

Mission Gothic Overview

HISTORY

Mission Gothic began as a one weight, all caps typeface during a trip to San Francisco with the Lost Type designers. After realizing the extent of the rich typographic influences behind what we saw in the Mission, and seeing the potential of the first few characters we drew, we decided to turn those letters into a typeface, and eventually an entire family. Many months later, we have arrived at a complete Mission Gothic. Five weights with italics, substantial typographic control in the hands of the designer.

DESIGN

The first typeface that came out of the Mission Collection from Lost Type was Mission Script, a brush script style typeface with a friendly signpainter vibe. The question became how best to compliment a script typeface with a gothic. What remains the same, and what should change? We settled on putting the Mission Gothic italics on the same twelve degree incline that Mission Script falls upon, so when paring the fonts, they effortlessly compliment one another.

Mission Gothic is a low contrast sans serif, and is built mostly for display text. The forms are inspired mainly by antique signage in San Francisco's Mission District, which were heavily influenced by signpainting manuals from the early to mid 1900s. The shapes evoke a sense of nostalgia, without being cartoony or stuck in the past.

While Mission Gothic can be set small, it is intended for sizes larger than fourteen point, in order to let the nuances of this typeface shine.

MISSION GOTHIC

TRUTHFULLY

THIN

AFTERNOON

THIN ITALIC

ROOMMATES

LIGHT

EXPERIENCE

LIGHT ITALIC

UNDERSTAND

REGULAR

SWEATSHIRT

REGULAR ITALIC

COMMUNITY

BOLD

CONSIDERED

BOLD ITALIC

SUPPORTING

BLACK

BICYCLISTS

BLACK ITALIC

JAMESTEDMONDSON.COM TREVORBAUM.COM

MISSION GOTHIC

serendipity
THIN

acrobatics
THIN ITALIC

landscape
LIGHT

restarting
LIGHT ITALIC

underwear
REGULAR

skidmarks
REGULAR ITALIC

telephone
BOLD

masterful
BOLD ITALIC

lazybones
BLACK

luxurious
BLACK ITALIC

Features

a → a a → a

STYLISTIC ALTERNATES

Mission gothic comes equipped with stylistic alternates for a. These can be accessed in Adobe CS applications in the OpenType menus. For more information about accessing OpenType features in various applications, you can see a video here: <http://vimeo.com/46122917>

123 → 123

NON LINING NUMBERS

Also spicing up the typographic palette is a set of non-lining figures. These are similarly accessible from the OpenType menu in Adobe CS applications.

MISSION GOTHIC

ROMAN CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890%&!*#\$
{[(!/?\@#&\$%&'()*+,-./:;<=>?@A-Z]}
™, © 2013 <> © ®
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ
æ å ä å ä å ä å ä å ç d é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ

ITALIC CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890%&!#\$*
{[(!/?\@#&\$%&'()+,-./:;<=>?@A-Z]}*
™, © 2013 <> © ®
À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ
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COMMERCIAL LICENSES

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COLOPHON

Designed between June 2012 and March 2013 in San Francisco and New York City by James Edmondson, and Trevor Baum. Distributed by Lost Type Co-op.