

MADELINE WALZ



TYPE SPECIMEN POSTER

GRDS 205 – Fall 2018

MASQUALERO

A typeface inspired by Miles Davis

Jim Ford was driving on Route 14 from Chicago into Wisconsin, in the middle of a snowstorm. It was still early, but road conditions were bad. He pulled over to take a break, hitting repeat on the song playing on the car speaker – Miles Davis' "Masqualero." As he sat there, he sculpted the letters of the song title in his head. He sketched out those letters when he got home, eventually building a full typeface around it. That typeface, called Masqualero after the song that inspired it, was released by Monotype in 2017.





As for how and why it was designed, Jim Ford says it best:

“I approached drawing the letters as if they were marble sculptures. Many sharp, black, modern sculptures filling a large park. All of them created with the same qualities – the flair of Miles’ electric funk and rock sounds, the sparkly smooth finish of the design, serifs like trumpet bells and the sweet lyricism, tone, and clarity of Miles’ horn. ... I was aiming for the highest level of quality, detail, and sophistication that I could make, as if it really was for Miles... [Masqualero is] for the finer things. It dresses up words. It’s the black tuxedo or the stiletto heel.”

Monotype describes it as enigmatic, complex, cool, contradictory, still, restless, dark, and flamboyant – also an apt description of Miles Davis himself. Fonts.com, Monotype’s online store, describes Masqualero as “eye-catching and subdued, aggressive and warm, dark and bright... a design with a strong presence and a bit of attitude. Like the legendary jazz song of the same name, Masqualero is haunting and sophisticated.”





THE BAND

Members of the Miles Davis Quintet

Center: Miles Davis (trumpet)

Clockwise from top left: Wayne Shorter (tenor saxophone),
Tony Williams (drums), Herbie Hancock (piano), and Ron
Carter (double bass)

Quotes from Miles Davis

"If you understood everything I said, you'd be me."

"Don't play what's there; play what's not there."

"Do not fear mistakes – there are none."

"Man, sometimes it takes you a long time to sound like yourself."

"Knowledge is freedom and ignorance is slavery."

"Anybody can play. The note is only 20 percent. The attitude of the **** who plays it is 80 percent."

"When you're creating your own ****, man, even the sky ain't the limit."

"Someday I'm gonna call me up on the phone, so when I answer, I can tell myself to shut up."

"Good music is good no matter what kind of music it is."

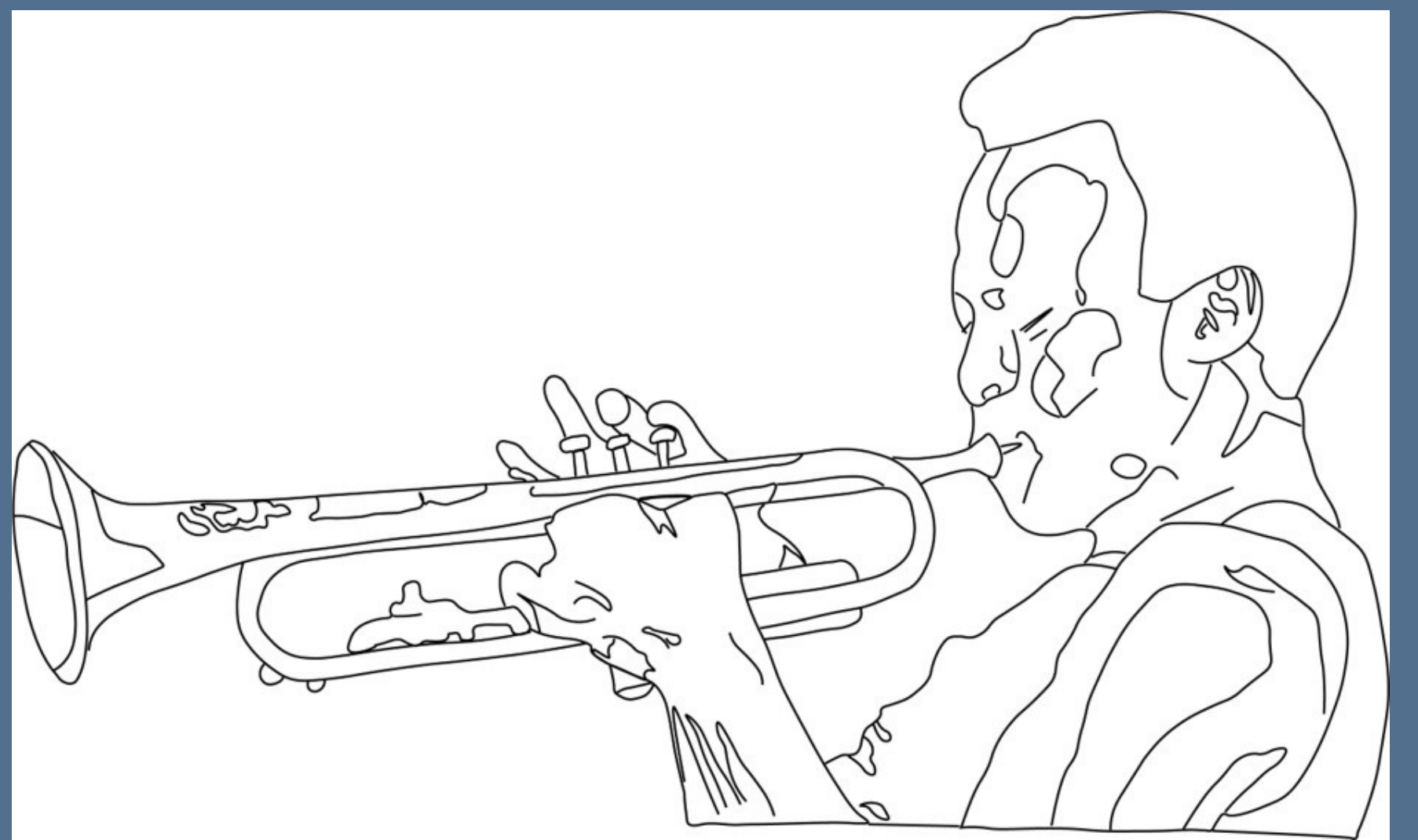
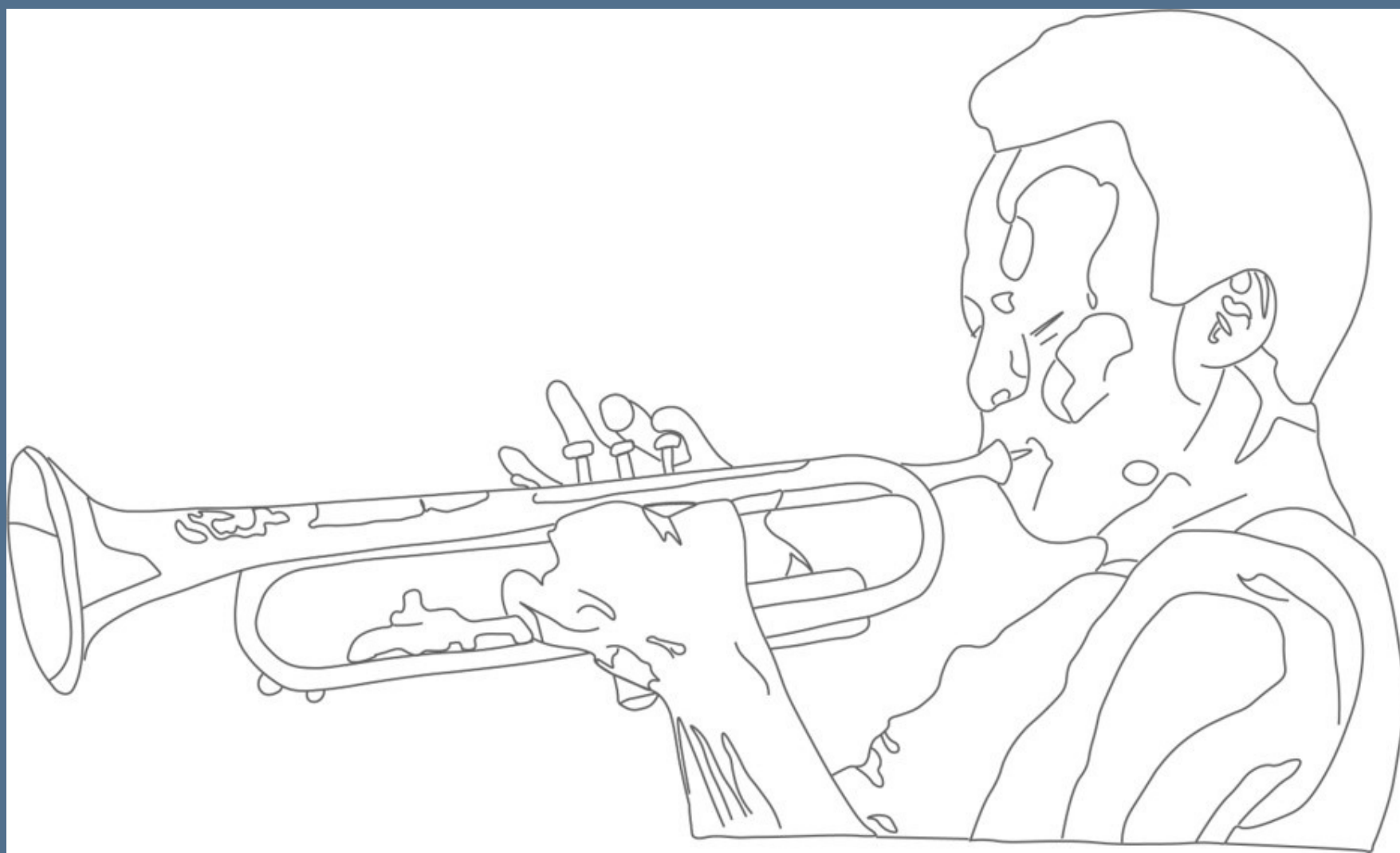
"It's not about standing still and becoming safe. If anybody wants to keep creating they have to be about change."

"For me, music and life are all about style."

IMAGE CREATION

Based on this photo from the album "Miles Davis: A Tribute to Jack Johnson"





FINAL DESIGN



designed in 2017
by Jim Ford
6 fonts with italics
2 display fonts
over 350 glyphs

“IT’S THE BLACK TUXEDO
OR THE STILETTO HEEL.
IT DRESSES UP WORDS.”


Jim Ford was driving in a snowstorm, listening to the Miles Davis Quintet’s “Masqualero” on repeat. He began designing the letters of the song title in his head as he drove.

“Masqualero” was released in 1967 by Wayne Shorter, Miles Davis, Ron Carter, Herbie Hancock, and Tony Williams. The word doesn’t mean anything – it was created by Wayne Shorter.



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