Dawson City - Fonts - Approved

The fonts shown on the following pages are computer generated and can easily be used for any document such as this prepared using WordPerfect. The same could be said for any of the Microsoft products such as Word, Excel, Access or PowerPoint. It *__cannot__* be assumed that print typography was the same used on signs as we see in photographs from the turn of the nineteenth century. These fonts *are approximate* and form the very basis of a sign *__ONLY__*!

An applicant is **encouraged** to view the two excellent binders of photographs prepared by Parks Canada, which are available at the Town Office. One binder shows typical streetscapes and the other shows examples of signs for many different types of businesses. The applicant must reference the photograph from a binder that forms the basis of the proposed sign in the sign permit application.

Note: For clarity of purpose and design, the applicant should attend the Planning Board Meeting at which the applicant's permit will be discussed. If there is insufficient information, the Planning Board will either reject the application or table it until all necessary information becomes available.

A very good program for viewing fonts called *__The Font Thing__* is available for free use (so called freeware) on the internet at website http://www.ozemail.com.au/~scef/. There is another program on the internet that can be used to determine the closest version(s) of a font that is supplied. The URL is http://www.myfonts.com/WhatTheFont/.

Note that all fonts in this package are available free on the internet. They are also available on CD which can be purchased for a nominal fee at the town's administration office.

One should be aware of the different types of signs used in the town today.

1. **Period signs**
The original outline, materials, and design are part of the historic place, and should be carefully restored. These are actual, 'original' signs that were attached or painted on buildings and other substrates (e.g., the 'Herrings Blue Heel Sox' lettering on the south side of the Oak Hall building). The following are included in this class of sign:

   a. commercial building signs
   b. banners
   c. sandwich boards

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DO:

- use serif fonts appropriate to the early 1900's (e.g, Garamond, Goudy, etc.)
- many typical fonts were fairly plain, and narrower than current tastes
- mix font types
- bold or semi-bold
- kern loose, not tight
- all upper case letters (which was more common than lower case with capital on first letter)
- centre the words
- symmetrical layout
- use period dingbats or flourishes
- hand painted design is preferred over computer-cut vinyl
- should look like a hand brushed version of formal typography
- deliberately allow some minor imperfections to show handmade character

> *Best of all* - look at period photographs for examples of signs that were used for your purpose (e.g., a restaurant, a hotel, a bakery). Binders of historic photographs from early Dawson are available at:
> - the library
> - Dawson Museum
> - City Office
> - VRC (Visitor's Reception Centre)
> - Parks Canada - Oak Hall office (by appointment)

DON'T:

- use san-serif fonts, as a general rule
- stretch, broaden or distort fonts
- make kerning too tight
- use neo-antique fonts (e.g., 1960's versions)
- use fonts from the wrong period (e.g., 'Gold Rush' fonts are usually based on the earlier California Gold Rush)
- (generally) use lower case
- use neo-antique dingbats and flourishes (e.g., letraset style)
- assume that print typography (in newspapers, books and on packages) is the same as that used for outdoor signs

ALGER.TTF   **Algerian**
URW Software, Copyright 1993 by URW

PACK MY BOX WITH FIVE DOZEN LIQUOR JUGS. I'M HEADING FOR THE KLONDIKE!

!"#$%&'()*+,-./

0123456789:;<=>?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_
`

ABCDEFGHIJKLMNOPQRSTUVWXYZ{|}~

BD ENGRAVED REGULAR.TTF   **BD Engraved Regular**
Copyright © 1994 Streetwise Software, Inc.

Pack my box with five dozen liquor jugs. I'm heading for the Klondike!

!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

BKANT.TTF   **Book Antiqua**
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Pack my box with five dozen liquor jugs. I'm heading for the Klondike!

!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

CHARTRN.TTF   Charter BT
Copyright 1990-1993 Bitstream Inc. All rights reserved.

Pack my box with five dozen liquor jugs. I'm heading for the Klondike!

!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

GARA.TTF   **Garamond**
Digitized data copyright Monotype Typography, Ltd 1991-1995. All rights reserved. Monotype Garamond® is a trademark of Monotype Typography, Ltd which may be registered in certain jurisdictions.

Pack my box with five dozen liquor jugs. I'm heading for the Klondike!

!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

GOUDOS.TTF   **Goudy Old Style**
Data by URW, Type Solutions, Inc. ® 1993. Microsoft Corporation. All rights reserved.

Pack my box with five dozen liquor jugs. I'm heading for the Klondike!

!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

Pack my box with five dozen liquor jugs. I'm heading for the Klondike!

!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

IMPRISHA.TTF   Imprint MT Shadow
Design and data by The Monotype Corporation. © 1993. Microsoft Corporation. all rights reserved.

Pack my box with five dozen liquor jugs. I'm heading for the Klondike!

!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXY
Z[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

OKLAHOMA.TTF   Oklahoma
OKLAHOMA computer font v1.0 ©2006 Harold Lohner • HLohner@aol.com •
www.haroldsfonts.com   Inspired by the opening titles of the film of the same name (1955)

Pack my box with five dozen liquor
jugs. I'm heading for the Klondike!

!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[]_`
abcdefghijklmnopqrstuvwxyz{|}~

ONYX.TTF   Onyx
Typeface ® of The Monotype Corporation plc Data ® of The Monotype Corporation plc/Type
Solutions, Inc. 1990-1991 All Rights Reserved. Portions ® 1992 Microsoft Corp. All rights
reserved.

Pack my box with five dozen liquor jugs. I'm heading for the Klondike!

!"#$%&'()*+,./
0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

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ROMANTIC.TTF **Romantic**

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Pack my box with five dozen liquor jugs. I'm heading for the Klondike!

!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

TIMES.TTF **Times New Roman**

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Pack my box with five dozen liquor jugs. I'm heading for the Klondike!

!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~

VINET.TTF   **Vineta**
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Pack my box with five dozen liquor
jugs. I'm heading for the Klondike!

!"#$%&'()*+,-./
0123456789:;<=>?@
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`
abcdefghijklmnopqrstuvwxyz{|}~