

MADE IN BRITAIN



FAMILY OF 5

DESIGNED BY MARIYA V. PIGOULEVSKAYA

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ABOUT
THE FAMILY:
TAUTZ

A concept driven serif font family of 5 weights. It is a contemporary take on the humanist serif with a touch of rationality and frivolity. Tautz began its life as a research into collective **British Style & Heritage**, as the pursuit of capturing “Britishness” without falling into the trap of stereotyping. Tautz is a personal reflection of Mariya V. Pigoulevskaya, resulting in a functional & characterful font family.



**“BRITISH FASHION IS SELF
CONFIDENT & FEARLESS.
IT REFUSES TO BOW TO
COMMERCE, THUS
GENERATING A CONSTANT
FLOW OF NEW IDEAS
WHILST DRAWING IN
BRITISH HERITAGE.”**

ALEXANDER MCQUEEN

‘be spoken for’

SARTORIAL

“you can buy fashion but you can’t buy style”

1731-1735

The definition of a gentleman

Quintessentially British

L I F E S T Y L E

& CO

– cut and ‘made to measure’ by hand –

PRESENCE

06879



CHAMFERED EDGES



Bb Cc

Gg Kk

Qq Ss

heritage

TAUTZ MEDIUM

tailored

TAUTZ LIGHT

NATURAL

TAUTZ BOLD

FRIVOLITY

TAUTZ REGULAR

instinct

TAUTZ EXTRABOLD



Ff



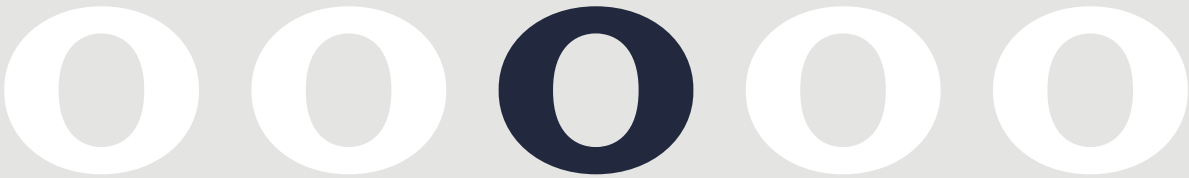
TAUTZ LIGHT



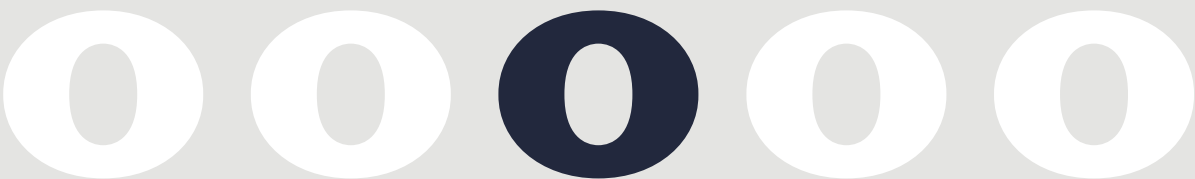
TAUTZ REGULAR



TAUTZ MEDIUM



TAUTZ BOLD



TAUTZ EXTRABOLD

DESIGN CHARACTERISTICS

Tautz features lowered x-height with an intention to create tension and resistance on the page or screen for that matter. This counteracts the geometric approach to the glyph construction and the sharpness of serif details. Resulting in a unique typeface that is suitable for text & display. Details include 5 weights, over 470 characters including Cyrillic ligatures, manually edited kerning and OpenType features.

TAUTZ MEDIUM 16PT

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TAUTZ REGULAR 14PT

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TAUTZ LIGHT 14PT

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One assumption is that if you can dress the part - by acquiring an expensive three-piece suit and parting your hair, you've somehow earned the right to be classed as a gentleman. This isn't the case. As the saying goes, "You can buy fashion, but you can't buy style." The same is true of "form" - it's something you instinctively have or have to learn; it's not something you buy. A gentleman doesn't follow fashion. He's more of an individual, he stands out, with the confidence to go against the grain and without a care for what other people think. People follow each other far too often in today's world. Needing acceptance from their peers, they act like sheep. One goes and the others follow. It's a tribal mentality. A gentleman is never "styled" he exudes style, effortlessly.

A gentleman dresses the appropriate way for the occasion and would be as elegant & stylish in jeans and a T-shirt as he would be in a suit. My father and grandfather both came from backgrounds and eras that didn't allow for a lot of money to be spent on clothes, but that didn't stop them having pride in their appearance. Their shoes were always polished immaculately, their ties always in perfect half Windsors. They were subtle and understated, yet they stood out from the crowd because they had presence. You just knew there was something special about them. The bottom line is, a gentleman sets trends; he certainly doesn't follow them.

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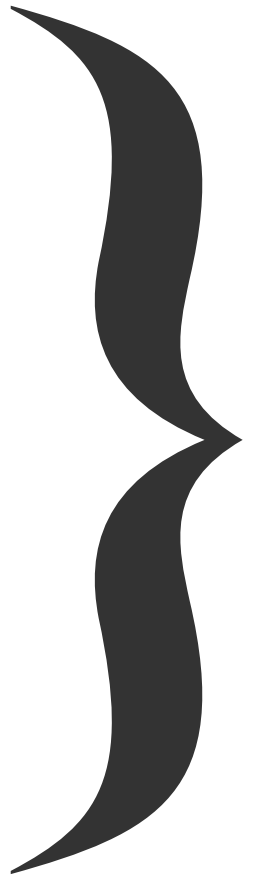
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CUT LONDON THE



“Their shoes were always polished immaculately, their ties always in perfect half Windsors. They were **subtle and understated**, yet they stood out from the crowd because they had presence. You just knew there was something special about them. The bottom line is, a gentleman sets trends; he certainly doesn’t follow them.”

