

ROCKWELL

Type Specimen Booklet

1
9
3
4

1
9
3
4

The History of Rockwell

Designer: Frank Hinman Pierpont
Foundry: Monotype
Classification: Slab serif

Slab serif fonts were originally designed to be carved into wood; the block structure made it easier to handcarve. Slab serif fonts increased in popularity for advertising as large and bold fonts on billboards, pamphlets, and posters. The typeface Litho Antique, created by William Schraubstdter, was released in January 1910. The font was rereleased in 1931 as Rockwell Antique. The Rockwell typeface family was created with new unique characteristics by Frank Hinman Pierpont and Monotype in 1934.

Fun Fact: In an early Monotype document, this font was accidentally called Stymie Bold. Since then the two fonts are commonly confused.

Frank Hinman Pierpont

Frank Pierpont is the designer who led the recreation of this font with Monotype. In 1896 he started work as director of Typography GmbH in Berlin, a place that created typesetting machines. In 1899 he became a foundry manager at Monotype in England. In his lifetime he created a few other typefaces including Aldine 721, the Plantin typeface family, and Revival 555.



18
60
-
19
37

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

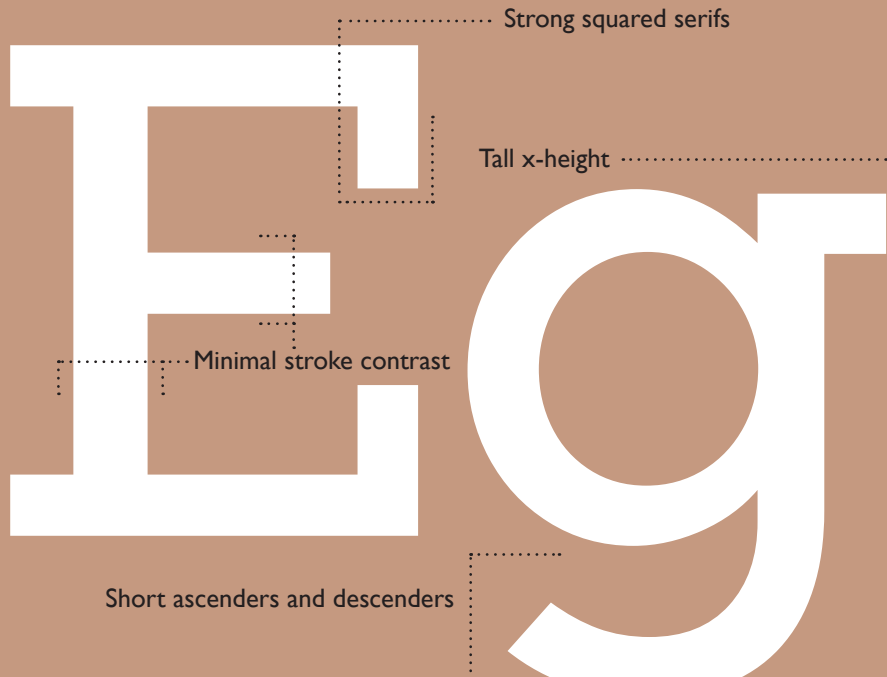
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

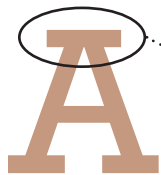
! & ? \$

Anatomy

Rockwell is a geometric slab serif font with a homemade warmth and charm. The bold look and high legibility make this font great for headlines, posters, and displays.



Unique Characters



The Rockwell capital A has flat top serifs.



The Rockwell lowercase a is two storied with high legibility.



The Rockwell capital L has an extra long serif.



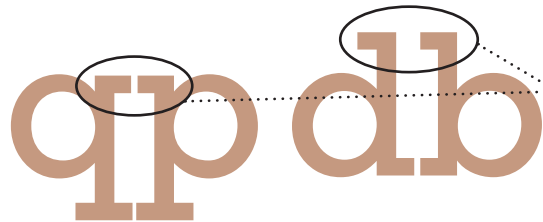
The Rockwell capital Q has a tail which falls below the baseline and is horizontal.



The Rockwell capital J falls below the baseline.



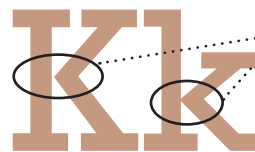
The Rockwell lowercase t does not have a square top, but an angled top.



The lowercase q and p are directly mirrored, while the lowercase d and b are not with the top serifs facing the same way, instead of being mirrored.



The Rockwell lowercase y has a serif at the bottom of the tail.



The Rockwell lowercase and capital K have an arm and leg that do not touch the stem.



The Rockwell lowercase i has a round tittle, while the punctuation have square tiddles.

Type Styles

Rockwell Std Light

Rockwell Std Light Italics

Rockwell Regular

Rockwell Italics

Rockwell Bold

Rockwell Bold Italics

Rockwell Extra Bold

Rockwell Std Condensed

Rockwell Std Condensed Bold

Rockwell
Std Light

Body type in Rockwell Std Light. Body type in Rockwell Std Light. Body type in Rockwell Std Light. Body type in Rockwell Std Light. Body type in Rockwell Std Light. Body type in Rockwell Std Light. Body type in Rockwell Std Light. Body type in Rockwell Std Light.

Body type in Rockwell Std Light Italics. Body type in Rockwell Std Light Italics. Body type in Rockwell Std Light Italics. Body type in Rockwell Std Light Italics.

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Rockwell
Regular

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Body type in Rockwell Regular Italics. Body type in Rockwell Regular Italics. Body type in Rockwell Regular Italics. Body type in Rockwell Regular Italics.

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Rockwell
Bold

Body type in Rockwell Bold. Body type in Rockwell Bold. Body type in Rockwell Bold. Body type in Rockwell Bold. Body type in Rockwell Bold. Body type in Rockwell Bold. Body type in Rockwell Bold. Body type in Rockwell Bold.

Body type in Rockwell Bold Italics. Body type in Rockwell Bold Italics. Body type in Rockwell Bold Italics. Body type in Rockwell Bold Italics.

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Font Pairings

Title Title

Futura Bold with
Rockwell Std Light

Title Title

Rockwell Regular with
Gill Sans Light

Title Title

Rockwell Bold with
Din Regular

6 Rockwell Font
8 Rockwell Font
10 Rockwell Font
12 Rockwell Font
14 Rockwell Font
18 Rockwell Font
24 Rockwell Font
30 Rockwell Fon
36 Rockwell F
48 Rockwel
60 Rockw

Type in the Wild

A.HOLT & SONS LTD.
EST. 1864

Storefront sign, London

Docklands

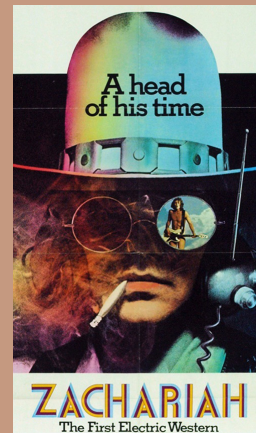
Docklands Light Railway, 1987-1994

**THE OFFICIAL
BOY SCOUT
HANDBOOK**

Boy Scout Handbook, 9th Edition,
1979-1990

RED | VENTURES

Founded in 2000



Poster for the 1971 American Western musical film, *Zachariah*



Shauna Streitmatter
2020