Kitsch

A bold, confident & slightly arrogant typeface family by Zetafonts

Kitsch

Name:	Kitsch
Classification:	Serif
Publisher:	Zetafonts Type Foundry
Designers:	Francesco Canovaro
	Andrea Tartarelli
	Maria Chiara Fantini
Release year:	2019
Styles:	32 weights with matching *italics*
Available:	www.zetafonts.com/Kitsch

ABOUT

Designed by *Francesco Canovaro* with help from *Andrea Tartarelli and Mariachiara Fantini*, **Kitsch** is a typeface happily living at the crossroads between classical latin and medioeval gothic letterforms. But, rather than referencing historical models like the italian Rotunda or the french Bastarda scripts, Kitsch tries to renew both its inspirations, finding a contemporary vibe in the dynamic texture of the calligraphic broad-nib pen applied to the proportions of the classical roman skeleton. The resulting high contrast and spiky details make Kitsch excel in display uses, while a fine-tuned text version manages to keep at small sizes the dynamic expressivity of the design without sacrificing legibility. Both variants are designed in a **wide range of weights** (from the almost monolinear thin to the dense heavy), and are fully equipped with a extended character sets covering over two hundred languages that use **latin, cyrillic and greek alphabets.**

Special care has been put in designing Kitsch italic letterforms, with the broad-nib movements referencing classical italian letterforms to add even more shades to your typographic palette. The resulting alternate letter shapes have also been included in the roman weights as Stylistic Alternates - part to the wide range of **Open Type features** (*Standard and Discretionary Ligatures, Positional Numerals, Small Caps and Case Sensitive Forms*) provided with all the 32 weights of Kitsch.

Born for editorial and branding use, Kitsch is fashionable but solid, self-confident enough to look classic while ironic enough to be contemporary.

WEIGHT SYSTEM

DISPLAY		TEXT	
Extralight	*Extralight Italic*	Extralight	*Extralight Italic*
Light	*Light Italic*	Light	*Light Italic*
Regular	*Italic*	Book	*Book Italic*
Medium	*Medium Italic*	Regular	*Italic*
Semibold	***Semibold Italic***	Medium	*Medium Italic*
Bold	***Bold Italic***	**Bold**	***Bold Italic***
Extrabold	***Extrabold Italic***	**Extrabold**	***Extrabold Italic***
Black	***Black Italic***	**Black**	***Black Italic***

Aa

Antifašistická Akcia!!

The truth will set you free. But not until it is finished with you.

Cantina Castelões™

→ The richest man is not he who has the most, but he who

Değiştirilemez Teklif

The sun machine is coming down, and we're gonna have a

Linee sospese per neve

Always forgive your enemies; nothing annoys them so much

Ert Þú Bókstafstrúar

"All that we see or seem is but a dream within a dream."

Condizioni, pagamenti

The cure for boredom is curiosity. There is no cure [...]

David Foster Wallace

Ground Control to Major Tom. Can you hear me, Major

Irwin Allen Ginsberg

You miss 100 % of the shots you never take. Do you?

"LÄBIVIIMISESSE"

the man who only has a hammer, everything he encounters

UNA GENEROSA[...]

Over thinking, over analyzing, separates the body from the...

PAȘALÂCUL BUDA!!

Wear the'grudge like a crown of negativity calculate what

DI ENERGIA E FORZA

We are what we repeatedly do; excellence, then, is not a choiche

FRANĠISKU JĊEMPEL

We can be heroes, forever and ever. What d'you say? [...]

AZGARAD FETIŠISM

I worry about being a success in a mediocre world[2]

150 COPII FRUMOȘI

We are choosing to be here right now hold on, stay inside

¿ES INESCRUTABLE?

I'd rather live with a good question than a bad answer.

Kitsch

TEXT PROOF

Light&Medium Italic 9 pt

The so-called 'psychotically depressed' person who tries to kill herself doesn't do so out of quote **'hopelessness'** or any abstract conviction that life's assets and debits do not square. And surely not because death seems suddenly appealing. The person in whom Its invisible agony reaches a certain unendurable level will kill herself the same way a trapped person will eventually jump from the window of a burning high-rise. Make **no mistake** about people who leap from burning windows. Their terror of falling from a great height is still just as great as it would be for you or me standing speculatively at the same window just checking out the view; i.e. the fear of falling remains a constant. The variable here is the other terror, **the fire's flames.**

Extralight 20 pt

The so-called 'psychotically depressed' person who

Light 20 pt

kill herself doesn't do so out of quote 'hopelessnes

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Medium 20 pt

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Semibold 20 pt

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Bold 20 pt

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Extrabold 20 pt

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Black 20 pt

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Extralight pt 10

① THE MAN WITHOUT QUALITIES (1930) - "A barometric low hung over the Atlantic. It moved eastward toward a high-pressure area over Russia without as yet showing any [...]„ *Robert Musil*

Light pt 10

② GRAVITY'S RAINBOW (1973) - "It has happened before,but there is nothing to compare it to now.It is too late. The Evacuation still proceeds, but it's all theatre.„ *Thomas Pynchon*

Regular pt 10

③ ULYSSES (1922) - "Stately, plump buck mulligan came from the stairhead, bearing a bowl of lather on which a mirror and a razor lay crossed. A yellow dressing gown, ungirdled„ *James Joyce*

Medium pt 10

④ A TALE OF TWO CITIES (1859) - "It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief[...]„ *Charles Dickens*

Semibold pt 10

⑤ **ROBINSON CRUSOE (1719)** - "I was born in the Year 1632, in the City of York, of a good Family, tho' not of that Country, my Father being a Foreigner of Bremen[...]„ *Daniel Defoe*

Bold pt 10

⑥ **IF ON A WINTER'S NIGHT A TRAVELER (1979)** - **"You are about to begin reading Italo Calvino's new novel, If on a winter's night a traveler.„** *Italo Calvino*

Extrabold pt 10

⑦ **THE CATCHER IN THE RYE (1951)** - **"If you really want to hear about it, the first thing you'll probably want to know is where I was born [...]„** *J.D.Salinger*

Heavy pt 10

⑧ **THE MAKING OF AMERICANS (1925)** - **"Once an angry man dragged his father along the ground through his own orchard.„** *Gertrude Stein*

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20pt / 24 - Mixed Weights

Nero *(Latin: Nero Claudius Caesar Augustus Germanicus)* was the last Roman emperor of the **Julio-Claudian dynasty**. He was born Lucius Domitius Ahenobarbus on *15 December 37* ad in Antium. Nero was adopted by his great-uncle Claudius and became his heir and successor. Nero's mother, **Agrippina the Younger**, was likely implicated in Claudius' death and Nero's nomination as emperor.

16pt / 20 - Mixed Weights

During the early years of his reign, Nero was content to be guided by his mother, his tutor **Lucius Annaeus Seneca** and his Praetorian prefect, *Sextus Afranius Burrus.* As time passed, he started to play a more active and independent role in government and foreign policy. During his reign, the redoubtable general Corbulo conducted a successful war and negotiated peace with the **Parthian Empire.**
His general **Suetonius Paulinus** crushed a major revolt in Britain, led by the *Iceni Queen Boudica.* **Nero** focused much of his attention on diplomacy, trade and the cultural life of the empire, ordering theatres built and promoting athletic games.

12pt / 16 - Mixed Weights

Nero's rule is usually associated with *tyranny and extravagance.* Most Roman sources, such as **Suetonius and Cassius Dio,** offer overwhelmingly negative assessments of his personality and reign. Tacitus claims that "the Roman people thought him compulsive and corrupt". **Suetonius** tells that *"many Romans believed that the Great Fire of Rome was instigated by Nero to clear the way for his planned palatial complex, the Domus Aurea."*
According to Tacitus he was said to have seized Christians as scapegoats for the fire and burned them alive, seemingly motivated not by public justice but by personal cruelty. Some **modern historians** question the reliability of the ancient sources on Nero's tyrannical acts. A few sources paint Nero in a more favorable light. There is evidence of his popularity among the Roman commoners, especially in the eastern provinces of the Empire, where a popular legend arose that Nero had not died and would return.

10pt / 14 - Mixed Weights

Nero's father, **Domitius**, died in 40. A few years before his death, Domitius had been involved in a political scandal that, according to Malitz: "could have cost him his life if Tiberius had not died in the year 37, since in the previous year, Nero's **mother Agrippina** had been caught up in a scandal of her own". Caligula's beloved sister Drusilla had recently died and Caligula began to feel threatened by his brother-in-law *Marcus Aemilius Lepidus.* Agrippina, suspected of adultery with her brother-in-law, was forced to carry the funerary urn after Lepidus' execution. Caligula then banished his two surviving sisters, **Agrippina and Julia Livilla**, to a remote island in the Mediterranean Sea.
According to *The Oxford Encyclopedia of Ancient Greece and Rome,* Agrippina was exiled for plotting to overthrow Caligula.

8pt / 12 - Mixed Weights

Caligula's reign lasted from 37 until 41. He died from multiple stab wounds in January of 41 after being ambushed by his own Praetorian Guard on the Palatine Hill. *Claudius succeeded Caligula as Emperor.* Agrippina married Claudius in 49 ad and became his fourth wife. By February 49, she had persuaded Claudius to adopt her son Nero. After Nero's adoption, "Claudius" became part of his name: **Nero Claudius Caesar Drusus Germanicus**. Claudius had gold coins issued to mark the adoption. Classics professor Josiah Osgood has written that *"the coins, through their distribution and imagery alike, showed that a new Leader was in the making."* **David Shotter** noted that, despite events in Rome, Nero's step-brother Britannicus was more prominent in provincial coinages during the early 50s.
The ancient biographer Suetonius, who was critical of Nero's ancestors, wrote that Augustus had reproached Nero's grandfather for his unseemly enjoyment of violent gladiator games. According to **Jürgen Malitz**, Suetonius tells that Nero's father was known to be "irascible and brutal", and that both "enjoyed chariot races and theater performances to a degree not befitting their position."

Stylistic Alternates or **Stylistic Sets** were designed to offer a secondary form of a character.

Ragnarok
↓ ↓   ↓
Ragnarok

STYLISTIC SET 01, 02, 03...

There are more than one **Stylistic Set.** Check out the possibilities of text appearance.

ALEMANIA
↓
ALEMANIA

Kitsch

STANDARD ffi LIGATURES

The **standard ligatures** are designed to correct awkward text combinations
of letters, such as fi, ffi, ff. Such ligatures are applied by default

ffi → ffi

LIGATURE LIST

ff ffi ffl fi fl

DISCRETIONARY &k LIGATURES

Discretionary Ligatures are ligatures applied at the user's discretion.

cb → &b

LIGATURE LIST

&b &h &k &l fb ffb ffh ffi ffk fh fj fk ft

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SPECIAL LIGATURES

The **Special Ligatures** offer you the possibility to get special symbols by using key combinations without glyph panel. These are activated enabling **Discretionary Ligatures.**

CIRCULAR NUMBER

(1)(2)

↓

①②

BLACK CIRCULAR NUMBER

((1))((2))

↓

❶❷

ARROWS

<+-/|+>

↓

← ↘ ↓ ↖ →
↔ ↙ ↑ ↗ ↕

LETTER COMBINATIONS

There are also **Special letter combinations** this solution offer you the possibility to get special symbols by using key combinations without glyph panel. These are activated enabling **Discretionary Ligatures.**

NUMBER

[No.]

↓

Nº

COPYRIGHT

(C)

↓

©

REGISTERED

(R)

↓

®

TRADEMARK

[TM]

↓

TM

Kitsch

ALTERNATE FIGURES

Tabular Figures are especially useful while setting columns of numbers, such as in financial reports.

PROPORTIONAL LINING

123 →

TABULAR LINING

1 | 2 | 3

PROPORTIONAL OLD STYLE

123 →

TABULAR OLD STYLE

1 | 2 | 3

POSITIONING FIGURES/FRACTIONS

These various kind of figures are used for fractions, footnote references, chemical compounds, and as mathematical exponents.

$12/23$

FRACTION

H_2O

SUBSCRIPT-INFERIOR

D_{234}

DENOMINATOR

1st

ORDINALS

X^{12}

SUPERSCRIPT SUPERIOR

N^{123}

NUMERATOR

Kitsch

Ⓩ

Small Caps feature substitutes lowercase with a capital versions of the letters sets within the x-height

Tropicalia

↓

Tropicalia

РЕМ ИПСУМ ДОЛ
ИМПЕТУС ДИСПУ
АЛФЕТОЧКА ФИЛ

Kitsch

CHARACTER SET

UPPERCASE & ACCENTED

ABCDEFGHIJKLMNOPQRSTUVWXYZ - ÆŒÞÐ

ÁĂÂÄÀĀĄÅÃÆĆČÇĈĊĎÐÉĚĔÊËĖÈĒĘĞĜĠĦĤIJÍĬÎÏİÌĪĮĨĴĶĹĽĻĿŃŇŅŊÑÓŐÔÖ
ÒŐŌØÕŔŘŖŚŠŞŜŢŤŢŢÚŬÛÜÙŰŪŲŮŨŴŴŴÙŴŶŶŸŶŹŽŽ - *alternates* A E F G J L M N Q
T U W Q

lowercase & accented

abcdefghijklmnopqrstuvwxyz - æœþðß

ááâàāąåǻãčçĉċďđéěĕêëėèēęğĝġħĥíĭîïiìjīįĬǩĸĺľļŀńňņŋñ
óõôöòőōøõŕřŗśšşŝşţťţţúŭûüùűūųůũŵŵŵŵýŷÿżžž *alternates* a g k m n p q w

Figures & Mathematical notations

0123456789

0123456789 0123456789 0 1 2 3 4 5 6 7 8 9
0123456789 0123456789
0123456789 0123456789.,

Standard & Discretionary ligatures

&b &h &k &l fb ff ffb ffh ffi ffj ffk ffl fh fi fj fk fl ft fi fl

Punctuation & Symbols

.,:;…!¡?¿··*!!#./\..(){}[]--—_„""''«»‹›"'¢¤$€ƒ£¥¢++−×÷=≠><≥≤±≈~¬^∞∫ΩΔΠΣμ∂%‰
↑↗→↘↓↙←↖⇔⇕◊◊@&¶§©®™°||†⓪①②③④⑤⑥⑦⑧⑨❶❷❸❹❺❻❼❽❾

OTHER SCRIPT

CYRILLIC UPPERCASE & lowercase

АБВГЃДЕЗЖИЛМНОПРСТУФХЧЦШЩЬЪЫЉЊЅІЈЋЮЯЂЛ - ЃЁЙЇ
абвгѓдежзклмнопрстуфхчцшщцьъыљњѕэіјћюя - ѓёйї ћ

GREEK UPPERCASE & lowercase

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ - ΆΈΉΊΌΎΏ Ÿ
αβγδεζηθικλμνξοπρςστυφχψω - ίϊΰύϋΰόώάέή

SMALLCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁĂÂÄÀĀĄÅǺÃÆĆČÇĈĊĎĐÉĚĔÊËĖÈĒĘĞĜĠĦĤÍĬÎÏİÌĪĮĨĴĶĸ
ĹĽĻĿŃŇŅŊÑÓŐÔÖǪÒŎŐŌǪØǾÕŔŘŖŚŠŞŜŞŢŤŢŢÚŬÛÜŲÙŰŪŲŮŨŴŴŴŴÝŶŸȲỸŹŽŽ

Kitsch

NUMBERS

1200+ chars
220+ languages
3 scripts: latin, greek, cyrillic

COMMON LANGUAGES

Afrikaans, Albanian, Asu, Azerbaijani, Basque, Bemba, Bena, Bosnian, Breton, Bulgarian, Catalan, Chiga, Colognian, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, Ganda, German, Greek, Gusii, Hungarian, Icelandic, Inari Sami, Indonesian, Irish, Italian, Jola-Fonyi, Kabuverdianu, Kalenjin, Kinyarwanda, Low German, Lower Sorbian, Luo, Luxembourgish, Luyia, Macedonian, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Morisyen, North Ndebele, Northern Sami, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Portuguese, Quechua, Romansh, Rombo, Rundi, Russian, Rwa, Samburu, Sango, Sangu, Scottish Gaelic, Sena, Serbian, Shambala, Shona, Slovak, Slovenian, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Teso, Turkish, Turkmen, Ukrainian, Upper Sorbian, Vunjo, Walser, Welsh, Western Frisian, Wolof, Zulu

QUEEN CELEBRATES HE[R] BIRTHDAY WITH FAMILY [...] EASTER CHURCH SERVIC[E]

The Queen has arrived at St George's Chap[el] in Windsor for an Easter Mattins service [...] celebrates her 25th birthday surrounded by her family. She was greeted outside by her children and grandchildre who had walked down the hi[ll] to the 14th-century Gothic chapel inside the w[alls] of Windsor Castle. Royal family members in attendance for the Easter Sunday service inclu[d]ed the Duke and Duchess of Cambridge, the Duke of Sussex, the Duke of York, Princess Beatrice, the Princess Royal and her husband Vice Admiral Sir Timothy Laurence, Zara and Mike Tindall

TheQueen

VOL. 2

KITSCH FOR TITLES AND BIG WORDS

Zetafonts's digital collage technique asks viewers to complete the story and scene using their imagination. painted protagonists extracted from classical artworks (predominantly in the romantic style) create an obvious juxtaposition between the urban context and their painterly forms, giving the observer fantastical scenarios that evoke a sense of wonder and awe. the series has recently been presented at palazzo delle arti napoli, organized by non-profit organization showdesk under the patronage of the department of culture of naples.
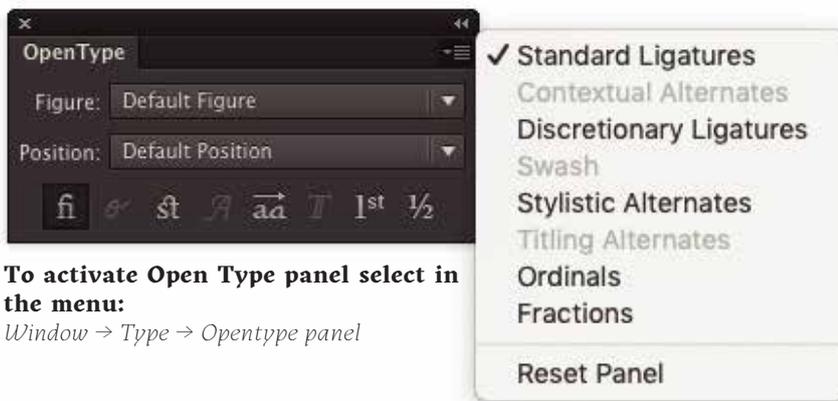
˄

Kitsch Display

˄

Kitsch Text

Kitsch

HOW TO USE FEATURES

All Zetafonts typefaces feature extra glyphs and functions that are available with Open Type technology (works on Adobe software, Word, and newer Os). Open Type features are activated in Illustrator, InDesign and Photoshop through multiple option checks in the Type → Open Type panel.

To activate Open Type panel select in the menu:
Window → Type → Opentype panel

The OpenType format makes it possible to incorporate typographic features, such as small caps, ligatures, old style numerals and lining numerals, all within one font file, thereby simplifying font management and usage.

FOR MORE INFORMATION CHECK OUR **FAQ PAGE:**

http://bit.ly/zetafaq

Kitsch

AVAILABLE FORMATS AND INSTALLATION SPEC

In the package are available the most common file format for every purpose:
TTF, OTF, EOT, WOFF, WOFF2

→ Install on Windows 10

Once downloaded, right-click on the file, select "Extract All". After extraction (or accessing the file at its download ed destination), right-click on the file and select "Install". Otherwise navigate to Cortana's search field on the taskbar, type "Control Panel" and click the corresponding result. With the Control Panel open, navigate to "Appear ance and Personalization" and click on "Fonts" in the main window.
Here you can Drag and Drop your files.

→ Install on Mac OS

Double click the unzipped font file and Font Book will open a preview of the font.
Click "Install Font" at the bottom of the preview.

Kitsch

HOW TO GET THE FONT

In order to use our fonts in a commercial project, you need to pay a license fee that varies according to usage and number of users. Acquiring a license on our website www.zetafonts.com is the fastest way. You will be able to download the fonts immediately after the payment. Our website accepts payments with credit card or with PayPal account, both using PayPal POS that accepts all main credit cards. For more information about licensing, visit www.zetafonts.com/licensing

TRY BEFORE YOU BUY

Our fonts are free to try and for personal/non-commercial use. You can download the trial version in order to test the integration in your design by visiting the font page on www.zetafonts.com

CUSTOM FONT

Custom fonts is part of the services we offer as a type foundry. This include design completely new typefaces, modifications of existing ones, or creation of special language sets. For more information visit: www.zetafonts.com/custom-fonts

WEBFONTS

All Zetafonts typefaces are available also as webfonts as self-hosting webfont licence. We provide the fonts as EOT, WOFF, WOFF2 formats.

ZETAFONTS

Zetafonts is a Ligature srl division

LIGATURE
SRL

Ligature srl
via ghibellina 100
50122 Florence
Italy

info@zetafonts.com
www.zetafonts.com

Zetafonts is an independent digital type foundry run by an Italian type designer Team and currently based in Florence. It has spent more than a decade designing typefaces for print, digital, environmental design, branding and corporation. Besides creating a wide range of high quality retail typefaces, Zetafonts also provides custom typeface design services for commercial and institutional clients.

ZETAFONTS FOUNDRY