



# Digital Publishing & The Future of Reading

Vladimir Levantovsky  
Monotype

We publish therefore  
We communicate!

The Best Shoes  
for the Least Money.

**W. L. DOUGLAS**  
**\$3 SHOE** FOR GENTLEMEN.

\$5, \$4 and \$3.50 Dress Shoe.  
\$3.50 Police Shoe, 3 Soles.  
\$2.50, \$2 for Workingmen.  
\$2 and \$1.75 for Boys.

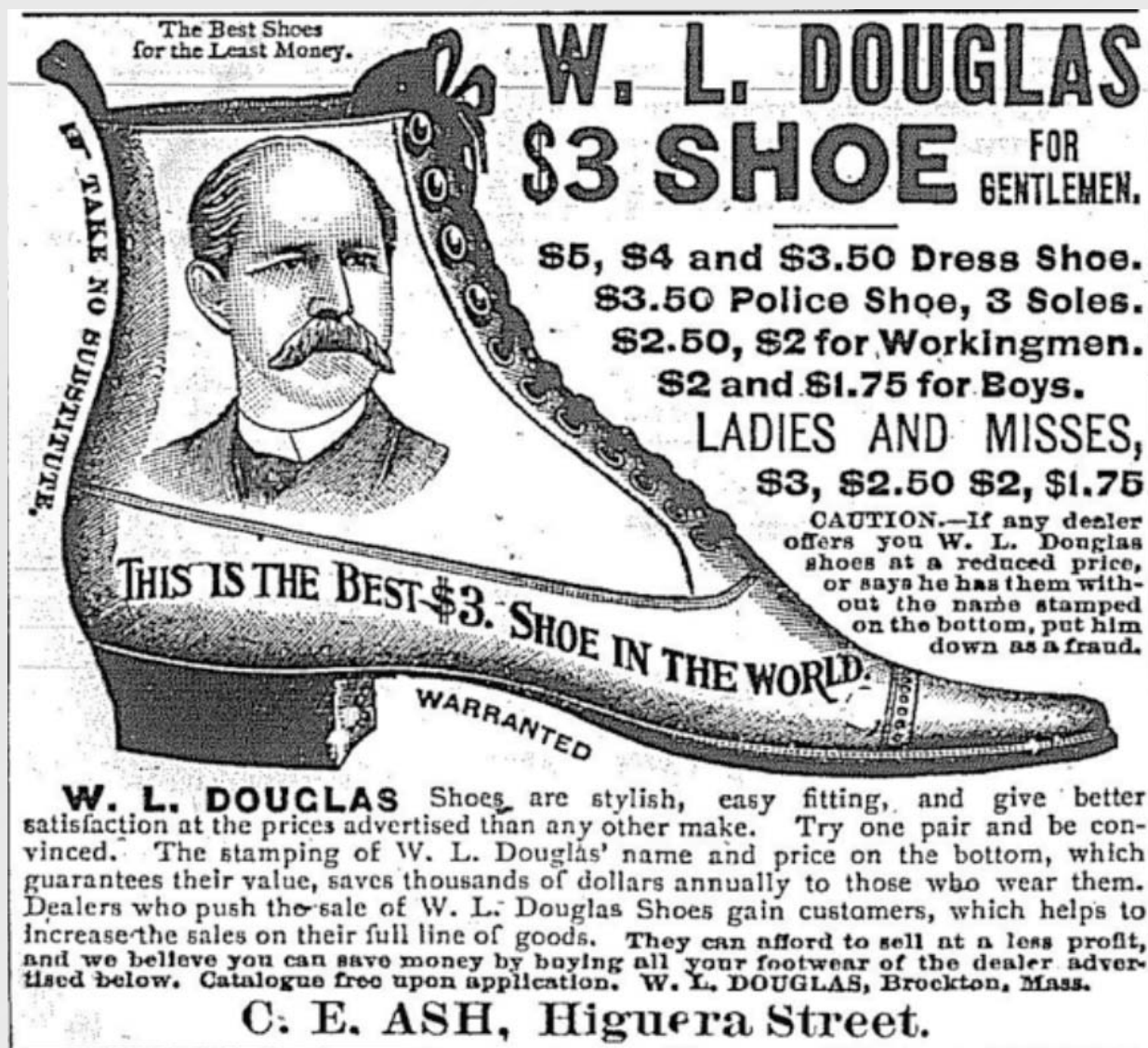
LADIES AND MISSES,  
\$3, \$2.50 \$2, \$1.75

CAUTION.—If any dealer offers you W. L. Douglas shoes at a reduced price, or says he has them without the name stamped on the bottom, put him down as a fraud.

**THIS IS THE BEST \$3. SHOE IN THE WORLD.**  
WARRANTED

**W. L. DOUGLAS** Shoes are stylish, easy fitting, and give better satisfaction at the prices advertised than any other make. Try one pair and be convinced. The stamping of W. L. Douglas' name and price on the bottom, which guarantees their value, saves thousands of dollars annually to those who wear them. Dealers who push the sale of W. L. Douglas Shoes gain customers, which helps to increase the sales on their full line of goods. They can afford to sell at a less profit, and we believe you can save money by buying all your footwear of the dealer advertised below. Catalogue free upon application. **W. L. DOUGLAS, Brockton, Mass.**

**C. E. ASH, Higuera Street.**

The advertisement features a central illustration of a large, dark leather dress shoe with laces. A portrait of a man with a mustache, W. L. Douglas, is positioned inside the shoe's upper. The shoe's sole is visible and contains the text 'THIS IS THE BEST \$3. SHOE IN THE WORLD.' and 'WARRANTED'. A banner-like shape follows the curve of the shoe, containing the text 'TAKE NO SUBSTITUTION.' on the left side. The background is white with black text and illustrations.

# We publish therefore We communicate!

The screenshot shows a website for the Atlanta Restaurant Guide. The main header area is orange and contains the text: "Welcome to Atlanta! Find over 12,000 Restaurants on our website!". Below this are several navigation links: "Atlanta Restaurants By City", "BBQ", "Catering", "City Guide", "Cuisine Guide", "Coupons", "Entertainment", and "Featured Restaurants". A prominent blue link reads "LEAD RESTAURANT GUIDE...Click to View Website". Below that is a "NEW! Atlanta's Top Restaurants" section with links for "Georgia Restaurants", "Metro Atlanta Restaurants", and "Happy Hour Bars". Further down are links for "Hot Links", "Menu Guide", "Pizza Guide", "Recipes", and "Contact Us", along with "Advertising Rates" and "Fine Restaurants-Online Reservations". A search bar is present with a dropdown menu set to "This Site" and a "Search" button. Below the search bar is a link: "Get a Free Search Engine for Your Web Site".

Find cuisine from all over the world on our **Cuisine Guide!!**

Alphabetical Listings of Atlanta Restaurants  
-By City  
Barbecue Restaurants  
Bars & Lounges  
Catering  
Coupon Guide

Atlanta's **HOTTEST** PAGE FOR RESTAURANTS

Directory  
Downtown Atlanta Restaurants  
Entertainment  
Expensive Restaurants  
Fine Dining

Every Major City in America Has a Restaurant Guide.  
In Atlanta It's...  
**Restaurant Guide**  
Atlanta

Atlanta's ORIGINAL RESTAURANT GUIDE to Dining in Atlanta  
Our Name Says it All!  
Established 1998 & Growing-Locally Owned  
Over 12,000 Metro Atlanta Restaurants Listed Here and Growing  
Metro Atlanta Restaurant Guide-Alphabetical Listings of Metro Atlanta Restaurants  
Cuisine Guide-Cuisine From All Over The World  
Georgia Restaurant Guide



It's not just about “what” we say,  
it's “how” we say it!



Harley-Davidson



# Computer Store



Typefaces give your  
communication a voice!



whisper  
**SCREAM**

*Inspire*

*Entertain*



Type brings to the message  
trust and integrity!



**GOOD  YEAR**

**ALL SEASON RADIAL TIRES  
PRICED TO MOVE!**



**GOOD  YEAR**  
***ALL SEASON RADIAL TIRES***  
***PRICED TO MOVE!***

# Sanity Check

- ✓ Web fonts
- ✓ Embedded fonts

**GREAT! Are we done?**



“Everything that counts in  
typography is a subtlety”

JAN TSCHICHOLD

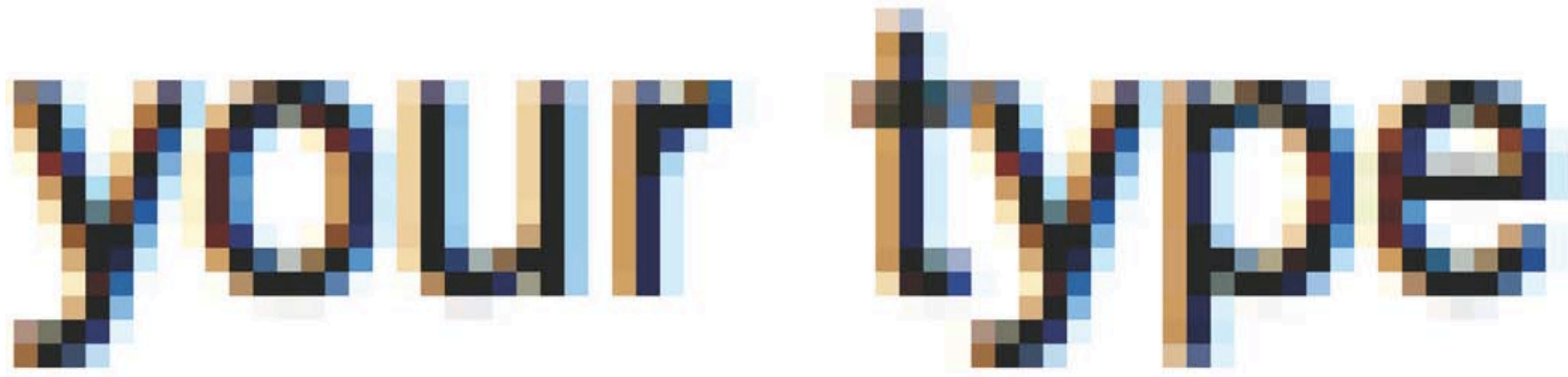


# Rendering



your type

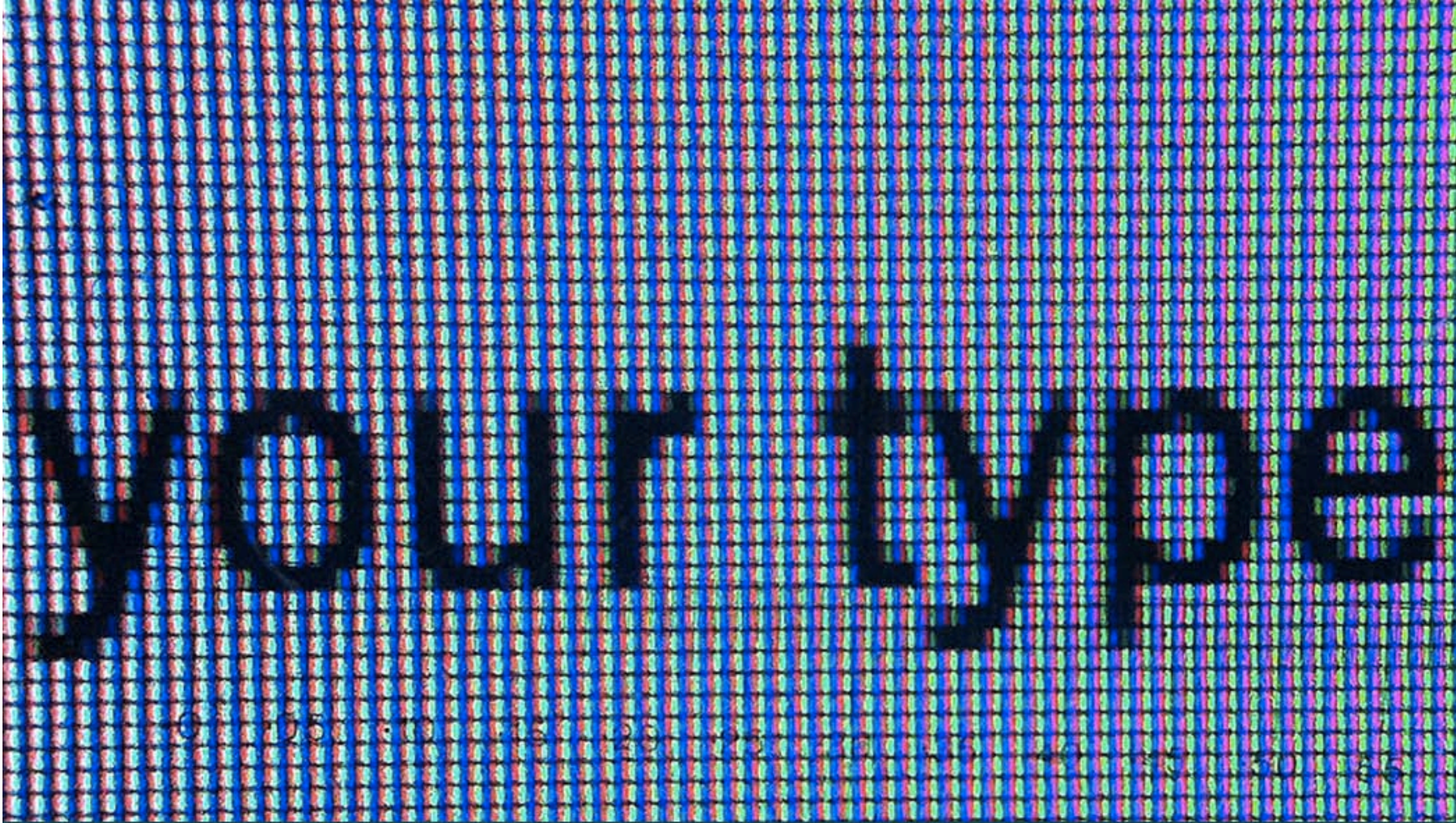
This is how we want fonts to appear



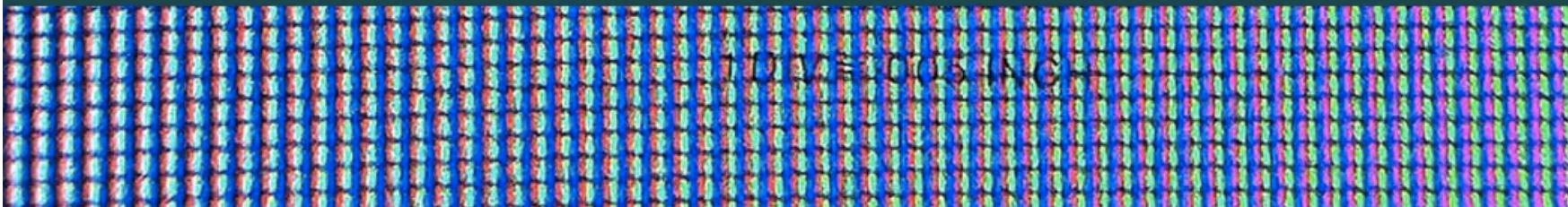
This is how glyph outlines are pixilated



# Monotype



This is what we really see on LCD screen





# Type Features



Affiliate flag → Affiliate flag  
*Ligatures*

The 1980s → The 1980s  
*Alternative number styles*

*Nicest egg* → *Nicest egg*  
*Swashes and contextual alternates*

An EPUB book → An EPUB book  
*Real small caps*

Advanced features for refined typography



# New Typeface Choices

# THE NEW YORKER

IN THE MAGAZINE

BLOGS

AUDIO & VIDEO

LISTINGS

NEWS DESK | CULTURE | FICTION | THIS WEEK'S ISSUE | IPAD APP | CONTRIBUTORS



THE THEATRE

## MAD MEN

BY JOHN LAHR

“The House of Blue Leaves,” “Jerusalem,”  
“The Normal Heart.”

LAHR ON THE TONY NOMINATIONS

Monotype

Some typefaces do not work well on screen



Sample  
Sample



Sample

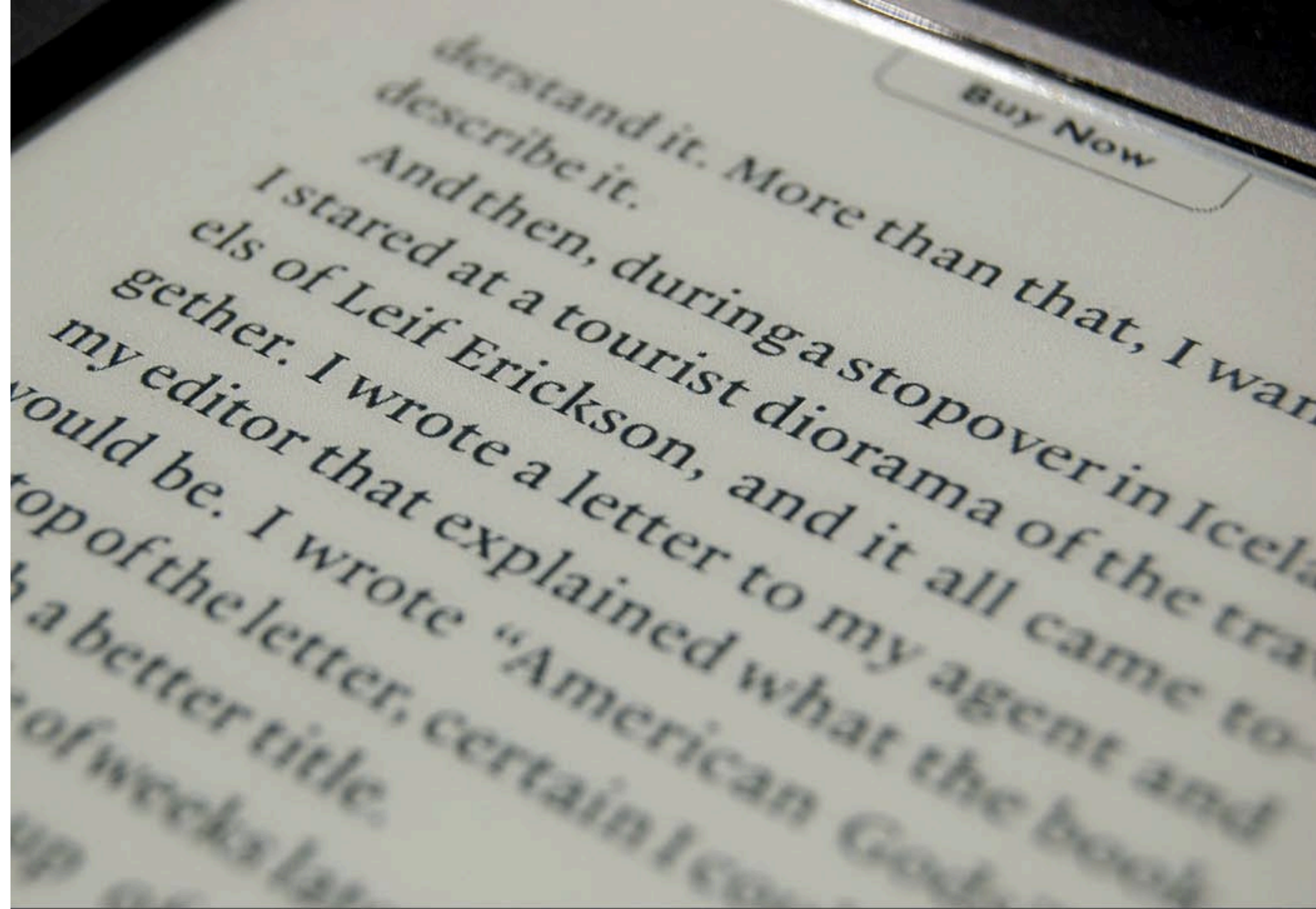
Sample



The Crystal Goblet  
*The Crystal Goblet*  
**The Crystal Goblet**  
***The Crystal Goblet***

## Malabar

A crisp contemporary design optimized for screen



# Malabar

On the Barnes & Noble Nook reader (E-Ink)

# We need to communicate!

