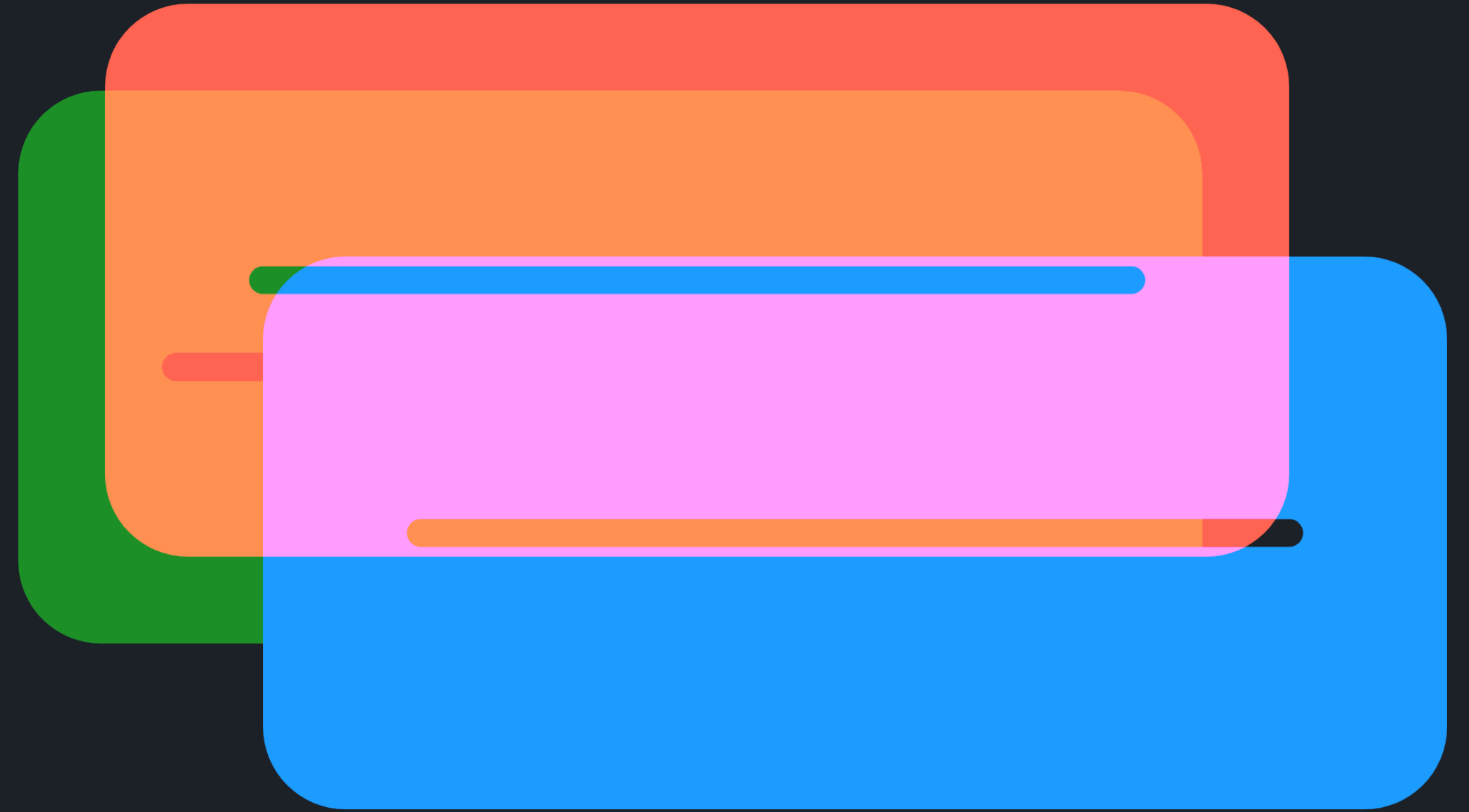


Interstate

Tobias Frere-Jones | 1993





Tobias Frere-Jones

Born 1970, New York City
BFA Graphic Design, RISD, 1992

Career

1996

Joins Yale School of Art faculty

2006

Gerrit Noordzij Prize, The
Hague

2013

AIGA Medal

ADDITIONAL TYPEFACES

Gotham Whitney Retina Tungsten

Humanist + Grotesque Sans

Grotesque - appeared in the early 1800s because printers wanted bolder lettering for advertising and headlines.

Even stroke weight

Industrial feel

Built from sign lettering

Humanist - inspired by traditional calligraphy, Renaissance human proportion, and the handwriting of Italian Renaissance scribes

Open counters

Angled terminals

Designed for legibility first

The source: Highway Gothic

DRAWN BY

Dr. Theodore W. Forbes, an engineer
Assisted by J.E. Penton and E.E. Radek

FOR

California Division of Highways (late 1940s) - the state government agency inside the Department of Public Works responsible for planning, building, and maintaining California's roads and early freeways

*** Intended to be readable at fast speeds

Aa Ee Qq
Rr Ss Tt



San Francisco

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

0 1 2 3 4 5 6 7 8 9

What he changed

Highway Gothic

Made for signs only

Round punctuation

No ampersands or accents

“Crude” shapes

Interstate

Optimized for print and screen

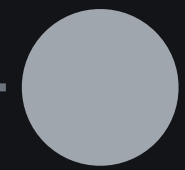
Rectangular punctuation

Full character set

?!

From road to typeface

1942



Drafts used on the Pentagon road network—served commuters for the Pentagon

1948



Standard alphabets first published

1956



Eisenhower signs the Federal Aid Highway Act - authorized \$25 billion to build 41,000 miles of across U.S.

1993



Frere-Jones creates Interstate



The Eisenhower era

Inspired by Germany's efficient autobahn network during World War II.

New freeways. Same signs in every state.

Who else worked on it

Tobias Frere-Jones

Designer

Cyrus Highsmith

Italic styles

Christian Schwartz

Monospaced
version

Davy Dai + Richard Lipton

Contributors,
current release

FEMALE CONTRIBUTOR

**Nina
Stössinger**



Contributor to the current
Interstate family. Teaches type
design at Yale.

ANATOMY

Angled terminals



Straight strokes are cut at an angle, not flat

e S

ANATOMY

Cut across the curve

Curved ends are cut square 90° to the direction the stroke is traveling

A large, white, lowercase letter 'g' is centered on the left side of the slide. The letter has a thick, rounded bowl and a vertical stem that ends in a sharp, horizontal hook pointing to the left, which is an 'abrupt descender'.

ANATOMY

Abrupt descender

A “wrong” shape kept on purpose from the highway signs

WEST EXIT

ANATOMY

Uneven capitals

Some caps are cramped together,
others wide

ANATOMY

Open counters

a e o

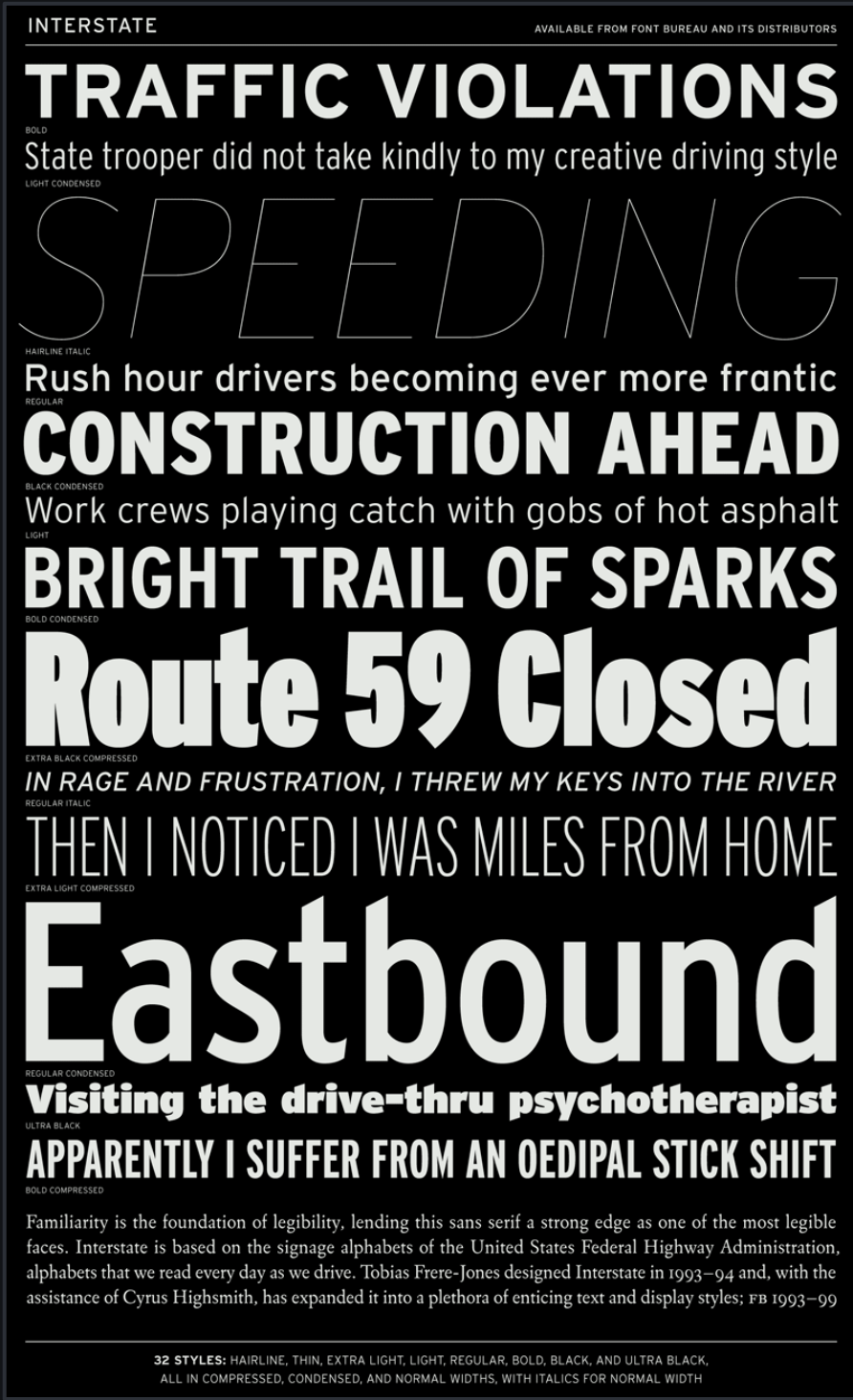
REGULAR

a e o

BOLD

The spaces inside letters stay open, even in heavy weights

The family



3

widths, each in a
range of weights

Supports Central and Eastern European languages (Cyrillic and Greek)

In use: on TV



The Weather Channel

On air from 2004



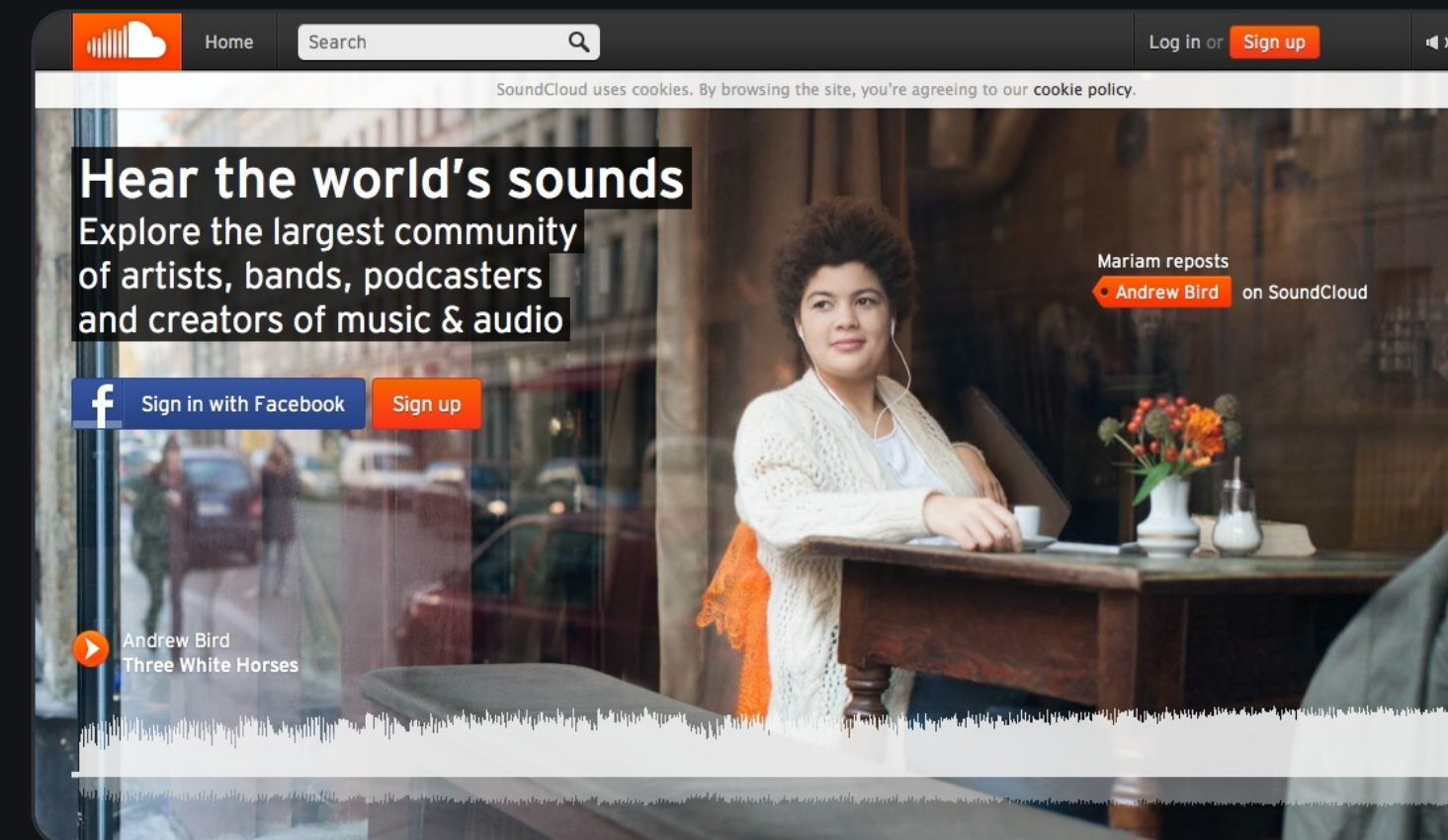
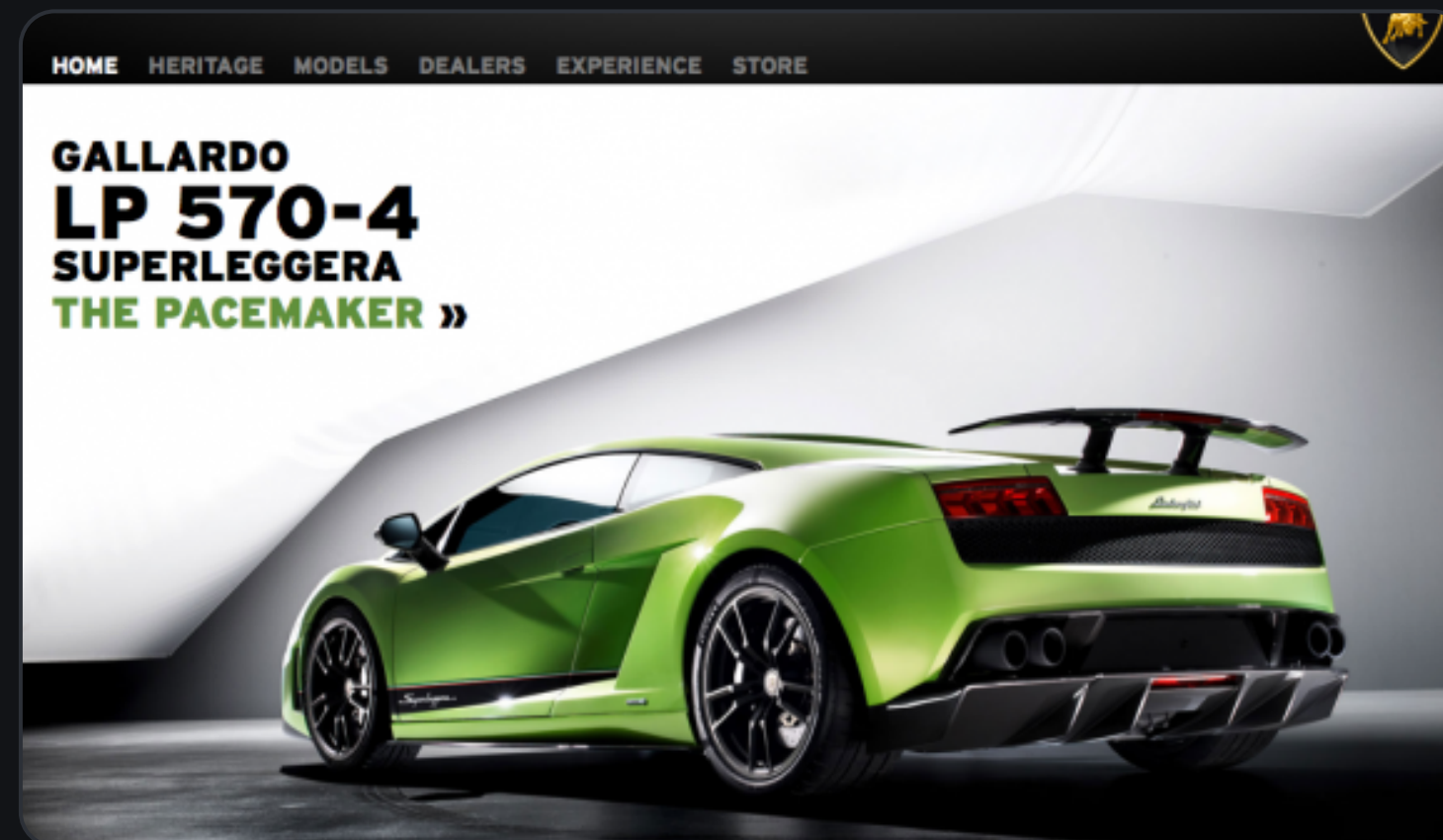
Sesame Street logo

Since 1997

In use: brands

The Citibank logo, featuring the word "citibank" in a blue sans-serif font. A red arc is positioned above the "i" and "t".

COLUMN ONE



In use: more examples



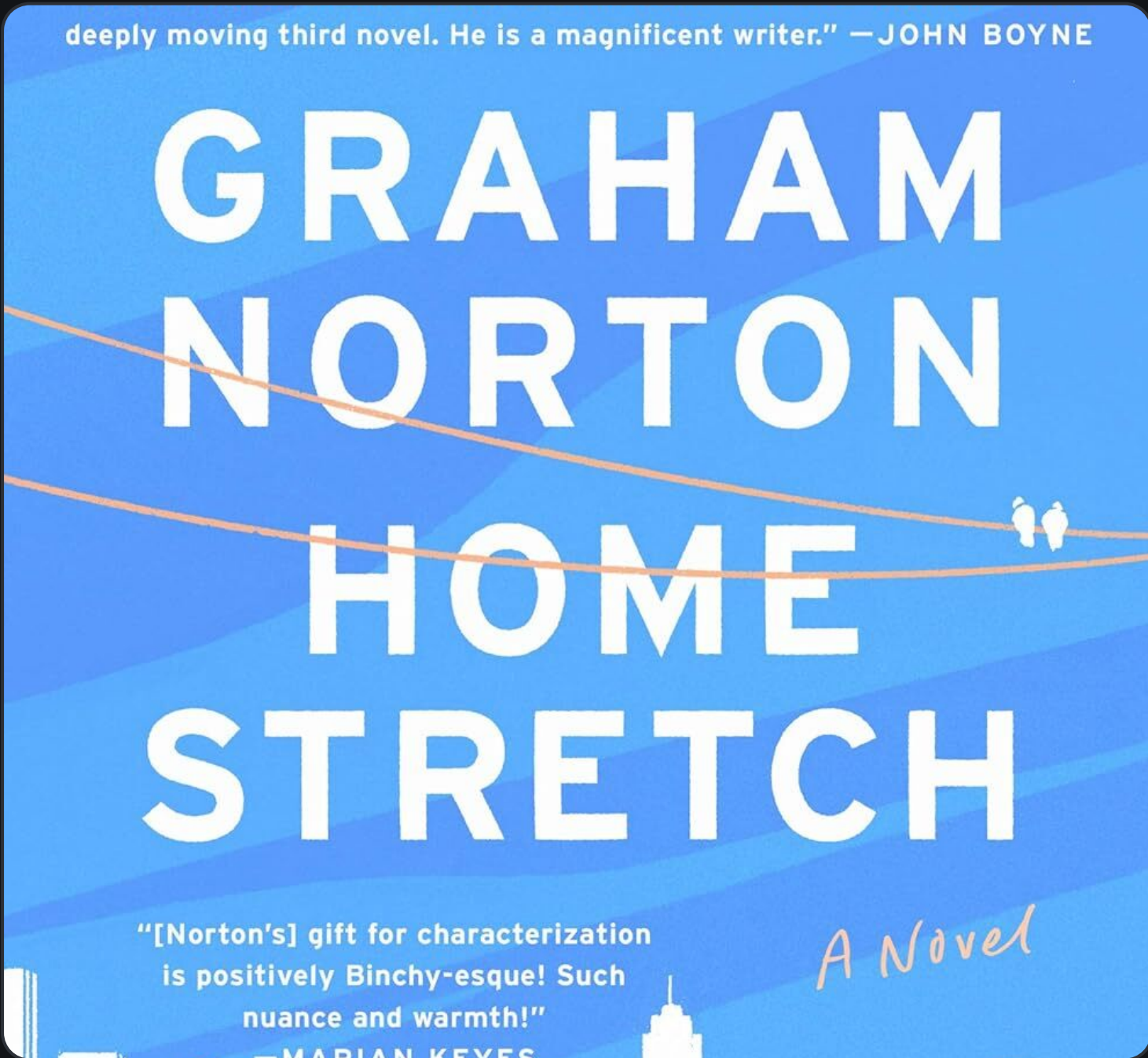
Index-STD website

Web



No Tech-Zone sign

Signage



Home Stretch cover

Book cover

Legacy

2011

Added to MoMA's permanent collection

90s

“One of the most popular faces of the 90s”,
Communication Arts

Gotham

Frere-Jones said
Gotham's source
lettering reminded him
of Interstate

Thanks!

