication versatile

Martin Majoor's Website:

FF Scala is named after the Teatro alla Scala (1776-78) in Milan. There were two reasons for this name: FF Scala was made especially for a concert hall, the Vredenburg in Utrecht, and the design has its roots in around the time Teatro alla Scala was built, the mid-eighteenth century.

Furthermore the word 'scala' has the meaning 'a whole range', which FF Scala certainly is: from a to z and from serif to sans serif, from light to black and from formal to decorated. As first released (1991) FF Scala had only four styles: regular, italic, bold and small caps. Since then FF Scala has grown to 28 styles.

FF Scala Sans was made simply by cutting the serifs off from the characters of Scala and by adjusting their contrast. So the skeletons of both FF Scala and FF Scala Sans are identical. Since FF Scala Sans is based on FF Scala it is indirectly based on the vertically stressed old-face model. This is rarely seen with sans serif designs (Gill Sans [1929] and Syntax [1968] are notable exceptions). Many of the modern sans serifs (Akzidenz Grotesk, Helvetica, Univers) are based on eighteenth-century classical designs such as Walbaum. Their basic forms are rather 'closed' while the same elements in FF Scala Sans are 'open'. This improves its legibility, especially in smaller point sizes.



This is a document that I compiled of information about Scala Sans along with some handwritten notes as I continued further research.

Uses

- Los Angeles Metro logo
- Band of Brothers Title Sequence
- Jet Airways
- St. Louis Art Museum wayfinding signage
- Chicago park signs
- Our textbook
- Books

Flint Font Foundry; initials of foundry

Sans Serif	Serif
↳ humanist	Modern
↳ geometric	Old style
	Transitional

Humanist font, roots to ^{late} 1700's
Designed for Vredenburg Music Center, a concert hall in Utrecht, Netherlands
Named after a famous theater in Naples, Italy designed & built in 1776
• Points to the first vertically stressed typefaces w/ designer PS Fournier at his principle influence
• designed w/ digital design tech in mind

Initial Ideation

Light
light Italic
Regular

Italic
Bold
Bold Italic
Black
Black Italic

Ohh
hmm
eee
ahh

- Show all available styles
- Cover includes name of typeface & foundry
- History
- User & recommendations
- Purpose and unique functions

① COVER	② Decorative	③ Contents	④ History	⑤ History	⑥ Uses	⑦ Recom.
Name foundry						
⑧ Anat.	⑨ Styles	⑩ Decor.	⑪ Decor.	⑫ App.	⑬ Funct.	⑭ decor. decor.

⑮
Back
Cover

Possible Themes	BRAND	MUSIC Terminology
Find your way		Crescendo
Music		harmony
Instrumental		melody
Trains & Travel		whole
Architecture		open
Philosophy of the Arts		Scale
The Arts - art, writing, music - Humanism		Rhythm
		Cadence
		Tenor; Alto
		Octave
		Dynamic
		Ensemble
		Intermezzo
		Psalm
		voice

Some preliminary research about what content to potentially include and where it could be placed in the booklet. I also explored themes for the booklet and poster that could relate to Scala Sans.

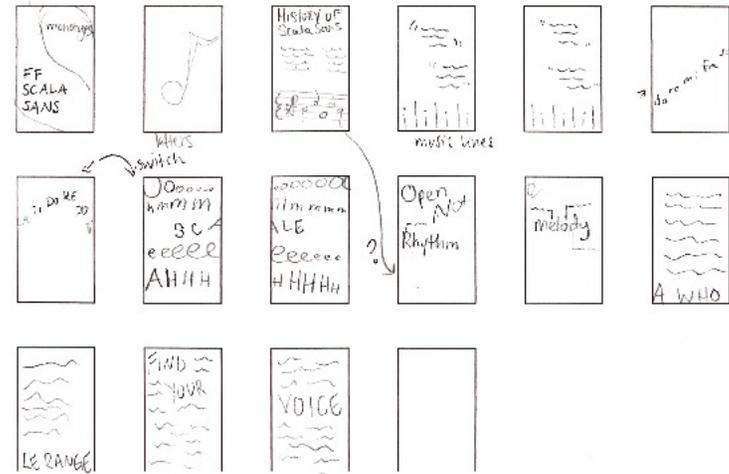
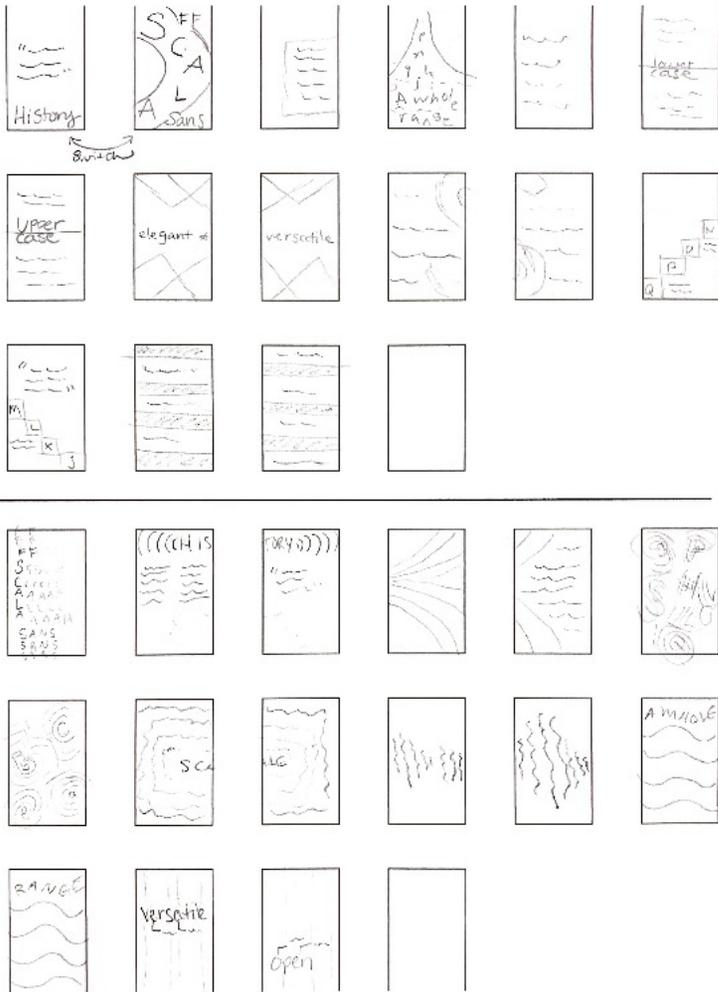
160 Booklet Sketches



After deciding on the music related theme, I made 160 sketches for the 16 page type specimen booklet. I explored several music or sound ideas as well as a variety of interesting ways to portray Scala Sans creatively.

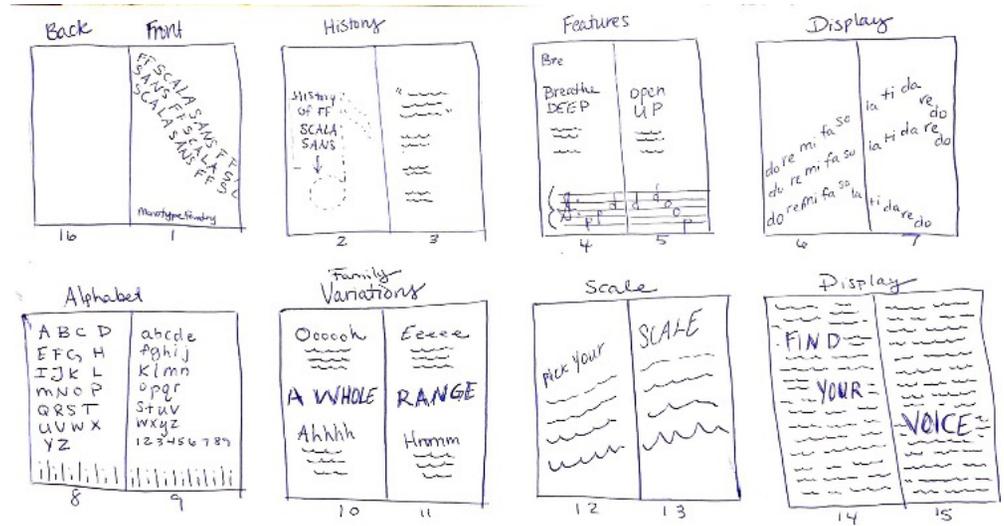


160 Booklet Sketches



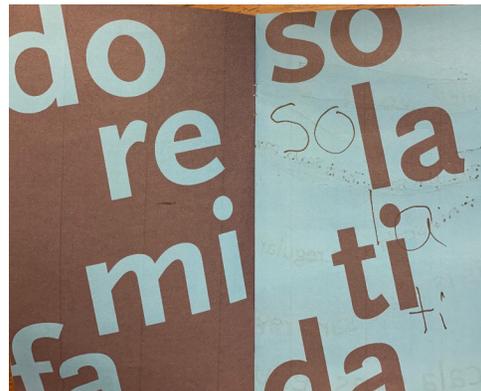
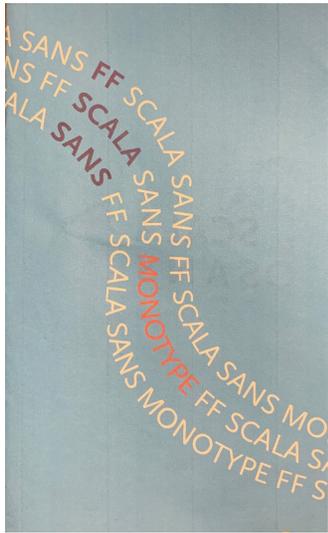
This was an idea I almost went with (left). The theme was closely related to music but focused more on “sound” and actual waves of sound. But the sketches on the top right here is the overall sketch group I decided to refine further.

Refining Sketches

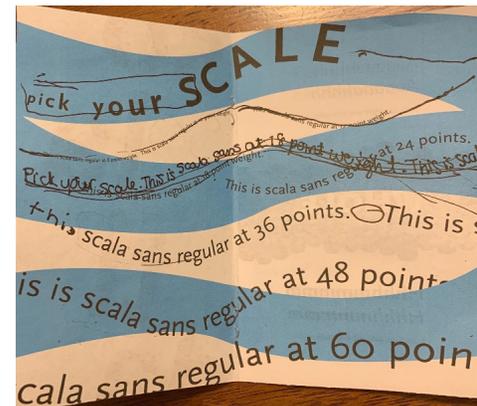
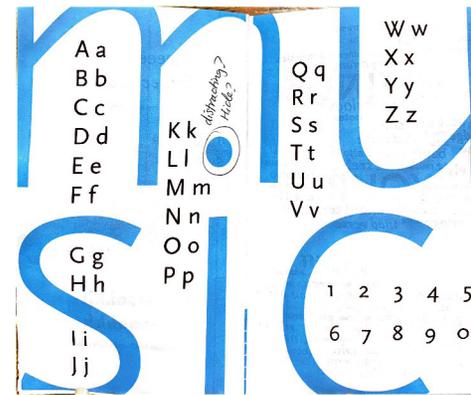


To the left, I refined the preliminary sketches and organized what type of content they will portray for the specimen. Above are my further refined sketches before moving into InDesign. I finalized the order of the spreads and basic ideas for each page.

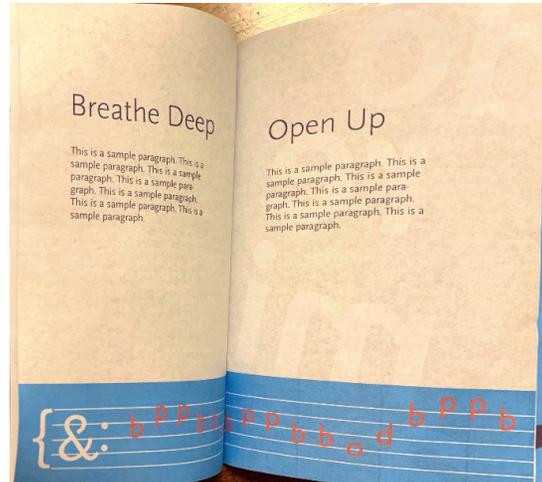
Refined Size Mockup Draft



Second printed booklet now has color (light blue and dark purple). Notes are made to further refine the design to make it more engaging, cohesive, and effective as a type specimen. I also printed it so that I could see how the type sizes and booklet size is working.



Refined Third Mockup Draft

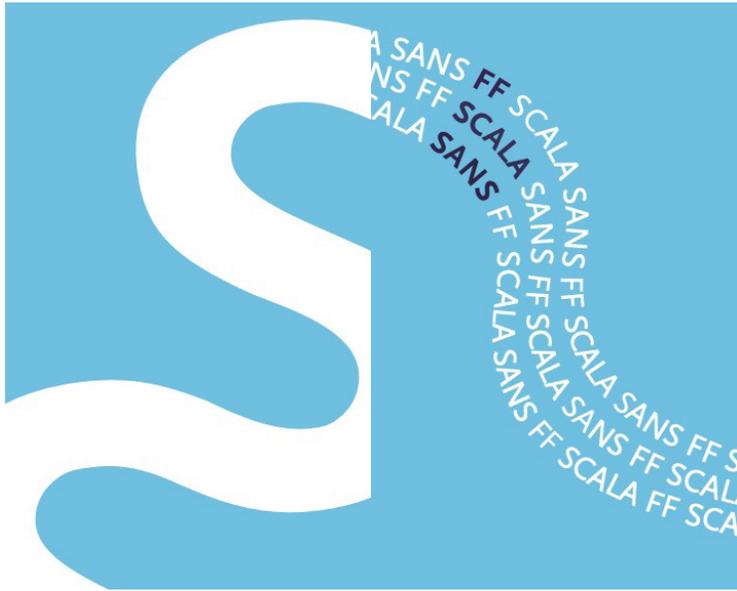


with FF
SCALA SANS



Third accent color added and changes implemented from notations on previous draft.

Final Booklet



Breathe Deep

Scala Sans is a humanist typeface that allows for a more natural and comfortable read. It is commonly used for way finding, public parks, and cultural centers because of its elegance and simplicity but also its high degree of legibility.

Open Up

Scala sans is also considered an “open” typeface because of the air it allows into the letter-forms. The wider space inside letters and numbers that, for example, can be observed in “p” and “6” make way for clearer legibility, especially in small font sizes.

Scala Sans light 36 pt & 12 pt



Final Booklet

Aaaaaahhhh
Aaaaaahhhh

Scala Sans light and light italic 30 pt

Eeeeeeeeeee
Eeeeeeeeeee

Scala Sans regular and italic 30 pt

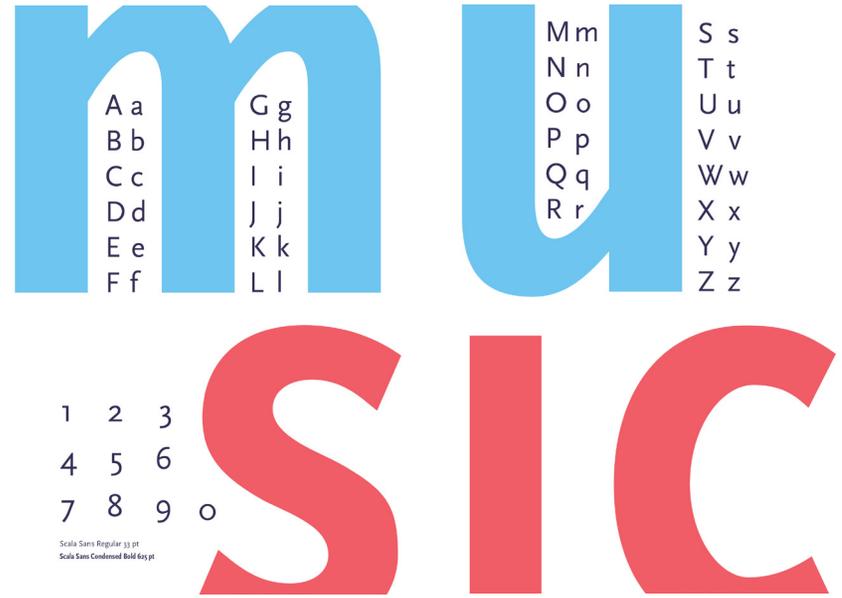
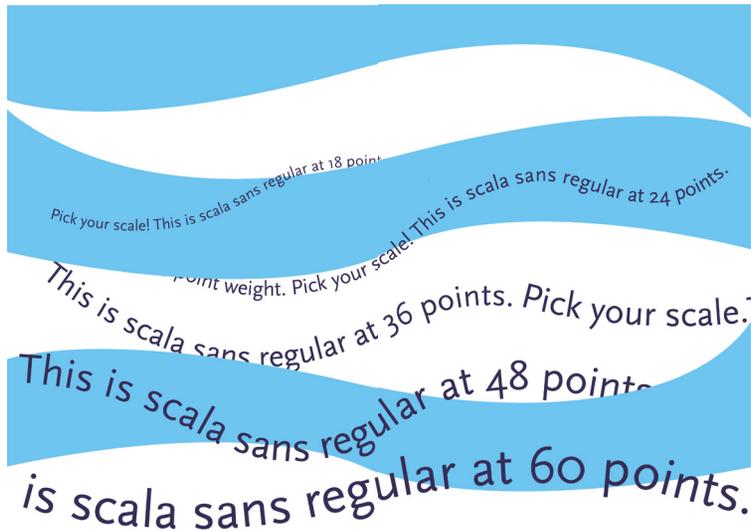


Hhhmmmm
Hhhmmmm

Scala Sans bold and bold italic 30 pt

Oooooohhh
Oooooohhh

Scala Sans black and black italic 30 pt



with FF
SCALA SANS

A SANS FF SCALA SANS FF SCALA
NS FF SCALA SANS FF SCALA
ALA SANS FF SCALA SANS FF S
SANS FF SCALA SANS FF SCALA
SANS FF SCALA SANS FF SCALA

HISTORY SCALA OSANS

Milan, Italy commonly referred to as "La

Scala." Because the typeface was inspired by some of the first vertically stressed

types made in the 1700's, Majoor saw it

fit to name his typeface after a theater established in

Milan, Italy during that same time period. The term "scala" is literally translated "whole range," which is fitting as it was designed for a music center.

Scala Sans was named after the famous theater in

Milan, Italy commonly referred to as "La Scala."

"Scala's design allows the letters to recede into the texture of words, enabling the process of reading to move forward with comfort and ease."
— Ellen Lupton

Scala Sans was designed by Martin Majoor in 1993 for the Vrederburg Music Center in the Netherlands and is a part of the FontShop International Foundry. It was named after a famous theater in Milan, Italy called "Teatro alla Scala".

The word "scala" is literally translated "whole range" which is fitting for the typeface, as it was designed for a broad range of 28 styles, including both serif and sans serif versions.

Left display: Bold at 39 pt & 47 pt
Left body: regular at 11 pt
Above display: light at 16 pt
Above body: regular at 12 pt

Breathe Deep

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Scala Sans Light 36 pt & 12 pt

{&: d p p d d o d d p p d d o d p p d

do
re
mi
fa

so
la
ti
do



Aaaaaahhhh
Aaaaaahhhh

Scala Sans light and light italic 30 pt



Hhhmmmm
Hhhmmmm

Scala Sans bold and bold italic 30 pt

Eeeeeeeeeee
Eeeeeeeeeee

Scala Sans regular and italic 30 pt



Oooooohhh
Oooooohhh

Scala Sans black and black italic 30 pt



Aa
Bb
Cc
Dd
Ee
Ff

Gg
Hh
Ii
Jj
Kk
Ll

Mm
Nn
Oo
Pp
Qq
Rr

Ss
Tt
Uu
Vv
Ww
Xx
Yy
Zz

1 2 3
4 5 6
7 8 9 0

Scala Sans Regular 33 pt
Scala Sans Condensed Bold 625 pt



Pick your scale! This is scala sans regular at 18 points

point weight. Pick your scale!

This is scala sans regular at 36 points. Pick your scale.

This is scala sans regular at 48 points.

is scala sans regular at 60 points.

This is scala sans regular at 24 points.

Pick your scale!

one treble music riff ensemble
stretto contralto dynamic
chord scale notes solo bridge refrain
tempo verse instrumental acoustics
psalm harmony arrangement baritone
intermezzo open riff
ensemble open song
whole scale bridge melody exercise
octave bridge notes soprano
refrain tune notes tenor
alto triad verse stretto chord
baritone contralto riff instrumental
riff music notes treble crescendo
warm-up notes acoustics chord tone solo
triad sing notes bridge verse notes
notes acoustics chord tone solo
bridge tenor triad verse notes
arrangement warmup riff
sing crescendo
rhythm tone bridge
verse triad alto cadence treble
duet tune open harmony rhythm
dynamic beat open rhythm
flat VOICE tenor open refrain
soprano intermezzo whole chord cadence
psalm octave arrangement instrumental verse song
song octave ensemble crescendo tempo
music stretto ensemble wave baritone soprano
sound treble wave baritone exercise melody

with FF
SCALA SANS

Thank
you