WELCOME

ปลพ ฺาปฺลา

ยินดีต้อนรับ

Добредојдовте

Benvenuto

ΚΑΛΩΣ

ορισατε

Tcho

A new multilingual typeface
for universal designs

Designed by Michael Parson

Tcho

Display typography for a global world

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Information

Tcho typeface family

Information FRENCH
Information GERMAN
Informazioni ITALIAN
Información SPANISH
Информация RUSSIAN
πληροφορία GREEK
ข้อมูลเพิ่มเติม THAI
מידע HEBREW
معلومات ARABIC

Work on the Tcho typeface design was intiated by a commercial project to create a typographic logo that would be used to promote the city of Geneva. This logotype would be used in a tourism development project to welcome new arrivals and tourists to a city some see as austere.

A series of designs where proposed that ranged from Script style lettering to more formal letterforms but a decision was made to stay away from what would be perceived as swiss, so Helvetica, Univers and Frutigers, or any designs that where too heavily influenced by the Swiss style of the 1960's. The reason being that we felt that these designs have become so wide spread that their use has become generic and no longer an indentifying factor, or national style. You will have as much chance coming across Helvetica in the New York metro as in Geneva, so why play on these codes? We also felt that it would be a more original approach to attempt to create a Geneva style as opposed to a swiss style since Switzerland has a very strong cantonal value, leaving many citizens more attached to their communes or cantons than country.

After a series of trials and proposals, a final selection was made and approved by the client. A proposal was submitted to expand the design to a typeface but unfortunately, the client did not follow our ideas.. The main argument we put forward was to say that we had created a system, more than a logo, where the typeface was being used as the main styling factor, so if we extended these options to cover a wide range of languages, we could be prepared for a consistent branding on wayfinding boards, for example. Geneva is known the world over as being firstly the home of the United Nations, but equally as one of the main international cities of Switzerland, thanks largely to it's airport. The ambition was not to create a typeface to represent the city, but rather a design that could be used in most forms of communication and essentially, could cover a wide array of potential languages in a multicultural city that is full of diversity with a foreign population of over 40% of the city.

So despite a lack of follow up from the client, I thought the project had it's own merits and was a great way for me to explore one of my great passions, letterforms. Symbolic or pictographic languages like chinese and Japanese where quickly excluded as being far too complex technicaly to deal with in this context. But a selection of ISO standard character sets was chosen that would cover what seemed to be the common languages heard and used in Geneva. So along with the Latin set and accent extentions for other latin based languages like turkish, icelandic or swedish; Hebrew, Arabic, Cyrillic, Greek and Thai where chosen to complete the family.

Dealing with such a large selection of scripts presented both a challenge but also an added freshness to the letterforms. On certain occassions, work a certain glyph from the hebrew alphabete presented a new solution for the latin glyphs. The main concern was to create a series of forms that despite very different origins and sometimes settings, could be used with each other in complete harmony. This attribute was particulary challenging on languages such as hebrew, arabic and thai that do not share any common forms with the latin script that was the base. While this issue has been addressed in certain languages like greek by designers since the early days of printing throughout europe, other forms like Thai in particular, have suffered from either a lack of interest or commercial appeal. Particular care was taken to create authentic letterforms that respected the roots of each language, the main focus was to have a consistent form, stroke and feel over all the different glyphs. This was a challenge for a series of forms, that like the greek language, are more closely associated to script or cursive forms than the more rigid and structured forms found in the latin based languages.

The base letterforms of the

Geneva is known, the world over, as being firstly the home of the United Nations, but equally as one of the main international cities of Switzerland

Tcho typeface was created with a series of rounded letterforms expressing a gentle and soft form that was coherant with the intial request of creating a warm and welcoming design.

A final, yet important addition to the typeface was the creation of a true italic companion to the design. This was firstly born out of neccessity due to the glyph changes in scripts like Cyrillic but we decided to pursue that avenue by reworking all the letterforms, adding a very slight curve, reminiscent of the handwritten script, into the design. The overall layout sits nicely with the regular font and with a slight slant of only 9 degrees, does not distract the eye from the regular form. The italic weight has a more humanist, rounded form and is therefore well set for slogan or emotive messages.

Features

With the very large selection of languages yet limited weight range, I decided to pack the single weight design with a very diverse set of Opentype features, from the more standard or discretionary ligatures to titling alternates or standard alternates, this single weight font offers a whole range of possibilities to any designer working on a layout. Unfortunately, the main language support for these features remains the basic latin 1 set but future plans could see an expansion of certain features to other scripts. Despite this, the Opentype features provide a handy set of solutions when setting the typeface, allowing the designer to mix some flair like a swash capital with a ligatured set of glyphs. These features also provide enough variety in the forms to avoid the lack of weights becoming an issue when setting your text.

Numerals

While developing the typeface, I also noticed that the ideal numeral solution would be to create the three standard sets, so oldstyle, tablular and x height lining. The reasoning behind this was to offer the best solution for each setting, so in text I would recommend the oldstyle figures. For display or titles the tabular or x height numerals would be best, simply due to their consistent aligning, the setting is easier to manage. As with many contempory designs, Tcho features a full set of subscript and superscript numerals that can be used seperately but also form the base for the Fraction feature that covers all the possible combinations.
An extra option was also added as a set of titling numerals, these numerals are lining numerals but set inside a series of circles. These numerals where conceived as a final complimentary solution, imagined more for title settings but could equally be used if setting tables or other charts.
To remain true to the language support, Tcho equally features 2 extra numeral sets, for Thai and for Arab languages. However these numerals are not set as the default system due to the fact that in these regions, a lot of the contempory designs use latin numerals, they can however be accessed by the designer if required in the project.

		PER THOUSAND
1	German	4.640.3
2	French	1.485.0
3	Italian	470.961
4	Albanian	103.350
5	Serbo-Croatian	94.937
6	Portuguese	89.527

Character set

Tcho typeface family

Set de caractères FRENCH
Charakter geht unter GERMAN
Set di caratteri ITALIAN
Juego de caracteres SPANISH
Набор символов RUSSIAN
Σύνολο χαρακτήρων GREEK
ชุดอักขระ THAI
מערך תווים HEBREW
مجموعة الحروف ARABIC

BASE GLYPHS

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 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

ACCENTS

Å À Ã Ä Á Â Ą Ă Ā Ç Č Ć Ċ Ĉ Ð Ď È
É Ê Ë Ě Ę Ĝ Ġ Ğ Ģ Ħ Ĥ Ì Í Î Ï İ Ĩ Ị Î Ĵ Ķ
Ł Ľ Ĺ Ñ Ň Ń Ņ Ŋ Ò Ó Ô Õ Ö Ő Ø Ō Ů
Ú Û Ü Ű Ů Ū Ũ Ụ Ū Ũ Ụ Ł Ř Š Ș Ś Ŝ
Ş Ţ Ť Ŧ Ÿ Ý Ž Ź Ż á â ã ä å à ą ă ā
ç ć č đ ď è é ê ë ě ę ė ē ĝ ġ ğ ǵ ĥ ħ ì
í î ï ı ī ị ĩ ĵ ķ ñ ň ń ņ ŋ ò ó ô õ ö ø ő ō
ù ú û ü ű ů ụ ũ ū ĺ ł ị ŕ ř ṛ ŝ š ș ş ť ţ
ŧ ý ÿ ž Ð Þ þ ð ´ ` ˝ ˆ ˇ ¨ ¸ ˛

PUNCTUATION

@ § † ‡ ? ¿ ! ¡ / | \ + - — – = % ‰ “
“ ” „ ‘ ‘ ’ ‚ ° . , ; : … · [ ] ( ) { } / - _

DEFAULT NUMERALS

0 1 2 3 4 5 6 7 8 9

TABULAR NUMERALS

0 1 2 3 4 5 6 7 8 9

OLD STYLE NUMERALS

0 1 2 3 4 5 6 7 8 9

SUPERSCRIPT SUBSCRIPT

0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9

TITLING NUMERALS

⓪ ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

FRACTIONS

⁰⁄₀ ¹⁄₁ ²⁄₂ ³⁄₃ ⁴⁄₄ ⁵⁄₅ ⁶⁄₆ ⁷⁄₇ ⁸⁄₈ ⁹⁄₉

GUILLEMTS & ALTERNATES

< ‹ « » › > • ← ← ☜ ☞ → → ▪

SYMBOLS & ALTERNATES

* © ® * © ®

AMPERSAND & ALTERNATES

& & ⅋

MONETARY SYMBOLS

£ ¢ $ ¥ € £

LIGATURES

fi fl fa fb ff ffi ffj ffl ffy fj fk fn fm fp fr ft fu fy fv fw fx fz it if rt rf tt tf tty tv tw ty Ti Tj Fi Fj TT ET FT Ex

DISCRETIONARY LIGATURES

AH AF HE HU OO TH THE TV TW TX TY TZ Th Tk ct ch ck ft fl fb fh fk fi fj ff ffi ffl ffj ffy gg gh gt gy rt st sh sk th MR MRS TH ST RD

ALTERNATES

ƀ ɑ ɛ f g k u y œ œ

SWASH

⅋ ƀ A A AB D E F H HI K K K L M NP Q R R R T T U V W X Y Z f ƒ h k m n t

A Koo Ride

Internatio

TCHO REGULAR

ن‌وت‌ن‌اك‌و ه‌ٔ‌ور‌ی‌ه‌ٔ

ARABIC LANGUAGE SUPPORT

« BASSIN FRANCO-VALDO-GENEVO

STANDARD CAPITALS

Type Desig

SWASH FEATURE

สวิตเซอร์แลน

THAI LANGUAGE SUPPORT

ISO LATIN-5

А Б В Г Д Е Ж З И Й К Л М Н О П
Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ь Э Ю
Я Ё Ђ Ѓ Є S І Ї J Љ Њ Ћ Ќ Ў Ц a б
в г д е ж з и й к л м н о п р с т у
ф х ц ч ш щ ъ ы ь э ю я ё ђ ѓ є s
і ї j љ њ ћ ќ ў ц

ISO LATIN-7

Α Β Ε Ζ Η Ι Κ Μ Ν Ο Ρ Τ Χ Ϊ Γ Δ Θ
Λ Ξ Π Σ Υ Ψ Ω α β γ δ ε ζ η θ ι κ λ
μ ν ξ ο π ρ σ τ υ φ χ ψ ω ς Φ Ϋ ά
ό έ ί ή ύ ώ ϋ ΐ ΰ ΐ Ώ Ύ Ό Ί Ή Ά Έ

ISO LATIN-8

א ב ג ד ה ו ז ח ט י כ ל מ נ ן ס ע פ ף
צ ץ ק ר ש ת

ISO LATIN-6

ا إ آ أ ب ت ث ج ح خ د ذ ر ز ژ س ش ص
ض ط ظ ع غ ف ق ک گ ل م ن ه ة و
ۀ ی ئ پ چ ڎ ڑ ک گ گ گ گ گ
ۓ ۋ ۆ ۇ ۈ ۉ ۊ ۍ ێ ۏ ې ۑ ے ۓ ۔ ە ۖ ۗ
ۘ ۙ ۚ ۛ ۜ ۝ ۞ ۟ ۠ ۡ ۢ ۣ ۤ ۥ ۦ ۧ ۨ ۩
۪ ۫ ۬ ۭ ۮ ۯ ۰ ۱ ۲ ۳ ۴ ۵ ۶ ۷ ۸ ۹
ۺ ۻ ۼ ۽ ۾ ۿ ٱ ٲ ٳ ٴ ٵ ٶ ٷ ٸ ٹ ٺ
ٻ ټ ٽ پ ٿ ڀ ف ق ك ل م ن ه و ى ي ً
ٌ ٍ َ ُ ِ ّ ْ ٓ ٔ ٕ ٖ ٗ ٘ ٙ ٚ ٛ ٜ
٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

ISO LATIN-11

ก ข ฃ ค ฅ ฆ ง จ ฉ ช ซ ฌ ญ ฎ ฏ ฐ ฑ ฒ
ณ ด ต ถ ท ธ น บ ป ผ ฝ พ ฟ ภ ม ย ร ฤ ล
ฦ ว ศ ษ ส ห ฬ อ ฮ ฯ ะ ั า ำ ิ ี ึ ื ุ ู
ฺ ๏ ๐ ๑ ๒ ๓ ๔ ๕ ๖ ๗ ๘ ๙ ๚ ๛ ฿ เ แ
โ ใ ไ ๆ ็ ่ ้ ๊ ๋ ์ ํ ๎ ๏ ๐ ๑ ๒ ๓
๔ ๕ ๖ ๗ ๘ ๙ ๚ ๛

Languages

Tcho typeface family

Langues ENGLISH
Sprachen GERMAN
Lingua ITALIAN
Lenguas SPANISH
Языки RUSSIAN
Γλώσσα GREEK
ภาษา THAI
שפה HEBREW
اللغة ARABIC

The following languages are supported in the Tcho typeface

ISO LATIN 8851-1
Afrikaans
Albanian
Breton
Catalan
Danish
English (UK and US)
Faroese
Galician
German
Icelandic
Irish (new orthography)
Italian
Kurdish
(The Kurdish Unified Alphabet)
Latin (basic classical orthography)
Leonese
Luxembourgish
(basic classical orthography)
Norwegian (Bokmål and Nynorsk)
Occitan
Portuguese
(Portuguese and Brazilian)
Rhaeto-Romanic
Scottish Gaelic
Spanish
Swahili
Swedish
Walloon
Basque

ISO LATIN 8851-2
Bosnian
Croatian
Czech
German
Hungarian
Polish
Romanian
Serbian
(when in the Latin script)
Slovak
Slovene
Upper Sorbian
Lower Sorbian

ISO LATIN 8851-3
Turkish
Maltese
Esperanto

ISO LATIN 8851-4
Estonian
Latvian
Lithuanian
Greenlandic
Sami

ISO LATIN 8851-5
Bulgarian
Belarusian
Russian
Serbian
Macedonian

ISO LATIN 8851-6
Arabic language

ISO LATIN 8851-7
Greek language

ISO LATIN 8851-8
Hebrew language

ISO LATIN 8851-10
Nordic languages

ISO LATIN 8851-11
Thai language

Aşağıdaki desteklener diller, Tcho yazıyüzü

Tcho ISO LATIN 8851-1 | 2 | 3 | 4 | 10

ACCENTS

Å À Ã Ä Á Â Ą Ă Ā
Ç Č Ć Ċ Ĉ Đ Ď È É Ê
Ë Ě Ę Ĝ Ġ Ğ Ģ Ħ Ĥ Ì
Í Î Ï Ī Ĩ Ị Ĵ Ĵ Ķ Ł Ľ Ĺ Ñ
Ň Ń Ņ Ŋ Ò Ó Ô Õ Ö
Ő Ǫ Ō Ù Ú Û Ü Ű Ů
Ū Ũ Ụ Ū Ũ Ụ Ł Ř Š
Ş Ś Ŝ Ş Ţ Ť Ŧ Ÿ Ý Ž
Ź Ż á â ã ä å à ą ă ā
ç ć č đ ď è é ê ë ě ę
ė ē ĝ ġ ğ ǵ ĥ ħ ì í î ï
ı ī ị ĩ ĵ ķ ñ ň ń ņ ŋ ò
ó ô õ ö ǫ ő ō ù ú û ü
ű ů ụ ũ ū Ĺ ł ị ŕ ř ṛ ŝ
š ș ş ť ţ ŧ ý ÿ ž Đ Þ
þ ð ´ ` ˝ ˆ ˇ ¨ ¸ ˛ ˚

Следующи
зыки
поддержан
в шрифте
Tcho

Tcho ISO LATIN 8851-5
CYRILLIC CHARACTER SET

А Б В Г Д Е Ж З И
Й К Л М Н О П Р С
Т У Ф Х Ц Ч Ш Щ
Ъ Ы Ь Э Ю Я Ё Ђ Ѓ
Є S І Ї Ј Љ Њ Ћ Ќ Ў
Ц а б в г д е ж з и
й к л м н о п р с т
у ф х ц ч ш щ ъ ы
ь э ю я ё ђ ѓ є s і ї j
љ њ ћ ќ ў ц

Οι ακόλουθ
υλώσσες
υποστηρίζον
στο
Tcho

Tcho ISO LATIN 8851-7
GREEK CHARACTER SET

Α Β Ε Ζ Η Ι Κ Μ Ν Ο
Ρ Τ Χ Ϊ Γ Δ Θ Λ Ξ Π
Σ Υ Ψ Ω α β γ δ ε ζ
η θ ι κ λ μ ν ξ ο π ρ
σ τ υ φ χ ψ ω ς Φ
Ϋ ά ό έ ί ή ύ ώ ϋ ϊ
ΰ ΐ Ώ Ύ Ό Ί Ή Ά Έ

נתמכות ב
הבאות
השפות
גופן Tcho

Tcho ISO LATIN 8851-8
HEBREW CHARACTER SET

לכ ך ט ח ז ה ד ב א
צ ץ פ ף ע ס נ ן מ י ו ם
ת ש ר ק

Tcho ISO LATIN 8851-6

ARABIC CHARACTER SET

د خ ح ج ث ت ب أ آ إ ا

ض ص ش س ژ ز ر ذ

ک ق ف غ ع ظ ظ ط

ئ ی ؤ و ۀ ه ن م ل

گ گ ک پ پ پ ژ چ پ

لّه ئ ی ۀ گ ک گ ک

ژ ت ی ب ن ث ت ی ا ئ ئ إ أ

چ ذ ج د ج خ ح ث ت ی ب ن

ش س ز ر ذ د چ خ ج

ض ص ص ص ش س ش س

غ ع ظ ظ ط ط ط ض ض

ه ق ف ه ف غ ع غ ع

ه ه ن م ا ل ل ق ق ف

لا لا لإ لإ لأ لآ لأ لآ و ه

٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

ภาษา ต่อไปนี้
รสนับสนุนในก
Tcho
รปร่างหน้าตา
ของตัวพิมพ์

Tcho ISO LATIN 8851-11
THAI CHARACTER SET

ฺ ฺ ฺ ฺ ำ ำ ฺ ฺ ก ข ข
ค ค ฆ ง จ ฉ ช ช ฌ ญ
ฎ ฎ ฐ ฑ ฒ ณ ด ต ถ ท
ธ น บ ป ผ ฝ พ ฟ ภ
ม ย ร ฤ ล ฦ ว ศ ษ ส ห
ฬ อ ฮ ฯ ะ ั า ิ ี ุ ู เ แ ใ ไ
ๅ ๆ ็ ่ ้ ๊ ๋ ์ ํ ๎ ๏ ๐ ๑
๒ ๓ ๔ ๕ ๖ ๗ ๘
๙ ๚ ๛

Ligatures

Tcho typeface family

Ligatures FRENCH
Binden GERMAN
Legatura ITALIAN
Ligaduras SPANISH
Связи RUSSIAN
δεσμός GREEK
ไร ๆ THAI
מה HEBREW
رباط ARABIC

office

STANDARD LIGATURES

fi fl fa fb ff ffi ffj
ffl ffy fj fk fn fm fp
fr ft fu fy fv fw fx
fz it if rt rf tt tf
tty tv tw ty Ti Tj Fi
Fj TT ET FT Ex

ATTACK | fluffy | fatty & fit

AH AF HE HU OO TH THE
TV TW TX TY TZ Th
Tk ct ch ck ft fl fb

shaft

ſh ſk ſi ſj ſf ſfi ſfl ſfj

ſfy gg gh gt gy rt st

sh sk th MR MRS TH ST RD

Numerals

Tcho typeface family

Chiffres FRENCH
Zahlen GERMAN
Numeri ITALIAN
Números SPANISH
Числа RUSSIAN
Αριθμών GREEK
หมายเลข THAI
ספר במדבר HEBREW
أرقام ARABIC

16th avenu

LINING NUMERALS

16th avenu

OLDSTYLE NUMERALS

16th avenu

DEFAULT NUMERALS

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

2 3/4

Swash

Tcho typeface family

Decoratif FRENCH
Platschen GERMAN
Sciabordare ITALIAN
Chapotear SPANISH
Плескайтесь RUSSIAN
πλαταγώ GREEK
เล่นหาง THAI
לשכשך HEBREW
اخ̇تال ARABIC

Right OR Worn

DISCRETIONARY LIGATURE

SWASH FEATURE

A A A B D E F H
H I K K K L M N
P Q R R R T T U
V W X Y Z f f h
k m n t

A NEW CHARACTER

Alternate

Tcho typeface family

Alternative FRENCH
Stellvertreter GERMAN
Alternarsi ITALIAN
Suplente SPANISH
Замена RUSSIAN
Εναλλάσσω GREEK
สลับกัน THAI
להתחלף HEBREW
تبادل ARABIC

fight

ALTERNATE

fight

STANDARD GLYPH

ƀ a ɛ f g k u y œ œ

ß ƀ à á â ã ä å è é ê

ë ì í î ï ù ú û ü ý ÿ

Contact FRENCH
Kontakt GERMAN
Contattare ITALIAN
Contacto SPANISH
Контакт RUSSIAN
Συναντώ GREEK
ผู้ติดต่อ THAI
להתקשר HEBREW
اتّصل ARABIC

Tcho

bienve

Tcho Typeface
by Michael Parson
2 weights
Display / Text

Available at www.typogama.com
Specimen Layout: Michael Parson
Text & visuals: Michael Parson
Font used: Tcho
Longer text & notes set in
Helvetica Neue.

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/ Parson Research