

Tips for using the

Zapfino type family

EXTRA

- ▶ Zapfino™ family
- ▶ Ligatures
- ▶ Hyper flourishes
- ▶ Overlaps
- ▶ Ornaments and applications

The Zapfino Extra font family

- ▶ Zapfino has four alphabets which can be interchanged and mixed together. For example, you could mix the basic alphabet with any of the lower case variants from one of the other alphabets. Or you could create a particular style by replacing the simpler individual caps with the more swashy caps from the other character sets.

- ▶ Zapfino One

abcdefghijklmnopqrstuvwxyz 0123456789 ABC
DEFGHIJKLMNOPQRSTUVWXYZ

- ▶ Zapfino Two

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMN OP
QRSTUVWXYZ



◆ Zapfino Three

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNO P
QRSTUVWXYZ

◆ Zapfino Four

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNO P
QRSTUVWXYZ



Caps in Zapfino ONE

- ◆ For words written entirely in capital letters, use the caps in Zapfino One by themselves. Make sure you balance the spaces between the characters carefully; find the most graceful solution by using kerning and character spacing.

CERTIFICATE regular letter spacing

MENU narrow spacing

 *DIPLOMA*  wide spacing

-
- ◆ If you have written a word in all caps from Zapfino One, try substituting a special initial cap from one of the more swashy choices in Zapfino Two, Three or Four – this looks good in titles and to show emphasis.

WASHINGTON · NEW YORK



Zapfino Upstrokes and SMALL CAPS

- ◆ Zapfino Extra has special characters with more elaborate ascenders and descenders for the following letters:

a b c d e g h i k l m n o r s t u w

They are used at the beginning of a word or to even out the spacing between two characters.

The art of calligraphy

- ◆ When an abbreviation, acronym, company name or product name falls within a sentence, it will look better if written in small caps; for example *LINOTYPE™*. Small caps can be used with or without a regular capital letter at the beginning of a word. Centering the small cap letters in the middle of the regular capital height creates a pleasing effect, for example for short headings.

SMALL CAPS

ABCDEFGHIJKLMN OPQRSTUVWXYZ

CENTER SMALL CAPS



Additions to the Zapfino type family

- ◆ “Anniversary figures” have been designed for certificates, decorative documents, and collateral materials for special occasions. Ornaments will give your document or project sparkle and distinctive flair, especially when printed in a large size or in color.

25 50  25  75 100

- ◆ A range of title abbreviations are provided for use on invitations or for addressing envelopes. You can create these yourself for any language, using elevated *abcdefghijklmnopqrstuvwyz* or lower set *abcdefghijklmnopqrstuvwyz* characters.

Dr. Cie Co Esq. Jr. H^t. Lt^d Mc M^{lle}. M^{me}
Mr. Mrs. M^s. N^o. Sig. Sr. Sra. S^{ta}. S^t. %

- ◆ Ordinal numbers

42nd Street

1st 2nd 3rd 4th 5th 6th 7th 8th 9th 0th



Ligatures and final letters – 1

Æ	Æ	Æ	Æ	Œ	Œ	Œ	Œ	T	æ
c	d	a	E	e	>	z	f	F	V
fi	fi	fl	fl	x]	b	k	g	G
i	[L	l	n	*	æ	O	o	P
h	?	p	+	R	r	m	q	Q	s



Ligatures and final letters – 2

<i>ss</i>	<i>st</i>	<i>ſt</i>	<i>th</i>	<i>th</i>	<i>the</i>	<i>tt</i>	<i>tt</i>	<i>tz</i>	<i>wh</i>
,	=	U	t	<	@	v	{	y	W
<i>wn</i>	<i>Q</i>	<i>E</i>	<i>Ee</i>	<i>E</i>	<i>Q</i>	<i>Q</i>	<i>E</i>	<i>—</i>	<i>—</i>
w	&	&	&	&	&	%	\$	&	%
<i>as</i>	<i>as</i>	<i>D</i>	<i>D</i>	<i>e</i>	<i>e</i>	<i>e</i>	<i>e</i>	<i>e</i>	<i>f</i>
A	a	D	w	E	I	J	K	H	f
<i>n</i>	<i>n</i>	<i>n</i>	<i>o</i>	<i>r</i>	<i>r</i>	<i>s</i>	<i>t</i>	<i>t</i>	<i>y</i>
F	n	N	o	r	q	s	t)	y

 Zapfino One
  Zapfino Two
  Zapfino Three
  Zapfino Four
  Zapfino Alternate



Ornamental and hyper flourishes

- ◆ Be sparing in your use of the ornamental and hyper flourishes to avoid making a text look too ornate. If such characters are used only in the first or last line of a paragraph, they will give your document a tasteful touch of elegance. Be sure to pay attention to how these special characters are balanced in your text by carefully placing them between two words or between two characters.



Use the cross-stroke to link the ornamental forms of the letters f or t at the start of a line.



Overlapping lower case letters

- ◆ Make sure your lines are not spaced too closely together; you want to avoid having swash characters overlap too often. An occasional graceful overlap looks good, but check your text for dark places or harsh collisions. Try substituting Zapfino variants for individual letters to avoid any particularly bad overlaps.

*Der Traum eines Schriftkünstlers seit 1944,
realisiert nach über 50 Jahren durch digitale
technische Möglichkeiten.*

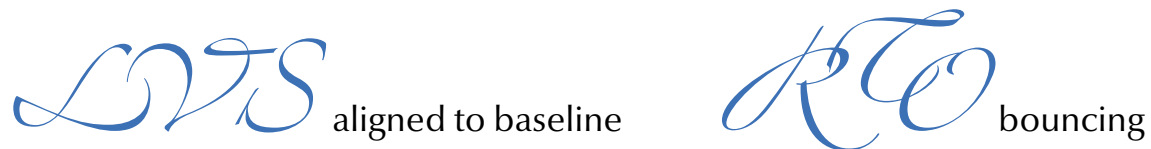
- ◆ It is sometimes advisable to move a line slightly, even if it lies on the center axis. But often you just need to slightly alter the space between the words if touching swashes are spoiling the effect. Do a test print to view the results of your work.

*p and
k would touch* move them slightly to the right



Applications for ornamental characters

- ◆ The ornamental caps are not suitable for whole words. However, they give a pleasing appearance to monograms and combinations of a few characters.



- ◆ The Zapfino ornamental caps can be used as initials for a range of fonts. Here are two examples, one used with Optima Antiqua and the other with Palatino.

Note: The strong slant of Zapfino is not compatible with normal italic fonts. Usually the Zapfino slant is much steeper than the average italic. When considering which font to combine with a Zapfino initial, a roman or upright font will provide an appealing and dramatic visual contrast.

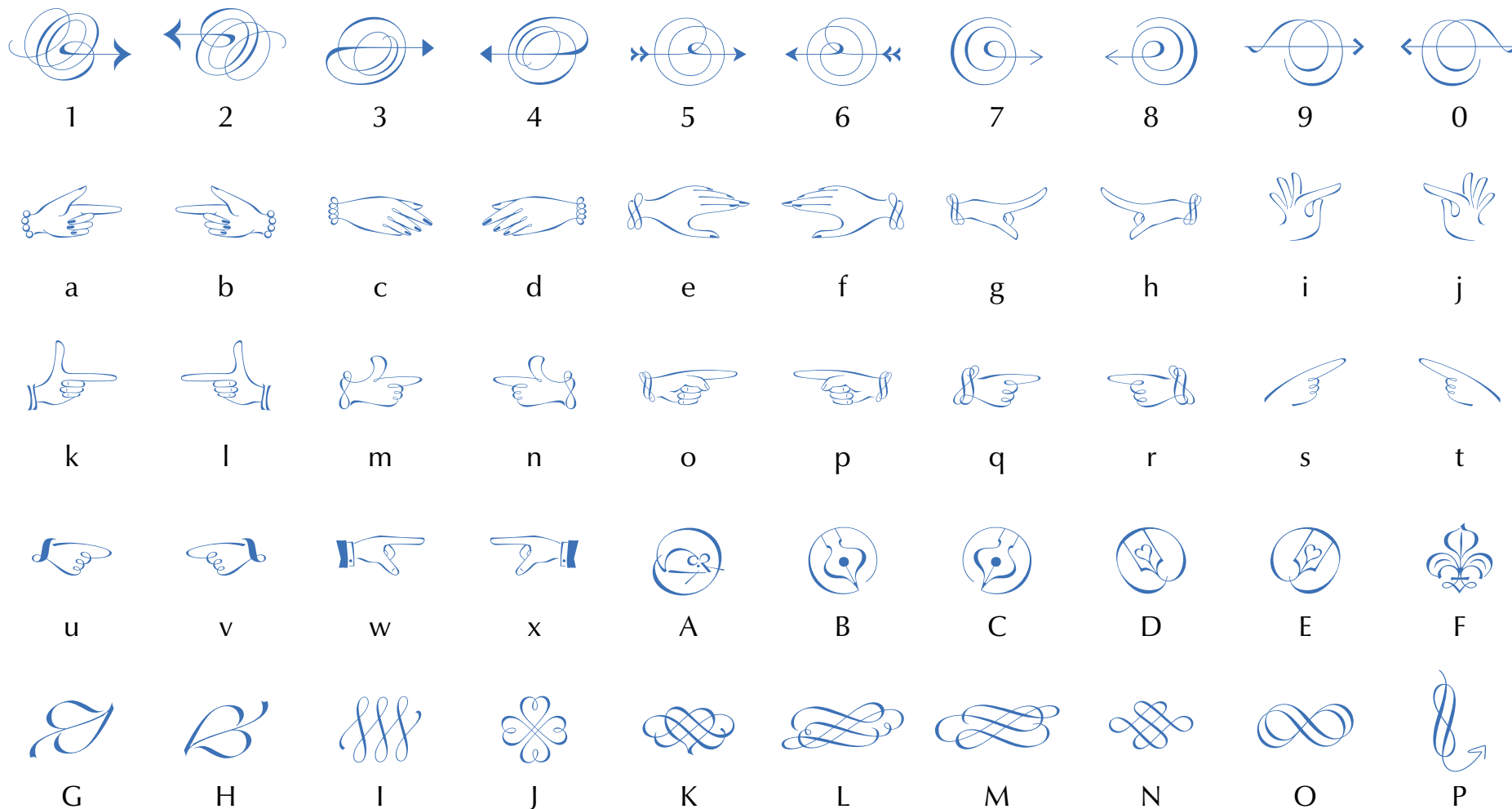
*E*xample of a raised initial put into the left margin and in alignment with the first text line composed in Optima nova.

*R*aised initials taken from Zapfino can be combined with a variety of other typefaces like here with Optima nova.






























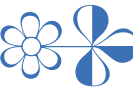




















*A*nother example, this drop cap spans three lines and can also span two or four lines in Linotype Palatino.



Zapfino Ornaments – 1



Zapfino Ornaments – 2


									
Q	R	S	T	U	V	W	X	Y	Z
									
Alt+5	Alt+6	Shift+Alt+7	Shift+Alt+6	Shift+-	y	z	Alt+9	Alt+7	Alt+8
									
.	-	/	:	;	<	?	Shift+<	Alt+l	Shift+`+Space
									
!	ß	#	\$	%	&	§	()	*
									
+	,	Alt+ö	Ä	Ö	Alt+Shift+ä	Alt+ä	Alt+Shift+ö	ü	Alt+n



Applications for Zapfino Ornaments

- ◆ You can combine ornaments with page numbers or as decoration. Use a judicious distance between the ornament and the page number to enhance legibility.



-
- ¶ A paragraph symbol at the start of a block of text accentuates the emphasis given to a particular section.
An appropriate flourish can be placed at the end of a text.
We recommend increasing the line spacing to ensure sufficient space. 



We hope you enjoy using Zapfino. We encourage you to experiment with the variations. You will soon discover the versatility of this unique type family, and we hope you'll be inspired to create your own attractive documents with Zapfino.

Linotype Library Team

