TOBIAS FRERE-JONES
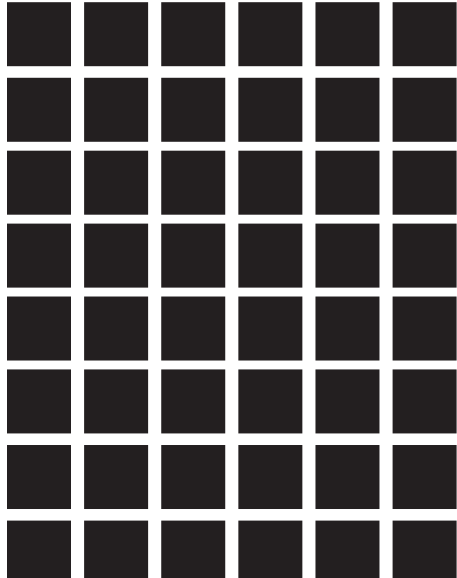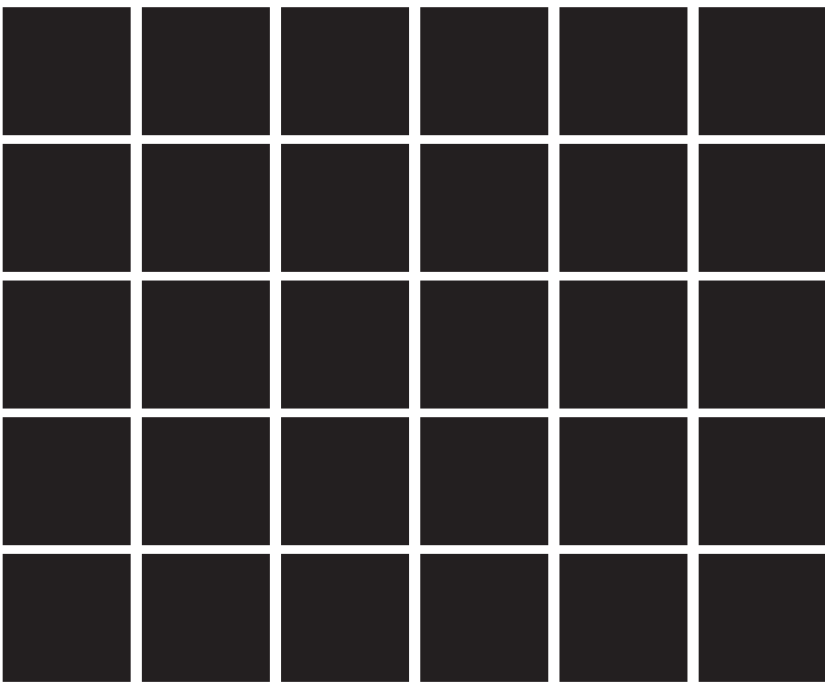
Featured Designer

Tobias Frere-Jones is a typeface designer based out of New York City. Born August 28, 1970, Frere-Jones was raised in Brooklyn and developed an interest in letter design while attending Saint Ann's School. He received a BFA in 1992 from Rhode Island School of Design.

After graduating, Frere-Jones joined Font Bureau, becoming Senior Designer. While working at Font Bureau, he created a number of well-known typefaces, including Interstate. In 1996, he joined the Yale School of Art faculty, teaching typeface design and lecturing throughout the United States, Europe, and Australia. In 1999, Frere-Jones left his position with Font Bureau and returned to New York, starting a company with Jonathan Hoefler. In 2015, he established his own design company, Frere-Jones Type. Frere-Jones describes his early typeface designs, no-

tably Reactor, as 'highly expressive' and categorized them as grunge typography. His famous typefaces includes Mallory, which includes 110 styles as of 2019, Gotham, Interstate, and Surveyor. Frere-Jones described his popular font family Mallory as "conceptually autobiographical," referring to his British family and combination of British and American typography characteristics. His font family Gotham was based on lettering on New York public buildings and was famously used during the Obama 2008 presidential campaign.

Organizations that have commissioned Frere-Jones for design work include: GQ Magazine, the Whitney Museum, the Wall Street Journal, Martha Stewart Living, and the Essex Market.

Tobias Frere-Jones

In 2013, he received the AIGA Medal and won the National Design Award for Communication Design from the Cooper Hewitt, Smithsonian Design Museum in 2019.

Gotham
in use

The font 'Gotham' used in the 2008 Obama presidential campaign.

Gotham

The quick brown fox jumps over the lazy dog.

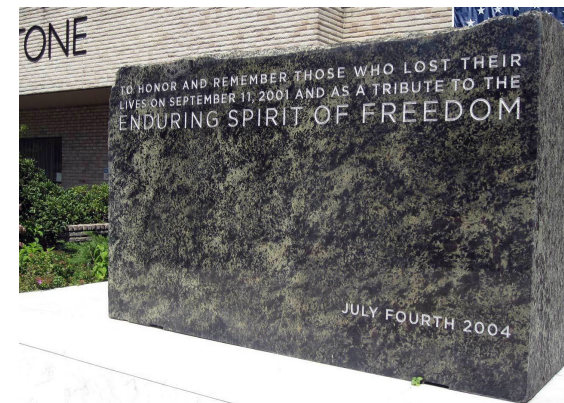The quick brown fox jumps over the lazy dog.

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Example of the typeface 'Gotham'

Gotham used on the cornerstone for the Freedom tower at the One World Trade Center site.

Gotham is a geometric sans-serif typeface family designed by Tobias Frere-Jones with Jesse Ragan and released through the Hoefler & Frere-Jones foundry from 2000.

The typeface was inspired by the New York city skyline, with Frere-Jones basing the font on lettering found on old buildings in the cities downtown.

Cooper Hewitt is the nation's only museum dedicated to historic and contemporary design, with a collection of over 210,000 design objects spanning thirty centuries. Located in the landmark Andrew Carnegie mansion and boasting a beautiful public garden, Cooper Hewitt makes design come alive with unique temporary exhibitions and installations of the permanent collection.

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