

elpis

elpis

regular

italic

ελληνικά

ELPIS
a typeface designed for a newspaper insert

Elpis regular, italic and greek has been designed as a partial fulfillment of the requirements for the MA in Typeface Design, department of Typography and Graphic Communication, University of Reading, August 2004

Prologue

italic

Baring in mind the use it would have in a magazine, Elpis italic was designed as a companion to the roman in order to highlight individual words or small phrases in long texts. It is distinctive, with increased slant and long bottom serifs. It has been tested so as to blend smoothly with the regular and to be legible at small sizes.

regular

The design of Elpis regular was initially inspired by the works of Jan Van Krimpen, Gerard Unger and Georg Trump. With rounded serifs, a humanistic axis, short ascenders and descenders and little differentiation from thicks to thins, Elpis is a robust and sturdy typeface suitable for magazine printing. Its lining figures are slightly shorter than the capitals and the lower case, in order to create an optical variation when set within text. The typeface is also accompanied by a set of non-lining figures and is supported by open type features such as case sensitive characters and ligatures.

greek

Elpis greek attempts a modern representation of the greek script and respects its long latin independent tradition. In order to meet the demands of contemporary greek magazine texts, where there is ample use of latin characters, Elpis greek has been designed to blend optically with the latin. The typeface also supports greek polytonic using open type features such as stylistic alternates and terminal forms to implement some characteristics of the greek grammar.

Presentation

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 • 0123456789

Elpis regular

Elpis is a family initially designed for a newspaper insert. During the reasearch, various methods of printing newspaper inserts have been encountered and therefore Elpis aims to be functionable under many circumstances. High or poor quality printing can affect the readability and legibility of a typeface. Baring this in mind Elpis has been designed to be a robust typeface with a rather tight and clean design so as to be suitable even for inferior paper or low quality printing and at the same time be legible even at small sizes. With short ascenders and descenders increasing the size of the counters, rounded, sturdy serifs and a humanistic axis, slight antithesis from thick to thin stroke, Elpis incorpo-rates rythm and smoothness.

From sketches to digitilisation and then to test printing, Elpis was inspired by the elegant designs of Jan Van Krimpen, and especially Sheldon, a distinctive typeface with big counters and evident verticality. The work of Georg Trump, particularly Trump Mediaeval with its open forms and angularity, and finally, the recognised style of Gerard Unger. An essay on optical corections was an immense aid in balancing the effect of the computer and what the human eye actually perceives as being optically “correct”.

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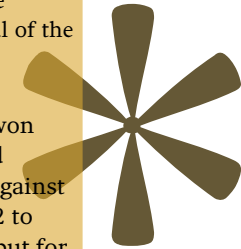
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Elpis italic

Elpis italic has been designed so as to accompany the regular bearing in mind its use in magazine text setting. Mostly used to highlight single words, phrases or very small paragraphs, the italic has an oblique axis and distinctive serifs so as to enhance text differentiation. Few elements have been borrowed from the regular such as low antithesis from thick to thin and x-height.

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ΑΒΦΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ

αβγδεζηθικλμνξοπρστυφχψω

Elpis greek

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In greek magazine printing one often encounters the use of latin words set amidst greek text. Elpis greek hopes to present a solution that deals with this phenomenon by blending smoothly the latin with the greek script avoiding at the same time the “latinisation” of the greek script, that is, the creation of greek letterforms that resemble more to the latin. With respect to the history of the creation of the greek script, an effort was made to create an overall matching texture for example in terms of colour (stroke analogy, character width and height) and shape (resemblance of terminals, where that could be applied) the basic challenge being the combination of the latin script that is prevailed by horizontal or vertical forms, to the greek that has mostly rounded forms. The letters maintain the fluidity of the script, each letter descreetly passing on to the next one, while balancing the variety of stress encountered in greek letterforms.

An essay on the work of Robert Granjon and the Romain Du Roi copies was the starting point of a deep research into the exciting history of the greek script, from palaeography to printing, which helped me answer some of my questions and arise many many more!

9/10.8 Η κυβέρνηση επέλεξε εν μέσω θέρους και σε περίοδο που η Βουλή είναι κλειστή να ανακοινώσει αυξήσεις για φέτος αλλά και γενική απελευθέρωση των διδάκτρων από το 2005 σε όλη την κλίμακα της ιδιωτικής εκπαίδευσης. Με τα μέτρα αυτά είναι φανερό ότι η κυβέρνηση αντιμετωπίζει τα ιδιωτικά εκπαιδευτήρια ως επιχειρήσεις, με αποκλειστικό στόχο την κερδοφορία. Την ιδιωτική εκπαίδευση ως εν γένει

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Greek polytonic

The greek polytonic was developed so as to be used in the setting of ancient greek documents bearing in mind that in international publications these might be accompanied by a translation in latin script. Therefore, the diacretics have been designed so as to match the style of the latin and at the same time differentiate themselves to the monotonic ones wherever that was required (tonos and oxia, varia). At the same time an effort was made so that the overall colour of the two texts would be balanced.

ΤΑ ΠΑΛΑΙΑ ΤΩΝ ΛΑΚΕΔΑΙΜΟΝΙΩΝ
ΕΠΙΤΗΔΕΥΜΑΤΑ

Τῶν εἰσιόντων εἰς τὰ συσσίτια ἑκάστῳ δεικνύων πρεσβύτατος τὰς θύρας, “διὰ τούτων,” φησίν, “οὐδεις ἐξέρχεται λόγος.” Δοκιμαζόμενου μάλιστα παρ’ αὐτοῖς τοῦ μέλανος λεγομένου ζωμοῦ, ὥστε μὴ κρεαδίου δεῖσθαι τοὺς πρεσβυτέρους, παραχωρεῖν δὲ τοῖς νεανίσκοις, λέγεται Διονύσιος τῆς Σικελίας τύραννος τούτου χάριν Λακωνικὸν μάγειρον πρίασθαι καὶ προστάξει σκευάσαι αὐτῷ μηδενὸς φειδόμενον ἀναλώματος ἔπειτα γευσάμενον καὶ δυσχεράναντα ἀποπτύσαι καὶ τὸν μάγειρον εἶπειν, “βασιλεῦ, τοῦτον δεῖ τὸν ζωμὸν γυμνασάμενον Λακωνικῶς καὶ τῷ Εὐρώτῃ λελουμένον ἐποψᾶσθαι.”

THE OLD LAKAIDEMONIAN
EPITIDEYMATATA

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Elpis is an OpenType cross-platform font, with an expanded character set providing advanced typographic features. Based on Unicode, it provides many more characters in a single font file so as to support many languages:

>vinových größte l-gherf hospodářským

case sensitive characters, characteres whose positioning changes according to the text setting:

(ABC) > (ABC)

old style and lining numerals:

0123456789 > 0I23456789

terminal forms and stylistic alternates for the greek script:

στόχος > στόχος

ἄϊλος > ἄλος

ligatures and alternative forms of characters:

affiliate > affiliate

aesthetics > æsthetics

Open type features

regular vs. italic

Zidane was back to his best as France won Group 1 at a stroll, *appearing in seven games and scoring three times*, including the winning goal against Israel in Palermo.

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2001: Joined Madrid for 9.5 / 11.4

Interaction

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greek vs. latin

Zidane was back to his best as France won Group 1 at a stroll

Zidane was back to his best as France won Group 1 at a stroll

Εμφανίζεται σε επτά παιχνίδια και σκοράρει τρεις φορές

HOROSCOPE



CZECH
REPUBLIC

Nástup digitálního věku představuje nové výzvy pro kino, rádio a televizi. Vzhledem k velkým hospodářským a technickým možnostem Evropská unie podporuje inovaci a konkurenceschopnost audiovizuálního průmyslu v Evropě. Svou činností zajišťuje ochranu nezletilých osob a autorských práv a podporuje kulturní.



LITHUANIA

Aplinkos apsauga yra labai svarbi dabartinės ir būsimųjų kartų gyvenimo kokybei. Iškyla problema, kaip tai suderinti su nuolatiniu ekonomikos augimu ir užtikrinti tvarią plėtrą ilgalaikiu laikotarpiu. Europos Sąjungos aplinkos apsaugos politika grindžiama nuostata, kad aukšti aplinkosaugos standartai skatina inovacijas.



MALTA

L-akbar assi tal-Unjoni Ewropea huma l-kwalità tas-sistemi edukattivi tagħha u ta' taħriġ u l-kreattività ta-agħaġ tagħha. Soċjetà fejn l-għerf huwa l-bai ta' kollox, l-Unjoni tippromwovi l-mibilità ta-agħaġ, għalliema, min iharreġ u riċerkaturi permezz ta' numru ta' programmi bħalma huma Leonardo da Vinci u Socrates.



LATVIA

Īsumā. Visi Eiropas pilsoņi dod savu ieguldījumu Eiropas Savienības budžetā. Šis budžets ļauj Eiropas Savienībai ievērot sabiedrības vajadzības, darbojoties dažādās jomās, piemēram, lauksaimniecības politikā, reģionālajā politikā, pētniecībā, vides jautājumos, izglītībā un apmācībā.



HUNGARY

Az Európai Unió bővítésé egy századokon át tartó megosztottságnak véget vető történelmi jelentőségű tett. Az újraegyesülő Európa által erősebbé, demokratikusabbá és stabilabbá váló kontinens már képes lesz teljes mértékben kiaknázni az 500 millió ember belső piacának előnyeit. A jazykovou rozmanitost.



PORTUGAL

Instituições adesão de oito países da Europa Central e Oriental à União Europeia em 1 de Maio de 2004, juntamente com Chipre e Malta, constituíu um acontecimento histórico que põe termo a séculos de divisão. A reunificação da Europa significa um continente mais forte, mais estável e democrático, com um mercado único.



SLOVAK
REPUBLIC

Inštitúcie Dôvera spotrebiteľov ku kvalite a bezpečnosti potravinových výrobkov bola v priebehu posledných desiatich rokov značne oslabená. Bolo to predovšetkým pod vplyvom narastajúcich kríz v zdravotníctve spôsobených nedostatočnou kvalitou potravín. Ako odpoveď na túto výzvu.



POLLAND

Badania naukowe i innowacje pomagają rozwiniętemu gospodarstwu takim jak Unia Europejska zapewnić koniunkturę i jakość życia, jakiej oczekują jej mieszkańcy. Kraje członkowskie UE wytwarzają prawie jedną trzecią światowej wiedzy naukowej. Spólne programy konsolidują pracę na poziomie Unii.



HELLAS

Ο τομέας αλιείας της Ε.Ε. αποτελεί μια βασική πηγή θέσεων απασχόλησης και εφοδιασμού τροφίμων. Ως εκ τούτου, είναι πολύ σημαντικό να μπορέσει παρεμποδιστεί η συνεχής υπεραλίευση από ορισμένους οι οποίοι βλάπτουν το σύνολο. Η Ευρωπαϊκή Ένωση διαθέτει μια κοινή αλιευτική πολιτική που έχει μεγάλο στόχο.



SWEDEN

Cigarettsmuggling, förfalskade euromynt, forskningsring av bistånd till Kosovo, bidrag till apelsinodlingar på gårdar som inte finns - detta är bara några exempel på bedrägerier mot de europeiska skattebetalarna. Europeiska byrån för bedrägeribekämpning har drygt 350 tjänstemän som ska tillvarata EU:s och dess skattebeta



GERMANY

Mit einem Anteil von an den Weltein- und ausfuhren ist die Europäische Union die größte Handelsmacht der Welt. Ihre erfolgreiche Gründung vor rund 50 Jahren verdankt sie dem freien Handel zwischen ihren Mitgliedstaaten. Daher nimmt sie auch in den Bemühungen um eine Liberalisierung des Welthandels zum.



FRANCE

A côté de ces cinq institutions, on trouve cinq autres organes importants: La banque européenne d'investissement (elle contribue à la réalisation des objectifs de l'Union en finançant des projets d'investissement), l'organe de contrôle de l'utilisation correcte et légale du budget de l'Union).

I WOULD LIKE TO
THANK MY TEACHER
GERARD UNGER, FOR
HIS GUIDANCE
THROUGHOUT THE
DESIGNING OF THIS
TYPEFACE, BUT MOST
OF ALL FOR HIS
KINDNESS, PERCEPTION
AND INSIGHT.

Elpis,
was named after
the greek word
ελπίς
which means

hope...

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