SOHO™ A new industrial-strength corporate typeface family

Monotype Imaging

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

www.monotypefonts.com/soho

Sunshine Corporation

CONDENSED EXTRA BOLD - STYLISTIC SET 4

TETRAMETHYLDIAMINOBENZHYDRYLPHOSPHINOUS ACID

COMPRESSED REGULAR

Chocolate Serendipity

CONDENSED HEAVY – STYLISTIC SET 1

Hope, Faith, Peace, Love & Compassion

CONDENSED THIN, EXTRA LIGHT, LIGHT, REGULAR, MEDIUM

Standing upon the shoulders of giants

LIGHT

Supercalafragilisticexpialidocious

COMPRESSED EXTRA LIGHT – STYLISTIC SETS 2 & 3

Hoxton Kung Fu Club

ULTRA

Signal Processor

THIN

FOOTBALL

EXTRA BOLD

News and Weather Forecast

CONDENSED REGULAR – STYLISTIC SET 4

Broadcasting Live & Direct

CONDENSED EXTRA BOLD – STYLISTIC SET 4

VALVE

ULTRA-EXTENDED ULTRA

Design Art Fashion Music Food Travel

CONDENSED MEDIUM – STYLISTIC SET 4

AERODROME

COMPRESSED ULTRA – STYLISTIC SET 4

Vegan Cookery Secrets Revealed

CONDENSED BOLD – STYLISTIC SET 4

Versatile Creative Types

CONDENSED THIN – STYLISTIC SET 3

WASHBOARD ABS IN 5 DAYS

HEAVY

Westminster London W1

MEDIUM

Gestalt

EXTENDED ULTRA – STYLISTIC SET 4

Art House Cinema

THIN

UNDERGROUND SUB-CULTURE

CONDENSED ULTRA

Feng shui is a discrete Chinese belief system involving a mix of geographical, religious, philosophical, mathematical, aesthetic, and astrological ideas

COMPRESSED REGULAR

Modernist & Futurist

CONDENSED EXTRA LIGHT

Gough gets final chance to dazzle

COMPRESSED HEAVY

Avant-garde Zeitgeist

LIGHT - STYLISTIC SET 4

D'Arblay Kingly Broadwick Brewer Poland Compton Wardour Great Marlborough Dean

REGULAR

www.monotypefonts.com/soho

Gratifyingly Burly

EXTENDED ULTRA

ATHLETIC

REGULAR

SKYWAY

ULTRA

Mechanical Sophisticaté

LIGHT

MEDIA INDUSTRY

EXTRA BOLD

I was looking at the ceiling and then I saw the sky

CONDENSED MEDIUM

Snowboards

MEDIUM

Performance

EXTRA LIGHT

Sense Subfocus

COMPRESSED BOLD, CONDENSED EXTRA BOLD – STYLISTIC SETS 1&4

comprehensive and authoritative collection

COMPRESSED EXTRA BOLD

International Design Directory

CONDENSED ULTRA

www.monotypefonts.com/soho

Source

ULTRA-EXTENDED ULTRA ITALIC

Bouncy Castle Industry Spokesman

CONDENSED BOLD

Islington's First Organic Mineral Hairdressers

COMPRESSED MEDIUM

World Authority

LIGHT ITALIC

Tough & Beautiful

HEAVY ITALIC

The SuperRealist Art Movement

LIGHT ITALIC

Superbrands

ULTRA ITALIC

Cockney Visionaries

ITALIC

Soho's Clubs & Bars

THIN ITALIC

Boé Systems

ULTRA, EXTRA-BOLD – STYLISTIC SET 4

Eco-Chic Aeroblade

MEDIUM

"When a man is tired of London, he is tired of life; for there is in London all that life can afford." Samuel Johnson

COMPRESSED REGULAR

www.monotypefonts.com/soho

SOHO FAMILY – RANGE OF WEIGHTS AND WIDTHS

SOHO COMPRESSED

Hamburgefonstiv
Hamburgefonstiv
Hamburgefonstiv
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SOHO CONDENSED

Hamburgefonstiv
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SOHO NORMAL

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SOHO NORMAL ITALICS – STYLISTIC SET 1

Hamburgefonstiv
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SOHO ULTRA-EXTENDED, SOHO ULTRA-EXTENDED ULTRA & ITALICS

Hamburgefonstiv
Hamburgefonstiv
Hamburgefonstiv
Hamburgefonstiv

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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SOHO STYLISTIC SETS – Check the support that your design application provides for these OpenType features. This functionality is not currently available in all desktop publishing packages.

Hamburgefonstiv

DEFAULT SETTING

Hamburgefonstiv

STYLISTIC SET 1

Hamburgefonstiv

STYLISTIC SET 2

Hamburgefonstiv

STYLISTIC SET 3

Hamburgefonstiv

STYLISTIC SET 4

Hamburgefonstiv

DEFAULT SETTING

Hamburgefonstiv

STYLISTIC SET 1

Hamburgefonstiv

STYLISTIC SET 2

Hamburgefonstiv

STYLISTIC SET 3

Hamburgefonstiv

STYLISTIC SET 4

SOME NOTES ON SOHO FROM THE DESIGNER

"Soho represents nearly 3 years of work. 40 fonts. 3,000 hours. 32,668 characters.

I love slab serifs. For the uninitiated, a slab serif is a subset of the modern serif, characterised primarily by thick and blocky serifs. There is something fundamentally robust, solid and reliable about this genre, which makes slab serif designs very useful for everything from publishing to corporate branding. How many companies don't want to look robust, solid and reliable? They have the potential to look truly cutting-edge or solidly conservative. They can hold up well used on screen as well as print. They can provide an interesting and viable alternative to the many large sans families available today. They can look super-chic in lighter weights and super-strong in heavier sizes. It amazes me that they're relatively unexplored as a genre at this point in time. Perhaps 60,000 fonts in circulation and only a small handful of multi-weight, multi-width slab serif designs exist at the moment, despite their popularity.

In designing Soho I set myself the rather lofty aspiration of designing the 'ultimate' slab serif. I wanted it to look fundamentally 21st century. I wanted it to be supremely versatile; a weight, width and 'tone of voice' to meet the requirements of even the most discerning of designers. I wanted something conservative enough to have that versatility and endurance, but novel enough to capture people's imagination.
It had to be distinctively different to the traditional 19th Century models of slab serif design. In concise terms I have tried to achieve this with a contemporary serif structure, low contrast squarish shapes, a generous x-height and clipped serifs and terminals.
I took advantage of OpenType technology to offer extensive language coverage, stylistic alternatives, ligatures and small caps.

It's been a long, challenging and at times incredibly arduous task completing this family. I wanted to design something that people find useful in the broadest of contexts and continue to find useful as technologies and tastes shift and evolve. Even with fast computers and clever software this wasn't going to happen over night. Only time will tell, but I hope I have struck the right balance. I hope that designers find Soho an appealing and useful tool."

Sebastian Lester, London, UK, 2007

SOHO'S OPENTYPE FEATURES

Check the support that your design application provides for these OpenType features.

Aalt (All Alternates), cpsp (Cap Spacing), kern (Class kerning), c2sc (Caps to Small Caps), smcp (Small Caps), onum (OldStyle Numerals), case (Case Sensitive Forms), lnum (Lining-Numerals), pnum (Proportional Numerals),tnum (Tabular Numerals), sups (Superiors), sinf (Scientific Inferiors), numr (Numerator), dnom (Denominator), frac (Fractions), liga (Ligatures), dlig (Discretionary Ligatures), ss01, ss02, ss03, ss04 (Stylistic Sets), salt (Stylistic Alternatives), hist (Historical Forms), ordn (Ordinals), zero (Alternative Zero).

CONTACT

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