

New fonts for
the new Globe
and Mail

New fonts for
the new Globe
and Mail

Globe and Mail redesigned with custom Shinn fonts

Edgy, sophisticated typography for Canada's national newspaper

On April 23rd, 2007, The Globe and Mail launched a radical new format, with fonts designed by Toronto type designer Nick Shinn, who also provided the custom headline styles in the previous design of 1999.

Editorial Art Director David Pratt's redesign positions the paper at the leading edge of the dramatic changes now sweeping "the Press". Behind the design, two primary factors: first, the industry-wide trend to narrower paper rolls, with the Globe and Mail losing 1½ inches off its page width; and secondly, a tighter integration between the company's burgeoning online site and its print flagship, in both reporting and production.

With many stories containing text and information pulled out of the main read and presented in sidebar paragraphs and as captions, breakouts, summaries, infographics and links, the need is for complex typography which keeps its cool without getting too busy. Traditionally, the hierarchy which structured these layers of ancillary information relied on pointed contrast between the basic typographic classes of serif and sans serif type style, regular and bold weight, and normal and condensed proportions. Now, the new design moves to an all sans, graduated weight, single proportion concept, with the innovative use of two stylistic variants of one custom typeface to provide colour and layout flexibility.

These two variants are GM News and GM Sans, designed by Shinn as the poles of a stylistic opposition within the sans-serif genre, which contrast an elaborate, humanist, calligraphically-informed execution (GM News) with stripped-down modernism (GM Sans).

The two-sans figuration is used throughout the paper in many combinations. For instance, department headings in all-cap GM Sans appear above headlines in GM News. Most interesting, perhaps, is the assignment of GM News to the main news headlines, with GM Sans being applied to headlines in the feature sections. In general, the premise is that for a paper which is read daily, headlines don't need to shout, and navigation may rely on subtle cues.

The new text face, Shinn's GM Text, follows the lead of the main headline face in being humanist—i.e. old style—which is unusual for a news text font. It is an economical face with small, quite narrow capitals that are shorter than the ascenders, and a lower case which produces a lively profile at the x-height. It is optimized for the setting of the Globe and Mail: 9 pt. size on 9½ pt. leading, rag right on a 10 pica column.

The pairing of all-sans heads with all rag-right body text, set in humanist types, is unique in a newspaper.

The fonts will be commercially released in May, 2008.

THE GLOBE AND MAIL FONTS

GM News

Thin	<i>Thin Italic</i>
Extra Light	<i>Extra Light Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>
Extra Bold	<i>Extra Bold Italic</i>

GM Sans

Thin	<i>Thin Italic</i>
Extra Light	<i>Extra Light Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>
Extra Bold	<i>Extra Bold italic</i>

GM Text

Regular	<i>Italic</i>
Bold	<i>Bold Italic</i>

GM Serif

Fine
Regular

GM Flag

**THE GLOBE
AND MAIL**

GM Text

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz&z
 0123456789 0123456789

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

GM Sans

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

GM Sans Italic

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&z
0123456789 0123456789

About Shinntype

Shinntype was founded in Toronto in 1999 to publish the type designs of Nick Shinn, and has since released 16 retail typeface families. Shinntype fonts are available from Faces, Fonts.com, FontHaus, FontShop, Fontworks, MyFonts, Phil's Fonts and Veer.

Commissioned work is also undertaken: custom typefaces have been produced for newspapers such as *The Birmingham News* (Alabama), *The Chicago Tribune*, *The Daily Express* (London), *The Daily Mail* (London), *The Globe and Mail* (Toronto), *The Montreal Gazette*, and *The St. Petersburg Times* (Florida). Custom fonts, with exclusive rights, have been created for corporations such as Thomson Nelson, Enbridge, Rogers Communications Inc., and Martha Stewart Living.



About the designer

Nick Shinn, R.G.D., has lived in Toronto since 1976. During the 1980s he was an art director and creative director at a number of ad agencies. He was a partner in the environmental marketing company Earthmark from 1988-1990. He went digital in 1989 and started Shinn Design, specializing in publication design during the 1990s.

Since 1980 he has designed over 20 type families for a variety of publishers. In 1999 he went into the font business full time, launching Shinntype to publish and market his fonts worldwide.

Shinn's eclectic type designs run the gamut from revivals to experimental work exploiting new technology, and are used in everything from packaging and advertising to internet, book, magazine, and newspaper publishing around the world. He has created dozens of retail fonts, including the casual classic Fontesque, the OpenType script Handsome Pro, and most recently Softmachine, "designed for outlines and special effects". In 2001 he was commissioned to design the Richler commemorative typeface. He is currently developing a suite of typefaces for international use, with Latin, Greek, and Cyrillic alphabets.

Shinn has written for magazines including *Applied Arts*, *Druk*, *Eye*, *Graphic Exchange*, and *Typographic*, has spoken at the ATypI, TypeCon and Graphika conferences, and taught at Seneca College and York University in Toronto. From 2002 to 2006 he served as a board member of the Society of Typographic Aficionados (SOTA), which puts on the international conference TypeCon every year, and brought it to Toronto in 2002.

SHINNTYPE

364 Sunnyside Ave.
Toronto, Ontario, Canada
M6R 2R8
(416) 769-4198

Trademarks: Softmachine, Panoptica, Handsome and Richler are trademarks of Shinn Type Foundry Inc. Fontesque is a trademark of FSI International. InDesign, Photoshop and Illustrator are registered trademarks of Adobe Corporation. Quark XPress is a registered trademark of Quark Inc. OpenType is a registered trademark of Microsoft Corporation.