

A BRIEF USER MANUAL FOR

**SUTRO
DELUXE**

A CHROMATIC SLAB SERIF. FIVE LAYERS TO PLAY WITH.

**PARKINSON
TYPE DESIGN
2014**

BACKGROUND

There was a lot of talk about color fonts at TypeCon2013 in Portland. Designers have been making layered digital fonts for a few years. I just wasn't paying attention. The idea that you can add additional parts to a font to enhance its versatility is very intriguing. Like dresses for a Barbie Doll. It reminds me of the old Chromatic Wood Type from the late 19th century. I became familiar with chromatic wood type in the early 1960s. I was working as a lettering artist at Hallmark Cards in Kansas City at the time Rob Roy Kelly was making a big splash at the Kansas City Art Institute with his work with Wood Type. I got to know Kelly a little, and he let me spend hours in his office with his fabulous library of Wood Type Catalogs. I was drawn to the

UNFINISHED

Sutro Deluxe before Portland. Black and white. No layers.

Chromatics and worked at producing a few chromatic characters as linocuts to print with. But that was a long time ago. Everything was very labor-intensive. There were no computers. It was like Caveman Days. Then, during TypeCon, it was like, "Wow! Chromatics!" I started experimenting with layers as soon as I returned from Portland. I've been working on several layered families at once. Sutro Duluxe is a typeface I thought I had finished before I went to Portland, but I was wrong. It needed a shot of energy. First, I did a Fill font to put color into the letterforms. Then I added various other inline and fill fonts. Sutro Deluxe is now a five font family.

PRINT • WEB
SIGNS
WHATEVER

Sutro Deluxe after Portland

HOW IT WORKS

Sutro Deluxe was originally designed as a plain, bold outlined slab serif font. The double drop-shadow was its main feature. No layers. No Fill. No nothing. After Portland, I was crazy to try some layered fonts. Sutro Deluxe hadn't been released yet, so it became the subject of a little chromatic experiment. I decided to leave the original font alone, and just add some options for ornamenting the interior of the letters.



Primary Font



Fill Font



Inline Fill Font



Inline Font



Shaded Inline Font

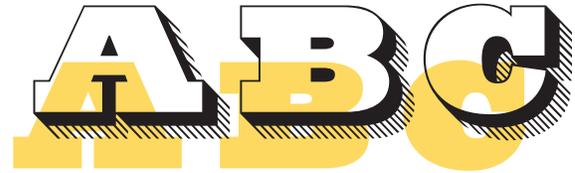


Fig. 1



Fig. 2



Fig. 3

The original font is now called the Primary Font. A Fill font was added to put color inside of the letters. The next three fonts are the Inline font, the Shaded Inline font, and the Inline Fill font. Now they are a little Type Family. The Primary Font is like the Daddy Font. The other four fonts all depend on the Primary Font to tie them together.

The Fill font has a slight bleed so when the Primary Font overprints it, not a sliver of light can come through. The stroke widths of the Inline font and the Shaded Inline font straddle the boundaries of the Fill and Inline Fill fonts. With color, there are lots of possibilities.

Fig. 1 Shows the Primary font with the Fill font sliding in behind. Like so.

Fig. 2 Shows the Fill font behind the Primary font and the Inline font has been added.

Fig. 3 The Inline Fill font has been added, and the Shaded Inline font has been substituted for the Inline font.

Eventually, there will be better technology to set layered fonts, but until then, I just set these in Adobe Illustrator. InDesign works fine too. The fonts are kerned so set the kerning to Auto. Don't use Optical Kerning and be careful with Adjust Tracking.

— Jim Parkinson, 2013

SUTRO DELUXE

**SUTRO
DELUXE**

A chromatic font with five layers starting with Sutro Deluxe Primary.

**SUTRO
DELUXE**

Here is Sutro Deluxe Primary with a Fill font.

**SUTRO
DELUXE**

...with the Fill font and the Inline font.

**SUTRO
DELUXE**

...or with the Shaded Inline font.

SUTRO DELUXE

SUTRO
DELUXE

You can use the Fill font with the Inline Fill font,

SUTRO
DELUXE

...then you can add the Inline font.

SUTRO
DELUXE

The Primary, the Fill, the Inline Fill and the Shaded Inline.
I call this The Full Cleveland.

SUTRO
DELUXE

You can even do the drunken letterpress printer thing.

AVAILABLE AT

MyFonts.com Fontshop.com Fonts.com

**BE THE FIRST
ON YOUR BLOCK
TO OWN THIS BABY**

...and there are More Sutros:

Fourteen Styles

SUTRO

Light *Light Italic* Medium
Medium Italic Bold *Bold*
Italic Extra Bold *Extra*
Bold Italic **Heavy & Italic**

SHADED **FAT CAPS**

The Sutro Family on Display at MyFonts.com

TYPEDSIGN.COM

Parkinson Type Design

Sutro is a trademark of Parkinson Type Design
