

Monotype

PRESS RELEASE | March 2017

MEET THE MASQUALERO TYPEFACE: A Dual-Natured Design That Demands Attention

Sporting an original yet timeless design, the Masqualero typeface sets out to create a new standard for serif fonts



WOBURN, Mass., March 7, 2017 – Monotype (NASDAQ: TYPE) today introduced the [Masqualero™ typeface](#), a dual-natured serif design that is eye-catching and subdued, aggressive and warm, and dark and bright. The Masqualero typeface was designed by Jim Ford of the Monotype Studio, inspired by the classic jazz composition of the same name. With six different weights and italics, as well as Stencil and Groove display weights, the Masqualero typeface is a versatile solution for a wide range of uses. Its detail and sculptural quality make it well suited for applications like luxury goods, publishing, mastheads, headlines, logos, packaging, signage, book covers and annual reports – anywhere that must capture and hold the attention of the audience.

The idea for the Masqualero typeface was born while Ford was listening to the Miles Davis tune “Masqualero” from the “Sorcerer” album. The qualities of the music, and of the man who created it, inspired Ford and the original concepts of the Masqualero typeface. Ford sees the typeface as a tribute to Davis in letterforms that are

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as enigmatic and complex as the musician himself and like the man, it's cool, contradictory, still, restless, dark, flamboyant and illuminated by scintillating details and brilliant corners.

“With the Masqualero typeface, there’s never a hair out of place,” said Ford.

“It’s the black tuxedo or stiletto heels – it dresses up words.”



What designers are saying about the Masqualero typeface

“I had so much fun with Masqualero! The italics are particularly beautiful and I love the contrast and resulting rhythm of the heavier weights. It is a wonderful and really exciting typeface!”

– **Nicole Phillips**, [typograph.Her](#)

“It is clear that Masqualero has been pushed to the limits. It achieves a contrast in its appearance, yet still shares the same beautiful quirks across all eight weights, forming a flexible and cohesive family.”

– **Ash O’Brien**, [Two of Us](#)

“Masqualero is a remarkably gorgeous and stately type family with a strong and flamboyant personality, befitting a range of expressions.”

– **Julie Bakopoulou**, [jubaloodesign](#)

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Suggested Typeface Pairings

The versatility of the Masqualero typeface and its wide range of weights means that it pairs well with typefaces of various styles and designs, including the Quire Sans™, Kabel®, Antique Olive™, Charter® and Trade Gothic® typefaces.

Pricing and Availability

Single weights of the Masqualero typeface are available for \$49 USD, and the complete six-weight family, including italics and the Stencil and Groove display weights, is available for \$199 USD. The complete typeface family will be available at a discounted price of 50 percent off through April 20, 2017.

The Masqualero typeface family will be immediately available for purchase through MyFonts.com and available through the [Monotype Library Subscription](#) (MLS), which provides unlimited access to more than 10,000 fonts. The typeface is also available with a variety of licensing options for customers through Monotype enterprise sales.

To join the conversation about the Masqualero typeface online, search #MeetMasqualero on Twitter, Facebook and Instagram.



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About Monotype

Monotype is a leader in empowering expression and engagement through a combination of type, technology and expertise. Headquartered in Woburn, Mass., Monotype provides customers worldwide with typeface solutions for a broad range of creative applications and consumer devices. The company's libraries and e-commerce sites are home to many of the most widely used typefaces – including the [Helvetica®](#), [Frutiger®](#) and [Univers®](#) families – as well as the next generation of type designs. Further information is available at www.monotype.com. Follow Monotype on [Twitter](#), [Instagram](#) and [LinkedIn](#).

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