

ZETA FONTS  FOUNDRY

Eastman

A Geometric Sans **workhorse** family



Name: Eastman
Classification: Sans Serif
Publisher: Zetafonts Type Foundry
Designers: Francesco Canovaro
Andrea Tartarelli

Release year: 2020
Styles: 20 weights, 2 styles with matching *italics*
Available: www.zetafonts.com/Eastman

ABOUT

Eastman was designed in 2020 for Zetafonts by Francesco Canovaro and Andrea Tartarelli with help from Solenn Bordeau. It is a geometric sans workhorse family developed for maximum versatility both in display and text use, with a wide weight range and a solid monolinear design featuring a tall x-height that makes Eastman extremely readable on paper and on the screen.

Influenced by Bauhaus ideals and contemporary minimalism, but with a nod to the pragmatic nature 19th century grotesques, Eastman has been developed as a highly reliable tool for design problem solving, and given all the features a graphic designer needs - from a wide language coverage (thanks to over one thousand and two hundred latin, cyrillic and greek characters) to a complete set of open type features (including small capitals, positional numbers, case sensitive forms).

An impressive array of alternate characters and stylistic sets allows to fine-tune your editorial and branding design by choosing unique, logo-ready variant letter shapes. The twenty weights of the base family have been complemented by a display-oriented alternate family, as well as one variable version, bringing the full family to an impressive count of 41 fonts. Eastman excels in both body text, headings and wordmarks and it is your new option for a universal geometric grotesque.

Eastman



Ag

Thin

Ag

Extralight

Ag

Light

Ag

Regular

Ag

Regular Offset

← Free

Ag

Medium

Ag

Bold

Ag

Extrabold

Ag

Black

Ag

Heavy

Ag

Alt Thin

Ag

Alt Extralight

Ag

Alt Light

Ag

Alt Regular

Ag

Alt Regular Offset

← Free

Ag

Alt Medium

Ag

Alt Bold

Ag

Alt Extrabold

Ag

Alt Black

Ag

Alt Heavy

EASTMAN
10 WEIGHTS and 2 STYLES





Antifašistická Akcia!!

The truth will set you free. But not until it is finished with you.

Cantina Castelões™

The richest man is not he who has the most, but he who

Değiştirilemez Teklif

The sun machine is coming down, and we're gonna have a

Linee sospese per neve

Always forgive your enemies; nothing annoys them so much

Ert þú Bókstafstrúar

“All that we see or seem is but a dream within a dream.”

Condizioni, pagamenti

The cure for boredom is curiosity. There is no cure [...]

David Foster Wallace

Ground Control to Major Tom. Can you hear me, Major

Irwin Allen Ginsberg

You miss 100 % of the shots you never take. Do you?



“LÄBIVIIMISESSE”

the man who only has a hammer, everything he encounters

UNA GENEROSA[...]

Over thinking, over analyzing, separates the body from the..

PAŞALÂCUL BUDA!!

Wear the grudge like a crown of negativity calculate what

DI ENERGIA E FORZA

We are what we repeatedly do; excellence, then, is not a choiche

FRANĀISKU JĀEMPEL

We can be heroes, forever and ever. What d'you say? [...]

AZGARAD FETIŠISM

I worry about being a success in a mediocre world(?)

150 COPII FRUMOŞI

We are choosing to be here right now hold on, stay inside

¿ES INESCRUTABLE?

I'd rather live with a good question than a bad answer.



Antifašistická Akcia!!

The truth will set you free. But not until it is finished with you.

Cantina Castelões™

The richest man is not he who has the most, but he who

Değiştirilemez Teklif

The sun machine is coming down, and we're gonna have a

Linee sospese per neve

Always forgive your enemies; nothing annoys them so much

Εἶτ πύ Βókstafstrúar

“All that we see or seem is but a dream within a dream.”

Condizioni, pagamenti

The cure for boredom is curiosity. There is no cure [...]

David Foster Wallace

Ground Control to Major Tom. Can you hear me, Major

Irwin Allen Ginsberg

You miss 100 % of the shots you never take. Do you?



“LÄBIVIIMISESSE”

the man who only has a hammer, everything he encounters

UNA GENEROSA[...]

Over thinking, over analyzing, separates the body from the..

PAȘALÂCUL BUDA!!

Wear the grudge like a crown of negativity calculate what

DI ENERGIJA E FORZA

We are what we repeatedly do; excellence, then, is not a choiche

FRANČISKU JČEMPËL

We can be heroes, forever and ever. What d'you say? [...]

AZGARAD FETIŠISM

I worry about being a success in a mediocre world(²)

150 COPII FRUMOȘI

We are choosing to be here right now hold on, stay inside

¿ES INESCRUTABLE?

I'd rather live with a good question than a bad answer.



TEXT PROOF

Light&Medium Italic 10 pt

The so-called 'psychotically depressed' person who tries to kill herself doesn't do so out of quote **'hopelessness'** or any abstract conviction that life's assets and debits do not square. And surely not because death seems suddenly appealing. The person in whom its invisible agony reaches a certain unendurable level will kill herself the same way a trapped person will eventually jump from the window of a burning high-rise.

Thin 15 pt

The so-called 'psychotically depressed' person who tries doesn't do so out of quote 'hopelessness' or any abstract

Light 15 pt

that life's assets and debits do not square. And surely not death seems suddenly appealing. The person in whom

Regular 15 pt

agony reaches a certain unendurable level will kill her

Bold 15 pt

way a trapped person will eventually jump from the

Extrabold 15 pt

burning high-rise. Make no mistake about people w

Black 15 pt

burning windows. Their terror of falling from a gre

Heavy 15 pt

still just as great as it would be for you or me sta

Thin pt 9

① THE MAN WITHOUT QUALITIES (1930) - "A barometric low hung over the Atlantic. It moved eastward toward a high-pressure area over Russia without as yet showing any [...], Robert Musil

Extralight pt 9

② GRAVITY'S RAINBOW (1973) - "It has happened before, but there is nothing to compare it to now. It is too late. The Evacuation still proceeds, but it's all theatre.,,

Light pt 9

③ ULYSSES (1922) - "Stately, plump buck mulligan came from the stairhead, bearing a bowl of lather on which a mirror and a razor lay crossed. A yellow dressing gown, ungirdled., James Joyce

Regular pt 9

④ MATTATIOIO N.5 (1969) - "È tutto accaduto, più o meno. Le parti sulla guerra, in ogni caso, sono abbastanza vere. Un tale che conoscevo fu veramente ucciso, [...], Kurt Vonnegut

Regular Offset pt 9

① A TALE OF TWO CITIES (1859) - "It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief[...],

Medium pt 9

⑤ IF ON A WINTER'S NIGHT A TRAVELER (1979) - "You are about to begin reading Italo Calvino's new novel, If on a winter's night a traveler.,, Italo Calvino

Bold pt 9

⑥ THE CATCHER IN THE RYE (1951) - "If you really want to hear about it, the first thing you'll probably want to know is where I was born [...]

Extrabold pt 9

⑦ THE MAKING OF AMERICANS (1925) - "Once an angry man dragged his father along the ground through his own orchard.,, Gertrude Stein

Black pt 9

⑧ White Noise (1985) - "Le station wagon arrivarono a mezzogiorno, lunga fila lucente che attraversò il settore occidentale del campus.,,

Heavy pt 9

⑨ ROBINSON CRUSOE (1719) - "I was born in the Year 1632, in the City of York, of a good Family, tho' not of that Country, my Father being a Foreigner of Bremen, who settled first at Hull [...], Daniel Defoe



20pt / 24 - Mixed Weights

Nero (*Latin: Nero Claudius Caesar Augustus Germanicus*) was the last Roman emperor of the **Julio-Claudian dynasty**. He was born Lucius Domitius Ahenobarbus on *15 December 37 ad* in Antium. Nero was adopted by his great-uncle Claudius and became his heir and successor. Nero's mother, **Agrippina the Younger**, was likely implicated in Claudius' death and Nero's nomination as em-

16pt / 20 - Mixed Weights

During the early years of his reign, Nero was content to be guided by his mother, his tutor **Lucius Annaeus Seneca** and his Praetorian prefect, *Sextus Afranius Burrus*. As time passed, he started to play a more active and independent role in government and foreign policy. During his reign, the redoubtable general Corbulo conducted a successful war and negotiated peace with the **Parthian Empire**.

His general **Suetonius Paulinus** crushed a major revolt in Britain, led by the *Iceni Queen Boudica*. **Nero** focused much of his attention on diplomacy, trade and the cultural life of the empire, ordering theatres built and promoting athletic

12pt / 16 - Mixed Weights

Nero's rule is usually associated with *tyranny and extravagance*. Most Roman sources, such as **Suetonius and Cassius Dio**, offer overwhelmingly negative assessments of his personality and reign. Tacitus claims that "the Roman people thought him compulsive and corrupt". **Suetonius** tells that "*many Romans believed that the Great Fire of Rome was instigated by Nero to clear the way for his planned palatial complex, the Domus Aurea.*" According to Tacitus he was said to have seized Christians as scapegoats for the fire and burned them alive, seemingly motivated not by public justice but by personal cruelty. Some **modern historians** question the reliability of the ancient sources on Nero's tyrannical acts. A few sources paint Nero in a more favorable light. There is evidence of his popularity among the Roman commoners, especially in the eastern provinces of the Empire, where a popular legend arose that Nero had not died and would return.

10pt / 14 - Mixed Weights

Nero's father, **Domitius**, died in 40. A few years before his death, Domitius had been involved in a political scandal that, according to Malitz: "could have cost him his life if Tiberius had not died in the year 37, since in the previous year, Nero's **mother Agrippina** had been caught up in a scandal of her own". Caligula's beloved sister Drusilla had recently died and Caligula began to feel threatened by his brother-in-law *Marcus Aemilius Lepidus*. Agrippina, suspected of adultery with her brother-in-law, was forced to carry the funerary urn after Lepidus' execution. Caligula then banished his two surviving sisters, **Agrippina and Julia Livilla**, to a remote island in the Mediterranean Sea. According to *The Oxford Encyclopedia of Ancient Greece and Rome*, Agrippina was exiled for plotting to overthrow Caligula.

8pt / 12 - Mixed Weights

Caligula's reign lasted from 37 until 41. He died from multiple stab wounds in January of 41 after being ambushed by his own Praetorian Guard on the Palatine Hill. *Claudius succeeded Caligula as Emperor*. Agrippina married Claudius in 49 ad and became his fourth wife. By February 49, she had persuaded Claudius to adopt her son Nero. After Nero's adoption, "Claudius" became part of his name: **Nero Claudius Caesar Drusus Germanicus**. Claudius had gold coins issued to mark the adoption. Classics professor Josiah Osgood has written that "*the coins, through their distribution and imagery alike, showed that a new Leader was in the making.*" **David Shotton** noted that, despite events in Rome, Nero's step-brother Britannicus was more prominent in provincial coinages during the early 50s. The ancient biographer Suetonius, who was critical of Nero's ancestors, wrote that Augustus had reproached Nero's grandfather for his unseemly enjoyment of violent gladiator games. According to **Jürgen Malitz**, Suetonius tells that Nero's father was known to be "irascible and brutal", and that both "enjoyed chariot races and theater performances to a degree not



STYLISTIC ALTERNATES

Stylistic Alternates or **Stylistic Sets** were designed to offer a secondary form of a character.

Ragnarok
↓ ↓ ↓ ↓
Ragnarok

STYLISTIC SET 01, 02, 03...

There are more than one **Stylistic Set**. Check out the possibilities of text appearance.

ALEMANIA
↓
ALEMANIA



ALTERNATE FIGURES

Tabular Figures are especially useful while setting columns of numbers, such as in financial reports.

PROPORTIONAL LINING

123



TABULAR LINING

1|2|3|

PROPORTIONAL OLD STYLE

123



TABULAR OLD STYLE

1|2|3|

POSITIONING FIGURES/FRACTIONS

These various kind of figures are used for fractions, footnote references, chemical compounds, and as mathematical exponents.

⁵/₈

FRACTION

H₂O

SUBSCRIPT-INFERIOR

D₂₃₄

DENOMINATOR

1^o2^a

ORDINALS

X¹²

SUPERSCRIPT
SUPERIOR

N¹²³

NUMERATOR



SMALLCAPS

Small Caps feature substitutes lowercase with a capital versions of the letters sets within the x-height

Tropicalia
↓
TROPICALIA

CYRILLIC SCRIPT

дем ипсум дол
импетус дисп
лфеточка фий



NUMBERS

1200+ chars
219 languages
3 scripts: latin, greek, cyrillic

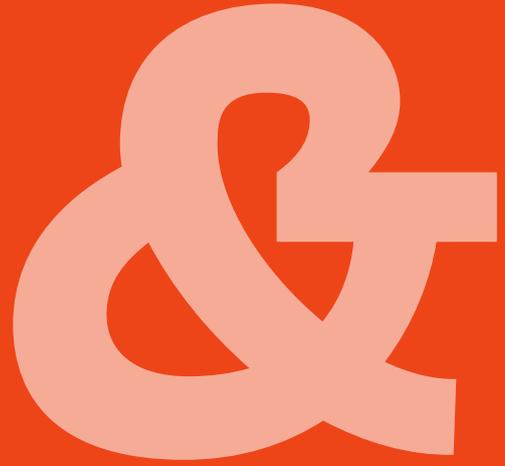
COMMON LANGUAGES

Afrikaans, Albanian, Asu, Azerbaijani, Basque, Bemba, Bena, Bosnian, Breton, Bulgarian, Catalan, Chiga, Colognian, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, Ganda, German, Greek, Gusii, Hungarian, Icelandic, Inari Sami, Indonesian, Irish, Italian, Jola-Fonyi, Kabuverdianu, Kalenjin, Kinyarwanda, Low German, Lower Sorbian, Luo, Luxembourgish, Luyia, Macedonian, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Morisyen, North Ndebele, Northern Sami, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Portuguese, Quechua, Romansh, Rombo, Rundi, Russian, Rwa, Samburu, Sango, Sangu, Scottish Gaelic, Sena, Serbian, Shambala, Shona, Slovak, Slovenian, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Teso, Turkish, Turkmen, Ukrainian, Upper Sorbian, Vunjo, Walser, Welsh, Western Frisian, Wolof, Zulu

▼ Fyodor Mikhailovich Dostoevsky

Russian: Фёдор Михайлович Достоевский
Mikháylovich Dostoyévskiy

Sometimes transliterated Dostoyevsky, was a novelist, short story writer, essayist and journalist. Dostoevsky's literary works explore human psychology in troubled political, social, and spiritual atmospheres of 19th-century Russia, and engage with a variety of philosophical and religious themes. His most accomplished works include Crime and Punishment (1866) (1869), Demons (1872), and The Brothers Karamazov (1880). Dostoevsky's body of works consists of three novellas, 17 short stories, and numerous other works. Many literary critics rate him as one of the greatest psychological novelists in world literature.



THE DAILY NEWSPAPER

▼ EASTMAN SS01

Thursday, 07.05.2020

Est.2020

Museum in Marrakech Celebrates Legendary Fashion Designer Yves Saint Laurent

Located in Marrakech, the Musée Yves Saint Laurent is a grand homage to the great Parisian fashion designer Yves Saint Laurent. Housing a selection of clothing, haute couture accessories, and sketches from the Fondation Pierre Bergé – Yves Saint Laurent, the

museum both celebrates and conserves the work of Saint Laurent. The Parisian designer had a special affinity for Morocco, having restored and lived at the famed Majorelle Garden. This makes the museum's location nearby all the more appropriate.

WHAT'S NEW?

Can you live without technology?

Full story

Page 9

Working hard for a better lifestyle?

Full story

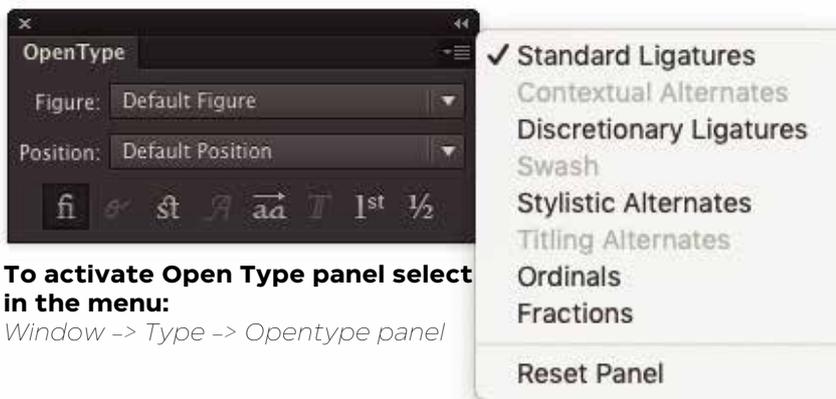
Page 15



HOW TO USE FEATURES

All Zetafonts typefaces feature extra glyphs and functions that are available with Open Type technology (works on Adobe software, Word, and newer Os).

Open Type features are activated in Illustrator, InDesign and Photoshop through multiple option checks in the Type → Open Type panel.



To activate Open Type panel select in the menu:

Window -> Type -> Opentype panel

The OpenType format makes it possible to incorporate typographic features, such as small caps, ligatures, old style numerals and lining numerals, all within one font file, thereby simplifying font management and usage.

FOR MORE INFORMATION CHECK OUR **FAQ PAGE:**

<http://bit.ly/zetafaq>



AVAILABLE FORMATS AND INSTALLATION SPEC

In the package are available the most common file format for every purpose:

TTF, OTF, EOT, WOFF, WOFF2

→ **Install on Windows 10**

Once downloaded, right-click on the file, select “Extract All”. After extraction (or accessing the file at its downloaded destination), right-click on the file and select “Install”. Otherwise navigate to Cortana’s search field on the taskbar, type “Control Panel” and click the corresponding result. With the Control Panel open, navigate to “Appearance and Personalization” and click on “Fonts” in the main window.

Here you can Drag and Drop your files.

→ **Install on Mac OS**

Double click the unzipped font file and Font Book will open a preview of the font. Click “Install Font” at the bottom of the preview.



HOW TO GET THE FONT

In order to use our fonts in a commercial project, you need to pay a license fee that varies according to usage and number of users. Acquiring a license on our website www.zetafonts.com is the fastest way. You will be able to download the fonts immediately after the payment. Our website accepts payments with credit card or with PayPal account, both using PayPal POS that accepts all main credit cards. For more information about licensing, visit www.zetafonts.com/licensing

TRY BEFORE YOU BUY

Our fonts are free to try and for personal/non-commercial use. You can download the trial version in order to test the integration in your design by visiting the font page on www.zetafonts.com

CUSTOM FONT

Custom fonts is part of the services we offer as a type foundry. This include design completely new typefaces, modifications of existing ones, or creation of special language sets. For more information visit: www.zetafonts.com/custom-fonts

WEB FONTS

All Zetafonts typefaces are available also as webfonts as self-hosting webfont licence. We provide the fonts as EOT, WOFF, WOFF2 formats.



Zetafonts is a Ligature srl division

LIGATURE
SRL

Ligature srl
via ghibellina 100
50122 Florence
Italy

info@zetafonts.com
www.zetafonts.com

Zetafonts is an independent digital type foundry run by an Italian type designer Team and currently based in Florence.

It has spent more than a decade designing typefaces for print, digital, environmental design, branding and corporation.

Besides creating a wide range of high quality retail typefaces, Zetafonts also provides custom typeface design services for commercial and institutional clients.

© 2019 Ligature srl.
All rights reserved.

ZETA FONTS.COM



ZETA FONTS
FOUNDRY

CONTACT: INFO@ZETA FONTS.COM