



munchfonts

# CHOOSE

A software typeface family



Hedera = SS 15

*A Note on the Typeface Design & Various Functions*

CHOOSE has amiable romans and nimble italics that update the Late Renaissance Humanist typefaces of Jenson and Aldus for the 2000s. With moderated old-style proportions (full-square 'O', half-square 'E') and a soft, late-morning stress axis, Choose has a luxuriously distinctive rhythm and flow to ease reading at length. There are no straight lines except at a serif ends; all strokes have a gentle, sculptural entasis that softens every stroke. Of course! the 'e' has the hallmark Venetian slanted center bar. (Ah, Mannerist flourishes on Italic Capitals? Why not.)

The character set covers languages that use the GLK scripts: Greek (with Polytonic!), Latin (with Vietnamese & West African), and Cyrillic (with trans-Uralics! Variants for Bulgarian! Serbian! Northern Macedonian! OCS antiques!); IPA (International Phonetic Alphabet, not the ale) characters for broad use, and essential Hebrew with dagesh.

A variety of ornaments and symbols, easily accessed with OpenType features, extend each fonts' comprehensive glyph set beyond simple text settings.

The fonts hold six weights in the Romans and Italics, with small (medium) caps for all.

Light Roman *Light Italic*  
Regular Roman *Regular Italic*  
Medium Roman *Medium Italic*

**DemiBold Roman** ***DemiBold Italic***  
**SemiBold Roman** ***SemiBold Italic***  
**Bold Roman** ***Bold Italic***

Family Pairings for R, I, B, BI apps (e.g., Word) from the base weight Roman font

## 15 Headpiece Ornaments [Best used at twice or higher the type size]

— Vines, left/right: aa bb (myrtle/vinca, dogwood) ii jj (grape) Garlands (l/r): o p (myrtle) q r (dogwd)  
— Floral terminals, l/r: c d (myrtle/vinca) e f (dogwood) g h (grape)  
— Cartouche sides, l/r: ( {} ) — Finials, l/r: k l (from Vines) m n (from Florals)



17 Text to Various Sorts † — f → f12,30 (florin) | → ' (okina) H → ☞ x → × (times) - → - (minus)  
/ → / (div slash) d → ° (degrees) m → ' (minutes) s → " (seconds) e → € (estimated) l → ℓ (litre)  
& → 7 (Tirô&) B → ≡ (hmbgr) C → ⌘ (cmd) S → ⇧ (shft) O → ⌵ (opt) c → ^ (ctrl) W → Δ (warn)

## 18 <== to Arrows † — Add ^ before the tri-glyphs to supersize arrows: <== → <Hi! ^<== → <Ho!

<== less equal equal → arrow left; W ← <== <\\ /\\ //> ==> ← ↖ ↑ ↗ →  
==> equal equal greater → arrow right; E → <-- <// \\\ \> --> ← ↙ ↓ ↘ →  
<\\ less backslash backslash → arrow NW ↖ [Using 'equal' avoids getting some apps' built-in arrows]  
//> slash slash greater → arrow NE ↗  
<// less slash slash → arrow SW ↙  
\\> backslash backslash greater → arrow SE ↘  
/\\ slash bar backslash → arrow up; N ↑  
\\/ backslash bar slash → arrow down; S ↓

## 19 Planetary Symbols † — a to m = Planets, n to r = Asteroids, o to 9 = Lunar Phases

— a → ☉ Sun b → ☿ Mercury c → ♀ Venus d → ♂ Earth e → ⊕ alt Earth  
f → ♂ Mars g → ♃ Jupiter h → ♄ Saturn i → ♅ Uranus j → ♁ alt Uranus  
k → ♆ Neptune l → ♇ Pluto m → ♁ alt Pluto  
— n → ♁ Ceres o → ♀ Pallas p → ♃ Juno q → ♄ Vesta r → ☄ Comets  
— 0 → ● New Moon 1 → ☾ First Crescent 2 → ☽ Waxing Crescent 3 → ☾ First Quarter  
4 → ☽ Waxing Gibbous 5 → ☾ Full Moon 6 → ☽ Waning Gibbous 7 → ☾ Last Quarter  
8 → ☽ Waning Crescent 9 → ☾ Last Crescent — Eclipses: ( → ● Lunar ) → ● Solar (no Unicodes)  
The Lunar Cycles — Northern Hemisphere: ●☾●●●●●●●☾ — Southern: 0987654321 → ●●●●●●●●

## 20 Zodiac Signs †

— a → ♈ Aries b → ♉ Taurus c → ♊ Gemini d → ♋ Cancer e → ♌ Leo f → ♍ Virgo  
g → ♎ Libra h → ♏ Scorpius i → ♐ Sagittarius j → ♑ Capricorn k → ♒ Aquarius l → ♓ Pisces

† NOTE ON OT STYLISTIC SET USAGE – Styling text with OT features is like putting on different clothes for different activities. When text is input, and a style is applied, InDesign puts on a new shirt or hat to make it look different. Masquerade! Party On!  
† If the typeface font is changed to one that does not have the exact set of stylings & features, the text reverts to the original. Oh, No!

† The original text is stored as Unicode characters. Characters accessed with single text input (e.g., a → ♈ Aries) can be given their correct Unicodes: Select the character; InD will show it in the Windows > T&T > Glyph palette. 2-click it! For Sup-Subs, NumDenom, 17 Sorts, 19 Planets, 20 Zodiac, the character takes the correct Unicode. 18 Arrows are at the Glyph palette's end.



Set in 9/12 & 7/12 Choose Regular & Italic

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