

A night landscape featuring a starry sky, a mountain range, a forest of evergreen trees, and a body of water reflecting the scene. The word 'MAJESTY' is written in a large, white, serif font across the middle of the image.

MAJESTY

Majesty Type Family
Specification & Examples

www.majesty-font.com

CONVEY A SENSE OF DRAMA

RECOGNITION

One of my first type designs, PSEUDONYM, was a low-contrast, subtly-flared serif that attempted to bridge a gap between a solid geometric sans and a traditional flared serif face.

In hindsight, my efforts didn't really hit the mark I was hoping to achieve. Obviously, my understanding of type design has improved since late 2015, so in 2018 I revisited my sketches for PSEUDONYM and analysed what worked and what didn't.

Key to improving my drawings was the addition of contrast – of course! After all, the style is intended to replicate engraving and my attempts to force tapered serifs onto a geometric sans serif were frankly, short-sighted.

INSPIRATION

Rather morbidly, inspiration for MAJESTY partly came from studying gravestone engravings as part of my daily walk. An appreciation of the skill and artistry involved impresses while perusing the numerous chiselled designs that have weathered over the decades – they have been a monumental influence.

Added to that is a feeling I've had for a long time now that there aren't (to my knowledge) that many incised serifs available... and there should be more.

As you can tell, this genre of type is a favourite of mine – I would have used flared serifs often in my previous career as an illustrator/designer. I could draw on my experience of using typefaces such as ALBERTUS, FRIZ QUADRATA, BAKER SIGNET and ALEXON to help conjure what would become MAJESTY.

IMPLEMENTATION

The first weight drawn, Majesty Light, came together quite quickly, with the capitals rolling out effortlessly from the new sketches I had made. The lowercase was a little trickier, I decided to cut slight notches in many of the characters to give them a sharper edge and feel. It also makes them less generic, more refined and distinctive – which is always a plus!

With the first weight complete it became apparent that this was going to be an elegant and refined typeface that would be perfect for titling and logotype – particularly for brands looking for an air of confident, understated luxury. 'MAJESTY' just seemed to be the perfect name for it!

The Black weight went as heavy as it could comfortably go, and more extremely-chiselled options were set with the Display weight and the stronger, more open-countered style of the Poster variant.

I've really enjoyed creating MAJESTY and I hope you enjoy using it in your own projects too.

INTENSE
100% ARABICA



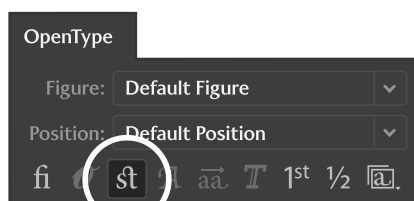
ESPRESSO

ROASTED GROUND COFFEE FOR ESPRESSO
DARK ROAST

DISCRETIONARY LIGATURES

All my type designs have a branding focus, and **Majesty** is no exception. It is perfect for logotype, branding, titling, headlines, etc. To unlock some interesting glyph combinations to embellish your own designs, simply activate the discretionary ligatures in Majesty.

There are a total of 68 ligatures for you to choose from – see opposite – choose what options work best for your design and hit that button in the Open Type palette in Adobe Illustrator, or select Character > Options > Open Type > Discretionary Ligatures in Adobe InDesign.



AT CA CT ET IT KA KE KI KO
KS KU KY LA LE LI LL LO LT LU
LY NT OT RA RC RD RE RG RI
RO RS RT RU RY ST TA TE TH
TI TO TR TS TT TU TY UT ZA
ZE ZI ZO ZU ZY ZZ Th fb ff
ffb ffh ffi ffk ffl fft fh fj fk
ft fi fl tt



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COLOGNE
INTENSE**

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JUKE •
QUITE
STROP

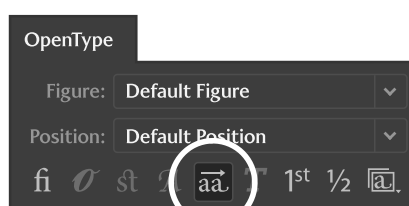
JUKE ♦
QUITE
STROP ♦

MAJESTY POSTER 64/66PT

MAJESTY POSTER 64/66PT WITH STYLISTIC SET 1

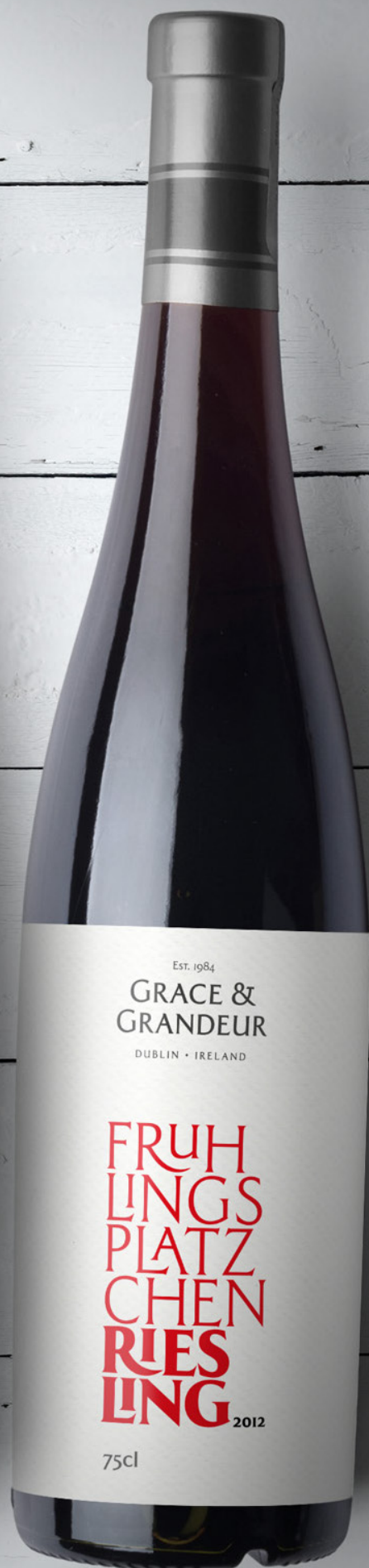
There are eleven alternate glyphs with Majesty, namely:

J K O Q R U S • © ®
J K O Q R U S ♦ © ®



In the example above, the type on the right has **Stylistic Set 1** applied, giving it a more embellished style.

Switch between standard and flourished styles by activating the alternates in your text editing program.



TITLE WITH ALL CAPS

MAJESTY DISPLAY 41PT CAPS

TITLE WITH SMALL CAPS

MAJESTY DISPLAY 47PT SMALL CAPS

TITLE WITH PETITE CAPS

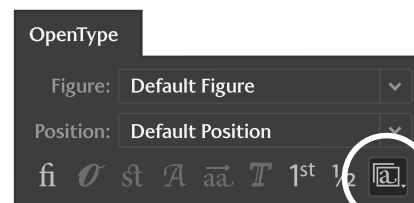
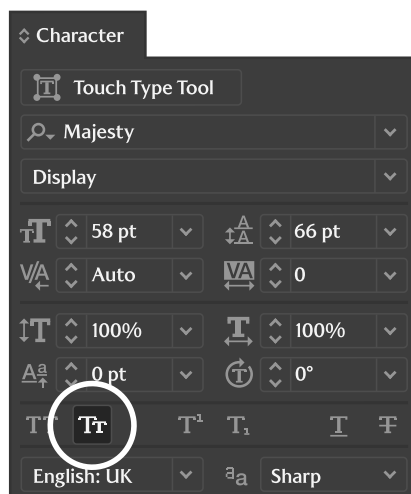
MAJESTY DISPLAY 58PT PETITE CAPS

With **Majesty**, small caps and petite caps are built-in and available at the click of a button. I do not need explain the uses for small caps, but I've always considered them as perfect for making the bolds bolder and the blacks blacker.

Let's say you're designing a book cover, you've set the title in all caps and you're thinking, yes, it's looking good, but it just needs a little extra... oomph!

Now, let's experiment – summon the small caps and petite caps! Reset your text in lowercase, then hit the small caps button and increase the point size so that your text occupies the same space as your all caps title.

Now you have that little more oomph. It's almost like discovering an extra weight in each font.



In this example the first title is set in Majesty Display at 41pt size. Below, the lowercase title is transformed into small caps, and set at 47pt. Finally, the third title is set in petite caps which is activated by selecting **Stylistic Set 2** after already making your title in small caps. The last example is set at 58pt size.



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Using Majesty

PETITE CAPS + lowercase = UNICase

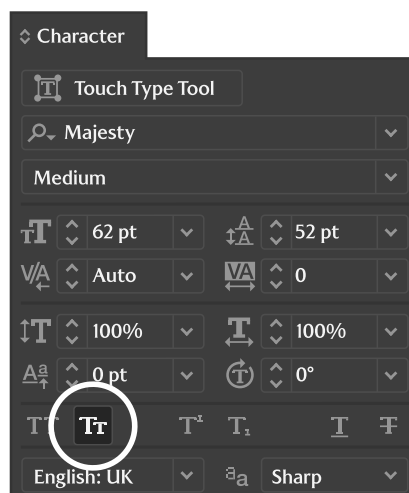
MIX PETITE CAPS WITH LOWERCASE TO ACHIEVE UNICase.

MAJESTY MEDIUM 62/52 PT

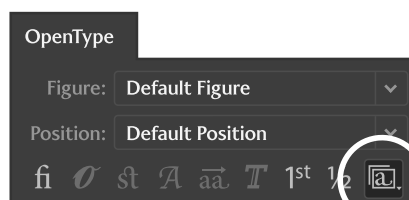
In my previous career as a graphic designer, I loved playing with unicasé typography to create interesting titles and logotype. This is a feature that I often bring into my typeface designs.

With **Majesty**, the lowercase glyphs harmonise with the petite caps. This means that the x-height of the lowercase matches the cap height of the petite caps, plus all stems, horizontals, bowls, etc. are of the same proportion.

This makes it possible to mix and match lowercase characters with the petite caps to create unicasé-style typography.



The above example was set in Majesty Medium at 62 pt size with 52 pt leading. Type your text in lowercase and then switch any characters that have ascenders or descenders to their petite cap variant... bingo! To do that the easy way, select each character and Adobe apps will offer the alternative characters available for selection. Alternatively, convert to small caps and then choose **Stylistic Set 2** from the Open Type > Stylistic Sets Menu.



**I LIKE TO
REMEMBER
THINGS MY
OWN WAY.
NOT NECES-
SARILY THE
WAY THEY
HAPPENED.**

LOST HIGHWAY



I ám flüënt ĩn
māñy lǎngüagës.

Uppercase 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

Small Caps ABCDEFGHIJKLMNOPQRSTUVWXYZ

Petite Caps ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase abcdefghijklmnopqrstuvwxyz

Language Support: Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã

Uppercase

Small Caps

Petite Caps

Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã

Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï
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Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ
 Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã
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