

# Press-announcement, 15 pages

## **For immediate release**

Den Haag, the Netherlands, 15 th of September 2004

Underware releases their latest typeface

## Auto, a triple-italic sans serif

Auto is a sans serif typeface which has **three different models of italics**, each with its own flavour. The font family consists of 3 x 24 fonts. With its three italics, Auto creates a new typographic palette, allowing the user to drive through unknown typographic and linguistic possibilities. Auto is equipped with an extended European character set. Also, because of its four weights and the three different figure styles, it's a vehicle equipped for typography's many roads. Auto is available in 7 different font packages ranging from a small office package of just 8 fonts to a fully loaded set of 3 x 24 fonts.

More detailed information about the 3 italics and the story behind this new typeface can be found in the following 14 pages of this press announcement. Additional information about Auto can be found on our website:

**[www.underware.nl](http://www.underware.nl)**

Don't hesitate to contact us with any question: [info@underware.nl](mailto:info@underware.nl)

Regards,  
Underware

*Drive yourself italic*  
*cruise the linguistic*  
**highway**  
**open the throttle**  
**FOR AN UNEXPLORED**  
**typographic**  
**PALETTE OF 3 ITALICS**  
IN 4 WEIGHTS [INCL. ROMAN, SMALL CAP AND SMALL CAP ITALIC FONTS AS WELL]  
**A FLAT TIRE**  
*IS OUT OF THE QUESTION*

# Meet an unexplored typographic palette with Auto's three italic styles!

Sometimes one italic is not enough. Besides using one specific italic variant in combination with the roman weight, these italics can also solve more complex typographic tasks when used together. Designating a quotation within a quotation is one example where two different italics can help you avoid typographic engine-trouble. Or try identifying a quote within spoken text in a novel, identifying different speakers in plays. Set the footnotes or amplify a meaningful sentence with an italic you don't use anywhere else in the document. Or make a logotype with one of the italics while using another one within a normal text. *Join their forces – get these italics going!*

AUTO 1

**Suddenly the situation seemed complex. It was midnight, and a moonless chill whispered his bones freezin'. Buildings were closed off, restaurants did not serve anymore, and Harold was ready for a snack. On his back he had his sick granddaddy, who sighed: "where is mommy?". It all seemed to be running out of hand, but along came a steel-plated rescue. It was a taxi.**

**AUTO 1** ITALIC IS FORMAL – AN ITALIC WHICH YOU CAN TRUST AT THE SPEED OF 240 KM/H

AUTO 2

**Suddenly the situation seemed complex. It was midnight, and a moonless chill whispered his bones freezin'. Buildings were closed off, restaurants did not serve anymore, and Harold was ready for a snack. On his back he had his sick granddaddy, who sighed: "where is mommy?". It all seemed to be running out of hand, but along came a steel-plated rescue. It was a taxi.**

**AUTO 2** ITALIC IS FLAVOURABLE – IT GIVES A STRONG CONTRAST NEXT TO ROMAN FONTS

AUTO 3

**Suddenly the situation seemed complex. It was midnight, and a moonless chill whispered his bones freezin'. Buildings were closed off, restaurants did not serve anymore, and Harold was ready for a snack. On his back he had his sick granddaddy, who sighed: "where is mommy?". It all seemed to be running out of hand, but along came a steel-plated rescue. It was a taxi.**

**AUTO 3** ITALIC DEMANDS YOUR ATTENTION – IMPRESS YOUR GRANDPA WITH THIS ONE

## Four weights

Auto fonts have four weights: light, regular, bold and black. The contrast of typographic colour across the Auto family is designed in such a way that light and bold fonts work together at body text sizes. The regular weights can be combined with the black weights. At larger point sizes all the weights combine easily.

# This auto **runs on electricity!**

AUTO LIGHT WORKS TOGETHER WITH AUTO BOLD

# This auto **runs on electricity!**

AUTO REGULAR WORKS TOGETHER WITH AUTO BLACK

## Three numeral systems

Roman and italic fonts have two kinds of figures, non-lining and lining. The non-lining figures are proportional, to be used within body text. The lining figures [LF] are also proportional, but they align with the cap height. The small caps fonts have monospaced, lining numbers for setting tables. The figures have the same width in all weights, giving the possibility to create complex and diverse tables.

**Minimum fare at daytime is 1,90 € while at night it's 2,80 €.  
A taxi cab charges 14,75 €/h when he's waiting for you.**

NON-LINING [OLD STYLE] FIGURES ARE GOOD FOR LONG TEXT FLOWS

**Minimum fare 1,90 €, night [9 pm to 6 am] 2.80 €  
Waiting time 14.75 €/hour**

PROPORTIONAL LINING FIGURES HIGHLIGHT THE NUMERAL INFORMATION MUCH BETTER THAN NON-LINING FIGURES

	<b>EURO</b>	<b>USD</b>
<b>MINIM. FARE DAY</b>	<b>01,90 €</b>	<b>02,25 \$</b>
<b>MINIM. FARE NIGHT</b>	<b>02,80 €</b>	<b>03,35 \$</b>
<b>WAITING TIME</b>	<b>14,75 €/H</b>	<b>17,50 \$/H</b>

MONOSPACED LINING FIGURES ALIGN THE NUMERAL INFORMATION IN TABLES

**Auto** & a triple-italic sans serif

# 3 × 24 fonts, OpenType / PostScript T1

Auto is a sans serif typeface which includes three different italics, each with their own flavour. Because of this, Auto font family is divided into three different packages. Each of them consists of 24 TrueType flavoured **OpenType** fonts for PC and **PostScript Type 1** fonts for MAC. With its three italics, Auto creates a new typo-graphic palette, allowing you to explore unknown typographic and linguistic possibilities. Also, due to its extended European character set which covers all European languages from Estonian to Portugese, as well as its four weights (light, regular, bold and black) and the three different figure styles, it's a vehicle for many roads of typography.

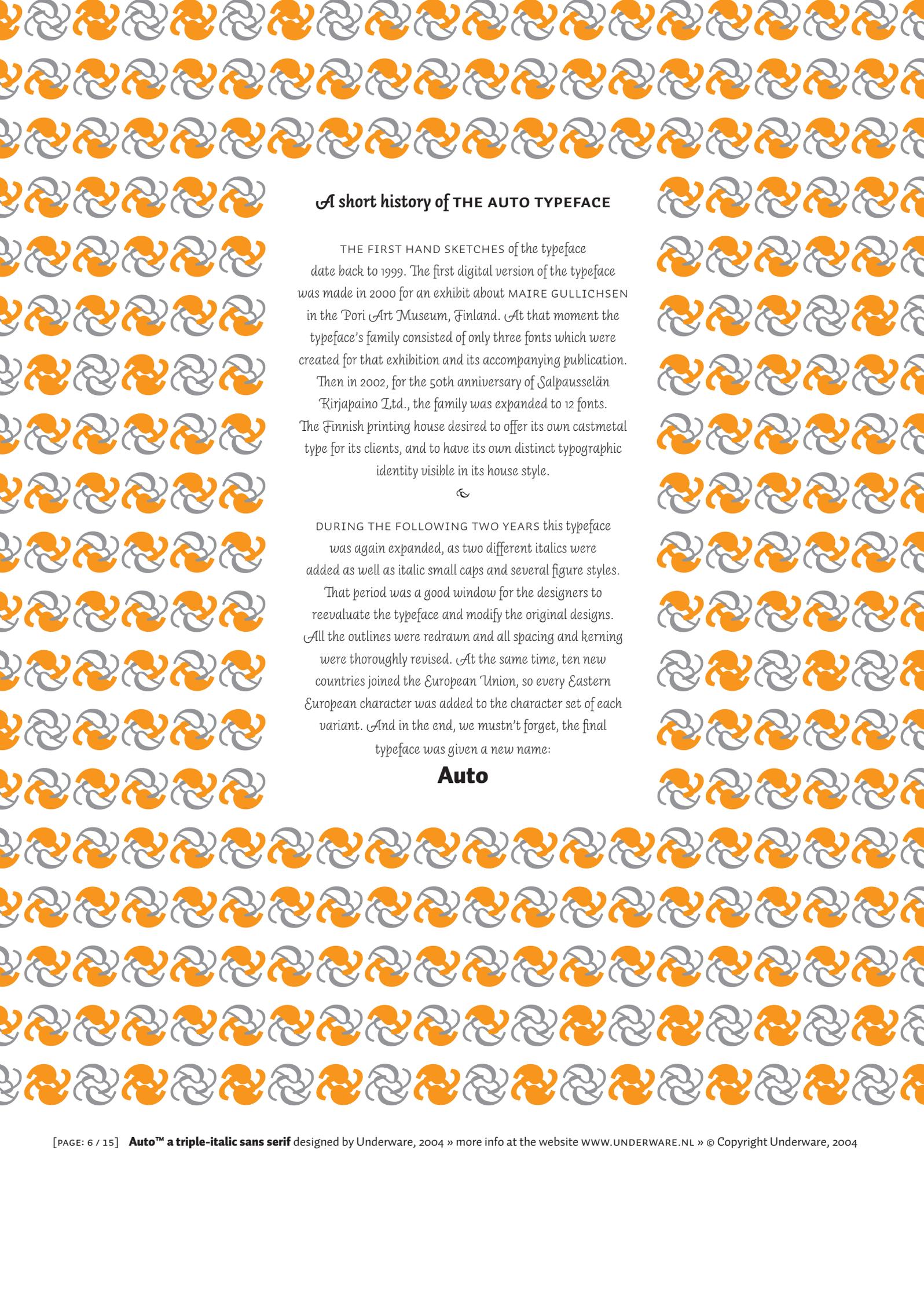
So, only the italic fonts vary in every package, the roman and small cap fonts are just the same in **Auto 1**, **Auto 2** and **Auto 3 packages**. Choosing between one of these packages means choosing the kind of italic style you want.

**Auto complete package** gives you a wide range of typographic possibilities for advanced, professional typography. This package contains the full Auto 1, 2 and 3 packages. With this complete package you'll be able to combine the three different italics in the same documents – a useful tool for complex typesetting situations where multiple levels and hierarchies of information are required.

For those who only need the very essential, we build **Auto office packages [Auto 1 office, Auto 2 office and Auto 3 office packages]**. Each of them contain only 8 fonts: Light, Light Italic, Regular, Italic, Bold, Bold Italic, Black and Black Italic – with non-lining figures only. For the pricing information about all Auto packages go to Underware's website at [WWW.UNDERWARE.NL](http://WWW.UNDERWARE.NL).

A VISUAL OVERVIEW OF ALL AUTO FONTS

SHARED WITH AUTO 1 2 AND 3	Road 72 72 AUTO 1/2/3 LIGHT	Road 72 72 AUTO 1/2/3 REGULAR	Road 72 72 AUTO 1/2/3 BOLD	Road 72 72 AUTO 1/2/3 BLACK
	ROAD 72 AUTO 1/2/3 LIGHT SC	ROAD 72 AUTO 1/2/3 REGULAR SC	ROAD 72 AUTO 1/2/3 BOLD SC	ROAD 72 AUTO 1/2/3 BLACK SC
	ROAD 72 AUTO 1/2/3 LIGHT ITALIC SC	ROAD 72 AUTO 1/2/3 REGULAR ITALIC SC	ROAD 72 AUTO 1/2/3 BOLD ITALIC SC	ROAD 72 AUTO 1/2/3 BLACK ITALIC SC
	<hr/>			
AUTO 1	Road 72 72 AUTO 1 LIGHT ITALIC	Road 72 72 AUTO 1 ITALIC	Road 72 72 AUTO 1 BOLD ITALIC	Road 72 72 AUTO 1 BLACK ITALIC
AUTO 2	Road 72 72 AUTO 2 ITALIC LIGHT	Road 72 72 AUTO 2 ITALIC	Road 72 72 AUTO 2 BOLD ITALIC	Road 72 72 AUTO 2 BLACK ITALIC
AUTO 3	Road 72 72 AUTO 3 ITALIC LIGHT	Road 72 72 AUTO 3 ITALIC	Road 72 72 AUTO 3 BOLD ITALIC	Road 72 72 AUTO 3 BLACK ITALIC



## A short history of THE AUTO TYPEFACE

THE FIRST HAND SKETCHES of the typeface date back to 1999. The first digital version of the typeface was made in 2000 for an exhibit about MAIRE GULLICHSEN in the Pori Art Museum, Finland. At that moment the typeface's family consisted of only three fonts which were created for that exhibition and its accompanying publication.

Then in 2002, for the 50th anniversary of Salpausselän Kirjapaino Ltd., the family was expanded to 12 fonts. The Finnish printing house desired to offer its own castmetal type for its clients, and to have its own distinct typographic identity visible in its house style.



DURING THE FOLLOWING TWO YEARS this typeface was again expanded, as two different italics were added as well as italic small caps and several figure styles.

That period was a good window for the designers to reevaluate the typeface and modify the original designs. All the outlines were redrawn and all spacing and kerning were thoroughly revised. At the same time, ten new countries joined the European Union, so every Eastern European character was added to the character set of each variant. And in the end, we mustn't forget, the final typeface was given a new name:

**Auto**

# A typesetter's sheet 1/2: align left

BY THE END OF THE 19TH CENTURY, automobiles began to appear on city streets throughout the country. Although these **electric-powered cabs** were slightly impractical (with batteries weighing upwards of eight hundred pounds), by 1899 there were nearly one hundred of them on New York's streets. Many believed that these new cabs would provide a cleaner, quieter, and faster way to travel. *But progress has always had its price, and on **September 13th of that year**, a sixty-eight year-old man named HENRY H. BLISS was helping a friend from a street car when a taxi swerved and hit him, giving Bliss the dubious distinction of being the first American to die in an automobile accident.*

AUTO 1 REGULAR + BLACK WEIGHTS 10/13 PTS

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AUTO 3 REGULAR + BLACK WEIGHTS 10/13 PTS

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AUTO 1 LIGHT + BOLD WEIGHTS 10/13 PTS

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AUTO 3 LIGHT + BOLD WEIGHTS 10/13 PTS

# A typesetter's sheet 2/2: justified

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AUTO 3 REGULAR + BLACK WEIGHTS 10/13 PTS

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AUTO 3 LIGHT + BOLD WEIGHTS 10/13 PTS

## A zoom-in sheet 1/6: intro

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THE ZOOM-IN SHEETS STORY TOLD BY *Ashley Ringrose*

**I HEARD**  
THE DADDY  
*was found*  
**talking**  
TO THE AUTO

**LATE AT NIGHT**



BUT WHAT HAPPENED *AFTERWARDS?* READ THE WHOLE STORY IN *STICK OUT YOUR THUMB PDF!*

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## A zoom-in sheet 2/6: Auto sc/roman

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IN THE EVENINGS & after  
finishing their regular jobs

AUTO LIGHT WITH SMALL CAPS 46/52 PTS

IN THE EVENINGS & after  
finishing their regular jobs

AUTO REGULAR WITH SMALL CAPS 46/52 PTS

IN THE EVENINGS & after  
finishing their regular jobs

AUTO BOLD WITH SMALL CAPS 46/52 PTS

IN THE EVENINGS & after  
finishing their regular jobs

AUTO BLACK WITH SMALL CAPS 46/52 PTS

## A zoom-in sheet 3/6: Auto 1 roman/italic

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both my friend & his daddy  
worked on fixing the auto.

AUTO LIGHT WITH **AUTO 1** LIGHT ITALIC 46/52 PTS

both my friend & his daddy  
worked on fixing the auto.

AUTO REGULAR WITH **AUTO 1** ITALIC 46/52 PTS

both my friend & his daddy  
worked on fixing the auto.

AUTO BOLD WITH **AUTO 1** BOLD ITALIC 46/52 PTS

both my friend & his daddy  
worked on fixing the auto.

AUTO BLACK WITH **AUTO 1** BLACK ITALIC 46/52 PTS

## A zoom-in sheet 4/6: Auto 2 roman/italic

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Acid washing the engine ø  
all new parts, metallic green

AUTO LIGHT WITH **AUTO 2** LIGHT ITALIC 46/52 PTS

Acid washing the engine ø  
all new parts, metallic green

AUTO REGULAR WITH **AUTO 2** ITALIC 46/52 PTS

Acid washing the engine ø  
all new parts, metallic green

AUTO BOLD WITH **AUTO 2** BOLD ITALIC 46/52 PTS

Acid washing the engine ø  
all new parts, metallic green

AUTO BLACK WITH **AUTO 2** BLACK ITALIC 46/52 PTS

## A zoom-in sheet 5/6: Auto 3 roman/italic

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paint job, kick ass stereo &  
the other trimmings that

AUTO LIGHT WITH **AUTO 3** LIGHT ITALIC 46/52 PTS

paint job, kick ass stereo &  
the other trimmings that

AUTO REGULAR WITH **AUTO 3** ITALIC 46/52 PTS

paint job, kick ass stereo &  
the other trimmings that

AUTO BOLD WITH **AUTO 3** BOLD ITALIC 46/52 PTS

paint job, kick ass stereo &  
the other trimmings that

AUTO BLACK WITH **AUTO 3** BLACK ITALIC 46/52 PTS

## A zoom-in sheet 6/6: contrast & italic sc

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freaks love and **mechanics**  
like to fiddle with.

AUTO LIGHT WITH AUTO BOLD 46/52 PTS

freaks love and **mechanics**  
like to fiddle with.

AUTO REGULAR WITH AUTO BLACK 46/52 PTS

*freaks love and MECHANICS*  
*like to fiddle with.*

AUTO 1 LIGHT ITALIC WITH LIGHT ITALIC SMALL CAPS 46/52 PTS

*freaks love and MECHANICS*  
*like to fiddle with.*

AUTO 1 ITALIC WITH ITALIC SMALL CAPS 46/52 PTS

**Auto** & a triple-italic sans serif

**More information,  
as well as these Auto-stories  
are reachable through  
[www.underware.nl](http://www.underware.nl)**

«COMMERCIAL PREFACE X 3 PAGE 3»

KATHERINE GILLIESON *Vignettes of a hitch-hiking trip* PAGE 6

**Back some 30 years ago we had a dream... by Teija Niemi, page 8**

# Instant hotel, instant laundry

A story by Ulla & Hans, page 13

“**ALRIGHT.** WHO’S THE FIRST TO LEAVE THE CAR?” Ulrika Ylioja, page 16

Where are the polkadots? Column by  
Pepijn Nolet  
page 19

# FIRST TIMER EXPERIENCES

Everyone is a beginner once – various writers

page **21** and further

Stick out your thumb &  
**HITCH  
HIKE!**

the stories told by ANNEKE CHRISTIANS, KATHERINE GILLIESON, TEIJA NIEMI, PEPIJN NOLET,  
ASHLEY RINGROSE, MARTIN TIEFENTHALER, ULLA & HANS and ULRIKA YLIOJA  
the stories translated by JOEL SHANE » HAWAII and ROOS BEUKERS » AMSTERDAM  
edited / published / designed by UNDERWARE » 2004 » DEN HAAG » HELSINKI » AMSTERDAM