

Quador

A squarish serif
by Arne Freytag

Nº9 ~ 2017



Arbeitstier

Quador is a squarish serif, especially designed for contemporary typography on print and screen. The superellipse-based forms and high x-height allow large and open letterforms, perfectly adapted to the pixel grid on screen. With rounded serifs Quador provides a soft and friendly atmosphere. Its versatile design makes it suitable for both body text and headlines, ensuring clarity and readability at various sizes. The font's clean geometry and subtle details give it a modern yet timeless appeal. Quador is a reliable choice for designers seeking a harmonious balance between functionality and aesthetic elegance.

herausgekniffende Fadenaufgabe

nova

SQUARISH & CURVY

Workhorse

fluffy

THÉSE

stitch

MÜHLE

HUMAN

archiv

TUNA

OHNE

Contextual Alternates

The image features a stack of numerous thin, wavy layers of a light-colored, textured material, possibly paper or fabric, arranged in a curved, overlapping fashion. The layers are set against a dark teal background. The text "Made for Text" is overlaid in a white, serif font, centered horizontally and partially overlapping the layers.

Made
for Text

LANGUAGE SUPPORT

SUPPORTS 34 LANGUAGES (PRO/OT CFF)

Afrikaans, Basque, Breton, Catalan, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, Gaelic (Irish, Scots), German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Saami (Southern), Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Turkish.

ą Đ ç ǒ é Ě ğ ĥ Þ Ó
k ł η ø þ Ě ř ŝ t ú w
ž Ć Ħ d' j K å æ T t'

Indian Summer

CURVE LIGHT

Seed Merchant

CURVE REGULAR

Black Pyramid

CURVE SEMI BOLD

Hot Chocolate

CURVE BOLD

Mars Regions

CURVE EXTRA BOLD

Planoconvex

CURVE ULTRA BOLD

Unknown World

CURVE LIGHT ITALIC

Characteristical

CURVE ITALIC

Natural History

CURVE SEMI BOLD ITALIC

Hippopotamus

CURVE BOLD ITALIC

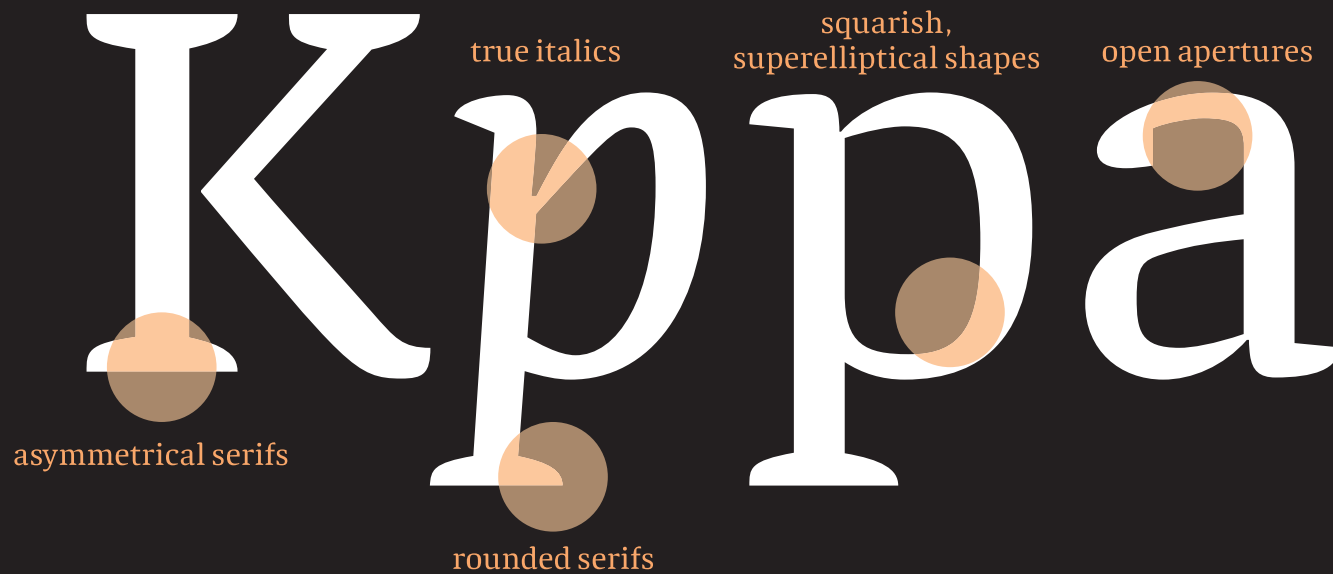
Superhighway

CURVE EXTRA BOLD ITALIC

Wastebaskets

CURVE ULTRA BOLD ITALIC

DESIGN CONCEPT



REGULAR, ITALIC & DISPLAY (11 PT / 14 PT)

Moments of contemplation. We often find ourselves dreaming of visions of a better life. It's a universal longing, an innate desire to transcend the challenges and limitations of the present, and step into a brighter, more fulfilling reality.

For some, a better life may mean finding inner peace and contentment, cultivating a sense of mindfulness and gratitude that permeates every aspect of existence. *It's about cherishing the simple joys, savoring each moment, and nurturing meaningful connections with those around us.*

For others, a better life may entail chasing ambitious dreams and aspirations, daring to reach beyond the boundaries of what seems possible. It's about embracing risk, pursuing passions with unwavering determination, *and refusing to settle for anything less than extraordinary.*

Yet, amidst the **diverse interpretations** of what constitutes a better life, there exists a unifying theme – a shared commitment to personal growth and societal betterment. It's about recognizing that our individual journeys are inexorably intertwined with the collective tapestry of humanity, and that true fulfillment is found not only in the pursuit of personal goals, but also in the upliftment of those around us.

(7 pt / 9 pt)

In the moments of quiet reflection, our minds often wander to visions of a brighter tomorrow, filled with possibilities waiting to be realized. It's a deeply ingrained human instinct, this yearning for a life that surpasses the constraints of our current reality, propelling us towards a future brimming with potential.

For many, the pursuit of a better life is intricately linked with the quest for inner peace and tranquility. It involves delving deep into the recesses of our souls, cultivating a profound sense of mindfulness that colors every facet of our existence. This journey is about not just finding joy in the grand milestones, but also in the quiet moments of everyday life, where simple pleasures blossom into profound sources of fulfillment.

However, the notion of a better life extends far beyond mere contentment for others. It's about daring to dream audaciously, to envision a life that transcends the boundaries of convention and expectation. It's about embracing the exhilarating dance with uncertainty, where each step forward is fueled by an unwavering belief in one's own potential to achieve greatness.

Yet, amidst the diverse interpretations of what constitutes a better life, there exists a unifying theme – a shared commitment to personal growth and societal betterment. It's about recognizing that our individual journeys are inexorably intertwined with

A close-up photograph of a classical column capital, likely made of stone or marble, showing its intricate, rounded, and fluted design. The lighting is dramatic, highlighting the texture and curves of the capital against a dark, teal background. The text "Rounded serifs" is overlaid in a large, white, serif font, centered over the capital.

Rounded
serifs

The superellipse, a fascinating shape that stems from the strict lines of geometry, combines the best of two worlds in its appearance. It stands at the intersection of ellipse and rectangle, where curves and straight lines meet in a harmonious dance. Her lines are supple and yet determined, gently curved and yet powerfully straight. It embodies a deep symmetry that is inherent to both nature and technology.

In the world of the superellipse, the requirements of stability and beauty merge into an impressive unity. Looking at it, you almost think you recognise the grace of a shell or the curved elegance of celestial bodies. And yet it is imbued with mathematical rigour, as if the numbers formed its secret backbone, supporting its flawless form.



museal

