



# Quitador

a dynamic slab serif  
by Arne Freytag

N°02 - 2014



quiet

Quitador is a dynamic slab serif font with tall x-heights, available in 14 weights ranging from Ultra Light to Ultra Bold. One of its distinctive features is the absence of overhangs, replaced by semi-rounded terminals that give it a unique "stencil-like" appearance. It feels compact and robust in headlines, while its tall x-heights, short ascenders and descenders, and superelliptical structure ensure excellent legibility at small sizes, particularly on screens. In the lighter weights and italics, it reveals a subtle humanistic touch.

---

ERQUICKENDER TEQUILA

**NOVA**

Una persona que quita o elimina

***Black River***

Xylophonspieler

# PURE



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.

---

q Đ Ç đ è Ě ğ ĥ ħ Ő  
k ł ŋ ø þ Ě ř ŝ t ũ w  
ž Ġ H d' Ĵ K å æ F t

---



*Solitare*

Seventy Months

QUITADOR ULTRA LIGHT

Indian Summer

QUITADOR LIGHT

Seed Merchant

QUITADOR REGULAR

Club Sandwich

QUITADOR MEDIUM

Hot Enterprise

QUITADOR BOLD

Revivescency

QUITADOR EXTRA BOLD

Harte Kurve

QUITADOR ULTRA BOLD

---

*Unknown World*

QUITADOR ULTRA LIGHT ITALIC

*Childhoods End*

QUITADOR LIGHT ITALIC

*Characteristics*

QUITADOR REGULAR ITALIC

*Wortschablone*

QUITADOR MEDIUM ITALIC

*Superhighway*

QUITADOR BOLD ITALIC

*World History*

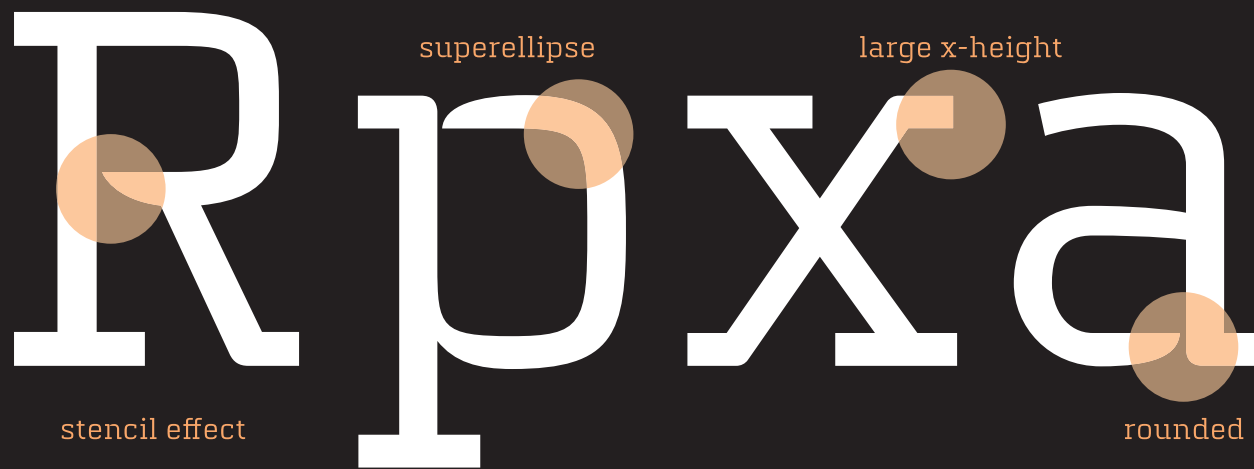
QUITADOR EXTRA BOLD ITALIC

*Manufactors*

QUITADOR ULTRA BOLD ITALIC



DESIGN CONCEPT



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

**M**oments 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 perso-

**(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 indivi-

A wide-angle photograph of a desert landscape. The foreground is filled with intricate, wavy ripples in the sand, created by wind. In the middle ground, there are several sand dunes of varying heights and shapes. The background shows a flat horizon under a clear, light-colored sky. The overall color palette is warm, consisting of various shades of brown, tan, and beige. The word "minimalism" is written in a large, bold, white, sans-serif font across the center of the image, partially overlapping the dunes and the rippled sand.

**minimalism**



Quitador is a silent dance, where each letter carries the weight of meaning before a sound is ever made. Those soft, rounded tips—are like whispers at the edge of form, holding back the sharpness, offering a moment of gentleness in the geometry. They shape white space as much as the ink itself, allowing breath between lines, a place for the eye to rest. And then, the stencil effect—a deliberate fracture, a gap in the flow. It is not a break, but a passage, where the letter becomes a frame, an invitation to see what lies behind. Like light through a window, the form is both solid and fleeting, hinting at what is there but also what is missing. There is beauty in this incompleteness, in the tension between the bold and the open, the fixed and the free.

A photograph of a desert landscape featuring rolling sand dunes. The dunes are illuminated from the side, creating soft shadows and highlighting the ripples in the sand. The sky is a deep, dark brown, suggesting a sunset or sunrise. The overall mood is serene and vast.

# Shape with Space

