

Mr. Scott
Slowly
68 Summer
NY 11231

EXTREME FONTS

DIGITAL FACES OF THE FUTURE

IDEA 288A 1

29'09'37

誠文堂新光社

練馬支社



TEL 03 5000 51
FAX 03 5999 5120番

by Spencer Drate and Jutka Salavetz
foreword by Pete McCracken

backword by Elliott Erls

VRE



bradley

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890abcdefghijklmnopqrstuvwxyz123456

7890ABCDEFGHIJKLMNPOQRSTUVWXYZ1234567890abcdefghijklmnopqrstuvwxyz

234567890HIJKLMNOPO Inspired by the work of Czechoslovakian type designer

Vjotek Pressig, Bradley is a wood-cut style serif font

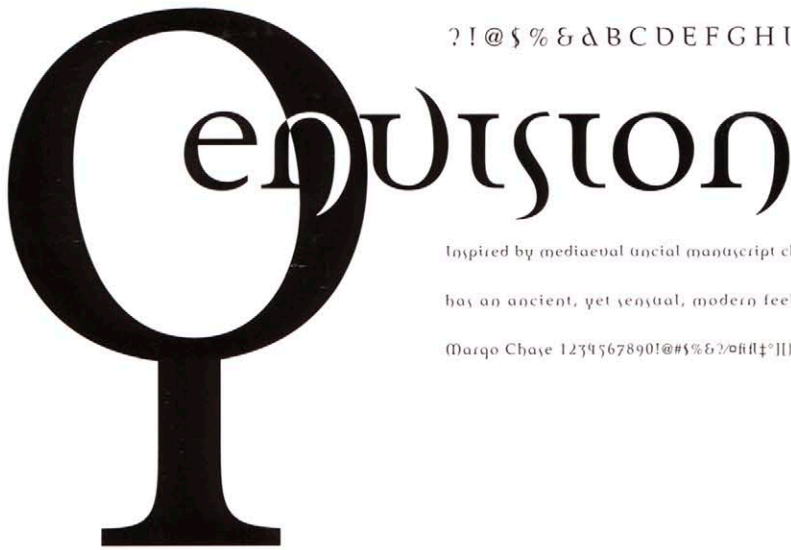
with an additional set of old-style numerals.1234567890

1234567890abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

PQRSTUVWXYZ1234567890abcdefghijklmnopqrstuvwxyz

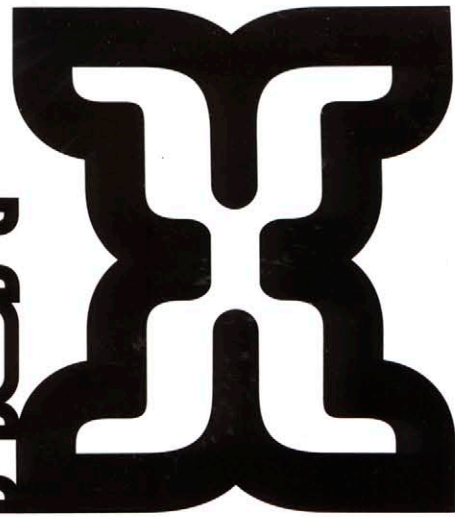
? ! @ \$ % & \ ABCDEFGHIJKLMNOP



Inspired by mediaeval uncial manuscript characters, envision

has an ancient, yet sensual, modern feeling. Designed by

Margo Chase 1234567890!@#%&?oifl±"|||/μç&/@o"~V+oV+



evolution

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890
Inspired by the latest rash
of alien abductions,
the truth is out there,
and it's set in evolution.

margo chase design



At Margo Chase Design we approach design as a systematic process. We consider the goals of the client first. Do they need to entertain, to inform, to educate or to sell something? Next we consider the audience the client wants to reach. Are they young or old, hobbyists or dedicated computer users? In most cases, the client and the audience will guide and determine the design approach and its application. Each individual project has limitations and strengths. Designers must be prepared to adjust to the parameters of a project. This does not mean restricting your vision. Whether designing a print ad, a Website, or a font, the end result must be a compelling and functional solution.

Margo Chase is the owner/principle of Margo Chase Design, a Los Angeles-based graphic design studio specializing in print, Web and film. Committed to unique and effective communication, MCD draws upon diverse sources to stay on the cutting edge. Over the past 12 years, Margo Chase Design's landmark CD art for Madonna, Prince, Bonnie Raitt and many movie posters, including Francis Ford Coppola's "Dracula," have gained international recognition. Margo Chase Design was selected as one of *I.D. Magazine's* "I.D. Forty" for 1997 and featured in the January/February 1997 issue of *Graphis* magazine. Margo Chase Design continues to explore the cutting edge, creating distinctive visuals for film and the Web and unique typefaces for the newly launched digital foundry: Gravy Fonts, represented exclusively by Carlos Segura's [T-26].

A B C
 D E F G H I
 J K L M N O P
 Q R S T U V
 W X Y Z

VISITA
 INFERRORA
 TERRAE
 RECTIFICANDO
 INVENIES
 OCCULTUM
 LAPIDEM



VITRIOL

1 2 3 4 5 6 7 8 9 0
 s t u v w x y z
 j k l m n o p q r
 a b c d e f g h i

4

1 x Bradley
 Margo Chase
 Gravy Fonts

2 x Envision
 Margo Chase
 Gravy Fonts

3 x Evolution
 Margo Chase
 Gravy Fonts

4 x Vitriol
 Margo Chase
 Gravy Fonts



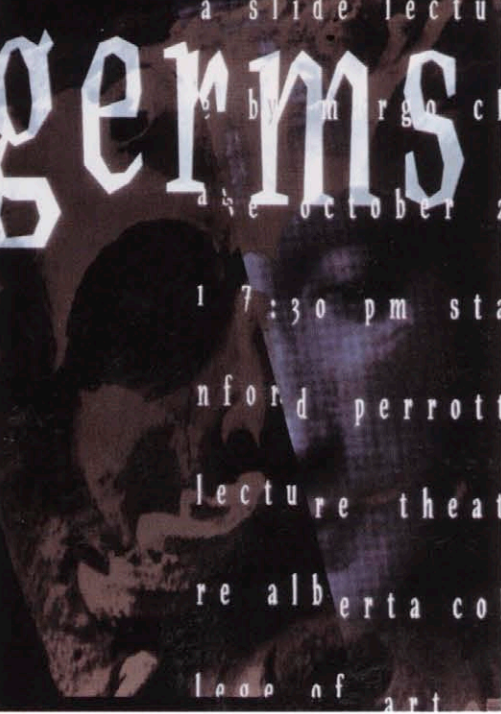
LISTEN CAREFULLY TO FIRST
CRITICISMS OF YOUR WORK.
NOTE JUST WHAT IT IS THAT
THE CRITICS DON'T LIKE, THEN
CULTIVATE IT. THAT'S THE
PART OF YOUR WORK THAT'S
UNIQUE AND WORTH KEEPING.

- JEAN COCTEAU

1

- Vitriol (poster)
- Margo Chase
- ✕ Vitriol
- ★ Letter Arts Review
- ◆ Margo Chase

- Germs
- Margo Chase
- ✕ Bradley
- ★ Germs lecture series
- ◆ Margo Chase



margo chase design

3



2



4

- Cool Cucumber
- Margo Chase
- ✱ Evolution
- ★ Westland Graphics
- ◆ Margo Chase

- Envisiion
- Margo Chase
- ✱ Envisiion
- ★ Envisiion Design Conference
- ◆ Margo Chase