

Patricia **Gothic**

Typeface Specimen
Midwest Type



Patricia Gothic

DESIGNER: Jesse R. Ewing

YEAR RELEASED: 2019

STYLES / WEIGHTS: Thin, Thin Italic, Light, Light Italic, Regular, Regular Italic, SemiBold, SemiBold Italic, Bold, Bold Italic, Heavy, Heavy Italic

LANGUAGE SUPPORT: 219 latin-based languages, built on the Latin Plus character set developed by Underware.
http://underware.nl/latin_plus

Patricia Gothic is a Midwestern take on the traditional American sans serif style. It has been designed as a legible workhorse typeface family with just the right amount of character to add liveliness to your text.

Midwest Type is an independent typeface design studio based in Akron, Ohio, USA, founded in 2014 by designer and illustrator Jesse R. Ewing. The studio specializes in original fonts with a Midwestern sensibility. That means approachable, practical fonts that work hard. The studio also offers custom font, logotype, and lettering solutions. Feel free to drop us a line if you have any questions or if you have a project in mind.

BACKGROUND

The characteristics of the American Midwest are typically portrayed as friendliness, conventionality, reliability, stoicism. Patricia Gothic aims to highlight the underappreciated cosmopolitan qualities of the so-called “flyover states.” The Midwest is more than its clichés. Patricia Gothic invites you reconsider this sophisticated and diverse region.

Patricia Gothic’s inspiration came from many sources.



EASI PAK MASON JAR, KNOX GLASS COMPANY



POSTER LETTERING BY LUDWIG HOHLWEIN



GAFFANEY'S STATIONERY SIGN, WILLISTON, ND, DESTROYED BY FIRE IN 2013 (PHOTO © ANDREW FILER.)

In 2011 I was an in-house designer at a large accounting firm working on a corporate redesign. Among my short-list of recommended typeface suggestions were the ATF¹ staples Franklin Gothic and News Gothic², Trade Gothic³, and newer, more contemporary American sans serifs such as Alright Sans⁴, Gotham⁵, and Proxima Nova⁶. While I liked all of the typefaces I was considering, there were certain elements about each one I wasn't entirely happy with. The more modern fonts felt better, but gosh, I really missed the two-story **gs** in the old gothics. On the other hand, those old gothics had a lot of personality, but at the same time they could feel too retro or vintage. I wanted a hybrid. Proxima Nova came the closest but was still too rigid, too geometric, for what I had

in mind. In the end we ended up going in a different direction for the brand, but I had already started sketching. I sketched for a few years — sometimes on paper, sometimes digitally, all the time incorporating a wide variety of diverse influences: vernacular signage (see the **a** and **e** from Gaffaney's Stationery), antique hand-lettered ads, early 20th century posters, type on mason jars. By the time I felt ready to commit my shapes to font software, Patricia Gothic (named after my mother), was a slightly wide, mostly gothic face that could feel at home in a variety of typographic scenarios. Its thinner weights can appear elegant, refined, and modern. Its regular weights set nicely legible text. And the heavier weights, especially the small caps, evoke vintage poster lettering.

1. American Type Founders

2. Morris Fuller Benton, 1903 and 1908, respectively

3. Jackson Burke, 1948

4. Jackson Cavanaugh, 2009

5. Tobias Frere-Jones, 2000

6. Mark Simonson, 2005

LOCATION IS EVERYTHING

SEMIBOLD SMALL CAPS

4050 Bromfield Rd.

LIGHT WITH STANDARD LIGATURE

ONE NECKLACE IS NEVER ENOUGH

THIN ITALIC, STYLISTIC SET #1

sustainability

LIGHT WITH DISCRETIONARY LIGATURE

2019 FALL HARVEST FESTIVAL

BOLD SMALL CAPS WITH DEFAULT FIGURES

UNION MADE

HEAVY

Private Property and the American Way

LIGHT

haute couture

THIN ITALIC

“I’m afraid of the steelworkers.”

HEAVY

there is no NASDAQ index for belonging

LIGHT ITALIC WITH SMALL CAPS

WEIGHTS AND STYLES

Patricia Gothic Thin

Patricia Gothic Thin Italic

Patricia Gothic Light

Patricia Gothic Light Italic

Patricia Gothic Regular

Patricia Gothic Italic

Patricia Gothic SemiBold

Patricia Gothic SemiBold Italic

Patricia Gothic Bold

Patricia Gothic Bold Italic

Patricia Gothic Heavy

Patricia Gothic Heavy Italic

5 6

OPENTYPE FEATURES

ff fi fl ffi ffl → ff fi fl ffi ffl

STANDARD LIGATURES

ct fj st → ct fj st

DISCRETIONARY LIGATURES

1 4587/3492 → 1 4587/3492

ARBITRARY FRACTIONS

0123456789 → 0123456789

PROPORTIONAL LINING FIGURES

0123456789 → 0 1 2 3 4 5 6 7 8 9

TABULAR OLD STYLE FIGURES

0123456789 → 0 1 2 3 4 5 6 7 8 9

TABULAR LINING FIGURES

h₂o density₁ → h₂o density¹

SUBSCRIPT (INFERIOR) FIGURES / SUPERScript (SUPERIOR) FIGURES

agGQR GQR → agGQR GQR

STYLISTIC SET #1

“Saint Paul, Minnesota?” → “SAINT PAUL, MINNESOTA?”

SMALL CAPS

“Minneapolis!” → “MINNEAPOLIS!”

ALL SMALL CAPS

TEXT SAMPLES: THIN, THIN ITALIC, THIN SMALL CAPS

IN THE LIBRARY OF THE United States Department of Agriculture are 11,350-odd publications about trees and forests. Among the oldest of these volumes is the 120-page *Sylva, or a discourse of forest-trees, and the propagation of timber in His Majesties dominions*; The English patriot and philosopher John Evelyn published it in 1664. It is full of warnings and advice: “Men seldom plant trees till they begin to be wise, that is, till they grow old, and find, by experience, the prudence and necessity of it.”

18/26 PT, JUSTIFIED

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12/19 PT, RAGGED RIGHT

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9/16 PT, RAGGED RIGHT

TEXT SAMPLES: LIGHT, LIGHT ITALIC, LIGHT SMALL CAPS

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9/16 PT, RAGGED RIGHT

TEXT SAMPLES: REGULAR, ITALIC, REGULAR SMALL CAPS

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9/16 PT, RAGGED RIGHT

TEXT SAMPLES: SEMIBOLD, SEMIBOLD ITALIC, SEMIBOLD SMALL CAPS

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9/16 PT, RAGGED RIGHT

TEXT SAMPLES: BOLD, BOLD ITALIC, BOLD SMALL CAPS

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9/16 PT, RAGGED RIGHT

TEXT SAMPLES: HEAVY, HEAVY ITALIC, HEAVY SMALL CAPS

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9/16 PT, RAGGED RIGHT

Early Life and Work

THE WORLD OF WORKING ARTISTS SO SURROUNDED Jamie Wyeth from the very moment he was born on July 6, 1946, in Chadds Ford, Pennsylvania, that he later quipped, “Everyone in my family paints, except, perhaps, the dogs.”¹ The second son of Elizabeth (Betsy) James Wyeth and Andrew Wyeth, Jamie belonged to the third generation of the Wyeth family to live and work in the Brandywine River Valley between Pennsylvania and Delaware. His father was the youngest child of Newell Convers (N.C.) Wyeth, the first member of the Wyeth family to put down roots in Chadds Ford, who made his way to the area fresh from his studies in Boston, hoping to become a student of the celebrated illustrator Howard Pyle (1853–1911).² The rich, rolling landscape that had witnessed so many events of the American Revolution appealed to N.C. Wyeth’s New England heritage and outlook, though he retained close ties to his family in Needham, Massachusetts, he eventually settled permanently in Chadds Ford in 1908, studied with Pyle, and proceeded to dedicate himself to his art and, in time, his family.³

Jamie Wyeth’s grandfather died the year before he was born, and yet the ethos and traditions established by the family patriarch—especially at Halloween and Christmas—carried over into Jamie’s youth and beyond. The Wyeth family, especially N.C. Wyeth, derived great pride and strength from his New England roots, which extended back to an English mason, Nicholas Wyeth, who first purchased land in Cambridge, Massachusetts, in 1630. In 1881 Andrew Newell Wyeth married Hattie Zirngiebel, the daughter of a Swiss-born horticulturalist, Denys Zirngiebel; the

Ralph Mayer

The Artist’s Handbook

Third Edition, Revised and Expanded

SPECIMENS

SAINT ÉTIENNE
PARIS

petrichor

eau de parfum

FAVORITE
RECIPE

*Shaped like a wagon-wheel in a pie pan and served
in "spoked" wedges. Round-up time in one hour.*

Chuckwagon Round-Up

¾ cup Pillsbury's Best All Purpose Flour
1½ teaspoons baking powder
½ teaspoon salt
¼ teaspoon chili powder
⅓ cup milk
2 tablespoons cooking oil
1 egg
½ pound frankfurters
1 pound can barbecue beans*

THE GRAPES OF WRATH

JOHN STEINBECK

glisten

WHITENING TOOTHPASTE


SPECIMENS

SELECT

CLEMENTINES

PRODUCT OF SPAIN

PRODUIT EN ESPAGNE



COATED WITH FOOD-GRADE VEGETABLE, BEESWAX, AND/OR SHELLAC-BASED WAX OR RESIN, TO MAINTAIN FRESHNESS.

R.G.S. 21.02053/CS — C.I.F. B-12008553

NET WEIGHT • POID NET: 5 LB • 2.3 KG

SPECIALS

FEBRUARY

SALMON

pan seared salmon, roasted tomatoes, balsamic reduction, fresh mozzarella and parmesan risotto, snap peas

\$30

PORK

grilled pork chop, sweet potato and bacon gratin, smoked honey, french green beans

\$30

DUCK

seared duck breast, duck sausage, brown sugar waffle, cherry conserve

\$29

FILET

“surf & turf”: filet, red wine demi, cheddar, bacon gratin, garlic scampis, asparagus

\$40

CHAPTER THREE

ABOUT CANAL BOATS

There were no racy nautical lines to a canal boat; it usually had a solid, substantial, homely, and efficient appearance. It did not, like so many watercraft of today, stand out artificially and conspicuously in the landscape. All such craft gave an impression of good carpentry, with lines that were the natural result of material and ways and means. Such ornament as appeared was made with handsaws or a good, broad paint brush. The barges were built to carry fifty to eighty tons, drew two to three feet of water, and carried coal, wheat, building stone, and other bulky freight.

The names boldly painted on the sterns had an unaffected and native ring to them—patriotic emblems, party slogans, states, the names of far places of the earth, birds, beasts, fish. The packets were patronized mainly by people of wealth; poorer people travelled on the freight barges that also boarded travellers. Many passengers slept on deck or wherever they could. Even the packets seldom made

SPECIMENS

COMING SOON

RECENT WORKS
ON PAPER

JANUARY 27-MARCH 3

geometry

pop

dep

3 layers block wind, resist rain,
and allow perspiration to escape.

SHORELINE FLEECE COAT

Our warmest fleece has been ingeniously upgraded! It's better all-weather protection thanks to a sleeker fit and new 100% windproof and water-resistant membrane sandwiched between two layers of insulating fleece. Improved membrane fends off ferocious forecasts like no other fleece can. Two front zip pockets let you stow and go. Adjustable 3-piece hood blocks gusts. Drop tail for excellent below-the-belt coverage. 10.3-oz. 100% polyester fleece resists piling. Imported. Ocean blue, storm grey, chartreuse, firehouse orange. XS-XXL.

76754 | \$99.50

Decimal Equivalents

A. FINKL & SONS CO., CHICAGO

$\frac{1}{64}$.015625
$\frac{1}{32}$.03125
$\frac{1}{16}$.046875
$\frac{3}{64}$.0625
$\frac{5}{64}$.078125
$\frac{3}{32}$.09375
$\frac{7}{64}$.109375
$\frac{1}{8}$.125
$\frac{9}{64}$.140625
$\frac{5}{32}$.15625
$\frac{11}{64}$.171875
$\frac{3}{16}$.1875
$\frac{13}{64}$.203125
$\frac{7}{32}$.21875
$\frac{15}{64}$.234375
$\frac{1}{4}$.25
$\frac{17}{64}$.265625
$\frac{9}{32}$.28125
$\frac{19}{64}$.296875
$\frac{5}{16}$.3125
$\frac{21}{64}$.328125
$\frac{11}{32}$.34375
$\frac{23}{64}$.359375
$\frac{3}{8}$.375
$\frac{25}{64}$.390625
$\frac{13}{32}$.40625
$\frac{27}{64}$.421875
$\frac{7}{16}$.4375
$\frac{29}{64}$.453125
$\frac{15}{32}$.46875
$\frac{31}{64}$.484375
$\frac{1}{2}$.5

TECHNICAL INFORMATION

LANGUAGES SUPPORTED:

Abenaki, Afaan Oromo, Afar, Afrikaans, Albanian, Alsatian, Amis, Anuta, Aragonese, Aranese, Aromanian, Arrernte, Arvanitic (Latin), Asturian, Atayal, Aymara, Azerbaijani, Bashkir (Latin), Basque, Belarusian (Latin), Bemba, Bikol, Bislama, Bosnian, Breton, Cape Verdean Creole, Catalan, Cebuano, Chamorro, Chavacano, Chichewa, Chickasaw, Cimbrian, Cofán, Cornish, Corsican, Creek, Crimean Tatar (Latin), Croatian, Czech, Danish, Dawan, Delaware, Dholuo, Drehu, Dutch, English, Esperanto, Estonian, Faroese, Fijian, Filipino, Finnish, Folkspraak, French, Frisian, Friulian, Gagauz (Latin), Galician, Ganda, Genoese, German, Gikuyu, Gooniyandi, Greenlandic (Kalaallisut), Guadeloupean Creole, Gwich'in, Haitian Creole, Hän, Hawaiian, Hiligaynon, Hopi, Hotçak (Latin), Hungarian, Icelandic, Ido, Igbo, Ilocano, Indonesian, Interglossa, Interlingua, Irish, Istro-Romanian, Italian, Jamaican, Javanese (Latin), Jèrriais, Kaingang, Kala Lagaw Ya, Kapampangan (Latin), Kaqchikel, Karakalpak (Latin), Karelian (Latin), Kashubian, Kikongo, Kinyarwanda, Kiribati, Kirundi, Klingon, Kurdish (Latin), Ladin, Latin, Latino sine Flexione, Latvian, Lithuanian, Lojban, Lombard, Low Saxon, Luxembourgish, Maasai, Makhuwa, Malay, Maltese, Manx, Māori, Marquesan, Megleno-Romanian, Meriam Mir, Mirandese, Mohawk, Moldovan, Montagnais, Montenegrin, Murrinh-Patha, Nagamese Creole, Nahuatl, Ndebele, Neapolitan, Ngiyambaa, Niuean, Noongar, Norwegian, Novial, Occidental, Occitan, Old Icelandic, Old Norse, Onëipöt, Oshiwambo, Ossetian (Latin), Palauan, Papiamentu, Piedmontese, Polish, Portuguese, Potawatomi, Q'eqchi', Quechua, Rarotongan, Romanian, Romansh, Rotokas, Sami (Inari Sami), Sami (Lule Sami), Sami (Northern Sami), Sami (Southern Sami), Samoan, Sango, Saramaccan, Sardinian, Scottish Gaelic, Serbian (Latin), Seri, Seychellois Creole, Shawnee, Shona, Sicilian, Silesian, Slovak, Slovenian, Slovio (Latin), Somali, Sorbian (Lower Sorbian), Sorbian (Upper Sorbian), Sotho (Northern), Sotho (Southern), Spanish, Sranan, Sundanese (Latin), Swahili, Swazi, Swedish, Tagalog, Tahitian, Tetum, Tok Pisin, Tokelauan, Tongan, Tshiluba, Tsonga, Tswana, Tumbuka, Turkish, Turkmen (Latin), Tuvaluan, Tzotzil, Uzbek (Latin), Venetian, Vepsian, Volapük, Vöro, Wallisian, Walloon, Waray-Waray, Warlpiri, Wayuu, Welsh, Wik-Mungkan, Wiradjuri, Wolof, Xavante, Xhosa, Yapese, Yindjibarndi, Zapotec, Zarma, Zazaki, Zulu, Zuni

FILE FORMATS:

Desktop: OTF

Web: WOFF, WOFF2, EOT

App: OTF (TTF available upon request)

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