

AW CONQUEROR TYPEFACE FAMILY

IT'S NOT WHAT YOU SAY... IT'S HOW YOU SAY IT

Typefaces samples of
the five exclusives
new typefaces created by
Jean François Porchez
for Conqueror papers.

AW Conqueror Sans Light

AW Conqueror Didot Light

AW CONQUEROR INLINE REG.

AW CONQUEROR SLAB LIGHT

AW CONQUEROR CARVED REG.

AW CONQUEROR CARVED ONE

AW CONQUEROR CARVED TWO

AW CONQUEROR CARVED THREE

AW CONQUEROR CARVED FOUR

LEGAL

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SUPPORT

OpenType font families are compatible with Mac OS and Windows platforms.
Please consult the read me for info concerning the language support, OpenType support,
installation and use of these fonts.
typofonderie.com/alphabets/technical/opentypesupport

AW CONQUEROR TYPEFACE FAMILY

AW CONQUEROR SANS OPENTYPE FEATURES

standard	abcdefghijklmnopqrstuvwxyz- – — »»)]@i¿
all capitals feature	ABCDEFGHIJKLMNOPQRSTUVWXYZ- – — »»)]@i¿
standard	ffiffiflffl
ligatures,	ffiffiflffl
standard	ctst
discretionary ligatures	ctst
minuscule figures	1234567890#€\$¢£¥
capital figures	1234567890#€\$¢£¥
standard	ABCDEFGHIJKLMNOPQRSTUVWXYZ
swashes/stylistic set 1	A B C D E J F G H I J K L M N O P Q R S T U V W X Y Z
contextuals/stylistic set 2	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
alternates/stylistic set 3	G

AW CONQUEROR SANS

MORE COMMONLY

SWASHES

cornerstone

GEOMETRIC

Art Déco
Rest

AW CONQUEROR SANS

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

40 pt

The AW Conqueror
Sans typeface draws
inspiration from those
in vogue in Europe be-

18pt

The AW Conqueror Sans typeface draws inspiration from those in vogue in Europe between World Wars I and II. With its geometric lines, it evokes the spirits of both Bauhaus and the Art Déco period. AW Conqueror Sans, a contemporary Sanserif, is the cornerstone of the family and the jumping off point for the rest of the typefaces. Any text may be swapped around without changing the layout. More commonly seen in Renaissance italics, swashes capitals have

10pt

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AW CONQUEROR TYPEFACE FAMILY

AW CONQUEROR DIDOT OPENTYPE FEATURES

standard	abcdefghijklmnopqrstuvwxyz- — ») @i¿
all capitals feature	ABCDEFGHIJKLMNOPQRSTUVWXYZ- — ») @i¿
standard	ffiffiiflffl
ligatures,	ffiffiiflffl
standard	ctst
discretionary ligatures	ctst
minuscule figures	1234567890=€\$c£fY
capital figures	1234567890=€\$c£fY
standard	ABCDEFGHIJKLMNOPQRSTUVWXYZ
swashes/stylistic set 1	A·BC·DE·FGHIJK·LMNOPQRS·TUVWXYZ·
contextuals/stylistic set 2	A·BCDEFGHIJK·LMNOPQRS·TUVWXYZ·
alternates/stylistic set 3	IN

Who mastered
Dynasty
TYPOGRAPHER
HEYDAY
spectacular
RAGE

AW CONQUEROR DIDOT

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

40 pt

The AW Conqueror Didot typeface is not inspired by the Didot dynasty of the early 19th century but rather the spectacular interpretations of them appearing

18pt

The AW Conqueror Didot typeface is not inspired by the Didot dynasty of the early 19th century but rather the spectacular interpretations of them appearing in the 1960s and 70s. Decades in which large type sizes were all the rage in advertising and publishing, contrasted typefaces were everywhere. This new font is an ode to the heyday of dry-transfer alphabets and Herb Lubalin, the typographer who mastered the

AW CONQUEROR TYPEFACE FAMILY

AW CONQUEROR INLINE OPENTYPE FEATURES

standard ABCDEFGHIJKLMNOPQRST- - — »)]@i¿
default figures 1234567890#€\$£
proportional figures 1234567890#€\$£
standard AGQRY23
swashes/stylistic set 1 AGQRY23
alternates/stylistic set 3 AGQRY23

INLINE
CONQUEROR
DESIGNED
START
TYPEFACES
CREATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

40 pt

SEVERAL TITLING
TYPEFACES MADE
THEIR APPEARANCE
AT THE START OF
THE 20TH CENTURY,
NOTABLY ACIER AND
BIFUR, BOTH CRE-
ATED BY FRENCH
POSTER ARTIST
CASSANDRE. LATER,
IN THE NETHER-

AW CONQUEROR TYPEFACE FAMILY

AW CONQUEROR SLAB OPENTYPE FEATURES

standard	ABCDEFGHIJKLMNOPQRSTUVWXYZ- — »»)]@i¿
default figures	1234567890#€\$£
standard	AGQVY
swashes/stylistic set 1	AGQVY
alternates/stylistic set 3	AGQVY
standard	CAF A KALALLLTNCNDNONN ONPLTERATTUE
spec. ligatures/stylistic	CAF A KALALLLTNCNDNONN
set 4	Q R TERATT U

AVANT GARDE

SLAB

REWORKING OF THE GENRE

AVERSION

ALL PERFECT

GRAPHIC

THE CAUSE QUITE

AW CONQUEROR SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

40 pt

A VERSION OF AW
CONQUEROR SANS,
AW CONQUEROR SLAB
DRAWS INSPIRATION
FROM GEOMETRICAL
SLAB SERIFS OF THE
1930S, OF WHICH
ROCKWELL IS A PER-
FECT EXAMPLE.
LUBALIN GRAPH, A
REWORKING OF THE

AW CONQUEROR TYPEFACE FAMILY

AW CONQUEROR CARVED OPENTYPE FEATURES

standard ABCDEFGHIJKLMNOPQRST- - — »)]@!|
default figures 1234567890#€\$£
standard AGQQR
swashes/stylistic set 1 AGQQR
alternates/stylistic set 3 AGQQR

AW CONQUEROR CARVED LAYERS

Regular ABCDEFGHI
Background/Layer One ABCDEFGHI
Outline/Layer Two ABCDEFGHI
Stripes/Layer Three ABCDEFGHI
Shadow/Layer Four ABCDEFGHI
Layer One + Layer Four ABCDEFGHI
Layer Two + Layer Three ABCDEFGHI
Layer Three + Layer Four ABCDEFGHI

AW CONQUEROR CARVED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

40 pt

THIS TYPEFACE EN-
CAPSULATES PER-
FECTLY THE LET-
TERING STYLES IN
FASHION DURING
THE 19TH CENTURY
QUITE OFTEN IN
THE FRONTISPIECES
OF BOOKS.
IT WASN'T RARE TO
SEE THESE KINDS

AW CONQUEROR CARVED

THIS

TYPEFACE

ENCAPSULATES

PERFECTLY

THE LETTERING

STYLES