



# Allegra

## Favorite Characters

1° R i g g i

## Weights

Light

*Light Italic*

Regular

*Regular Italic*

Book

*Book Italic*

Medium

*Medium Italic*

**Semibold**

***Semibold Italic***

**Bold**

***Bold Italic***

**Black**

***Black Italic***

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The name Allegra comes from the Swiss canton of Graubunden, where the Rhaeto-Romance language is spoken. People greet each other during the day with „allegra“ which translates as „joy“.

The name Allegra not only sounds good, it also offers some advantages as a word picture.

In contrast to most other font names, we can immediately spot the proportions of the x-height to the ascenders and descenders.

In the word Allegra we find the lower case „e“, the most common letter in English, German and in many other European languages, as well as the most difficult letter combination in lowercase letters, the pair „ra“, where a hole appears when kerning is faultily made.

The counter shapes of the capital letters follow the model of the Roman Capitalis Monumentalis of the first and first half of the second century AD, whereas the lower case letters derive from the skeleton proportions of early Roman types from the first half of the 16th century. However, the aim was to make the drawing as simple and legible as possible.

Allegra includes 14 weights Light, Regular, Book, Medium, Semi bold, Bold and Black with their matching italics.

The weights Regular, Book and Medium are on purpose close to each other in colour and all three are equally suitable for large amount of text. The typographer thus can influence the "colour" of the text by choosing from these three main weights.

They make the Allegra particularly suitable for all kinds of editorial projects as well as for large applications in signage systems.



# Detail in → *Typography*

To suppose that the eye with all its inimitable contrivances for adjusting the focus to different distances, for admitting different

To suppose that the eye with all its inimitable contrivances for adjusting the focus to different distances, for admitting different amounts of light, and for the correction of spherical and chromatic aberration, could have been formed by natural selection, seems, I freely confess, absurd in the highest degree. When it was first said that the sun stood still and the world turned round, the common

sense of mankind declared the doctrine false; but the old saying of Vox populi, vox Dei, as every philosopher knows, cannot be trusted in science. Reason tells me, that if numerous gradations from a simple and imperfect eye to one complex and perfect can be shown to exist, each grade being useful to its possessor, as is certainly the case; if further, the eye ever varies and the variations be inherited, as is

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should be useful to any animal under changing conditions of life, then the difficulty of believing that a perfect and complex eye could be formed by natural selection, though insuperable by our imagination, should not be considered as subversive of the theory. How a nerve comes to be sensitive to light, hardly concerns us more than how life itself originated; but I may remark that, as some of the lowest organisms



# Walking & Climbing

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# Rhaeto- *Romance*

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# Print & Books ¶

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# TRIP TO *Paradise?*

32/36.4 0

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12/15 0

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8/11 +20

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# St. Gallen *forever!*

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# Joyfull!

# Allegra

32/36.4 0

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12/15 +20

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## Ligatures

ff fi fl ffi ffl fj ffj → ff fi fl ffi ffi fj ffj

## Stylistic Set 1 (Standard Set only)

Agreement → Agreement

## Lining Figures

0123456789 → 0|1|2|3|4|5|6|7|8|9|

## Oldstyle Figures

0123456789 → 0|1|2|3|4|5|6|7|8|9|

## Fractions, Numerator, Denominator

1/2 3/4 24/7 H<sup>12345</sup>/12345 → ½ ¾ 24/7 H<sup>12345</sup>/12345

## Inferior, Superior

H<sub>2</sub>O 22 m<sub>2</sub> → H<sub>2</sub>O 22 m<sup>2</sup>

## All Small Caps (Standard Set only)

The Quick Brown Fox → THE QUICK BROWN FOX

## Case Sensitive Forms (Standard Set only)

(This) !Sample; is—great; → (THIS) !SAMPLE i IS—GREAT;̀

## Localized Forms (Standard Set only)

Romanian, Moldavian: Românește → Românește

Catalan: Paral·lelo → Parallelo

Turkish: Diyarbakır → DİYARBAKIR



# That's it!

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## Development

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Jonas Niedermann

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Schriftlabor

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## Specimen Design

Clovis Vallois + Anton Studer

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