

ff f

FONTFONT FOCUS N° 7

sheriff



А М Х У Г

О Ъ О В Г Т П

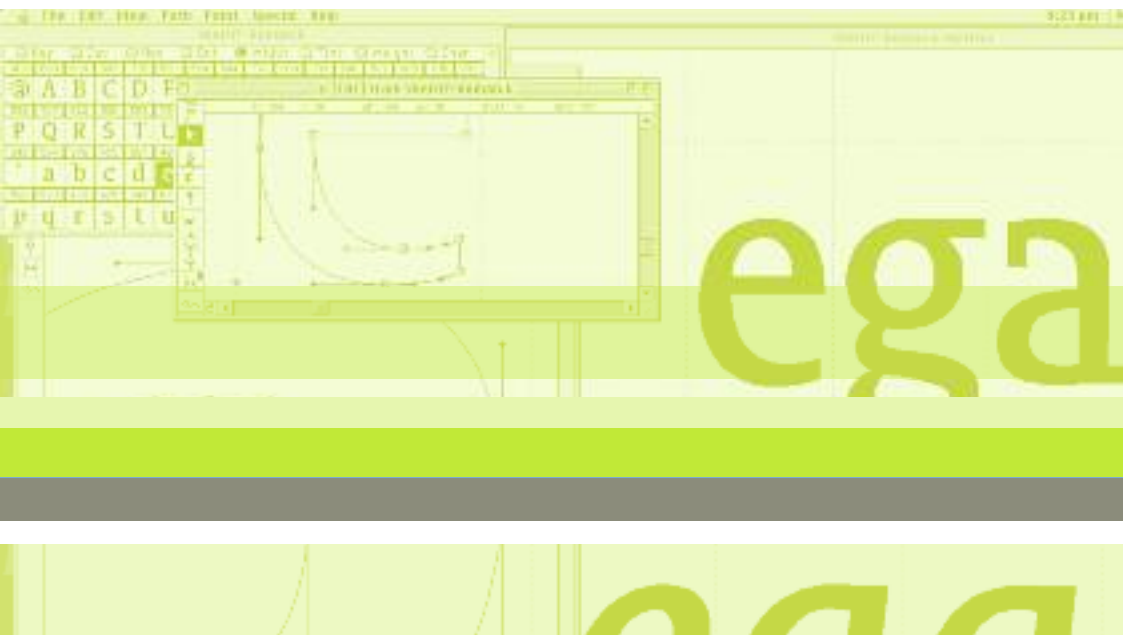
Н І І К Г Ш И

У В С D E E C

SP

FF Sheriff is a sturdy, economical text typeface with a clear form. Its low contrast and relatively large x-height enable it to function excellently in small to very small type sizes. Its unusual details also make it suitable for use as a display type. The face was designed by Peter Verheul, a type designer and typographer in The Hague.

When designing printed and electronic publications, Verheul's aim from the very beginning was to use custom – designed typographic material – including typefaces. As a type designer of the 'Hague School', his basic principle is that printing is a form of writing. In the words of his tutor Gerrit Noordzij, 'typography is writing with prefabricated letters'. In other words, the printed letter was not born alongside, but out of, handwriting.



FF Sheriff demonstrates that this view does not necessarily have to lead to classical characters with calligraphic undertones. Verheul’s first published book face is an unprecedented design: one cannot point to a single existing face with the same characteristics. Sheriff is a somewhat stiff Egyptian or slab serif face, which means it has heavy, rectangular serifs. This also explains the name: ‘sheriff’ is simply a personal corruption of ‘serif’.

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FF SHERIFF ITALIAN & FF SHERIFF ITALIAN CAPS

Starting from a single character – the lowercase n – Verheul designed an alphabet with striking features derived from two basic shapes: the oval and the rectangle. This led to unusual details, such as the characteristic curve in the elongation of the top serif. In small type sizes the letter reads like a train – the unusual shapes are no distraction at all. But it does create a lively image that holds the attention.

In the eighties, when the first versions of Sheriff were designed, digital faces designed on and for the personal computer were a novelty. Young type designers had animated discussions on the demands the medium made on this sort of face. Many of the ‘revivals’ by the major type foundries showed how not to do it.

Typografie kan omschreven worden als te zijn de kunst van op een juiste wijze c

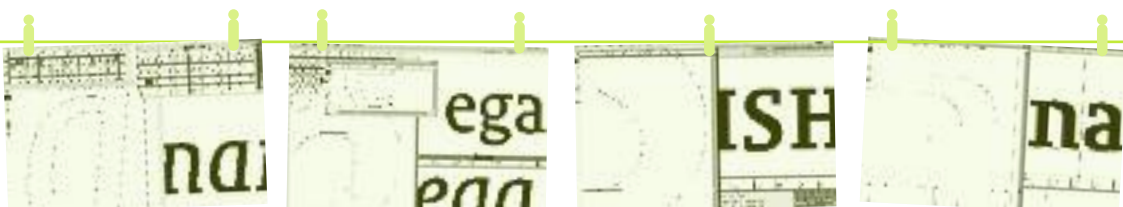
Typografie kan omschreven worden als te zijn de kunst van op een juiste wijze drukmat

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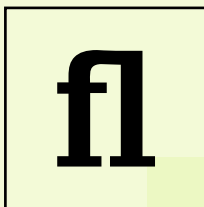
Typografie kan omschreven worden als te zijn de kunst van op een juiste wijze drukmateriaal

Digital versions of the great classics were too often a reproduction of existing large-format working drawings for photostetting – with the result that because the characters were so finely formed, they were not up to the job in an average size of 8 to 10 points.

All that remained was a poor copy of the original letter which in some cases was barely legible. Like other examples such as Peter Matthias Noordzij's Caecilia, Gerard Unger's Oranda and Fred Smeijers' Quadraat, Sheriff belongs to a new generation of type designs which take the qualities of digital design as their guiding principle. Printing techniques play a part too. The impact of metal letters on paper in letterpress printing produced a powerful black impression, whereas offset printing requires type which by nature already possesses this solidity and blackness. By keeping these demands in mind from the very beginning, Peter Verheul has created a typeface which, while unconventional, proves its practical utility under the most extreme conditions.



DEVELOPMENT OF FF SHERIFF



drukmetaal ordenen in overeenstemming met een bepaald doel

SPECTRUM

drukmetaal ordenen in overeenstemming met een bepaald doel

ORANDA

drukmetaal ordenen in overeenstemming met een bepaald doel

CAECILIA

drukmetaal ordenen in overeenstemming met een bepaald doel

FF SHERIFF

It was a deliberate choice not to call the italicised version of Sheriff ‘italic’, but ‘Italian’. The construction of a face actually determines whether it is a proper italic or not. This is the case when it is a continuous script with upstrokes. Oblique Roman types are often, but incorrectly, called italic. In the way the curve emerges from the serif, the Italian version of Sheriff has the same characteristics as the Roman, which means it can never be a true italic. This increases the legibility of the italic in longer texts. At the same time, Sheriff Italian is relatively narrow and is therefore exceptionally economical.

THE PROPORTIONS OF THE CAPITALS ARE SO WELL ATTUNED TO EACH OTHER THAT THEY GIVE AN OPTIMAL APPEARANCE TO EACH WORD.

FF SHERIFF IS A COMPLETE FAMILY SUITED TO COMPLEX TYPOGRAPHICAL JOBS. SMALL CAPITALS ARE AVAILABLE IN ALL WEIGHTS: ROMAN, ITALIAN, BOLD, BOLD ITALIAN. THE FIGURES IN EACH WEIGHT ARE THE SAME WIDTH. FIGURES FOR TABLES, THE HEIGHT OF SMALL CAPITALS, CAN BE FOUND IN THE CAPS FONTS.

Hxkp HXKP

FF SHERIFF ROMAN & FF SHERIFF CAPS

Hxkp HXKP

FF SHERIFF ITALIAN & FF SHERIFF ITALIAN CAPS

1234567890 1234567890

FF SHERIFF ROMAN & FF SHERIFF CAPS

1234567890 1234567890

FF SHERIFF ITALIAN & FF SHERIFF ITALIAN CAPS



” # \$ % & ' () * + , . / 0 1 2 3 4 5 6 7 8 9 : ; < = > ?
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 Z [\] ^ _ ` a b c d f g h i j k l m n o p q r s t v w
 x y z { | } ~ Ä Å Ç É Ñ Ö Ü á à â ä å ç é è ê ë ì í î ï ð
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Type Specimen

pack my box with five dozen liquor jugs » SEXY QUA
 LIJF DOCH BANG VOOR 'T ZWEMPAK » *portez ce vieux*
whisky au juge blond qui fume » molly gebruikt, evenals
 raquel welch, de fijnste luxzeep » *whizzing jap alky*
driver subject of next requiem » JAP ZOCHT NYMF BIJ
 EXQUIS DWERGVOLK » *exiled zouave packs barque with*
jolly frogmen » de export blijft qua omvang typisch
 zwak » *fixquark vom welb-typ geschleijnzt* » SYLVIA
 WAGT QUICK DEN JUX BEI PFORZHEIM » oh, welch
 zynismus, quiekte xavers jadegrüne bratpfanne »
 FRANZISKA QUÄLT AN JEDEM WERKTAG VOLLENDET
 BACH PER XYLOPHON » *zwei boxkämpfer jagen eva*



FF Sheriff...

Roman	ROMAN CAPS
<i>Italian</i>	ITALIAN CAPS
Bold	BOLD CAPS
<i>Bold Italian</i>	BOLD ITALIAN CAPS

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FF Sheriff Roman 7/9 pt, 9/11 pt, 13/15 pt

dog with five dozen liquor jugs · portez ce vieux whisky au

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FF Sheriff Roman 16/18 pt, 18/20 pt, 22/24 pt

le babywelpjes kwam taxi frequent · squeaking rival jezebel

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FF Sheriff Italian 7/9 pt, 9/11 pt, 13/15 pt

e veils sex of jumping crab · graft kid vows miss quit cozy xylophone

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FF Sheriff Italian 16/18 pt, 18/20 pt, 22/24 pt

rt blijft qua omvang typisch · squeaking rival jezebels exhume cry

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juge blond qui fume · zwei boxkämpfer jagen eva durch syl

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n job · portez ce vieux whisky au juge blond qui fume · kid vows m

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pted wolf · gindsch zwak vormpje blijft exquis · wet squid's inkytu

ABCDEFGHIJKLMNO PQRSTUVWXYZ

FF Sheriff Roman

1234567890 Æ Ē æ œ & ß f i f l ~ . , - : ; ? ! ð i ... - (/) [\] { } “ ” ‘ ’ < > < < > * † ‡ ° ” ’ a o

ABCDEFGHIJKLMNO PQRSTUVWXYZ

FF SHERIFF ROMAN CAPS

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ABCDEFGHIJKLMNO PQRSTUVWXYZ

FF Sheriff Italian

1234567890 Æ Ē æ œ & ß f i f l ~ . , - : ; ? ! ð i ... - (/) [\] { } “ ” ‘ ’ < > < < > * † ‡ ° ” ’ a o

ABCDEFGHIJKLMNO PQRSTUVWXYZ

FF SHERIFF ITALIAN CAPS

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ABCDEFGHIJKLMNO PQRSTUVWXYZ

FF Sheriff Bold

1234567890 Æ Ē æ œ & ß f i f l ~ . , - : ; ? ! ð i ... - (/) [\] { } “ ” ‘ ’ < > < < > * † ‡ ° ” ’ a o

ABCDEFGHIJKLMNO PQRSTUVWXYZ

FF SHERIFF BOLD CAPS

1234567890 ∞ ≤ ≥ 5 Æ Ē Æ Ē & ~ . , - : ; ? ! ð i ... - (/) [\] { } “ ” ‘ ’ < > < < > * † ‡ ° ” ’ a o

ABCDEFGHIJKLMNO PQRSTUVWXYZ

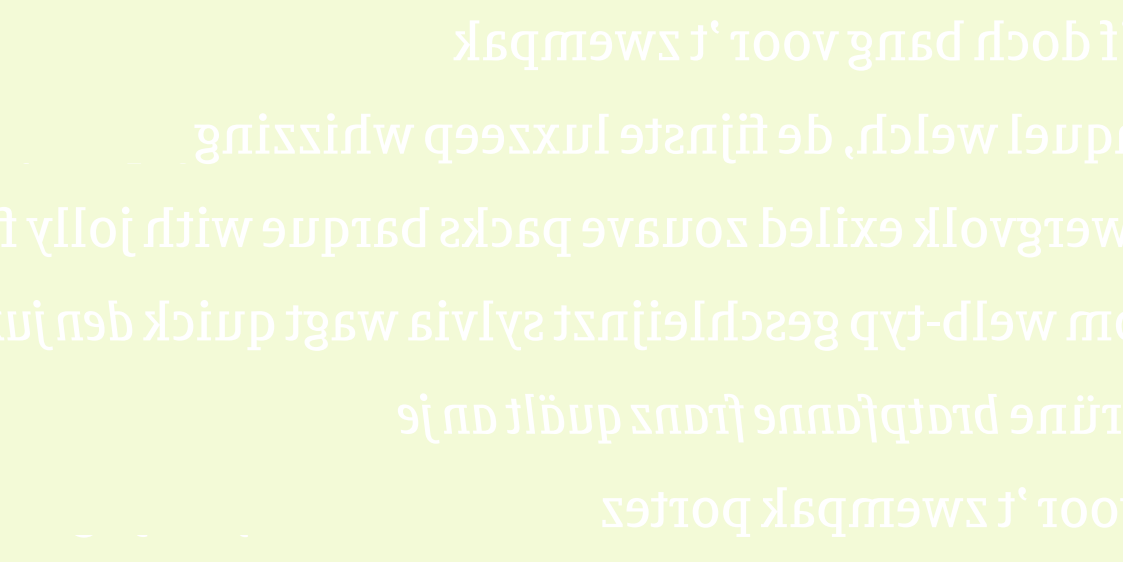
FF Sheriff Italian Bold

1234567890 Æ Ē æ œ & ß f i f l ~ . , - : ; ? ! ð i ... - (/) [\] { } “ ” ‘ ’ < > < < > * † ‡ ° ” ’ a o

ABCDEFGHIJKLMNO PQRSTUVWXYZ

FF SHERIFF ITALIAN BOLD CAPS

1234567890 ∂ Σ ∏ ∞ Æ Ē Æ Ē & ~ . , - : ; ? ! ð i ... - (/) [\] { } “ ” ‘ ’ < > < < > * † ‡ ° ” ’ a o



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Background text including 'With', 'BLOND QUI', 'of next red', 'OUA O', 'welc', 'five dozen lid', 'back my box wit', 'ive DOZEN LIQU', 'ugs sexy qua lijf', 'loch hang voor', 'With', 'BLOND QUI', 'of next red', 'OUA O', 'welc', 'five dozen lid', 'back my box wit', 'ive DOZEN LIQU', 'ugs sexy qua lijf', 'loch hang voor'.

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judge blond qui fume · zwei boxkämpfer jagen eva durch sydney

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his exhume crypted wolf · gindsch zwak vormpje blijft exquisit

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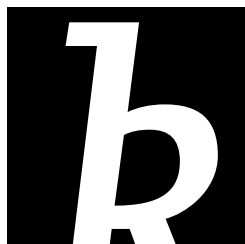
crypted wolf · gindsch zwak vormpje blijft exquisit · wet squid's ink

The FF Sheriff characteristics



ROMAN
a ROMAN CAPS
A ITALIAN
a ITALIAN CAPS
A

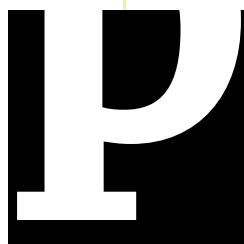
ROMAN BOLD
a ROMAN BOLD CAPS
A ITALIAN BOLD
a ITALIAN BOLD CAPS
A



k K **k** K

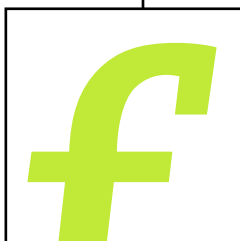
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- g** ROMAN
- G** ROMAN CAPS
- g** ITALIAN
- G** ITALIAN CAPS
- g** ROMAN BOLD
- G** ROMAN BOLD CAPS
- g** ITALIAN BOLD
- G** ITALIAN BOLD CAPS

FF Sheriff in practice

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 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
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 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Rosbeek by

december

12 1945

Arntz | van Helden
 expertise, taxatie- en ingenieursbureau





DEN HAAG Een zonnig financieel 'plaatje',
maar aan een gebrek aan ledeeden om prob-
lemen in de publieke sector aan te pakken.
Dat is de teneur van de reacties op de
begroting voor 2001 die het kabinet gis-
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— Dessert —

Koffie	1 2,75
Espresso	1 3,50
Cappuccino	1 3,50
Thee	1 3,00
Chocolademelk met slagroom	1 4,00



Peter Verheul (1965) graduated from the Royal Art Academy in The Hague in 1989. He assisted Peter Matthias Noordzij in the production of the typeface Caecilia (Linotype) and worked at Océ Research & Development in Venlo, the Netherlands, on the bitmap editing of laserprinter fonts.

Peter Verheul

In 1989 and 1990 he worked at Banks & Miles (London), designing extensions to the New Johnston typeface for London Transport, and at Monotype, Salfords.

From 1991 to 1995 he was a part-time designer at Peter van Blokland's studio in Delft. Peter Verheul has been a freelance designer since 1996. In that year he designed *Haagse letters*, a book about the type curriculum at the Hague Academy, edited by Matthieu Lommen. FontShop International has published his typefaces FF NewBerlin (1991) and FF Sheriff (1996).

Peter Verheul teaches lettering and type design at the Royal Academy in The Hague, both at the department of Graphic and Typographic Design and the postgraduate course in Type Design and Typography. He has been a guest teacher at several art schools, including the Merz Akademie in Stuttgart, Germany, and the Institute of Design in Lahti, Finland.

Other type designs by Peter Verheul

abcdefghijklmnop 12345 [äöüßåæç] ABCD

FF NEWBERLIN REGULAR ROUGH

abcdefghijklmnop 12345 [äöüßåæç] AB

FF NEWBERLIN BOLD

abcdefghijklmnop 12345 [äöüßåæç]

NARDY ROMAN ITALIC

ABCDEFGHIJKLMN 12345 [ÄÖÜ]

NARDY SEMIBOLD CAPS

abcdefghijklmnop 12345 [äöüßåæç]

ROSEBUD LIGHT & LIGHT ITALIC

abcdefghijklmnopkl 12345 ABCDEF

BUMPER



Reference Numbers For FF Sheriff

FF Sheriff™ : **FF 10466** (MAC+PC)

Roman, Roman Caps, Roman Italian, Roman Italian Caps,
 Bold, Bold Caps, Bold Italian, Bold Italian Caps

The abbreviations 'MAC + PC' indicate that the shown typeface is available for both Macintosh and PC (Windows).

