

fi

[S] I=I

|1|3|

1^a

Jj

☒

Œœ

w

ę

FONTFONT INFO GUIDE FOR

FF TradeMarker Fat

OT | Pro



SECTIONS

- A | Introduction to OpenType®
- B | Font and Designer Information
- C | Supported Layout Features
- D | Language Support
- E | Type Specimens



SECTION A
INTRODUCTION
TO OPENTYPE®

**WHAT IS
OPENTYPE?**

OpenType® is a cross-platform font file format developed jointly by Adobe and Microsoft. The two main benefits of the OpenType format are its cross-platform compatibility (the same font file works on Macintosh and Windows computers), and its ability to support widely expanded character sets and layout features, which provide rich linguistic support and advanced typographic control.

OpenType fonts can be installed and used alongside PostScript® Type 1 and TrueType fonts.

The range of supported layout features may differ in the various FontFont OpenType packages, therefore each OpenType package will be accompanied by this FF Info Guide listing the layout features supported by this specific font package.

You'll find a glossary of all available OpenType layout features in Section B of the general FF OpenType User Guide.

Please see the FontFont OpenType® User Guide
at <http://www.fontfont.com/opentype>

©FONTSHOP INTERNATIONAL, 2005 All rights reserved.
All information in this document is provided "AS IS" without
warranty of any kind, either expressed or implied, and is subject
to change without notice.

All trademarks mentioned in this document are the trademarks
or registered trademarks of their respective holders.

You may reproduce and distribute this document as long as you
do not remove FONTSHOP INTERNATIONAL's copyright information
and do not make any changes in the document.

Handgl

ABOUT FF TRADEMARKER FAT

The design behind FF TradeMarker began life as a “remix” of the Serpentine Bold typeface. After using the proto-design on countless record sleeves, flyers, and logos that he designed, the Berlin-based designer Critzla realized that just about any single word looked great in the type. So he finished the family and named it FF TradeMarker.

This is a typeface for brand identities. The original Serpentine inspiration – without the vestigial serifs – may be seen in the bold and fat weights, but FF TradeMarker Light is monolinear. FF TradeMarker is perfect for creating instant logos, and this is what inspired the name.

FF TradeMarker is a contemporary alternative to old school 1970s typefaces, like Serpentine. As Critzla put it himself, “in my opinion a typeface from the 70s isn’t appropriate for displaying the Modernism or Futurism of the present.”

ABOUT CRITZLA

Critzla started off as a sign and poster painter in East Germany and launched his career as an independent designer in 1994—deep-rooted in the Berlin music scene—designing flyers, record sleeves, and posters, not to mention the first 12 issues of *Flyer*, a magazine about Berlin’s club scene. Critzla is a founding member of Pfadfinderei, a graphic and motion design studio that doubles as one of the world’s most popular groups of VJs. Whether providing haunting visuals for Moderat or live Vjing at the Louis Vuitton store opening in Paris with Pharell Williams, Pfadfinderei have done for visuals what DJs did to music.

He’s also a type geek and a type designer himself. Critzla designed the typeface FF Localizer for the book of the same name—Gestalten Verlag’s first release—and the well known FF TradeMarker. He also developed FF Magda Clean together with Henning Krause. All have been released in the FontFont library. He further released fonts through the Linotype library (LT DownTown, LT Mindline, LT GoTekk) and as well others through Gestalten Fonts (Franz Jäger, Flomaster, Starlet/Star) for which he’s a founding member and contributing editor since 2003.

SECTION C
SUPPORTED
LAYOUT FEATURES

FFONTFONT OPENTYPE®

EXAMPLES



STANDARD LIGATURES

fifi ▶ **fi**



CASE-SENSITIVE FORMS

(H-o) ▶ **(H-O)**



CAPITAL SPACING

HOH ▶ **HOH**



TABULAR FIGURES

167 ▶ **167**



ORDINALS

1a2o ▶ **1ª2º**



ACCESS ALL ALTERNATES

1 ▶ **1¹**



ORNAMENTS

● ▶ ◐



LOCALIZED FORMS

ŒŒTt ▶ **ŒŒTt**

SECTION D
LANGUAGE
SUPPORT

**SUPPORTED
CODE PAGES
STANDARD**



MACOS

MACOS ICELANDIC
MACOS ROMAN

IBM

IBM-37 UNITED STATES - EBCDIC (IBM-28709)
IBM-273 GERMANY - EBCDIC
IBM-277 DENMARK, NORWAY - EBCDIC
IBM-278 FINLAND, SWEDEN - EBCDIC
IBM-280 ITALY - EBCDIC
IBM-282
IBM-284 SPAIN, LATIN AMERICA - EBCDIC

IBM-285 UNITED KINGDOM - EBCDIC
IBM-297 FRANCE - EBCDIC
IBM-500 INTERNATIONAL - EBCDIC
IBM-871 ICELAND - EBCDIC
IBM-1047 OPEN SYSTEMS - EBCDIC

WINDOWS

MS WINDOWS 1252 LATIN 1

ISO

ISO 8859- 1 W EU LATIN 1
ISO 8859-15 WEST EUROPE LATIN 9

**ADDITIONAL
SUPPORTED
CODE PAGES
PRO**



MACOS

MACOS CENTRAL EUROPE
MACOS CROATIAN
MACOS ROMANIAN
MACOS TURKISH

IBM

IBM-921 BALTIC
IBM-1112 BALTIC - EBCDIC

WINDOWS

MS WINDOWS 1250 EASTERN EUROPEAN

MS WINDOWS 1254 TURKISH

MS WINDOWS 1257 BALTIC

ISO

ISO 8859- 2 C EU LATIN 2
ISO 8859- 3 TU, MALT, GAL, ESP LATIN 3
ISO 8859- 9 W EU+TURKISH LATIN 5
ISO 8859-10 SCANDINAVIAN LATIN 6
ISO 8859-13 BALTIC LATIN 7
ISO 8859-16 SOUTHEAST EUROPE LATIN 10

**SUPPORTED
LANGUAGES
STANDARD**

STD

AFRIKAANS
ALBANIAN
AMHARIC (ETHIOPIC) [ROMANIZATION
SYSTEM BGN/PCGN 1967]
ARVANITIKA (LATIN)
ASTURIAN
BARABA TATAR
BATS (LATIN)
BISLAMA
BRETON
BURMESE (BURMESE) [ROMANIZATION;
BGN/PCGN 1970]
CATALAN
CHAMORRO
DANISH
DUTCH
ENGLISH
ESTONIAN
FAEROESE
FINNISH
FRANCO-PROVENCAL
FRENCH
FRISIAN
FRISIAN, EAST
FRISIAN, NORTH
FRISIAN, WEST
FRIULIAN
GALICIAN
GERMAN
GREEK (GREEK) [ROMANIZATION; BGN/
PCGN 1962]
GREENLANDIC
ICELANDIC
INDONESIAN
INTERLINGUA
IRISH
ITALIAN
JAPANESE (SINO-JAPANESE)
[ROMANIZATION; KUNREI]
KARAIM (LATIN)
KAZAN TATAR (LATIN)
KURDISH (LATIN)
KYRGYZ (CYRILLIC) [ROMANIZATION;
BGN/PCGN 1979]
LADIN
LAOTIAN (LAOTIAN) [ROMANIZATION;
NATIONAL]
LOW GERMAN
LUXEMBOURGIAN
MALAGASY
MALAY (LATIN)
MANX GAELIC
NORWEGIAN, BOKMÅL
NORWEGIAN, NYNORSK
OCCITAN
PILIPINO (TAGALOG)
PORTUGUESE
RHAETO-ROMANCE
ROMANSCH
RUSSIAN (CYRILLIC) [ROMANIZATION;
BGN/PCGN 1947]
SAMI, SOUTHERN
SAMI, UME
SCOTTISH GAELIC
SOMALI
SOTHO, NORTHERN
SOTHO, SOUTHERN
SPANISH
SWEDISH
TAHITIAN
TSAKHUR (LATIN)
TSONGA
TSWANA
TURKMEN (CYRILLIC) [ROMANIZATION;
BGN/PCGN 1979]
UKRAINIAN (CYRILLIC) [ROMANIZATION;
NATIONAL, 1993]
WALLOON
XHOSA
YAPESE
YIDDISH [ROMANIZATION]
ZULU

**ADDITIONAL
SUPPORTED
LANGUAGES
PRO**

PRO

ÄLVDALSKA	MAORI
AMHARIC (ETHIOPIC) [ROMANIZATION; UN 1967]	MARSHALLESE
ARUMANIAN	MOLDAVIAN (LATIN)
BASQUE	POLISH
BELARUSIAN (LATIN)	ROMANIAN
BOSNIAN (LATIN)	RUSSIAN (CYRILLIC) [ROMANIZATION; RUSSIAN ACADEMY OF SCIENCES SYSTEM]
BULGARIAN (CYRILLIC) [ROMANIZATION; BGN/PCGN 1952]	RUSSIAN (CYRILLIC) [ROMANIZATION; UN 1987, NATIONAL]
COOK ISLANDS MAORI	SAMI, INARI
CRIMEAN TATAR (LATIN)	SAMI, LULE
CROATIAN	SAMOAN
CZECH	SERBIAN (LATIN)
ESPERANTO	SLOVAK
GAGAUZ (LATIN)	SLOVENIAN
HAWAIIAN	SORBIAN, LOWER
HUNGARIAN	SORBIAN, UPPER
ISTRO-ROMANIAN	TAJIK (CYRILLIC) [ROMANIZATION; BGN/ PCGN 1994]
JAPANESE (SINO-JAPANESE) [ROMANIZATION; MODIFIED HEPBURN]	TONGAN
KASHUBIAN	TURKISH
KAZAKH (CYRILLIC) [ROMANIZATION; BGN/PCGN 1979]	UBYKH
KURMANJI	UZBEK (CYRILLIC) [ROMANIZATION; BGN/PCGN 1979]
LATVIAN	VÅMHUSMÅL
LITHUANIAN	VEPSIAN
MACEDONIAN (CYRILLIC) [ROMANIZATION; UN 1977]	WALLISIAN
MALTESE	

**SUPPORTED
UNICODE RANGES**

TITLE	NUMBER OF CHARACTERS		EXAMPLES
	STD	PRO	
BASIC LATIN	97	97	! " # ... } ~
LATIN-1 SUPPLEMENT	96	96	ı ç € ... ú þ ü
LATIN EXTENDED-A	10	103	Ā ā Ă ... ž Ž ž
LATIN EXTENDED-B	1	6	ƒ Œ ſ Ŧ ŧ Ũ
SPACING MODIFIER LETTERS	10	10	‘ ’ ^ ... ˘ ˙
COMBINING DIACRITICAL MARKS	18	18	˘ ˙ ˚ ... ˛ ˜ ˚
GREEK AND COPTIC	4	4	Δ Ω μ π
GENERAL PUNCTUATION	19	19	— — ‘ ... ‹ › /
CURRENCY SYMBOLS	1	1	€
LETTERLIKE SYMBOLS	2	2	™ Ω
MATHEMATICAL OPERATORS	14	14	à Δ Π ... ≤ ≥ •
GEOMETRIC SHAPES	1	1	◊
ALPHABETIC PRESENTATION FORMS 2	2	2	fi fl
ARABIC PRESENTATION FORMS-B	1	1	

Shag pile i13

AaBbCcDdEeFfGgHh

**abcdefghijklmnopqrstuvwxy
z
0123456789**

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

FF TradeMarker Fat 36 pt

ALLEZ LES BLEUS!

FF TradeMarker Fat 30 pt

Hier kocht der

FF TradeMarker Fat 24 pt

SALAME MILANO

FF TradeMarker Fat 18 pt

Quellnymph

FF TradeMarker Fat 14 pt

Paranormal Phenomena

FF TradeMarker Fat 12/14 pt

**Sempre domenica prenderà vita una giornata
Gut getarnt im Neptungras steht ein
Kuckuckslipp. Serán, a juicio de los científicos,
tres épocas Onks tää vika kysymys. Hän on**