



SOHO™ A new industrial-strength corporate typeface family

 Monotype Imaging

SOHO™

9 weights & 5 widths of Precision Engineered OpenType
Thin, Extra Light, Light, Regular, **Medium, Bold, Extra Bold, Heavy & Ultra**
Compressed, Condensed, Normal, Extended, Ultra-Extended

New! Designed by Sebastian Lester 2004-2007 for MONOTYPE IMAGING

LIGHT

Industrial Strength OpenType Features

COMPRESSED ULTRA

A functional contemporary aesthetic

REGULAR - STYLISTIC SET 4

Haute Couture from London, Paris & New York

CONDENSED THIN

Clubland House Anthem 2010

ULTRA - STYLISTIC SETS 1 & 4

Corporate Architecture

EXTRA LIGHT

Faster HIGHER **Stronger**

REGULAR ITALIC, COMPRESSED REGULAR, ULTRA-EXTENDED ULTRA

Lifestyles

HEAVY - STYLISTIC SET 4

SPORTS ACADEMY

MEDIUM

Gigantor Science Fiction Arctic Cycle Section

COMPRESSED ULTRA, COMPRESSED MEDIUM, COMPRESSED LIGHT, COMPRESSED THIN

MASSIVE

ULTRA-EXTENDED ULTRA

Ingenuity, dynamism, wealth & power

COMPRESSED MEDIUM - STYLISTIC SET 1

Sunshine Corporation

CONDENSED EXTRA BOLD - STYLISTIC SET 4

TETRAMETHYLDIAMINO BENZHYDRYLPHOSPHINOUS ACID

COMPRESSED REGULAR

Chocolate Serendipity

CONDENSED HEAVY - STYLISTIC SET 1

Hope, Faith, Peace, Love & Compassion

CONDENSED THIN, EXTRA LIGHT, LIGHT, REGULAR, MEDIUM

Standing upon the shoulders of giants

LIGHT

Supercalafragilisticexpialidocious

COMPRESSED EXTRA LIGHT - STYLISTIC SETS 2 & 3

Hoxton Kung Fu Club

ULTRA

Signal Processor

THIN

FOOTBALL

EXTRA BOLD

News and Weather Forecast

CONDENSED REGULAR - STYLISTIC SET 4

Broadcasting Live & Direct

CONDENSED EXTRA BOLD - STYLISTIC SET 4

VALVE

ULTRA-EXTENDED ULTRA

Design Art Fashion Music Food Travel

CONDENSED MEDIUM - STYLISTIC SET 4

AERODROME

COMPRESSED ULTRA - STYLISTIC SET 4

Vegan Cookery Secrets Revealed

CONDENSED BOLD - STYLISTIC SET 4

Versatile Creative Types

CONDENSED THIN - STYLISTIC SET 3

WASHBOARD ABS IN 5 DAYS

HEAVY

Westminster London W1

MEDIUM

Gestalt

EXTENDED ULTRA - STYLISTIC SET 4

Art House Cinema

THIN

UNDERGROUND SUB-CULTURE

CONDENSED ULTRA

Feng shui is a discrete Chinese belief system involving a mix of geographical, religious, philosophical, mathematical, aesthetic, and astrological ideas

COMPRESSED REGULAR

Modernist & Futurist

CONDENSED EXTRA LIGHT

Gough gets final chance to dazzle

COMPRESSED HEAVY

Avant-garde Zeitgeist

LIGHT - STYLISTIC SET 4

D'Arblay Kingly Broadwick Brewer Poland Compton Wardour Great Marlborough Dean

REGULAR

Gratifyingly Burly

EXTENDED ULTRA

ATHLETIC

REGULAR

SKYWAY

ULTRA

Mechanical Sophisticaté

LIGHT

MEDIA INDUSTRY

EXTRA BOLD

I was looking at the ceiling and then I saw the sky

CONDENSED MEDIUM

Snowboards

MEDIUM

Performance

EXTRA LIGHT

Sense Subfocus

COMPRESSED BOLD, CONDENSED EXTRA BOLD - STYLISTIC SETS 1&4

comprehensive and authoritative collection

COMPRESSED EXTRA BOLD

International Design Directory

CONDENSED ULTRA

Source

ULTRA-EXTENDED ULTRA ITALIC

Bouncy Castle Industry Spokesman

CONDENSED BOLD

Islington's First Organic Mineral Hairdressers

COMPRESSED MEDIUM

World Authority

LIGHT ITALIC

Tough & Beautiful

HEAVY ITALIC

The SuperRealist Art Movement

LIGHT ITALIC

Superbrands

ULTRA ITALIC

Cockney Visionaries

ITALIC

Soho's Clubs & Bars

THIN ITALIC

Boé Systems

ULTRA, EXTRA-BOLD - STYLISTIC SET 4

Eco-Chic Aeroblade

MEDIUM

"When a man is tired of London, he is tired of life; for there is in London all that life can afford." Samuel Johnson

COMPRESSED REGULAR

SOHO COMPRESSED

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SOHO NORMAL

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SOHO NORMAL ITALICS – STYLISTIC SET 1

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SOHO ULTRA-EXTENDED, SOHO ULTRA-EXTENDED ULTRA & ITALICS

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SOHO STYLISTIC SETS – Check the support that your design application provides for these OpenType features.
This functionality is not currently available in all desktop publishing packages.

Hamburgefonstiv

DEFAULT SETTING

Hamburgefonstiv

STYLISTIC SET 1

Hamburgefonstiv

STYLISTIC SET 2

Hamburgefonstiv

STYLISTIC SET 3

Hamburgefonstiv

STYLISTIC SET 4

Hamburgefonstiv

DEFAULT SETTING

Hamburgefonstiv

STYLISTIC SET 1

Hamburgefonstiv

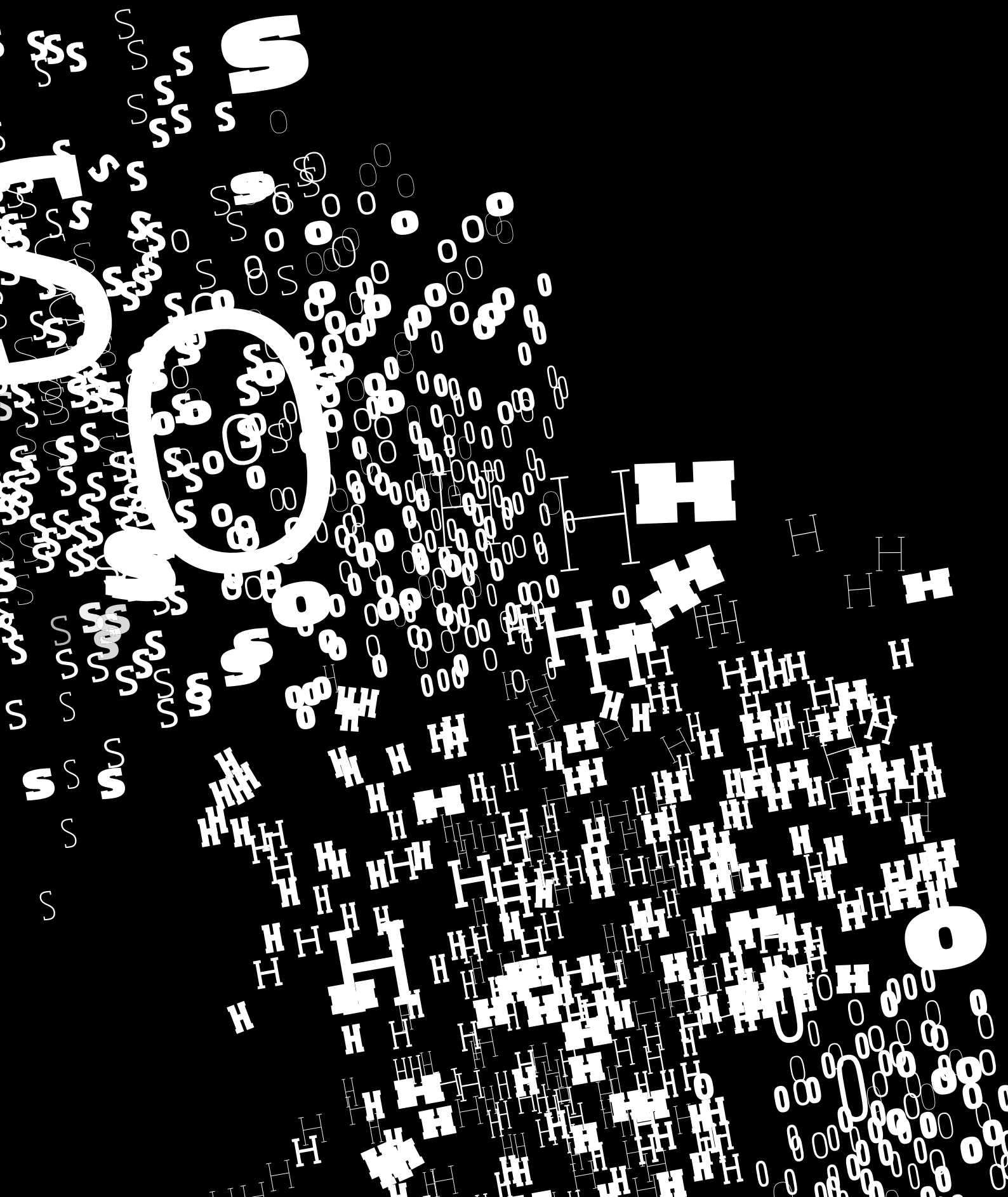
STYLISTIC SET 2

Hamburgefonstiv

STYLISTIC SET 3

Hamburgefonstiv

STYLISTIC SET 4



SOHO COMPRESSED

COMPRESSED THIN

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COMPRESSED MEDIUM

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SOHO NORMAL

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SOHO COMPRESSED – THIN, EXTRA LIGHT, LIGHT, REGULAR, MEDIUM, BOLD, EXTRA BOLD, HEAVY, ULTRA

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage
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Imagine that you have before you a flagon of wine

SOHO CONDENSED – THIN, EXTRA LIGHT, LIGHT, REGULAR, MEDIUM, BOLD, EXTRA BOLD, HEAVY, ULTRA

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Imagine that you have before you a flagon of wine. You may
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Imagine that you have before you a flagon
Imagine that you have before you a flag

SOHO NORMAL – THIN, EXTRA LIGHT, LIGHT, REGULAR, MEDIUM, BOLD, EXTRA BOLD, HEAVY, ULTRA

Imagine that you have before you a flagon of
Imagine that you have before you a flagon of
Imagine that you have before you a flagon of
Imagine that you have before you a flagon
Imagine that you have before you a flag
Imagine that you have before you a fl
Imagine that you have before you a
Imagine that you have before you
Imagine that you have before yo

SOHO EXTENDED ULTRA, SOHO ULTRA EXTENDED ULTRA

Imagine that you have before
Imagine that you have before

SOHO LIGHT 6/9 – STYLISTIC SET 2 WITH +15 TRACKING

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. Bear with me in this long-winded and fragrant metaphor; for you will find that almost all the virtues of the perfect wine-glass have a parallel in typography. There is the long, thin stem that obviates fingerprints on the bowl. Why? Because no cloud must come between your eyes and the fiery hearth of the liquid. Are not the margins on book pages similarly meant to obviate the necessity of fingering the type-

SOHO MEDIUM 6/9 – STYLISTIC SET 2 WITH +15 TRACKING

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. you will find Bear with me in this long-winded and fragrant metaphor; for you will find that almost all the virtues of the perfect wine-glass have a parallel in typography. There is the long, thin stem that obviates fingerprints on the bowl. Why? Because no cloud must come between your eyes and the fiery hearth of the

SOHO LIGHT 8/11 – STYLISTIC SET 2 WITH +15 TRACKING

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. Bear with me in this long-winded and fragrant metaphor; for you will

SOHO MEDIUM 8/11 STYLISTIC SET 2 WITH +15 TRACKING

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. Bear with me in

SOHO EXTRA BOLD 8/11 – STYLISTIC SET 2 WITH +15 TRACKING

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not

SOHO REGULAR 6/9 – STYLISTIC SET 2 WITH +15 TRACKING

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. Bear with me in this long-winded and fragrant metaphor; for you will find that almost all the virtues of the perfect wine-glass have a parallel in typography. There is the long, thin stem that obviates fingerprints on the bowl. Why? Because no cloud must come between your eyes and the fiery hearth of the liquid. Are not the margins on book pages similarly meant to obviate the

SOHO BOLD 6/9 – STYLISTIC SET 2 WITH +15 TRACKING

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. Bear with me in this long-winded and fragrant metaphor; for you will find that almost all the virtues of the perfect wine-glass have a parallel in typography. There is the long, thin stem that obviates fingerprints on the bowl. Why? Because no cloud must come between your eyes and the

SOHO REGULAR 8/11 – STYLISTIC SET 2 WITH +15 TRACKING

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. Bear with me in this long-winded and fragrant metaphor;

SOHO BOLD 8/11 STYLISTIC SET 2 WITH +15 TRACKING

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine.

SOHO HEAVY 8/11 – STYLISTIC SET 2 WITH +15 TRACKING

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know

SOHO LIGHT 10/13

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. *You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour*

SOHO MEDIUM 10/13

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin

SOHO EXTRA BOLD 10/13

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other

SOHO LIGHT 12/15

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. *You have two goblets before you. One is of solid gold, wrought in the most*

SOHO MEDIUM 12/15

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of

SOHO REGULAR 10/13

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. *You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as trans-*

SOHO BOLD 10/13

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of

SOHO HEAVY 10/13

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The

SOHO REGULAR 12/15

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. *You have two goblets before you. One is of solid gold, wrought in the*

SOHO BOLD 12/15

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you.

SOHO EXTRA BOLD 12/15

**Imagine that you have before
you a flagon of wine. You may
choose your own favourite
vintage for this imaginary
demonstration, so that it be a
deep shimmering crimson in
colour. You have two goblets**

SOHO HEAVY 12/15

**Imagine that you have before
you a flagon of wine. You may
choose your own favourite
vintage for this imaginary
demonstration, so that it be
a deep shimmering crimson
in colour. You have two gob-**

SOHO EXTRA LIGHT 14/17

Imagine that you have before you
a flagon of wine. You may choose
your own favourite vintage for
this imaginary demonstration,
so that it be a deep shimmer-
ing crimson in colour. You have

SOHO LIGHT 14/17

Imagine that you have before
you a flagon of wine. You may
choose your own favourite vin-
tage for this imaginary dem-
onstration, so that it be a deep
shimmering crimson in colour.

SOHO REGULAR 14/17

Imagine that you have before
you a flagon of wine. You may
choose your own favourite
vintage for this imaginary
demonstration, so that it be a
deep shimmering crimson in

SOHO MEDIUM 14/17

**Imagine that you have before
you a flagon of wine. You may
choose your own favourite
vintage for this imaginary
demonstration, so that it be
*a deep shimmering crimson***

SOHO BOLD 14/17

**Imagine that you have be-
fore you a flagon of wine.
You may choose your own
favourite vintage for this
imaginary demonstration,
*so that it be a deep shim-***

SOHO EXTRA BOLD 14/17

**Imagine that you have be-
fore you a flagon of wine.
You may choose your own
favourite vintage for this
imaginary demonstration,
*so that it be a deep shim-***

SOHO HEAVY 14/17

**Imagine that you have
before you a flagon of
wine. You may choose
your own favourite vin-
tage for this imaginary
*demonstration, so that***

SOHO ULTRA 14/17

**Imagine that you have
before you a flagon of
wine. You may choose
your own favourite vin-
tage for this imaginary
*demonstration, so that***

SOHO (OPENTYPE PRO FORMAT) EXTRA VALUE PACKS

Soho fonts are available individually. The following packs are also available:

SOHO PROFESSIONAL PACK (22 FONTS)

Thin, Extra Light, Light, Regular, Medium, Bold,
**Extra Bold, Heavy, Ultra, Extended Ultra,
Ultra-Extended Ultra**

*Thin Italic, Extra Light Italic, Light Italic, Regular Italic, Medium Italic,
Bold Italic, Extra Bold Italic, Heavy Italic, Ultra Italic,
Extended Ultra Italic, Ultra-Extended
Ultra Italic*

SOHO STARTER PACK (4 FONTS)

Light, Regular, **Bold, Heavy**

SOHO FAMILY PACK (40 FONTS)

Thin, Extra Light, Light, Regular, Medium, Bold,
**Extra Bold, Heavy, Ultra, Extended Ultra,
Ultra-Extended Ultra**

*Thin Italic, Extra Light Italic, Light Italic, Regular Italic, Medium
Italic, Bold Italic, Extra Bold Italic, Heavy Italic,
Ultra Italic, Extended Ultra Italic,
Ultra-Extended Ultra Italic*

*Thin Compressed, Extra Light Compressed, Light Compressed, Regular Compressed, Medium Compressed,
Bold Compressed, Extra Bold Compressed, Heavy Compressed, Ultra Compressed*

*Thin Condensed, Extra Light Condensed, Light Condensed, Regular Condensed, Medium
Condensed, Bold Condensed, Extra Bold Condensed,
Heavy Condensed, Ultra Condensed*

SOHO COMPRESSED PACK (9 FONTS)

*Thin Compressed, Extra Light Compressed, Light Compressed, Regular Compressed, Medium Compressed,
Bold Compressed, Extra Bold Compressed, Heavy Compressed, Ultra Compressed*

SOHO CONDENSED PACK (9 FONTS)

*Thin Condensed, Extra Light Condensed, Light Condensed, Regular Condensed, Medium
Condensed, Bold Condensed, Extra Bold Condensed,
Heavy Condensed, Ultra Condensed*

SOME NOTES ON SOHO FROM THE DESIGNER

"Soho represents nearly 3 years of work. 40 fonts. 3,000 hours. 32,668 characters.

I love slab serifs. For the uninitiated, a slab serif is a subset of the modern serif, characterised primarily by thick and blocky serifs. There is something fundamentally robust, solid and reliable about this genre, which makes slab serif designs very useful for everything from publishing to corporate branding. How many companies don't want to look robust, solid and reliable? They have the potential to look truly cutting-edge or solidly conservative. They can hold up well used on screen as well as print. They can provide an interesting and viable alternative to the many large sans families available today. They can look super-chic in lighter weights and super-strong in heavier sizes. It amazes me that they're relatively unexplored as a genre at this point in time. Perhaps 60,000 fonts in circulation and only a small handful of multi-weight, multi-width slab serif designs exist at the moment, despite their popularity.

In designing Soho I set myself the rather lofty aspiration of designing the 'ultimate' slab serif. I wanted it to look fundamentally 21st century. I wanted it to be supremely versatile; a weight, width and 'tone of voice' to meet the requirements of even the most discerning of designers. I wanted something conservative enough to have that versatility and endurance, but novel enough to capture people's imagination. It had to be distinctively different to the traditional 19th Century models of slab serif design. In concise terms I have tried to achieve this with a contemporary serif structure, low contrast squarish shapes, a generous x-height and clipped serifs and terminals. I took advantage of OpenType technology to offer extensive language coverage, stylistic alternatives, ligatures and small caps.

It's been a long, challenging and at times incredibly arduous task completing this family. I wanted to design something that people find useful in the broadest of contexts and continue to find useful as technologies and tastes shift and evolve. Even with fast computers and clever software this wasn't going to happen over night. Only time will tell, but I hope I have struck the right balance. I hope that designers find Soho an appealing and useful tool."

Sebastian Lester, London, UK, 2007

SOHO'S OPENTYPE FEATURES

Check the support that your design application provides for these OpenType features.

Aalt (All Alternates), csp (Cap Spacing), kern (Class kerning), c2sc (Caps to Small Caps), smcp (Small Caps), onum (OldStyle Numerals), case (Case Sensitive Forms), lnum (Lining-Numerals), pnum (Proportional Numerals), tnum (Tabular Numerals), sups (Superiors), sinf (Scientific Inferiors), numr (Numerator), dnom (Denominator), frac (Fractions), liga (Ligatures), dlig (Discretionary Ligatures), ss01, ss02, ss03, ss04 (Stylistic Sets), salt (Stylistic Alternatives), hist (Historical Forms), ordn (Ordinals), zero (Alternative Zero).

CONTACT

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