Kitsch

A bold, confident & slightly arrogant typeface family by Zetafonts
### Kitsch

<table>
<thead>
<tr>
<th>Name:</th>
<th>Kitsch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classification:</td>
<td>Serif</td>
</tr>
<tr>
<td>Publisher:</td>
<td>Zetafonts Type Foundry</td>
</tr>
<tr>
<td>Designers:</td>
<td>Francesco Canovaro, Andrea Tartarelli, Maria Chiara Fantini</td>
</tr>
<tr>
<td>Release year:</td>
<td>2019</td>
</tr>
<tr>
<td>Styles:</td>
<td>32 weights with matching <em>italics</em></td>
</tr>
<tr>
<td>Available:</td>
<td><a href="http://www.zetafonts.com/Kitsch">www.zetafonts.com/Kitsch</a></td>
</tr>
</tbody>
</table>

**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 mediavel 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

<table>
<thead>
<tr>
<th>DISPLAY</th>
<th>TEXT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extralight</td>
<td>Extralight Italic</td>
</tr>
<tr>
<td>Light</td>
<td>Light Italic</td>
</tr>
<tr>
<td>Regular</td>
<td>Italic</td>
</tr>
<tr>
<td>Medium</td>
<td>Medium Italic</td>
</tr>
<tr>
<td>Semibold</td>
<td>Semibold Italic</td>
</tr>
<tr>
<td>Bold</td>
<td>Bold Italic</td>
</tr>
<tr>
<td>Extrabold</td>
<td>Extrabold Italic</td>
</tr>
<tr>
<td>Black</td>
<td>Black Italic</td>
</tr>
</tbody>
</table>

Extralight Italic
Light Italic
Italic
Medium Italic
Semibold Italic
Bold Italic
Extrabold Italic
Black Italic
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 Bókstaðstrúar
“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...
PAŞALÂCUL 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 choice
FRANĢISKU JĆEMPEL
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 FRUMOṢI
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.
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.
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.

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.

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.

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.
STYLISTIC ALTERNATES

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
**STANDARD LIQUATURES**

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

**LIGATURE LIST**

fi → ffi

**DISCRETIONARY LIQUATURES**

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

**LIGATURE LIST**

cb → cb
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))

↓

１２

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.]

COPYRIGHT

(C)

REGISTERED

(R)

TRADEMARK

[TM]

↓

↓

↓

↓

№

©

®

TM
**ALTERNATE FIGURES**

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

<table>
<thead>
<tr>
<th>PROPORTIONAL LINING</th>
<th>TABULAR LINING</th>
</tr>
</thead>
<tbody>
<tr>
<td>123</td>
<td>→</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROPORTIONAL OLD STYLE</th>
<th>TABULAR OLD STYLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>123</td>
<td>→</td>
</tr>
</tbody>
</table>

**POSITIONING FIGURES/FRACTIONS**

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

\[
\frac{12}{23} \quad \text{FRACTION} \quad H_2O \quad \text{SUBSCRIPT-INFERIOR} \quad D_{234} \quad \text{DENOMINATOR}
\]

\[
1^{st} \quad \text{ORDINALS} \quad X^{12} \quad \text{SUPERSCRIPT SUPERIOR} \quad N^{123} \quad \text{NUMERATOR}
\]
**SMALLCAPS**

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

**Tropicalia**

**TROPICALIA**

**CYRILLIC SCRIPT**

Zetafonts.com/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 HER 93RD BIRTHDAY WITH FAMILY AT EASTER CHURCH SERVICE

The Queen has arrived at St George’s Chapel in Windsor for an Easter Mattins service, to celebrate her 25th birthday surrounded by her family. She was greeted outside by her children and grandchildren who had walked down the hill to the 14th-century Gothic chapel inside the walls of Windsor Castle. Royal family members in attendance for the Easter Sunday service included 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.

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.
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.

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
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 downloaded 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 “Appearance 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.
**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](http://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](http://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](http://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 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.

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