

CARGO

About Cargo

Intended for headlines, Cargo is a typeface characterized by curved stencil cuts, a feature which creates a very graphic combination of letters. Loosely inspired by the logo of Marsh, a company specializing in stencil machines, Cargo is a strong and memorable typeface.

Cargo was designed by Gavillet & Rust for the visual identity of the 2002 Swiss National Exhibition's eponymous music club. Carved within a geometric sans-serif framework, the rounded bridges form connected open spaces between letters, creating a playful continuity and resulting in a solid and symbiotic setting, which make Cargo perfect for headline and display applications.

Since its release, Cargo has continuously appealed to designers across the globe for its unique ability to create iconic design artwork.

→ Released 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 (ÉCAL) 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 ÉCAL. 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.

Cargo Regular
244 pt

CAMP

Cargo Regular
178 pt

Aa Bb

Cc Dd

Ee Ff

Cargo Regular
150 pt

Cargo

Unicode Blocks and Codepages
featured in the Optimo Latin Extended
Character Set

Adobe
· Adobe Latin-1

Apple Macintosh
· MacOS Roman (Standard Latin)
· MacOS Central European Latin
· MacOS Croatian
· MacOS Iceland
· MacOS Romanian
· MacOS Turkish

ISO 8859
· 8859-1 Latin-1 Western European
· 8859-2 Latin-2 Central European
· 8859-3 Latin-3 South European
· 8859-4 Latin-4 North European
· 8859-9 Latin-5 Turkish
· 8859-13 Latin-7 Baltic Rim
· 8859-15 Latin-9
· 8859-16 Latin-10 South-Eastern
European

Microsoft Windows
· MS Windows 1250 Central European Latin
· MS Windows 1252 Western (Standard Latin)
· MS Windows 1254 Turkish Latin
· MS Windows 1257 Baltic Latin

Encoded Glyphs
· Basic Latin
· Latin-1 Supplement
· Latin Extended-A
· Latin Extended-B
· Latin Extended Additional

OpenType Features

AA All Caps [cpsp]

(A 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.

12 Tabular Lining Figures [tnum-Inum]

12 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.

OFF

All Capital

«Optimo» hi@xyz.ch
[X]=(4-7×8)

H@!|()[]{}<>«»----·
H+-±×÷-≠≠≠≠≠≠≠

H0123456789
H0123456789

ON

ALL CAPITAL

«OPTIMO» HI@XYZ.CH
[X]=(4-7×8)

H@!|()[]{}<>«»----·
H+-±×÷-≠≠≠≠≠≠≠

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
A-B-C-D 1-2
 -> -> -> <- <- <-

5x5
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

Stylistic Set 1 [ss01]

This feature replaces glyph(s) with stylistic alternate(s).

→ ← ↑ ↓

→ ← ↑ ↓

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 1^o, 1^a. Ordinals are designed to match the weight of the typeface.

2^a 2^o

2^A 2^O

Cargo Regular
60 pt

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

Cargo Regular
48 pt

**The car was a boxy
late model Ford
sedan, white over
black, innocuous**

Cargo Regular
36 pt

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

Cargo Regular
24 pt

**The car was a boxy late model Ford
sedan, white over black, innocuous
bordering on invisible, and very fast. It
had been a sheriff's vehicle originally
bought at an auction in Tennessee,
and further modified for speed. Perry
and I listened to the big engine idle,**