

Politics

About Politics

Politics is a geometric sans-serif typeface with unique features evoking early technological limitations. Its basic design structure and large x-height make it very legible and create a text rhythm that is reminiscent of a serial number identifier.

With the development of technologies such as optical-character-recognition (OCR), magnetic-ink character recognition (MICR), and even the computer, the first alphabets designed for these machines presented either radical geometric differentiation or a crude bitmap look. Politics is an attempt to refine a raster font in order to produce a modern typeface. It was originally developed for the book project *Timewave Zero A Psychedelic Reader*, which attempts to foreground research by scientists, scholars, artists, critics, and activists—using drugs as consciousness-expanding tools. Building upon early typefaces that are closely associated with science and technology seemed appropriate.

While maintaining design features from its original monospace setting, Politics has been adapted proportionally for improved legibility. Its even stroke contrast, angular frame, and mechanical curves have all been preserved and contribute to its expression which is simultaneously both vintage and futuristic.

→ Designed in 2003

Designed by Gavillet & Rust

Gavillet & Rust was the partnership between Gilles Gavillet and David Rust, until Rust's tragic death in 2014. Gavillet and Rust met while studying at the École cantonale d'art de Lausanne (ECAL) and they started to collaborate on typeface designs during a stay at the Cranbrook Academy of Arts, in 1997. It was at Cranbrook where they developed their first typeface together, *Detroit MM*. Specializing in editorial design and visual identities, Gavillet & Rust developed many typefaces which have been used in their graphic design projects and later commercialized through Optimo Type Foundry. Additionally, both have taught at ECAL. Gavillet & Rust has received many distinctions for their work, including the prestigious Jan Tschichold Prize in 2006 for their outstanding achievements in book design and the Swiss Grand Award for Design in 2012. Their work has been featured and exhibited around the world.

Politics Book
280 pt

P Oli

Politics Book/Italic
122 pt

Aa *Aa*

Bb *Bb*

Cc *Dd*

Ee *Ff*

Politics Family
2 Styles

Politics Book
Politics Book Italic


ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
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 Hºº
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 ÑÒÓÔÕÖØƆŠÙÚÛÜÝŸŽ
 àáâãäåæçèéêëìíîĳ
 ñòóôõöøƷšùúûüýžžþ


Albanian, Asu, Bemba, Bena, Chiga, Cornish, Dutch, English, Faroese, French, German, Gusii, Icelandic, Indonesian, Italian, Kalenjin, Kinyarwanda, Luo, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Manx, Morisyen, North Ndebele, Nyankole, Oromo, Portuguese, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Scottish Gaelic, Sena, Shambala, Shona, Soga, Somali, Spanish, Swahili, Taita, Teso, Vunjo

Optimo Basic Latin
Character Set

Adobe	ISO 8859	Encoded Glyphs
· Adobe Latin-1	· 8859-1 Latin-1 Western European	· Basic Latin
	· 8859-15 Latin-9	· Latin-1 Supplement
Apple Macintosh	Microsoft Windows	
· MacOS Roman (Standard Latin)	· MS Windows 1252 Western	
· MacOS Iceland	(Standard Latin)	


OpenType Features


 All Caps [cpsp]

 Case Sensitive Forms [case]

This function formats the text in upper-case and adjusts spacing between all capital letters. It also applies the ‘Case Sensitive Forms’ feature which replaces certain characters with alternates that are better suited for all capital text, especially related to punctuation.


OFF	ON
All Capital	ALL CAPITAL
«Optimo» hi@xyz.ch [X]=(4-7×8)	«OPTIMO» HI@XYZ.CH [X]=(4-7×8)
H@ ;!()[]{}<>«»--—. . H+-±x÷-≈=≠≤≥¬	H@ ;!()[]{}<>«»--—. . H+-±x÷-≈=≠≤≥¬

 Tabular Lining Figures [tnum-Inum]

 Proportional Lining Figures [pnum-Inum]


This typeface includes lining figures available in tabular or proportional spacing formats. Lining figures have an invariable height. For contexts in which numbers need to line up such as columns or tables, the tabular setting is perfectly adapted as all numerals width is uniformized. Proportional setting generates numerals suitable for text; each number has an appropriate width based on its shape.

H0123456789	H0123456789
H0123456789	H0123456789

 Contextual Alternates [calt]

This feature adapts the position of a glyph after its surrounding context. For instance, a dash placed between two uppercase letters or numbers will be replaced by an uppercase version of the dash, slightly higher. This feature is usually active by default in Adobe applications.

5x5	5x5
A-B-C-D 1-2	A-B-C-D 1-2

 Standard Ligatures [liga]

Standard ligatures replaces a sequence of characters with a single ligature glyph, they are designed to improve kerning and readability of certain letter pairs.

fi fl	fi fl
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Fractions [frac]

All Optimo fonts have at least three basic pre-built fractions (1/2, 1/4, 3/4).

1/2 1/4 3/4 0/0 0/00

1/2 1/4 3/4 % ‰



Ordinals [ordn]

This feature replaces any letter following a numeral with its matching superior letters. Spanish, Portuguese and Italian language uses the feminine and masculine ordinal indicators such as ‘a’ for for 1º, 1ª. Ordinals are designed to match the weight of the typeface.

2ª 2º

2ª 2º

Politics Book
60 pt

The car was a
boxy late mod-
el Ford sedan,

Politics Book
36 pt

The car was a boxy late
model Ford sedan, white
over black, innocuous
bordering on invisible,
and very fast. It had

Politics Book
24 pt

The car was a boxy late model Ford
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fast. It had been a sheriff's vehicle
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in Tennessee, and further modified
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14 pt

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never been much of a Ford man." Perry shifted in his bucket,
"You know something about cars? For city cruising, it'll do." I
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from long, narrow Manhattan Island, which sits in the bay,

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