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DID YOU KNOW SERIES

JUST OUR TYPEFACE

TRENDS SHAPING
THE FUTURE OF
TYPOGRAPHY

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DID YOU KNOW?

THE FUTURE OF TYPE: 3 TRENDS WE'RE WATCHING

Typefaces are created by type foundries. Why “foundry”? The term harkens back to the origins of typesetting, when individual letters were cast in metal. Now, of course, fonts are digitally created for print and online use, but the foundry is here to stay.

INDEPENDENT TYPE FOUNDRIES ARE HAVING A MOMENT

While there has been some major consolidation of foundries in recent years, we've also seen the emergence of several small, independent type foundries that are doing boundary-pushing work. Some examples are featured in the 2020 book *Support Independent Type*, published by Slanted and designed and edited by Marian Misiak and Lars Harmsen.

With the rise in popularity of visually-driven social media platforms to inspire young typeface creators and encourage sharing and learning, we believe we're witnessing what is only the beginning of an independent type renaissance.

LEARN MORE

Support Independent Type calls itself a “manifesto for independent type foundries and a visual fireworks.” To find out what that means and see a selection of type specimens featured in the book, visit slanted.de/product/support-independent-type.

Curious about which fonts will be popular in the coming year or two so you can be part of the zeitgeist (or buck the trend)? We predict that, in addition to the exciting work of new independent type foundries, these three factors will shape the future of typography in the short term — and maybe the long term too.

IT'S EASIER THAN EVER FOR HYPER-LOCAL FONTS TO GO GLOBAL



Historically, typography has been centered on the Latin writing system, for the English language, but that's been rapidly shifting as more designers take on the creative challenges of working with script systems like Cyrillic, Arabic, Greek and Chinese. The imperative is to create a font that not only communicates in a given language but speaks to a particular culture, and foundries have been rising to the challenge. At the same time, our global connectedness means that these fonts are available all over the world and are part of an increasingly multicultural typography scene.

WE'VE GOT CENTURIES OF RICH TYPE HISTORY TO CALL UPON



In its 2022 Type Trends report, Monotype (which holds one of the world's largest collections of typefaces and which acquired the iconic foundry Hoefler&Co in 2021) predicted the rise of Neue Nouveau fonts, described as “a retelling of the Art Nouveau typographic story, with some new plot points.”¹ Organic forms, dramatic flourishes and a flowy sensibility speak to the “push-pull of pandemic time” in the same way they represented the fleeting freedom of the Jugendstil movement. We predict that the Neue Nouveau trend will be just one example of a historical touchpoint bubbling to the surface this year.

DESIGNERS ARE MAKING GOOD USE OF ALL THOSE EXTRAS



Practically every font comes with at least a few extra glyphs, ligatures or alternates, all of which help designers add visual interest and differentiation, especially for display type. As designers seek out typefaces that have especially fun or unique extras, foundries will continue to invest more in these features and include more unusual or surprising design elements. To see what we mean, check out the “Chalet Silhouettes” that come with the Chalet typeface from the foundry House Industries.

SOURCES

¹ monotype.com/type-trends