

Artcraft™ Pro

Portraying Domestic Industry

American & European

One hundred definitions of the word “Love”

An Invite to Riverside Tramways

Artcraft™ Pro

About this font

Artcraft Pro is a digital interpretation by Jim Ford which is based on Robert Wiebking's 1912 cutting of Artcraft Roman. The Pro character set includes alternates, swashes and ligatures, many which can also be found in the metal version.

The delicate Artcraft lends an old-fashioned charm to greeting cards, wedding invitations, and formal stationery. Type Foundry - The Font Company. Character Set - Latin-1 plus Typographic Extras as OpenType features.

Artcraft Pro contains Latin, Euro Symbol, Ligatures, Swashes, Alternates.

An OpenType-savvy application is required to access the OpenType typographic features.



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€ **Euro**

Includes the new euro currency symbol, which represents the standard currency in the European Union member countries.

€

ff **Ligatures**

Ligatures are designed to correct awkward combinations where letters may collide. This font contains an extended set of ligatures beyond the basic “fi” and “fl” ligatures found in most fonts.

fi fl ff ffi ffl (Standard)

Œ Th ct œ st fh ty tẏ tý tý̇ tÿ tÿ̇ çt

(Discretionary)

H Swashes

Swash capitals can be used effectively for expressive passages of text, or for titles and signage when an elegant touch is called for.

A B D M N P R T À Á Â Ã
Ä Å Ñ

g Alternates

The alternate forms were designed to give words a slightly more animated and informal appearance and to lend more interest to type composition.

f g r ty ty' ty'' y y' y''

About the Designer



Jim Ford is a type designer and graphic designer, and joined Ascender's type design and development team in June 2005. A native to the Chicagoland area, Jim studied advertising art direction at Columbia College in Chicago before changing course to pursue a career in type design. He received his BFA in Graphic Design in 2005, shortly after joining Ascender's type design and development team. Although good penmanship and drawing skills have been under his belt since childhood, Jim developed an interest in typography while attending Columbia. Professor and type designer George Thompson proved to be an invaluable mentor while Jim was growing as an aspiring type designer.

Before Ascender, Jim worked at a local advertising agency and was a freelance graphic designer, and was involved in a variety of projects from brand identity systems to publications, illustrations to rock posters. In fact, his lettering and typographic experiments for band fliers may have sparked his interest in type design.

At Ascender, Jim has worked on custom typefaces for a range of corporate branding clients, fonts for software and hardware developers, and also retail fonts for the AscenderFonts.com and FontMarketplace.com websites. Some of his type designs include: Artcraft Pro, Ayita™, Captain Quill™ and a handful of other fonts which are in progress.

Jim lives in Delavan, Wisconsin with his girlfriend Katie, son Riley, two cats and a dog. When he's not designing typefaces or having fun playing dad, Jim is working hard on his other passion, music. Jim plays bass and other instruments, and is bandleader/producer for the Chicago-based collective improv group, Duchamp.