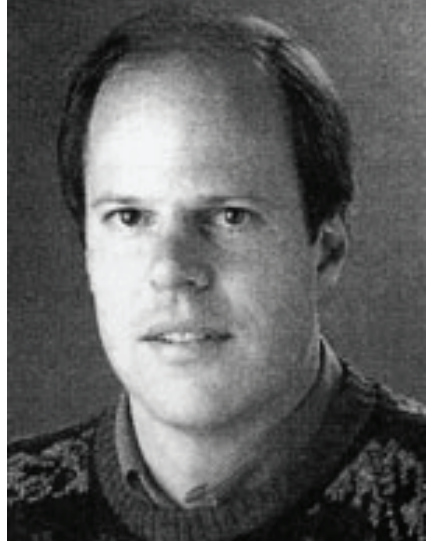# About Robert Slimbach

by Jia Wen Chong

Principal Type Designer at Adobe, Inc,
Robert Slimbach.

*B*ackground

1956 — Born in Evanston, Illinois. Shortly after, he moved to Southern California where he spent his childhood and his youth.

A part of downtown Evanston, as seen in October 2005

Evaston map

There is probably no family that has made more American history than the Adamses of Braintree, Quincy and Boston, Massachusetts. Through four generations and two centuries, not a year went by without an Adams in public life. See Families to Remember, starting on page 24.

U&IC's Cover, Vol 13-3 (ITC Slimbach made important debuts in the pages of U&lc)

He later commented of this period that "I wasn't really making enough money to live on."

1985 —After two years of trainig from Autologic Incorporated in Newbury Park, California. He worked as a type designer.

Furthermore, Slimbach was then self-employed for two years as a freelance type designer, during which developed the two typefaces ITC Slimbach and ITC Giovanni for the International Typeface Corporation.

1987 —Slimbach joined Adobe System. Since then, he has contentrated primarily designer typefaces for digital technology.

He also developed new fonts for Adobe Originals program. Among his early projects at Adobe were Utopia(1988), Adobe Garamond(1989), Minion(1990)Poetica(1992) families.

(left to right): Jim Wasco, Robert Slimbach, Carol Twombly and Fred Brady. The Adobe type team, 1991.

1991 —He received the Prix Charles Peignot from the ATypI(Association Typographique Internationale) for excellence in type design.

2000 —the rate of Slimbach's (and Adobe's) new typefaces has slowed, as he has taken advantage of the new linguistic and typographic capabilities offered by the OpenType format.

(left to right): Robert Slimbach, Fred Brady, Joy Redick, and John Lane.
Research trip to the Plantin-Moretus Museum in Antwerp, Belgium, during the development
of Adobe Garamond, 1988.

2004 —Adobe released Garamond Premier Pro, a new take on the Garamond designs, which Slimbach had been working on for 15 years, since he first completed Adobe Garamond in 1989.

A *wards*

- **Adobe Hand B — 2014 Modern Cyrillic winner**
- **Adobe Text Pro — 2014 Modern Cyrillic winner**
- **Arno Pro — TDC2 2007 winning entry**
- **Brioso Pro — TDC2 2002 winning entry**
- **Caflisch Script Pro (added many typographic alternates) — bukva:raz! 2001 winner**
- **Frederick W. Goudy Award — 2018**
- **Garamond Premier Pro[19] — TDC2 2006 winning entry**
- **Minion Pro (added Greek) — bukva:raz! 2001 winner**
- **Myriad Pro (added Greek and Cyrillic, with Carol Twombly, Fred Brady and Christopher Slye) — TDC2 2000 winning entry and bukva:raz! 2001 winner**
- **Trajan Sans Pro — 2014 Modern Cyrillic winner**
- **Warnock Pro — TDC2 2001 winning entry**

Ke

epler

1996

"It looks like Didone or Modern serif font." commented by users.

Ascender line

X-height

apex

cross-bar

Baseline

Descender line

(nearly flat serifs
at stem bottoms)

spur

Anat

hollow

bowl

do

Typog

terminal

open

close-counter

tomy

high contrast between
stroke widths

open-counter

shorter descenders

of

*trasitional/baroque
serif*

ownward-sloped

ears

teardrop

*slab serif
(bracketed)*

graphy

oop

Introduction

Named after the German Renaissance astronomer, Kepler is a contemporary Adobe® Originals type family created by Adobe type designer Robert Slimbach in the tradition of classic "modern" 18th-century typefaces. Traditionally, modern typefaces are known for their cool intellectual quality, but Slimbach's Kepler captures the modern style in a humanistic manner. It is elegant and refined with a hint of oldstyle proportion and calligraphic detailing that lends it warmth and energy. The OpenType® version of Kepler, released in 2003, subtly improves on the earlier design, and merges the previously separate supplemental fonts into the base fonts, to provide extended typographic features.

light The quick brown fox jumped over the lazy dog.

regular The quick brown fox jumpsed over the lazy dog.

medium The quick brown fox jumped over the lazy dog.

semibold The quick brown fox jumped over the lazy dog.

bold The quick brown fox jumped over the lazy dog.

black The quick brown fox jumped over the lazy dog.

Kepler Fonts Pairings

Kepler
Neuzeit Book

THE RUNWAY
MEETS THE
TRACK

Adidas by Stella McCartney - Fashion in the fast lane

The Adidas and Stella McCartney collaboration is a great success. Hugely popular, widely acclaimed and some of the most stylish activewear for women available. For three seasons in a row Pelle Martin has designed the worldwide aSMC product/branding site.

Kepler
Futura

Garamond
Kepler
Avenir

Seesaw balances the disciplines
required of a premium branding agency
with our love for the art of design.

—

It seems everyone talks branding these days. Yet few understand it in depth.
We firmly believe all consumer engagement should flow from the core of your brand regardless of whether the expression is brand identity, traditional channels or digital.

Our role is to ensure your brand presents a cohesive, elevated and integrated image across all touchpoints. One goal, many channels.

All | Brand | Digital | Print

Jardan

Kepler
Proxima Nova
Aktiv Grotesk

Minion Pro

An OpenType update of the original family, released in 2000. It is inspired by late Renaissance-era type and intended for body text and extended reading.
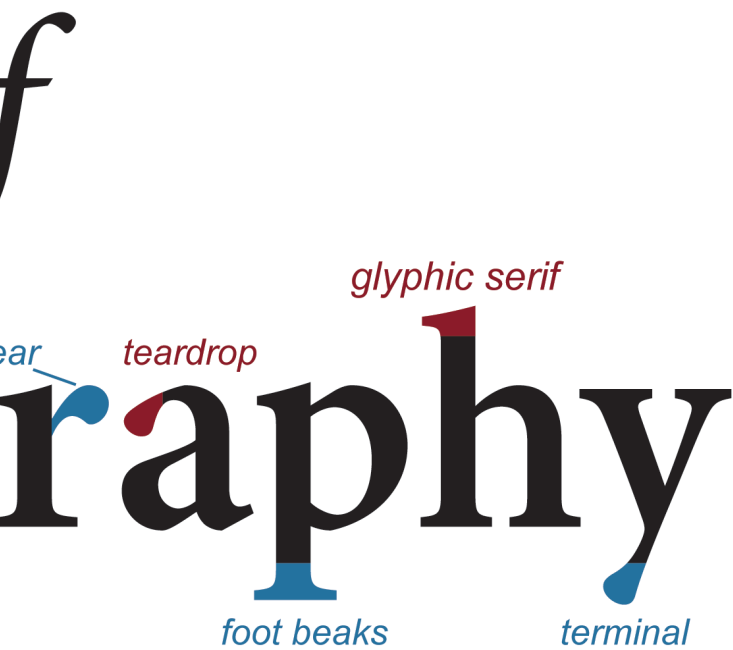
X-height

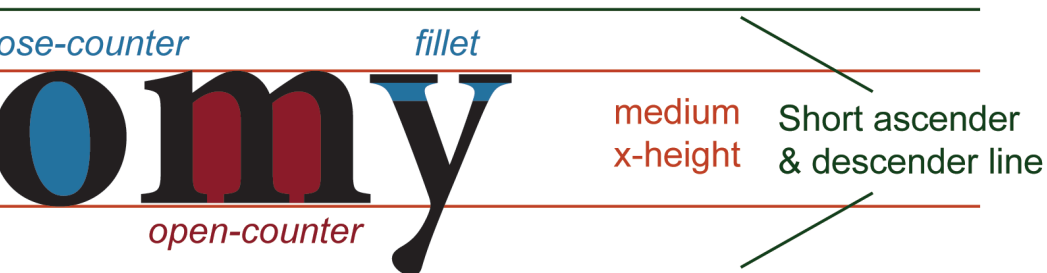shoulder

cl...

Anat...

cross-bar

shoulder

stem

spur

Baseline

Descender line

o...

hollow

bowl

e...

Typog...

link

vertical
stress

close
loop

14

ose-counter

fillet

medium
x-height

Short ascender
& descender line

open-counter

glyphic serif

ear

teardrop

raphy

foot beaks

terminal

Introduction

As the historically rooted name indicates, Minion was designed for body text in a classic style, although slightly condensed and with large apertures to increase legibility. Slimbach described the design as having "a simplified structure and moderate proportions." The design is slightly condensed, although Slimbach has said that this was intended not for commercial reasons so much as to achieve a good balance of the size of letters relative to the ascenders and descenders.

regular The quick brown fox jumped over the lazy dog.

medium The quick brown fox jumpsed over the lazy dog.

semibold **The quick brown fox jumped over the lazy dog.**

bold **The quick brown fox jumped over the lazy dog.**

Minion Pro Fonts Pairings

"I wanted to thank you for helping with our sale. The marketing for the property was astonishingly good and, when I was showing the flat, many of the viewers commented on how efficient and easy they had found The Modern House to deal with. I don't think estate agencies get that many compliments!"

Angela, London

RUBY PSEUDO

JENNY OWEN

Minion
Gill Sans

Alternate Gothic
Minion

Projects

Thorium
Do Not Discard
BASE Restaurant

Writing

TDML Specification

Minion
Inconsolata

Brazil

ESPRESSO BLEND
Locally Roasted

The Brazil Style blend, popular among many cafes, has been a Grinders® cornerstone since 1962. Medium roasted to create a smooth, well-balanced coffee with fruity overtones and a lingering mellow finish, is also ideal in the home.

Clarendo
League Gothic
Minion