

# PILCROW

**Name:** Pilcrow

**Classification:** Sans Serif

**Designer:** Satya Rajpurohit

**Designed in:** 2012–2013

**Styles:** 5

Pilcrow is a Latin-script sans serif family. Its design is simple and utilitarian, similar to forms found on street and highway signs around the world – or in use on cast-metal lettering for industrial products. The fonts are available in two versions: straight-cornered and rounded (Pilcrow Soft). Pilcrow includes five weights: Regular through Heavy. In keeping with the mechanical nature of this design, the family does not feature italics, as Pilcrow's style of letter fits better with typographic hierarchies using contrasting weights to define emphasis. The typeface name comes from the 'pilcrow' (¶), a typographic symbol used to mark the start of a paragraph.

# PILCROW

— industrialist  
& utilitarian

¶ Pilcrow is a Latin-script sans serif family. Its design is simple and utilitarian, similar to forms found on street and highway signs around the world – or in-use on cast-metal lettering for industrial products. The fonts are available in two versions: straight-cornered and rounded. While the normal Pilcrow fonts have sharp corners at their stroke terminals, Pilcrow Soft's have been filed down. Pilcrow and Pilcrow Soft each include five weights: Regular through Heavy. In keeping with the design's mechanical nature, the family does not include Italics, as Pilcrow's style of letter fits better with typographic hierarchies using contrasting weights to define emphasis, whereas Italics use slants or a cursive stroke pattern.

¶ Pilcrow's glyphs have square-like proportions, although most of them are narrower than perfect squares. While the typeface does have a monospaced feeling in longer passages of text, the glyphs are proportionally-spaced. Each glyph's width increases just slightly as one goes up the family's weight scale. A benefit of typefaces created for utilitarian purposes is that their clean and simple letterforms often increase legibility onscreen. Pilcrow is particularly suited for short texts on websites or for newsticker-scrollbars on television. Because of web 2.0-style logos that have been popular in the past decade,

Pilcrow's Soft version appears particularly suited for use in 'tech' applications. The Pilcrow Soft fonts have a friendlier appeal to them, contrasting with the harder look of the Pilcrow fonts' squared-off strokes. ¶ Deep cuts, or large crotches, are a prominent feature of Pilcrow's design. They are especially visible in the uppercase 'A', 'M', 'N', 'V' and 'W', as well as in the lowercase 'v', 'w', 'y' and the numeral '4'. In the bolder weights, these junctions fill in, but slight ink traps still remain visible. The counter forms of Pilcrow's letters are very large: in the lowercase 'a' and 'e', for instance, which are more closed than open, the size of these negative spaces is still very apparent. The large counters achieve a more open shape in letters like 'k' or 'k', where the diagonals don't collide with the vertical stroke. The lowercase 'u' is geometric, and not based on handwritten forms; instead of a full vertical stroke on its right-hand side, it has a semi-circular base. Some letters are full of 'character' in an almost dramatical sense – like the lowercase 't', which is reminiscent of Eurostile or House Gothic, or the numerals. Because of the strong diagonal strokes in the '6' and the '9', there is no danger of these being confused with figures like '5' or '8'. ¶ The typeface name comes from the 'pilcrow' (¶), a typographic symbol used to mark the start of a paragraph.

REGULAR

# Balcony Caron

Quirky spud boys can jam after zapping twenty-nine worthy Polysixes.

MEDIUM

# White Marble

Examples of natural harbors include Sydney, Australia & San Francisco

SEMIBOLD

# School Party!

Bored? Craving for a pub quiz fix? Just come to the Grand Royal Oaker!

BOLD

# Math Heretic

Murmansk is the same as any other Russian city of similarly big size

HEAVY

# Velcro Fargo

In the summer time, polar bears tend to move towards the shore!\*

FAMILY CONSISTS OF FIVE  
USEFUL WEIGHTS RANGING FROM  
REGULAR TO HEAVY

Pilcrow Regular

Pilcrow Medium

Pilcrow SemiBold

Pilcrow Bold

Pilcrow Heavy

Utility is defined in various ways but is usually related

# #4 VIRTUE

Worthy of love in their worlds

# FIZZER 07

[ Systematic theory ]

## Conceptualisation

502 SPECTACULAR INDIVIDUAL ACTS & TRICKS

# Eudaimonia

«October and early November are the most feasible times»

# 2.05.81

— ABSOLUTE APPRECIATION —

## Equally traced?

COMMENSURABLE ACROSS PEOPLE

{/This pursuit of happiness/}

## †PLEASURABLE

Many argue about the art of navigation

# Hutchem

REGULAR  
55 PT

# IMMEDIATELY DEVELOPED

REGULAR  
20 PT

The number of future generations is potentially enormously large. If a utilitarian values the welfare of future humans, even very small risks of human extinction can be

REGULAR  
97 PT

# Cøtèrm

REGULAR  
14 PT

By the late 1980s, both the local government and Parks Canada had successfully educated its population on polar bear safety, significantly

REGULAR  
10 PT

Starting in the 1980s, the town developed a sizable tourism industry focused on the migration habits of the polar bear. Tourists can safely view polar bears from special buses known as tundra buggies. Use of the buggies helps sustain local tourism, but can also cause damage to the local ecosystem when driven outside the established trails. October and early November are the most feasible times to see the

MEDIUM  
55 PT

# DISPOSABLE REGULARLY

MEDIUM  
20 PT

The number of future generations is potentially enormously large. If a utilitarian values the welfare of future humans, even very small risks of human extinction can be

MEDIUM  
97 PT

# Fûrnish

MEDIUM  
14 PT

By the late 1980s, both the local government and Parks Canada had successfully educated its population on polar bear safety, significantly

MEDIUM  
10 PT

Starting in the 1980s, the town developed a sizable tourism industry focused on the migration habits of the polar bear. Tourists can safely view polar bears from special buses known as tundra buggies. Use of the buggies helps sustain local tourism, but can also cause damage to the local ecosystem when driven outside the established trails. October and early November are the most feasible times to see the

SEMIBOLD  
55 PT

# NECESSARY OCCASIONS

SEMIBOLD  
20 PT

The number of future generations is potentially enormously large. If a utilitarian values the welfare of future humans, even very small risks of human extinction can be

SEMIBOLD  
97 PT

# Gūshęš

SEMIBOLD  
14 PT

By the late 1980s, both the local government and Parks Canada had successfully educated its population on polar bear safety, significantly

SEMIBOLD  
10 PT

Starting in the 1980s, the town developed a quite sizable tourism industry focused on the migration habits of the polar bear. Tourists can safely view polar bears from specially modified buses known as tundra buggies. Use of the buggies helps sustain local tourism, but can also cause damage to the local ecosystem when driven outside the established trails. October and early November are the most

BOLD  
55 PT

# PURSUE HAPPINESS

BOLD  
20 PT

The number of future generations is potentially enormously large. If a utilitarian values the welfare of future humans, even very small risks of human extinction can be

BOLD  
97 PT

# Editõrs

BOLD  
14 PT

By the late 1980s, both the local government and Parks Canada had successfully educated its population on polar bear safety, significantly

BOLD  
10 PT

Starting in the 1980s, the town developed a quite sizable tourism industry focused on the migration habits of the polar bear. Tourists can safely view polar bears from specially modified buses known as tundra buggies. Use of the buggies helps sustain local tourism, but can also cause damage to the local ecosystem when driven outside the established trails. October and early November are the most

HEAVY  
55 PT

# SIGNIFICANT PROPORTION

HEAVY  
20 PT

**The number of future generations is potentially enormously large. If a utilitarian values the welfare of future humans, even very small risks of human extinction can be**

HEAVY  
97 PT

# Dingiër

HEAVY  
14 PT

**By the late 1980s, both the local government and Parks Canada had successfully educated its population on polar bear safety, significantly**

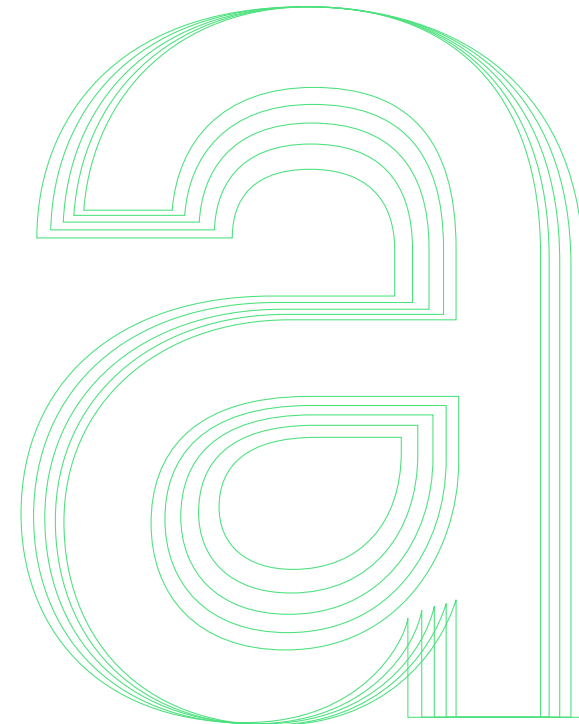
HEAVY  
10 PT

**Starting in the 1980s, the town developed a quite sizable tourism industry focused on the migration habits of the polar bear. Tourists can safely view polar bears from specially modified buses known as tundra buggies. Use of the buggies helps sustain local tourism, but can also cause damage to the local ecosystem when driven outside the established trails. October and early November are the most**

WIDTH PROGRESSION IN  
AVAILABLE WEIGHTS

a — a — a — a — a

REGULAR MEDIUM SEMIBOLD BOLD HEAVY



VERTICAL PROPORTIONS

Probability

FIGURES ARE PROPORTIONAL LINING

0123456789

FIGURES ALIGN  
WITH CAPS

DIACRITIC MARKS ALIGN  
WITH ASCENDER HEIGHT

VERY LARGE  
X-HEIGHT

LOW ASCENDERS AND DESCENDERS  
CREATE VERTICALLY COMPACT PROPORTIONS

SHAPES BASED ON  
MODULAR STRUCTURE

5čl án kú?

CLOSED  
COUNTERS

COMPACT  
COUNTERS

STRAIGHT-SIDED  
LETTERSHAPES

MONOLINEAR  
CONTRAST

OPEN  
CONSTRUCTION

NARROW SHAPES, PERFECT FOR  
HEADLINES AND APP-DESIGN

CLOSED SHAPE OF S / RECOGNIZABLE LOWERCASE T /  
PURPOSELY NARROW DESIGN OF LOWERCASE F

BAR ON THE LOWERCASE T ONLY ON  
ONE SIDE SUITABLE FOR TIGHT SPACING

ALTERNATE VERSION OF Y WITH LONGER TAIL  
(AVAILABLE IN STYLISTIC SET 1)

ALTERNATE VERSION OF P WITH SMALLER COUNTER  
(AVAILABLE IN STYLISTIC SET 1)

Say affluent!

anyways  
anyways

Pop POPULAR  
Pop POPULAR



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

## ALTERNATES (STYLISTIC SET 1 AND 2)

y P

## 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

## CURRENCY AND MISCELLANEOUS SYMBOLS

¢ € \$ ¥ £ ₹ f ∞ ° ¹ º ³ ´ ½ ¾ # %  
 ‰ ' " † ‡ ⁄ § ¶ + − ± ÷ × = < > ≤ ≥  
 ≠ ¬ ° μ π ò ^ ~ Σ Π √ ∞ ≈ Δ Ω ◇

## STANDARD PUNCTUATION

( ) [ ] { } \_ - - — ' ' " " , , , ' < > « » \* . , : ; ...  
! ¡ ? ¿ / \ | ¡ @ @ & · • © ® ™

LOWERCASE FOREIGN CHARACTERS

à á â ã ä å ā ă ą æ ç ć ĉ ċ č  
d' ð ď è é ê ë ē ě è ę ě ĝ ğ ħ  
ĥ ħ ì í î ï ï ī ĭ ĵ ĩ ĵ ĵ ĵ ĵ ĵ  
ĥ ĥ ĥ ĥ ĥ ĥ ĥ ĥ ĥ ĥ ĥ ĥ ĥ ĥ ĥ  
ń ń ń ń ń ń ń ń ń ń ń ń ń ń ń  
ś ś ś ś ś ś ś ś ś ś ś ś ś ś ś  
ű ű ű ű ű ű ű ű ű ű ű ű ű ű ű  
ű ű ű ű ű ű ű ű ű ű ű ű ű ű ű

## ALTERNATES FOR LOWERCASE FOREIGN CHARACTERS (STYLISTIC SET 1)

$\acute{y}$ 
 $\hat{y}$ 
 $\ddot{y}$ 
 $\grave{y}$

## UPPERCASE FOREIGN CHARACTERS

À Á Â Ã Ä Å Ą Ć Ç Ĉ Č Ď  
Đ Ē Ë Ê Ë Ě Ė Ę Ğ Ġ Ģ Ĥ  
Ħ Ì Í Î Ï Ĵ Ĳ Ĵ Ľ Ł Ń  
Ň Ŋ Ņ Ò Ó Ô Õ Ö Ø Ñ Ñ  
Ř Š Ś Ş Ș ß Ţ Ț Ț Ù Ú Û Ü Û Ü  
Ù Ú Ƴ Ŵ ŵ Ŷ ŷ Ÿ Ž ž Ʒ

PILCROW REGULAR 8/13 PT

¶ The #development of Roman typeface may be 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 our Western typographical design, especially serif typefaces. There are 2 styles of Roman typefaces: the old style & the modern. **The former is characterized by its similarly-weighted lines**, while the 15e<sup>4</sup> latter is distinguished by its [contrast of light] and heavy lines. Often, these styles are combined. By the 20th century, computers turned **type design into a rather simplified #process**. This has allowed the number of @typefaces and styles €948.5 to proliferate exponentially, as there now are thousands available. Unfortunately, confusion between typeface and font\* **(the various styles of a typeface)** occurred ~1984 when Steve Jobs mislabeled typefaces as ‘fonts’ for Apple computers and his error has

MEDIUM

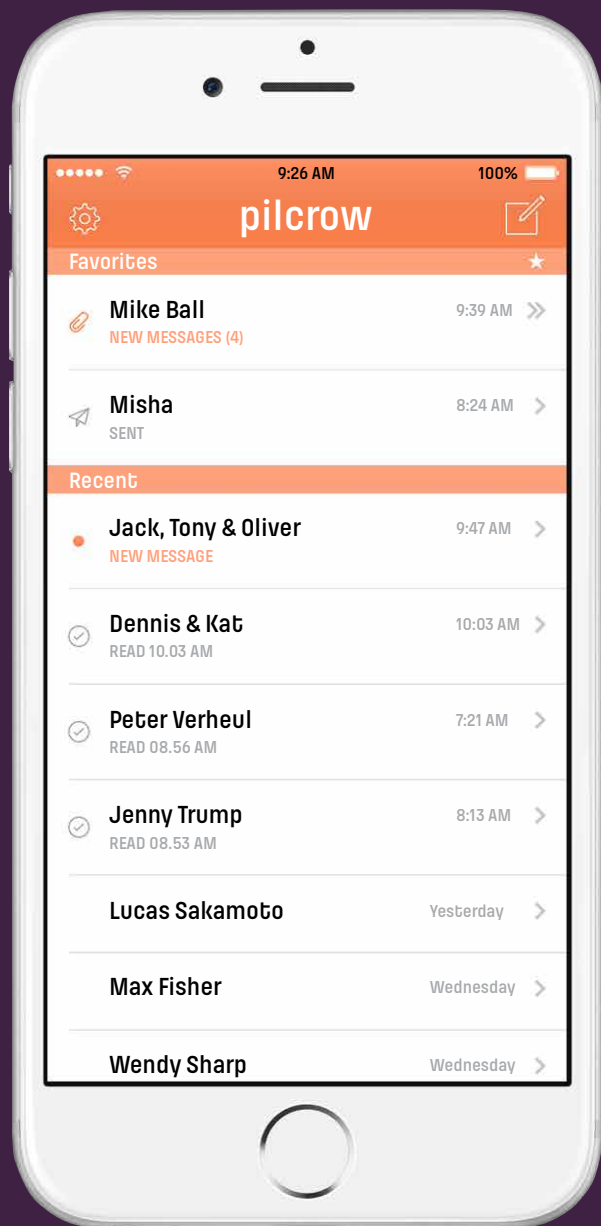
SEMIBOLD

BOLD

HEAVY

PILCROW REGULAR 23/26 PT

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# 75 copies des feuillets de Super

Réalisés par:  
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### 2010 – 2011

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# The Loop Hole

## Latest Event

### About a Minute

10 July 2010–16

Utilitarianism is a form of consequentialism, which states that the consequences of any action are the only standard of right and wrong. This view can be contrasted or combined with virtue ethics which holds virtue as a moral good. Some believe that one's intentions are also ethically important. Utilitarianism is distinctly different from other forms of consequentialism such as egoism as it considers all.

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## About Founders Hire

## Events

July 25, 2016, Opening Gallery Party

July 19, 2016, Old movies under open sky

July 5, 2016, Space and Business

## Exhibitions

July 19, 2016, Old movies under open sky

July 5, 2016, Space and Business

## Latest News

May 13, 2016

Opponents of utilitarianism have criticized it for the big number of reasons. Some have said that utilitarianism ignores justice while many others contend that utilitarianism is impractical. Specific criticisms have included the mere addition paradox and the utility monster. Others have said that pleasure is not commensurable across people with varying identities

May 7, 2016

As to the origin of the word Mill acknowledged in a footnote that, though "believing himself to be the first person who brought the word utilitarian into use, he did not invent it. Rather, he adopted it from



## Next Event

### Rip It Up & Start Again

# BOOK#6

PAST  
REALITY

Essays  
on  
Modern  
Art

XX—

by  
John C.  
Kennedy

XXI

MANUEL BONFATI

# “ NATURA MORTA ”

Dal 20 Dicembre 2011  
al 15 Febbraio 2012

VERNISSAGE

Martedì 20 Dicembre 2011, ore 18.30

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