

Guide ↗

Name: Guide

Classification: Sans Serif

Designer: Elliott Amblard

Designed in: 2016

Styles: 4 Romans +
4 Italics

www.indiantypefoundry.com

Guide is a humanist sans for use on traffic signs & wayfinding systems. The family's four weights range from Regular to Bold and each is accompanied by matching italic. Guide's italics have an 11° angle; the forms of the 'a', 'b', 'e', and 'p' are more dynamic in the italic fonts, like 'true italic' letters. Each font includes 20 arrow glyphs. The tops of Guide's uppercase letters and numerals align at the same height; the ascenders rise slightly above this. Guide's lowercase letters have a large x-height and prominent diacritical marks. Each font includes an alternate single-story 'g' and smaller versions of the default arrows in two stylistic sets. There is also a contextual alternates feature that substitutes a shortened 'f' before letters with ascenders.

Humanist sans for use on traffic signs & wayfinding systems

→ **Guide**

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REGULAR

California↑

↑The state capital is Sacramento, which is located in the north

MEDIUM

The Hague

With a population of 515,880 ›inhabitants* & more than 1 mln

SEMIBOLD

Duisburg→

In the Gründerzeit period following the unification of various

BOLD

Bratislava

The city has a total area of 367.58 square kilometres, 141.92*

ITALIC

Zuiderveld

Following the break up of the Frankish Realm, for 90.152 years

MEDIUM ITALIC

Mægistrát

23 states along with the District of Columbia and Puerto Rico

SEMIBOLD ITALIC

#Eurozone

Following complaints by residents over “reckless driving” &

BOLD ITALIC

Blue River

Epoxy contains two parts which are a pigmented resin base

Tourist Information Office

Highway ↘

[5 0 1 K M N O R T H]

£58.29

Route Planner

Måløy ↗

BERLIN

• Kurfürstendamm ⇕ •

CAFÉ KRANZLER

At the junction with **Joachimstaler Straße** it passes the Café Kranzler, successor of the Café des Westens, “*a famous venue*”^{**} for artists and

bohémiens of the **pre-World War I era**^{*}. At the same junction can be found the Kurfürstendamm U-Bahn station and the Swissôtel Berlin.

Espresso

↑ Florence

REGULAR
54 PT

PAVEMENT MARKINGS

REGULAR
19 PT

¶ The earliest road signs were milestones, giving distance* or direction; for example, the Romans erected stone columns

REGULAR
95 PT

Mëdĩcî

REGULAR
13 PT

In 1686†, the first known Traffic Regulation Act in Europe is established by King Peter II of Portugal. This act foresees the placement

REGULAR
8 PT

The Ghibellines, who under Frederick of Antioch had ruled the city since 1244, were deposed in 1250 by the Guelphs. The policy, which became known as the Primo Popolo. The Guelphs led Florence to prosper further. Their primarily mercantile orientation soon became evident in one of their earliest achievements: the introduction of a new coin, the Florin, in 1252. It was widely used beyond Florence's borders due to its reliable, fixed gold

ITALIC
54 PT

PAVEMENT MARKINGS

ITALIC
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ITALIC
95 PT

Signør,

ITALIC
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ITALIC
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PAVEMENT MARKINGS

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MEDIUM
ITALIC
95 PT

Cäpräél

MEDIUM
ITALIC
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MEDIUM
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SEMIBOLD
54 PT

PAVEMENT MARKINGS

SEMIBOLD
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SEMIBOLD
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Kaçoëř

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SEMIBOLD
ITALIC
95 PT

Brimđ

SEMIBOLD
ITALIC
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SEMIBOLD
ITALIC
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BOLD
54 PT

PAVEMENT MARKINGS

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BOLD
95 PT

Ruend ,

BOLD
13 PT

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BOLD
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54 PT

PAVEMENT MARKINGS

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BOLD
ITALIC
95 PT

Négjisl

BOLD
ITALIC
13 PT

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BOLD
ITALIC
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VERTICAL PROPORTIONS OF GUIDE

Typography

AN ALTERNATE SINGLE-STOREY VERSION OF LOWERCASE “G” IS AVAILABLE
IN BOTH ROMAN AND ITALIC WEIGHTS

Bridge–Bridge

FIGURES
ALIGN WITH
UPPERCASE

LARGE
X-HEIGHT

ASCENDERS
HIGHER THAN
UPPERCASE
& NUMERALS

PROMINENT
DIACRITICAL
MARKS

DEFAULT
DOUBLE-
STOREY ‘G’

HORIZONTAL
EAR

Barlingos

VERY LOW
CONTRAST

CHARACTERISTIC
‘SQUARISH’
COUNTERSHAPES

STRAIGHT
STROKE
ENDINGS

ATTACHED
CEDILLA

TWO SETS OF ARROWS INCLUDED — IDEAL FOR DESIGNING VARIOUS WAYFINDING SYSTEMS

SUPPORTS MOST EUROPEAN LANGUAGES WRITTEN IN THE LATIN SCRIPT / CURRENCY SYMBOLS

DEFAULT ←12km 3m↕ South A4↑ 56m→

SS02 West→East N78↘ Uitrit↗ 190↔

Brœð tânguåğęş ßupþört ðæg

\$53.7 ¢25 ¥645 €28.91 £49 ₹16

LOWERCASE

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

LOWERCASE ALTERNATES (SS01)

g

UPPERCASE

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

LINING FIGURES

0 1 2 3 4 5 6 7 8 9

LIGATURES

fi fl

CURRENCY AND MISCELLANEOUS SYMBOLS

¢ € \$ ¥ £ ₹ f x^a o¹ 2² 3³ ¼ ½ ¾ # %
 ‰ ° ' " † ‡ / § ¶ + − ± ÷ × = < > ≤ ≥
 ≠ ¬ ° μ π ∂ ∫ ∧ ~ Σ Π √ ∞ ≈ Δ Ω e
 ρ ♦ © ® ™

ARROWS (DEFAULT)

← ↑ → ↓ ↔ ↕ ↖ ↗ ↘ ↙

ARROWS (SS02)



STANDARD PUNCTUATION

() [] { } _ - - — ‘ ’ “ ” , , , < > « » * . , :
; ... ! ¡ ? ¿ / \ | ! @ & · ·

LOWERCASE FOREIGN CHARACTERS

à á â ã ä å ā ă ą æ ç ć ċ č d' ð ñ
è é ê ë ē ě è ę ħ ģ ģ ģ ħ ħ ì í î ï
ĩ ī ĳ ĵ ħ ĳ ĳ ĳ ĳ ĳ ĳ ĳ ĳ ĳ ĳ ĳ ĳ
ö ö ö ö ø æ ř ı ŕ ŝ ŝ ŝ ŝ ŝ ŝ ŝ ŝ ŝ ŝ
ú û ü ù ū ŭ ŭ ŭ ŭ ŭ ŭ ŭ ŭ ŭ ŭ ŭ ŭ ŭ ŭ
ž ž ž þ

LOWERCASE FOREIGN CHARACTERS ALTERNATES (SS01)

g ğ ħ ģ

UPPERCASE FOREIGN CHARACTERS

À Á Â Ã Ä Å Ą Ǻ Ȧ Ç Ć Ĉ Ċ Ď
Đ Đ È É Ê Ë Ě Ė Ę Ĝ Ğ Ġ Ģ Ĥ
Ħ Ì Í Î Ï Ĵ Ĳ Ĵ Ķ Ĺ Ļ Ľ Ŀ Ñ
Ń Ņ Ň Ò Ó Ô Õ Ö Ő Ő Ø Œ Ř Ŕ
Ŗ Š Ŝ Š Ÿ Ź Ź Ƨ Ù Ú Û Ü Û Ŭ Ŭ
Ů Ů Ů Ŵ Ŵ Ŵ Ŵ Ý Ŷ ŷ Ÿ Ž Ž Ž Ɔ

GUIDE REGULAR 8/13 PT

I The #development of Roman typeface is traced back to Greek lapidary letters. Greek lapidary letters were carved ≈6420 A.D. into stone and “one of the first formal uses of Western letterforms”; after that, they evolved into the monumental capitals, which laid the foundation for Western design, especially serif typefaces. There are two styles of Roman typefaces that we can easily classify: the old style & the modern. The former is characterized by its similarly-weighted lines, while the latter is distinguished by its [contrast of light] and heavy lines. Often, these styles are combined. By 20th cent., computers turned #type_design into a rather simplified process. This has allowed the very considerable number of @typefaces and styles ₹940.000 to proliferate exponentially, as there now are thousands available. Unfortunately, confusion between

MEDIUM

SEMIBOLD

BOLD

GUIDE REGULAR 21/26 PT

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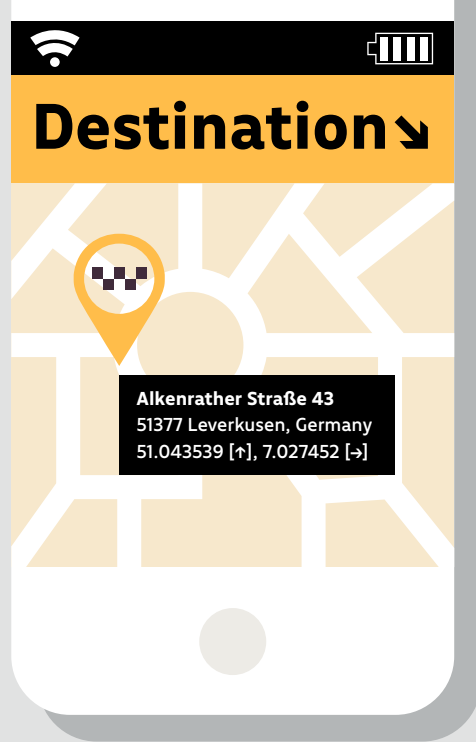
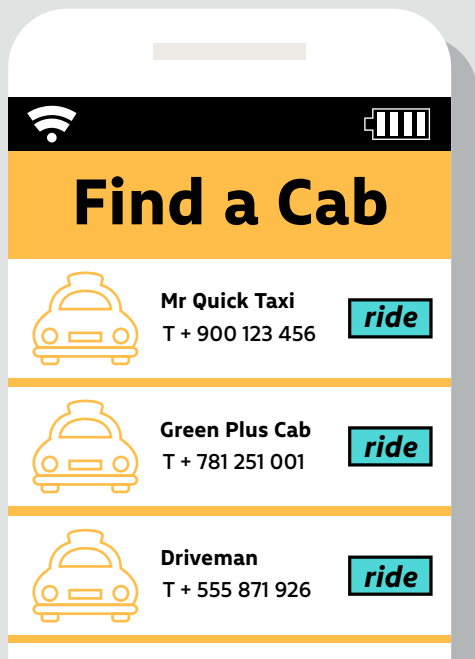
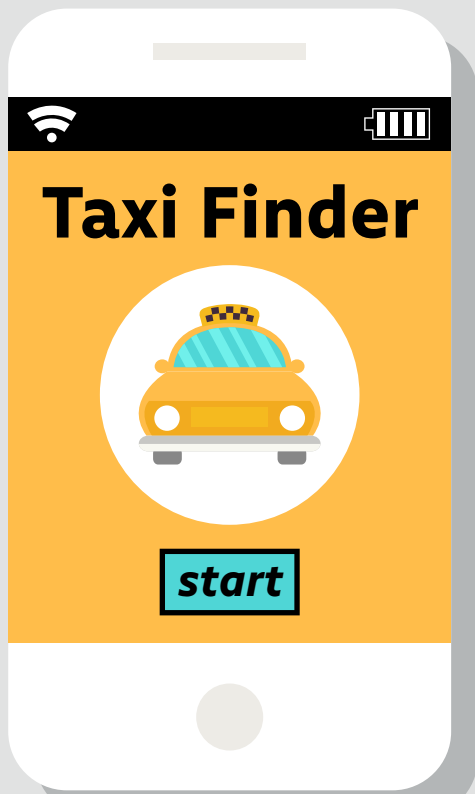
GUIDE ITALIC 8/13 PT

I The design of #typefaces has developed alongside the development of typesetting systems. Although typography has evolved significantly from its origins, it is a largely \$37.50 conservative art that tends to cleave closely to tradition. This happens because legibility is 97% paramount, and so the typefaces that are most readable usually are retained. In addition, the long evolution of typography is inextricably intertwined with lettering by hand & 124.000 related artistic forms, especially formal_styles, which thrived for centuries preceding @typography — and so the evolution of typography must be discussed with Σe25 reference to this relationship. In the nascent stages of European printing, the typeface (blackletter, or Gothic) was designed in imitation of the popular hand-lettering styles of #25 scribes. Initially*, this new typeface was difficult to read, †1854 because each letter was set in place individually and

MEDIUM
ITALICSEMIBOLD
ITALICBOLD
ITALIC

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→ Modern taxicabs



← BACK TO APP

Electric battery-powered taxis became available at the end of the 19th century. In London, Walter C. Bersey designed a fleet of such cabs and introduced them to the streets of London in 1897. They were soon nicknamed *Hummingbirds* due to the idiosyncratic humming noise they made. In the same year in New York City, the Samuel's Electric Carriage and Wagon Company began running 12 electric hansom cabs. The company ran until 1898 with up to 62 cabs operating until it was reformed by its financiers to form the Electric Vehicle Company.

→ *The modern taximeter was invented and perfected by a trio of German inventors; Wilhelm Friedrich Nedler, Ferdinand Dencker and Friedrich Wilhelm Gustav Bruhn. The Daimler Victoria—the world's first gasoline-powered taximeter-cab—was built by Gottlieb Daimler in 1897 and began operating in Stuttgart in 1897. Gasoline-powered taxicabs began operating in Paris in 1899, in London in 1903, and in New York in 1907. The New York taxicabs were imported from France by Harry N. Allen who decided to paint his taxicabs yellow to maximise his vehicles' visibility.*←

Taxicabs proliferated around the world in the early 20th century. The first major innovation after the invention of the taximeter occurred in the late 1940s, when **two-way radios** first appeared in taxicabs. Radios enabled taxicabs and dispatch offices to communicate and serve customers more efficiently than previous methods, such as using **callboxes**. The next major innovation occurred in the 1980s, when computer assisted dispatching was first introduced.

→ As military and emergency transport



Traffic signs¹ are signs erected at the side of or above roads to give *instructions* or provide information to road users².

Such pictorial signs use symbols (often silhouettes) in place of words and are usually based on international protocols. Such signs were first developed in Europe, and have been adopted by most countries to varying degrees.

Every state and province has different markers for its own highways, but use standard ones for all federal highways. Many special highways – *such as the Queen Elizabeth Way, Trans-Canada Highway, and various auto trails in the U.S.* – have used unique signs. Counties in the US sometimes use a pentagonal blue sign with yellow letters for numbered county roads

EXAMPLE ↓

Charleville 754 km ↗



DIFFERENCES ARE GREATER FOR NON-MOTORWAYS:

- White-on-blue in Italy, Switzerland, Sweden, the Czech Republic, Greece, Cyprus, Slovakia, Bulgaria, Romania, Latvia, Estonia, Finland, Turkey, and the Netherlands (in this case the same as on motorways).
- White-on-green in the United Kingdom, the Republic of Ireland, Poland, France, and Portugal (only on the few primary roads that still have not been transformed in motorways),
- Black-on-yellow in Bosnia and Herzegovina, Germany, Luxembourg, Norway, Slovenia, Serbia, and Croatia.
- Red-on-white in Denmark (though white-on-blue on motorway exits and all overhead gantries)
- Black-on-white in Spain.

THE PRINCIPLE OF THE EUROPEAN TRAFFIC SIGN STANDARD IS THAT CERTAIN SHAPES AND COLOURS ARE TO BE USED WITH CONSISTENT MEANINGS:



- Triangular signs (**black symbols on a white or yellow background**) warn of dangers. The Vienna Convention additionally allows an alternative shape for such signs, namely a right-angled diamond – although in Europe this shape is regularly used only in the Republic of Ireland.
- Regulatory signs are round: those indicating a prohibition or limit are black on white (**or yellow**) with a red border; those giving a mandatory order are white on blue.
- Informational and various other secondary signs are of rectangular shape.
- The animals which may be depicted on warning signs include cattle, deer, ducks, elk, frogs, horses, sheep, monkeys (in Gibraltar), and polar bears (on Svalbard). The Convention allows any animal image to be used.

How to easily lead a very creative life

