

EMIGRE FONTS: WELCOME BACK TO THE 90S

TYPOGRAPHIC TASTEMAKERS SINCE 1984

WELCOME

(WELCOME BACK TO THE 90S)





HELLO 90S

90/185 PT

COUNCIL REGULAR

1999

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THIS ALSO HAPPENED IN 1990:

MIKHAIL GORBACHEV IS ELECTED PRESIDENT OF THE SOVIET UNION.
YUGOSLAVIA'S COMMUNIST REGIME COLLAPSES.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

chillax

84 PT

DEAD HISTORY BOLD

1990

NOOB

120 PT

ARBITRARY BOLD

1990

FLY

160 PT

TOTALLY GLYPHIC REGULAR

1990

4

B

L

R

G

224 PT

TOTALLY GOTHIC REGULAR

1990

5

THIS ALSO HAPPENED IN 1990:
THE FIRST COMMERCIAL VERSION OF ADOBE PHOTOSHOP IS RELEASED.
CHECKPOINT CHARLIE IS DISMANTLED.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

THE HUMAN GENOME PROJECT IS OFFICIALLY LAUNCHED BY THE U.S. GOVERNMENT.

TIM BERNERS-LEE CREATES THE FIRST WEB SERVER AND BROWSER AT CERN, LAUNCHING THE WORLD WIDE WEB.

AIGHT

64 PT JOURNAL BOLD ULTRA 1990

**INFO
BAHN**

120 PT ARBITRARY BOLD 1990

Don't go there

32 PT JOURNAL ULTRA 1990

**OW
SNAP**

84 PT TOTALLY GLYPHIC REGULAR 1990

Blur

142 PT ARBITRARY REGULAR 1990

THIS ALSO HAPPENED IN 1990:
SMOKING IS BANNED ON ALL CROSS-COUNTRY FLIGHTS IN THE UNITED STATES.
VIRGIN RECORDS LAUNCHES ROCK THE VOTE.

THIS ALSO HAPPENED IN 1990:

THE FIRST MCDONALD'S RESTAURANT OPENS IN MAINLAND CHINA.

IRAQ, UNDER SADDAM HUSSEIN, INVADES KUWAIT, BEGINNING THE GULF WAR.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

Hella

106 PT

DEAD HISTORY BOLD

1990

DAZED & CON- FUSED

90 PT

TEMPLATE GOTHIC BOLD

1990

8

MY BAD

155 PT

TEMPLATE GOTHIC BOLD

1990

booyah

224 PT

TOTALLY GOTHIC REGULAR

1990

9

THIS ALSO HAPPENED IN 1990:
THE HUBBLE SPACE TELESCOPE IS LAUNCHED ABOARD SPACE SHUTTLE DISCOVERY.
EAST GERMANY AND WEST GERMANY REUNIFY INTO A SINGLE GERMANY.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

Not

260 PT

REMEDY DOUBLE

1991

10

NOT CASLON

228 PT

NOT CASLON

1991

SCORE!

90 PT

DEMOCRATICA BOLD

1991

X-FILES

82 PT

EXOCET HEAVY

1991

11

THIS ALSO HAPPENED IN 1991:

U.S. PRESIDENT BUSH DECLARES CEASE-FIRE IN THE GULF WAR.
NIRVANA RELEASES THEIR SECOND ALBUM, *NEVERMIND*.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

M **⊕**

180 PT

EXOCET HEAVY

1991

12

SNOOP DOG

65 PT

DEMOCRATICA BOLD

1991

R

288 PT

MISSIONARY

1991

13

L

THIS ALSO HAPPENED IN 1991:
ANITA HILL TESTIFIES AGAINST CLARENCE THOMAS DURING SUPREME COURT CONFIRMATION HEARINGS.
RODNEY KING IS VIOLENTLY BEATEN BY LAPD OFFICERS.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

THIS ALSO HAPPENED IN 1991:
THE FIRST STARBUCKS COFFEE SHOP OPENS IN CALIFORNIA.
DR. SEUSS DIES.

TALK
TO
THE
HAND

140 PT DEMOCRATICA BOLD 1991

THIS ALSO HAPPENED IN 1991:
THE OAKLAND/BERKELEY HILLS FIRE DESTROYS OVER 3,400 HOMES.
TRUMP TAJ MAHAL DECLARES BANKRUPTCY.

Scrubb

134 PT NOT CASLON 1991

II O
%

188/150 PT EXOCET HEAVY 1991

THIS ALSO HAPPENED IN 1992:

THE MAASTRICHT TREATY IS SIGNED, FOUNDING THE EUROPEAN UNION.
SOUTH AFRICANS VOTE TO END APARTHEID.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

Smurke

100 PT

MOTION BOLD

1992

16



320 PT

BIG CHEESE LIGHT

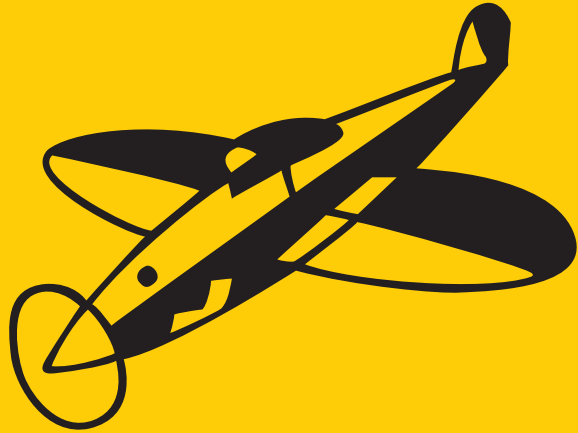
1992

**BOO
YAH**

134 PT

MASON SANS BOLD

1992



288 PT

BIG CHEESE LIGHT

1992

17

THIS ALSO HAPPENED IN 1992:
THE ACQUITTAL OF POLICE OFFICERS IN THE RODNEY KING CRIMINAL TRIAL TRIGGERS MASSIVE RIOTING IN LOS ANGELES.
CZECHOSLOVAKIA VOTES TO SPLIT THE COUNTRY INTO THE CZECH REPUBLIC AND SLOVAKIA.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

THIS ALSO HAPPENED IN 1992:

BILL CLINTON WINS U.S. PRESIDENTIAL ELECTION.
U.S. MILITARY FORCES LAND IN SOMALIA.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

Björk

114 PT

SABBATH BLACK HEAVY

1992



280 PT

BIG CHEESE DARK

1992

18

THIS ALSO HAPPENED IN 1992:
YUGOSLAVIA BREAKS UP AS A CONSEQUENCE OF THE YUGOSLAV WARS.
PANAMANIAN DICTATOR MANUEL NORIEGA IS SENTENCED TO 40 YEARS IN PRISON.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

biting

190 PT

MOTION BOLD

1992

19

THIS ALSO HAPPENED IN 1992:

SINÉAD O'CONNOR RIPS UP A PHOTOGRAPH OF POPE JOHN PAUL II ON *SATURDAY NIGHT LIVE*.

U.S. PRESIDENT GEORGE BUSH MEETS WITH RUSSIAN PRESIDENT BORIS YELTSIN TO DECLARE END OF COLD WAR.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

Irish

167 PT

SABBATH BLACK HEAVY

1992

20

PHAT

110 PT

MASON SERIF BOLD

1992



280 PT

BIG CHEESE LIGHT

1992

21

THIS ALSO HAPPENED IN 1992:
U.S. MEN'S OLYMPIC BASKETBALL "DREAM TEAM" WINS GOLD AT SUMMER OLYMPICS IN BARCELONA.
SERBIAN TROOPS BESIEGE THE CITY OF SARAJEVO.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

THIS ALSO HAPPENED IN 1993:

THE WORLD TRADE CENTER BOMBING KILLS SIX AND INJURES OVER ONE THOUSAND.
THE WACO SIEGE BEGINS IN TEXAS.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

CLUELESS

77 PT

PLATELET REGULAR

1993

22



113 PT

THINGBAT

1993



113 PT

BACKSPACER ROUND

1993

124 / 184 PT

PLATELET HEAVY

1993

23

GETTING JIGGY

THIS ALSO HAPPENED IN 1993:
THE MISSISSIPPI AND MISSOURI RIVERS FLOOD LARGE PORTIONS OF THE AMERICAN MIDWEST.
U.S. PRESIDENT CLINTON ORDERS CRUISE MISSILE ATTACK ON BAGHDAD.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

TYPOGRAPHIC TASTEMAKERS SINCE 1984

THIS ALSO HAPPENED IN 1993:
THE FIRST UNDERGROUND RAPID TRANSIT LINE OPENS IN LOS ANGELES IN ALMOST 70 YEARS.
FRANK ZAPPA DIES.

Monet

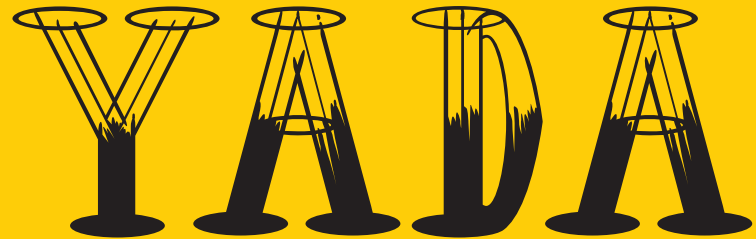
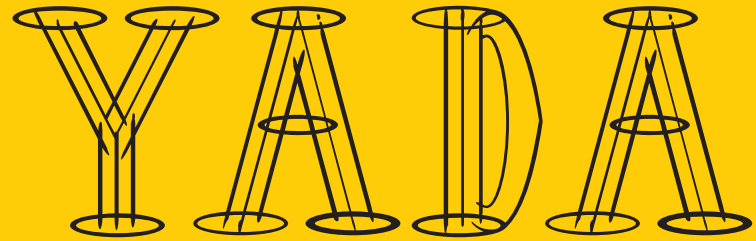
136 PT SUBURBAN BOLD 1993



100 PT FELLAPARTS 1993



100 PT TYPHOID MARY 3D DARK 1993



152 PT OUTWEST 1993

No Soup For You!

43 PT SUBURBAN BOLD 1993

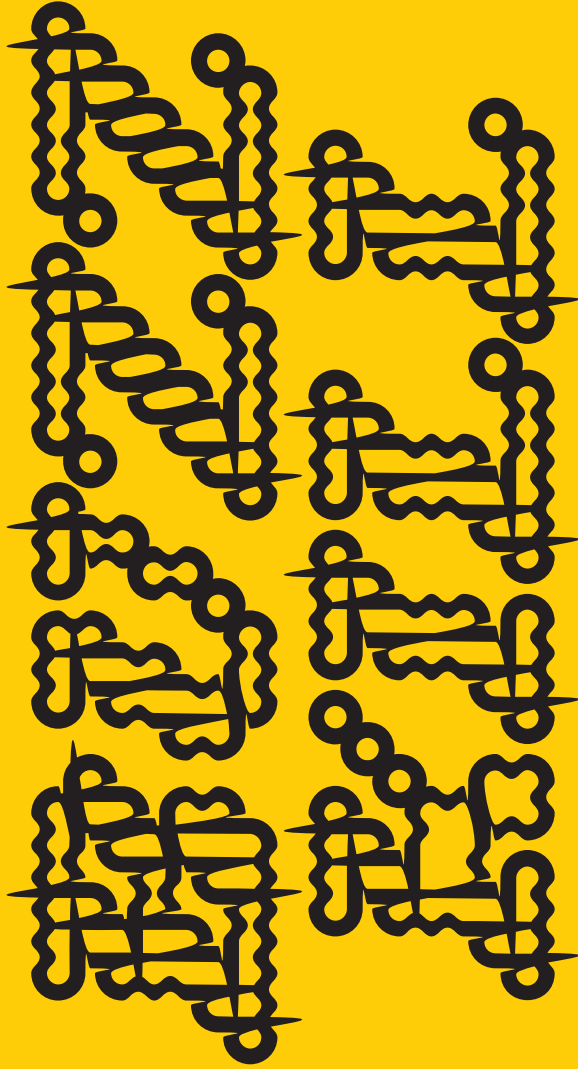
THIS ALSO HAPPENED IN 1993:
VÁCLAV HAVEL IS ELECTED PRESIDENT OF THE CZECH REPUBLIC.
U.S. PRESIDENT BUSH AND RUSSIAN PRESIDENT YELTSIN SIGN SECOND STRATEGIC ARMS REDUCTION TREATY.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

THIS ALSO HAPPENED IN 1993:

THE WORLD HEALTH ORGANIZATION DECLARES TUBERCULOSIS A GLOBAL EMERGENCY.
NORTH KOREA WITHDRAWS FROM THE NUCLEAR NONPROLIFERATION TREATY.

TYPOGRAPHIC TASTEMAKERS SINCE 1984



144 PT

NARLY IN LINE

1993

26



120 PT

BLUE EYE SHADOW

1993



63 PT

OUTWEST HALF EMPTY

1993

27

THIS ALSO HAPPENED IN 1993:
LARGE PROTESTS ERUPT AGAINST SLOBODAN MILOŠEVIĆ'S REGIME IN BELGRADE.
JURASSIC PARK IS RELEASED IN CINEMAS IN THE UNITED STATES.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

THIS ALSO HAPPENED IN 1993:
U.S. PRESIDENT BILL CLINTON SIGNS INTO LAW THE NORTH AMERICAN FREE TRADE AGREEMENT.
ARIANA GRANDE IS BORN.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

CHA - CHING

79 PT

PLATELERT HEAVY

1992



154 PT

BACKSPACER SQUARE & ROUND

1993



54 PT

THINGBAT

1993

28

THIS ALSO HAPPENED IN 1993:
PLO LEADER ARAFAT AND ISRAELI PRIME MINISTER RABIN SIGN PEACE ACCORD.
TONI MORRISON RECEIVES NOBEL PRIZE.

TYPOGRAPHIC TASTEMAKERS SINCE 1984



150 PT

JIGSAW DROP SHADOW

1993

29

THIS ALSO HAPPENED IN 1993:

TWO U.S. ARMY BLACKHAWK HELICOPTERS ARE SHOT DOWN DURING THE BATTLE OF MOGADISHU, SOMALIA.
UNFORGIVEN WINS OSCAR FOR BEST PICTURE.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

j u d o

228 PT

SUBURBAN BOLD

1993

30

x o

FERMAT FERMAT

84 PT

NARLY LIGHT

1993



230 PT

THINGBAT

1993

31

THIS ALSO HAPPENED IN 1993:
UK MATHEMATICIAN ANDREW WILES PRESENTS PROOF OF FERMAT'S LAST THEOREM.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

**NINE
INCH
NAILS**

130 PT PLATELET HEAVY 1993

majorly

75 PT VENUS DIOXIDE OUTLINED 1993

Reality Bites

50 PT VENUS DIOXIDE 1993



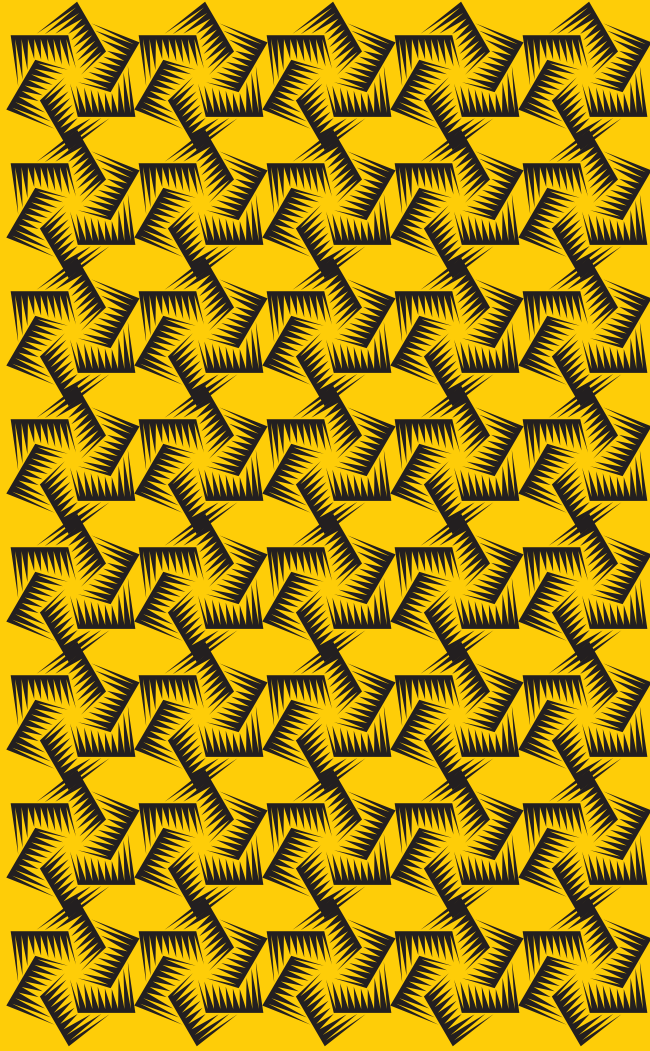
287 PT FELLAPARTS 1993

THIS ALSO HAPPENED IN 1994:

EDVARD MUNCH'S PAINTING *THE SCREAM* IS STOLEN IN OSLO.

6.7 MAGNITUDE NORTHRIDGE EARTHQUAKE STRIKES THE GREATER LOS ANGELES AREA.

TYPOGRAPHIC TASTEMAKERS SINCE 1984



48 PT

WHIRLIGIG

1994

34

PEARL JAM

65 PT

DOGMA EXTRA OUTLINE

1994



250 PT

ZEITGUYS

1994

35

THE CHANNEL TUNNEL OPENS BETWEEN ENGLAND AND FRANCE.

THIS ALSO HAPPENED IN 1994:

NELSON MANDELA IS INAUGURATED AS SOUTH AFRICA'S FIRST BLACK PRESIDENT.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

THIS ALSO HAPPENED IN 1994:
O.J. SIMPSON'S EX-WIFE NICOLE BROWN SIMPSON AND HER FRIEND RON GOLDMAN ARE MURDERED IN L.A.
JEFF BEZOS FOUNDS AMAZON.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

TWIN PEAKS

86 PT

DOGMA BLACK

1994



250 PT

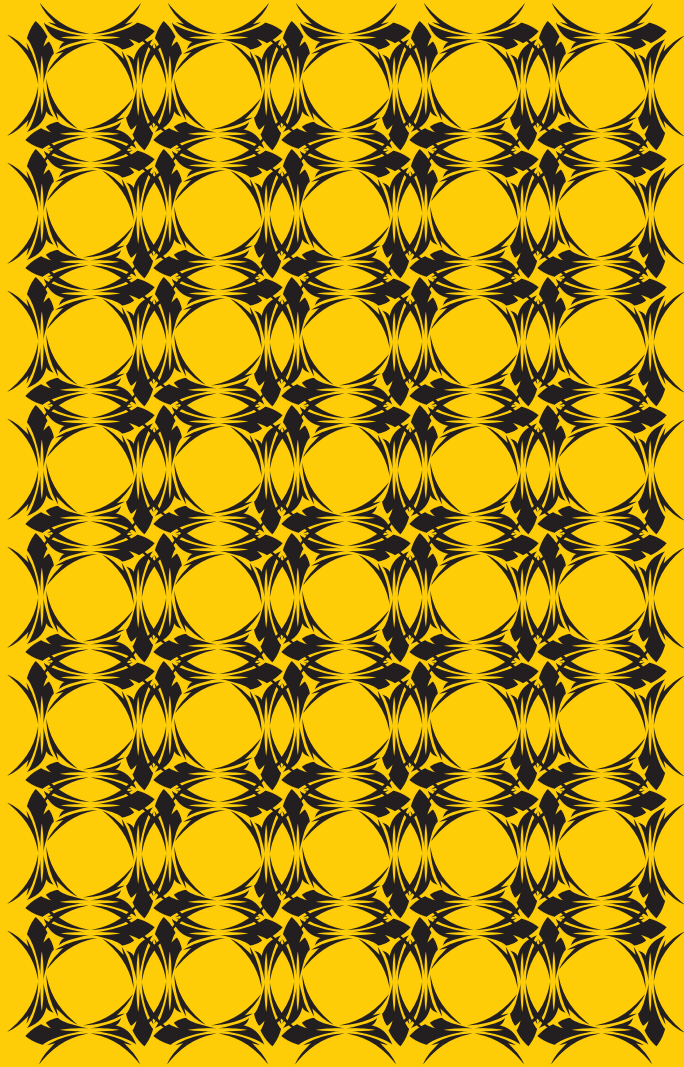
ZEITGUYS

1994

36

THIS ALSO HAPPENED IN 1994:
ALL MAJOR LEAGUE BASEBALL PLAYERS GO ON STRIKE, CANCELING THE 1994 WORLD SERIES.
CIVIL UNIONS BETWEEN SAME-SEX COUPLES ARE LEGALIZED IN SWEDEN.

TYPOGRAPHIC TASTEMAKERS SINCE 1984



48 PT

WHIRLIGIG

1994

37

THIS ALSO HAPPENED IN 1995:
THE OKLAHOMA CITY BOMBING KILLS 168 PEOPLE.
O.J. SIMPSON IS FOUND NOT GUILTY OF DOUBLE MURDER.

**spouse
unit**

70 PT

BASE 9 SANS BOLD

1995



230 PT

BLOCKHEAD BLACKFACE

1995

38

THIS ALSO HAPPENED IN 1995:
AMERICA ONLINE AND PRODIGY OFFER ACCESS TO THE WORLD WIDE WEB.
THE MILLION MAN MARCH IS HELD IN WASHINGTON, D.C.

Ay

366 PT

SODA SCRIPT BOLD

1995

39

SCHWING

86 PT BASE 12 SANS REGULAR 1995



150 PT BLOCKHEAD BLACKFACE 1995

You go, girl

56 PT OTTOMAT BOLD 1995

DEES

157 PT BLOCKHEAD DARK SIDE 1995

PIXAR RELEASES *TOY STORY*, THE FIRST FEATURE-LENGTH COMPUTER-GENERATED FILM.

ISRAELI PRIME MINISTER YITZHAK RABIN IS ASSASSINATED.

I'm
outtie

83 PT BASE 9 SANS REGULAR 1995

SKEEZY

98 PT BASE 12 SANS BOLD 1995

Can you dig it?

40 PT OTTOMAT BOLD 1995

GREAT HANSHIN EARTHQUAKE STRIKES KOBE, JAPAN, KILLING 5,000-6,000 PEOPLE.

**RED HOT
CHILLY
PEPPERS**

66 PT BASE 12 SERIF BOLD 1995

I'm totally
buggin'

63 PT BASE 12 SANS REGULAR 1995

THIS ALSO HAPPENED IN 1995:
THE SCHENGEN AGREEMENT, EASING CROSS-BORDER TRAVEL, GOES INTO EFFECT IN 29 EUROPEAN COUNTRIES.
THE SAN FRANCISCO 49ERS WIN SUPERBOWL XXIX.

DOPE

110 PT BASE 12 SERIF REGULAR 1995

OFF
THE

HOOK

90 PT BASE 9 SANS BOLD 1995

44

TYPOGRAPHIC TASTEMAKERS SINCE 1984



356 PT BLOCKHEAD DARKSIDE 1995

Faith No More

44 PT OTTOMAT BOLD 1995

45

THIS ALSO HAPPENED IN 1995:
NATO BOMBING CAMPAIGN AGAINST BOSNIAN SERB ARTILLERY POSITIONS BEGINS IN BOSNIA AND HERZEGOVINA.
FOO FIGHTERS RELEASES THEIR DEBUT ALBUM.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

THIS ALSO HAPPENED IN 1996:

SERIOUS FIGHTING BREAKS OUT BETWEEN RUSSIAN SOLDIERS AND REBEL FIGHTERS IN CHECHNYA.

CHINA BEGINS SURFACE-TO-SURFACE MISSILE TESTING AND MILITARY EXERCISES OFF TAIWANESE COASTAL AREAS.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

282 PT

MRS EAVES BOLD ITALIC

1996

RAM

46

SEINFELD

78 PT

FILOSOFIA GRAND REGULAR

1996

All that
and a bag
of chips

89 PT

FILOSOFIA GRAND BOLD

1996

47

THIS ALSO HAPPENED IN 1996:
FOR THE FIRST TIME, MORE E-MAILS WERE SENT THAN POSTAL MAIL IN THE U.S.
THE CONSTITUTION OF UKRAINE IS SIGNED INTO LAW.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

NOOB

127 PT MRS EAVES ROMAN 1996

friends

130 PT MRS EAVES ITALIC 1996

NIRVANA

72 PT MRS EAVES ROMAN 1996

MY

BAD

180 PT FILOSOFIA GRAND BOLD 1996

Winona Ryder

53 PT FILOSOFIA ITALIC 1996

THIS ALSO HAPPENED IN 1997:

TYPOGRAPHIC TASTEMAKERS SINCE 1984

THE NEW YORK TIMES FEATURES A COLOR PHOTOGRAPH ON ITS FRONT PAGE FOR THE FIRST TIME.

DIANA, PRINCESS OF WALES, DIES IN A CAR ACCIDENT IN PARIS.

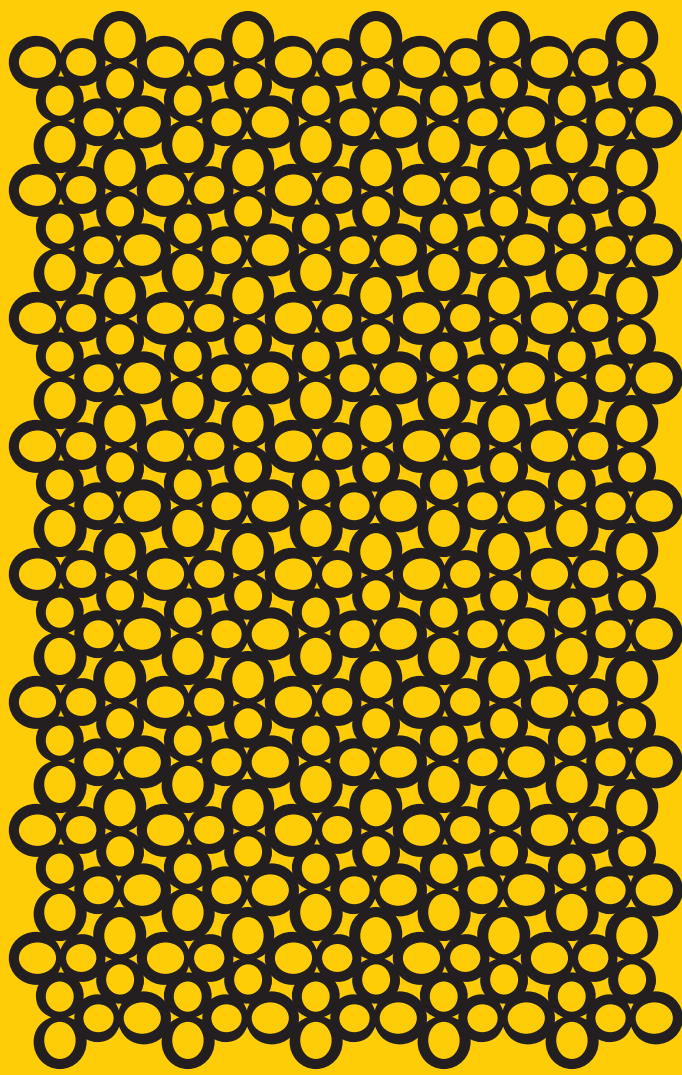


48 PT

HYPNOPAEDIA

1997

50



48 PT

HYPNOPAEDIA

1997

51

HONG KONG IS TRANSFERRED BACK TO CHINA.

APPLE PURCHASES NEXT, BRINGING STEVE JOBS BACK AS CEO.

THIS ALSO HAPPENED IN 1997:

TYPOGRAPHIC TASTEMAKERS SINCE 1984

THE DRUDGE REPORT BREAKS THE STORY ABOUT BILL CLINTON'S AFFAIR WITH MONICA LEWINSKY.

GOOGLE IS FOUNDED IN MENLO PARK, CALIFORNIA.

Dank

103 PT TARZANA WIDE REGULAR 1998

Tupac
Shakur

113 PT TARZANA NARROW BOLD 1998

Home Skillet

56 PT TARZANA NARROW ITALIC 1998

i111

215 PT CHOLLA SLAB ULTRA BOLD 1999

Goodfellas

69 PT CHOLLA SANS BOLD 1999

GNARLY

68 PT VENDETTA BOLD 1999

**BADA
BING**

107 PT

BROTHERS BOLD

1999

WHAT'S THE 411?

58 PT

COUNCIL REGULAR

1999

Mariah Carey

54 PT

VENDETTA MEDIUM

1999

54

HEER

257 PT

COUNCIL REGULAR

1999

55

THIS ALSO HAPPENED IN 1999:

BLACKBERRY RELEASES THE BLACKBERRY 850, THE FIRST EMAIL PAGER.
COLUMBINE HIGH SCHOOL MASSACRE KILLS 13.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

Bill

230 PT CHOLLA SLAB ULTRA BOLD 1999

56

What's the dealio?

78 PT VENDETTA LIGHT 1999

BEASTIE BOYS

151 PT COUNCIL REGULAR 1999

57

THIS ALSO HAPPENED IN 1999:
U.S. PRESIDENT BILL CLINTON IS ACQUITTED IN IMPEACHMENT PROCEEDINGS.
THE EURO CURRENCY IS ESTABLISHED.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

THIS ALSO HAPPENED IN 1999:

YUGOSLAVIA AND NATO SIGN A PEACE TREATY TO END THEIR HOSTILITIES.
START OF THE GREEK STOCK MARKET CRASH OF 1999.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

FO'
SHIZZLE

98 PT

CHOLLA SANS BOLD ITALIC

1999

58

DOPE

187 PT

COUNCIL REGULAR

1999

250 PT

BROTHERS BOLD

1999

59

RO!

THIS ALSO HAPPENED IN 1999:
BORIS YELTSIN RESIGNS, LEAVING PRIME MINISTER VLADIMIR PUTIN AS THE ACTING PRESIDENT.
THE TERM "CARBON FOOTPRINT" IS FIRST USED.

TYPOGRAPHIC TASTEMAKERS SINCE 1984

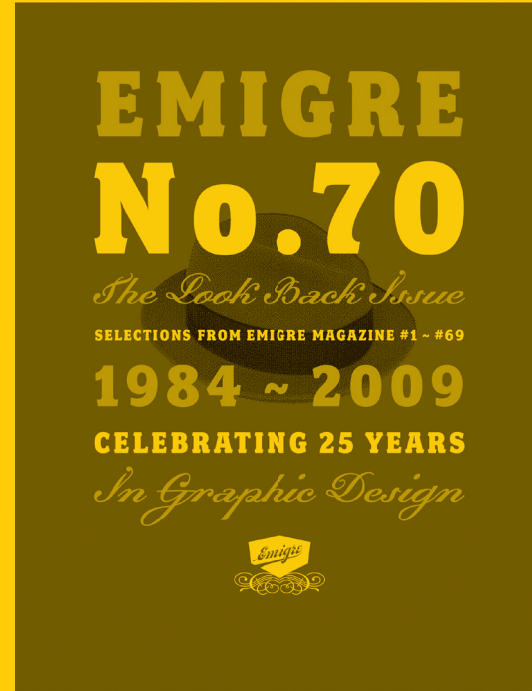
I KNOW
YOU ARE
BUT
WHAT
AM
I
?

70 PT

BROTHERS BOLD

1999

60



EMIGRE No.70: READY FOR DOWNLOAD!

Now available in PDF format, this book covers the typographic experiments and discourse that epitomize the graphic design scene of the 1980s and 90s. If you missed out on the printed version, which sold out years ago, now is your chance to catch up. All 512 pages, plus a 32-page digest containing the *Letters to the Editor* section, are ready for immediate download.

This PDF version of the original book, published in 2009 by Gingko Press, is a selection of reprints tracing Emigre's development from its early bitmap design days in the late 1980s through to the experimental layouts that defined the so called "Legibility Wars" of the late 1990s, to the critical design writing of the early 2000s.

emigre.com/BooksCds/Emigre70

61

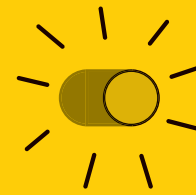


EMIGRE FONTS: TYPE SPECIMENS, 1986-2024

Published by Letterform Archive.
 Hardcover, 1,264 pages, 5.25 x 8.25 x 3.25 inches
 Designed and edited by Rudy VanderLans.

Emigre is happy to partner with San Francisco-based Letterform Archive on a reissue of our first volume of type specimens, an ample tome first published in 2016. But this time, we nearly doubled its already impressive extent to more than 1,200 pages and added new texts by Letterform Archive associate curator Stephen Coles and longtime Emigre collaborator Jeffery Keedy. In addition to specimens not included in the first volume, Licko and VanderLans also revisited their type design process files to create a special behind-the-scenes section, offering readers a look at their photos, sketches, and hand-written correspondence.

emigre.com/BooksCds/TypeSpecimensBook-1986-2024



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