

SWEET® Sans



A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

a b c d e f g h i

j k l m n o p q

r s t u v w x y z

A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

THE ENGRAVER’S SANS SERIF—strikingly similar to drafting alphabets of the early 1900s—has been one of the most widely used stationer’s lettering styles since about 1900. Its open, simple forms offer legibility at very small sizes. While there are digital fonts based on this style (such as Burin Sans™ and Sackers Gothic,™ among others), few offer the range of styles and weights possible, with the versatility designers perhaps expect from digital type families. Sweet Sans fills that void.

The family is based on antique engraver’s lettering templates called “masterplates.” Professional stationers use a pantograph to manually transfer letters from these masterplates to a piece of copper or steel that is then etched to serve as a plate or die. This demanding technique is rare today given that most engravers now use a photographic process to make plates, where just about any font will do. But the lettering styles engravers popularized during the first half of the twentieth century—especially the engraver’s sans—are still quite familiar and appealing.

Referencing various masterplates—which typically offer the alphabet, figures, an ampersand, and little else—Mark van Bronkhorst has drawn a comprehensive toolkit of nine weights, each offering upper- and lowercase forms, small caps, true italics, arbitrary fractions, and various figure sets designed to harmonize with text, small caps, and all-caps. The fonts are available as basic, “Standard” character sets, and as “Pro” character sets offering a variety of typographic features and full support for Western and Central European languages.

Though rich in history, Sweet Sans is made for contemporary use. It is a handsome and functional tribute to the spirit of unsung craftsmanship.

**SWEET SANS****MARK VAN BRONKHORST**  
DESIGN**IGINO MARINI**  
**LINNEA LUNDQUIST**  
PRODUCTION

2011





HILDEBRAND TORNADO AGENCY  
**SEMICOLONIAL MFG. CO. INC.**  
 GRAND RAPIDS

*The Golfer's Choice*  
 FOR SPECIAL PANTS

FRANKLIN TERKLING  
 SALES MANAGER



NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Detail, "Oshichi" color woodcut by Utagawa Kunitaru (1808-1876), Japan: Masuda Shop before the Temple of the Shiba Shinmei, 1867 (Hon Yoshiharu, carver).

"Truly unbearable"  
 -BOOKIEBOOK WEEKLY  
 "Dazzling!"  
 -GLIBSON TORVILLE

# Beastie

A NOVEL

# FIONA SMIRKLE

**PENNY  
 CANDY**  
**5¢**

48 PT VACATIONING REGULAR

Festive fruitcake

Groundbreaking

SUPERMARKET SMALL CAPS

MEMBERSHIP ITALIC

*Prized specimen*

*Mansion burned*

ENCYCLOPEDIA SMALL CAPS

48 PT INTERMINGLE REGULAR

Plastics exports

Desired method

GRAPHIC ARTS SMALL CAPS

*ADVERTISING* ITALIC

*Peculiar artwork*

*Superb qualities*

*MYTHOLOGICAL* SMALL CAPS

48 PT HORSE SHOW REGULAR

Prodigious child

Extension cords

STRAIGHT LINE SMALL CAPS

*TEAM LEADER* ITALIC

*Museum Exhibit*

*Breaking dishes*

*ELEGANT HATS* SMALL CAPS



48 PT ORCHESTRAL REGULAR

Frightful phobia

Overweight dog

ITALIAN SHOES SMALL CAPS

*SPORTY AUTO* ITALIC

*Employees Only*

*Sweet anecdote*

*CATCHY TUNES* SMALL CAPS

48 PT AUTHORITIES REGULAR

Girls like horses

Tacky souvenirs

ONLINE POKER SMALL CAPS

*MEANDERING* ITALIC

*A special feeling*

*Boyhood drama*

*WOODEN BATS* SMALL CAPS

48 PT **SCRIMMAGES** REGULAR

Kitchen warfare

Skirmish erupts

**MONEY FOUND** SMALL CAPS

*PROJECTILES* ITALIC

*Sticky meringue*

*Folk songs sung*

*FANCY HAIRDO* SMALL CAPS

48 PT **GLUTEN FREE** REGULAR  
**Scarlet blemish**  
**Lakeside resort**  
**XANTHAN GUM** SMALL CAPS

***PHLEBOTOMY*** ITALIC  
***Vocal ensemble***  
***Motion sickness***  
***BICYCLE SHOP*** SMALL CAPS

48 PT **ABSORBENCY** REGULAR

**Irksome docent  
Television show  
SUBORDINATE** SMALL CAPS

***REFRIGERATE*** ITALIC

***Pinball machine***

***Baccalaureates***

***RAZZAMATAZZ*** SMALL CAPS

**SALMONELLA** REGULAR

48 PT

**Ancient artifact**

**Biodegradation**

**DAYDREAMING** SMALL CAPS

***QUADRILLION*** ITALIC

***Gelatinousness***

***Tender moment***

***MISANTHROPE*** SMALL CAPS

12/18 PT

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**THE ENGRAVER’S SANS SERIF—STRIKINGLY SIMILAR TO DRAFTING ALPHABETS OF THE EARLY 1900S—HAS BEEN ONE OF THE MOST WIDELY USED STATIONER’S LETTERING STYLES SINCE ABOUT 1900. ITS OPEN, SIMPLE FORMS OFFER LEGIBILITY AT VERY SMALL SIZES. WHILE THERE ARE DIGITAL FONTS BASED ON THIS STYLE, FEW OFFER THE RANGE OF STYLES AND WEIGHTS POSSIBLE, WITH THE VERSATILITY DESIGNERS PERHAPS EXPECT FROM DIGITAL TYPE FAMILIES. SWEET SANS FILLS THAT VOID. THE FAMILY IS BASED ON ANTIQUE ENGRAVER’S LETTERING TEMPLATES CALLED “MASTERPLATES.” PROFESSIONAL STATIONERS USE A PANTOGRAPH TO MANUALLY TRANSFER LETTERS FROM THESE MASTERPLATES TO A PIECE OF COPPER OR STEEL THAT IS THEN ETCHED TO SERVE AS A PLATE OR DIE. THIS DEMANDING TECHNIQUE IS RARE TODAY GIVEN THAT MOST ENGRAVERS NOW USE A PHOTOGRAPHIC PROCESS TO MAKE PLATES, WHERE JUST ABOUT ANY FONT WILL DO. BUT THE LETTERING STYLES ENGRAVERS POPULARIZED DURING THE FIRST HALF OF THE TWENTIETH CENTURY—ESPECIAL**

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6/9 PT

12/18 PT

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6/9 PT





ALL CAPS

ABCDEFGHGIJKabcdefghijk → ABCDEFGHIJKABCDEFGHIJK

ALL CAPS

¿(ABC)?def123GH@ijk\$€38 → ¿(ABC)?DEF123GH@IJK\$€38

SMALL CAPS

ABCDEFGHGIJK&abcdefghijkl → ABCDEFGHIJK&ABCDEFGHIJKL

ALL SMALL CAPS

ABCDEFGHGIJKabcdefghijklm → ABCDEFGHIJKABCDEFGHIJKLM

ALL SMALL CAPS

¿Abc? def & 123 GHijk \$12 €38 → ¿ABC? DEF & 123 GHIJK \$12 €38

LIGATURES

Offer Muffin Battle After → Offer Muffin Battle After

STYLISTIC SET 1

012345 012345 012345 → 012345 012345 012345

STYLISTIC SET 2

Banjo Carload Hyphen → Banjo Carload Hyphen

OLDSTYLE FIGURES (DEFAULT)

ABCDEabcde 0123456789 → ABCDEabcde 0123456789

TABULAR OLDSTYLE FIGURES

ABCDEabcde 0123456789 → ABCDEabcde 0123456789

LINING FIGURES

ABCDEabcde 0123456789 → ABCDEabcde 0123456789

TABULAR LINING FIGURES

ABCDEabcde 0123456789 → ABCDEabcde 0123456789

ALL CAP FIGURES

ABCDEabcde 0123456789 → ABCDEABCDE 0123456789

FRACTIONS

1/2 23/87 8/5 239/348 → ½ ²³/₈₇ ₈/₅ ²³⁹/₃₄₈

SUPERSCRIPT / SUPERIOR

1<sup>o</sup> 1<sup>a</sup> 1<sup>st</sup> Mrs \$<sup>8.95</sup> footnote.<sup>18</sup> → 1<sup>o</sup> 1<sup>a</sup> 1<sup>st</sup> Mrs \$8.95 footnote.<sup>18</sup>

SUBSCRIPT / INFERIOR

H<sub>2</sub>O Polo Tournament → H<sub>2</sub>O Polo Tournament

NOTE AVAILABILITY OF OPENTYPE FEATURES SUBJECT TO APPLICATION SUPPORT



UPPERCASE	ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z
LOWERCASE	ABCDEFGHIJKLMNOPQRSTUVWXYZ
OLDSTYLE FIGURES, ETC.	0123456789 \$¢€£¥ƒ§#%‰ªº
LINING FIGURES, ETC.	0123456789 \$¢€£¥ƒ§#%‰
PUNCTUATION, ETC.	.,:;!;¿‘’””‘’“” „,„‹›«»-- — _...()[]{}\\/*•@©®™®¶†‡ℓe
EXTENDED UPPERCASE	ÁÀÂÃÄÅÇÈÉÊËÏÎĴŁŃÓÒÔÕÖØŠÚÛÜÛÝŸŽƆƆÆŒ
EXTENDED LOWERCASE	ÁÀÂÃÄÅÇÈÉÊËÏÎĴŁŃÓÒÔÕÖØŠÚÛÜÛÝŸŽƆƆÆŒ
FLOATING ACCENTS	ˆ ˜ ˘ ˙ ˚ ˛ ˜ ˘ ˙ ˚ ˛ ˜ ˘ ˙ ˚ ˛
SUPER- AND SUBSCRIPT	(\$¢€£¥#%.,-) 0123456789 <sup>0</sup> 0123456789 <sub>0</sub>
FRACTIONS	1/2 1/4 3/4 1/3 2/3 1/8 3/8 5/8 7/8 0123456789/0123456789
SUPERSCRIP MINUSCULES	abdehilmnorst
MATH	+ − × ÷ = ≈ ≠ ± < > ≤ ≥ ∓ · ∼ ^     μ π Δ Ω Π Σ ∫ ∂ ∞ ∅ √
NOTE	ACCESS TO SOME CHARACTERS SUBJECT TO APPLICATION SUPPORT OF OPENTYPE FEATURES
LANGUAGES SUPPORTED	ALBANIAN, BASQUE, CATALAN, CORNISH, DANISH, DUTCH, ENGLISH, ESTONIAN, FAROESE, FINNISH, FRENCH, GALICIAN, GERMAN, ICELANDIC, INDONESIAN, IRISH, ITALIAN, MALAY, MANX, NORWEGIAN BOKMÅL, NORWEGIAN NYNORSK, OROMO, PORTUGUESE, SOMALI, SPANISH, SWAHILI, AND SWEDISH

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Quality assurance

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STEPHEN COLES  
Consultant & copywriter

**Type** This specimen is set in SWEET® Sans.

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A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

a b c d e f g h i

j k l m n o p q

r s t u v w x y z

A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

