

Modum

—
A new font family by
The Northern Block



INTRODUCTION

A contemporary serif font family. The design takes influence¹ from traditional serif forms to develop a precise, highly functional text face with a low contrast. Smooth radius details are blended with carefully drawn angles that give a crisp, distinctive aesthetic when used across body copy. Modum is a stylish modern day serif with great charm, harmony and practicality that is best suited for complex hierarchical² projects, such as editorials, newspapers & text based books. Details include 8 weights and true italics³, over 800 characters with alternative lowercase a, e, g and y. 7 variations of numerals, true small caps with accents, ligatures, manually edited kerning and OpenType features.

ExtraBold 22/7pt

Medium Italic 22/7pt

¹ Standard Ligatures

² Discretionary Ligatures

—
A typographic specimen typeset
in Modum, a new font family by
The Northern Block

³ Available
Weights:

Thin
Thin Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Heavy
Heavy Italic
Black
Black Italic

Light Italic / Light 9/7pt
Medium 1200/7pt
Regular 9/7pt

low contrast

smooth radius details

cap height

x-height

baseline



descender

carefully drawn angles

The
birth of
the
modern
newspaper*

4 3 2 1 6

Available
Weights:

- Thin
- Thin Italic
- Light
- Light Italic
- Regular
- Italic
- Medium
- Medium Italic
- Bold
- Bold Italic
- ExtraBold
- ExtraBold Italic
- Heavy
- Heavy Italic
- Black
- Black Italic



*can be traced
to a house that
once stood on
the eastern bank
of the fetid River
Fleet in London.*

Thin 62/7PT
Bold 62/7PT

Bold 280/7PT
Thin Italic 16/7PT

Medium 230/7PT
Regular 9/7PT

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à -A À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß

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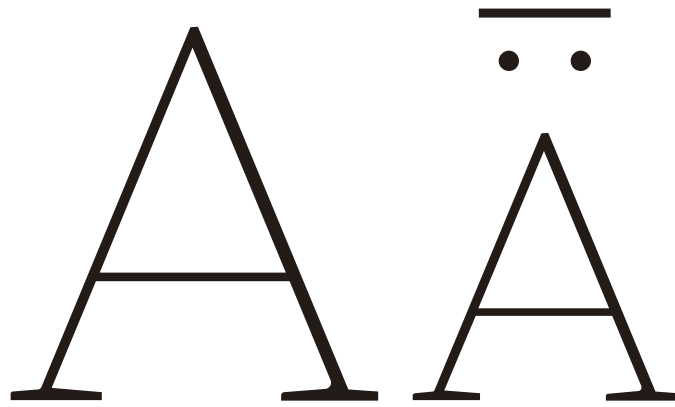
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⁴ Small Caps (with Accents)



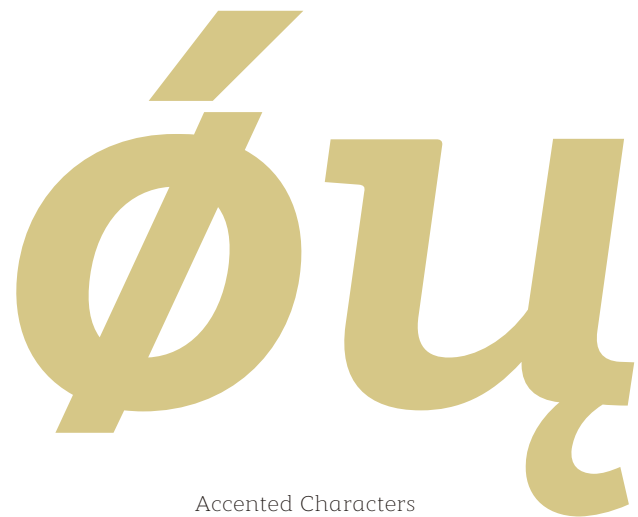
Small Caps (with Accents)



Numerators / Denominators



Fractions – ¼ ½ ¾ ⅓ ⅔ ⅕ ⅖ ⅗ ⅛ ⅜ ⅝ ⅞



Accented Characters



Stylistic Alternates (with Accents)

Books
Dictionary
Directory
Distinctive
Editorial
Functional
Headline
Legible
Ligatures⁵
Magazine
Manuals
Newspaper
Old Style
Publishing
Readable
Small Caps

5

ff ffn ffl n fl
sb sh sk sp st
ft ffj fft fh
cb ch ck ct

the
bloodhound
of the press

Light 10/7PT

Thin 60/7PT
Heavy 60/7PT
Thin Italic 60/7PT

After 1695, journalists were free to criticise or satirise government policy, without ending up pilloried, gaoled, or having various body parts chopped off. That's not to say Britain enjoyed a universal freedom of the press, but in the early 18th century London boasted the biggest, freest and most profitable press in the world.

Light Italic 10/7PT

The fearsome government censor Sir Roger l'Estrange eventually conceded: "Tis the press that has made 'em mad, and the press must set 'em right again" – quite an admission for a man once known as 'the bloodhound of the press' for the way he had persecuted 'seditious' authors with zest and glee.



»REFERENCE«

Green, M. 2012. Fleet Street: the surprising origins of Britain's newspaper industry. Telegraph⁶

ExtraBold 175/7PT
ExtraBold Italic 80/7PT
Medium 9/7PT

⁶ [online] <http://fwto/EQFYGwj>

**THE
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