

## **Monotype Imaging Releases the Soho™ Typeface Family Slab Serif Designed by Sebastian Lester of Monotype Imaging**

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WOBURN, Mass., USA, and Salfords, UK March 13th, 2007 - Monotype Imaging Inc. has introduced the Soho™ typeface family, a slab serif design created by Sebastian Lester of the company's UK subsidiary. As one of the largest typeface families ever released by Monotype Imaging, the Soho family is available in the OpenType® Pro format and consists of 40 fonts in various weights and widths.

"This uniquely versatile typeface family offers flexibility for all applications and provides outstanding legibility for on-screen use as well as in print," said Robin Nicholas, head of type design at Monotype Imaging Ltd. "As an industrial strength, contemporary design, the Soho family is a rich addition to the Monotype® Library of typefaces."

The Soho typeface is rooted in designer Lester's observation of what was missing from font offerings: "It's amazing in an age of so many typefaces that gaps and niches still exist in the marketplace," he said. "Slab serifs have been very popular recently with this sub-genre of the serif taking a firm hold in the realms of publishing and corporate identity. Yet there have been few multi-width slab serifs with fundamentally modern aesthetics to choose from."

A slab serif typeface is a subset of the modern serif, characterised primarily by thick and blocky serifs. "There is something inherently strong, solid and reliable-looking about a good slab serif. It's not surprising slab serifs have enjoyed this renaissance. Being closely related to sans serifs, they tend to look more modern than other varieties of serif as well, and they're very robust on screen. Given that slab serifs are often used in headlines, it makes sense to have a variety of widths and weights so that even the most demanding of designers can find the correct weight and width for their needs," Lester said.

"Soho fonts are available in the cross-platform compatible OpenType format. "Features such as 'stylistic sets' can be useful - where a wide variety of alternative characters can be applied easily," said Allan Haley, director of words and letters at Monotype Imaging Inc.

"This gives one font the ability to reflect different appearances, from conservative to cutting edge."

"As a type designer, I'm preoccupied with finding ways in which I can address modern problems like good legibility in modern media and create fonts that work precisely and efficiently in the most technically demanding of corporate and publishing environments," said Lester. I hope I have achieved this with Soho."

Information about the Soho typeface family and its availability can be found and ordered online at [www.monotypefonts.com/soho](http://www.monotypefonts.com/soho). Individual Soho fonts, selection packs and the complete Soho typeface family can be viewed, purchased and downloaded from [www.fonts.com](http://www.fonts.com) and [www.faces.co.uk](http://www.faces.co.uk). Customers may also contact Monotype Imaging in the U.S. toll-free at (800) 424-8973, prompt 1, or in Europe on (+44 0)1737 765959 or 001 781 970 6020 and select Option 2. Customers from other parts of the world may dial 001 781 970 6020 (U.S.).

Other typefaces by Sebastian Lester include the Scene™, Neo Sans™ and Neo Tech™ designs.

# SOHO

9 weights & 5 widths of Precision Engineered OpenType  
Thin, Extra Light, Light, Regular, **Medium, Bold, Extra Bold, Heavy & Ultra**  
**Compressed, Condensed, Normal, Extended, Ultra-Extended**

New! Designed by Sebastian Lester 2004-2007 for MONOTYPE IMAGING

LIGHT  
**Industrial Strength OpenType Features**

COMPRESSED ULTRA

A functional contemporary aesthetic

REGULAR - STYLISTIC SET 4

Haute Couture from London, Paris & New York

CONDENSED THIN

**Clubland House Anthem 2010**

ULTRA - STYLISTIC SETS 1 & 4

Corporate Architecture

EXTRA LIGHT

*Faster* **HIGHER Stronger**

REGULAR ITALIC, COMPRESSED REGULAR, ULTRA-EXTENDED ULTRA

**Lifestyles**

HEAVY - STYLISTIC SET 4

**SPORTS ACADEMY**

MEDIUM

**Gigantor** Science Fiction Arctic Cycle Section

COMPRESSED ULTRA, COMPRESSED MEDIUM, COMPRESSED LIGHT, COMPRESSED THIN

**MASSIVE**

ULTRA-EXTENDED ULTRA

**Ingenuity, dynamism, wealth & power**

COMPRESSED MEDIUM - STYLISTIC SET 1

## **ABOUT MONOTYPE IMAGING**

Based in Woburn, Mass. with regional offices in the U.K., Germany (Linotype), Mt. Prospect, Ill., Redwood City, Calif., Boulder, Colo., Japan and China, Monotype Imaging is a leading global provider of text imaging solutions for manufacturers of consumer electronics devices, including laser printers, copiers, mobile phones, digital televisions, set-top boxes, digital cameras, and operating system and software application vendors.

Monotype Imaging technologies are combined with access to more than 9,000 typefaces from the Monotype®, Linotype® and ITC® typeface libraries - home to some of the world's most widely used designs, including the Times New Roman®, Helvetica® and ITC Franklin Gothic™ typefaces. Fonts are licensed to creative and business professionals through custom font designs, direct sales or e-commerce Web sites. Monotype Imaging offers fonts and industry-standard solutions that support all of the world's major languages. Information about the company and its products can be found at [www.monotypeimaging.com](http://www.monotypeimaging.com), [www.fonts.com](http://www.fonts.com), [www.linotype.com](http://www.linotype.com), [www.monotypefonts.com](http://www.monotypefonts.com), [www.customfonts.com](http://www.customfonts.com), [www.fontwise.com](http://www.fontwise.com), [www.itcfonts.com](http://www.itcfonts.com) and [www.faces.co.uk](http://www.faces.co.uk).

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This document was set in the Soho typeface.

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