

Dried mushrooms

Olivenöl

2 onions, finely chopped

Coqueiro

Kapusta kiszona

JAF Cupidus: design concept

The distinct feature of JAF Cupidus is its extremely high x-height. In our earlier rounded sans JAF Domus, we made the counter spaces as even as possible, to give the typeface a calm and spatially generous impression. In Cupidus, we extended this concept of “equalising the space” to vertical directions, which reduces the hierarchy between upper and lowercase letters. Although we originally aimed for a display face, we soon realised that despite its extreme design, Cupidus can work very well in text sizes. This led us to create Cupidus Text, which is adjusted for continuous reading: looser letter and word spacing, and a somewhat reduced x-height. This makes for a surprisingly inconspicuous text face that can be set at tight line spacing.



The image shows a side-by-side comparison of two typefaces. On the left, the text 'Tokyo 21' is rendered in JAF Cupidus, which has a very tall x-height and wide letter spacing. On the right, the same text is rendered in JAF Domus, which has a more standard x-height and tighter letter spacing. The text is set within a light gray rectangular frame.

Tokyo 21 Tokyo 21

JAF CUPIDUS JAF DOMUS

The Quick Brown Fox
Jumps Over The Lazy Dog.
Paris 2024 Olympics

JAF CUPIDUS

The Quick Brown Fox
Jumps Over The Lazy Dog.
Paris 2024 Olympics

JAF DOMUS

ULTRALIGHT

Blóðberg

ULTRALIGHT ITALIC

Spinach

EXTRALIGHT

Pambazo

EXTRALIGHT ITALIC

Laobing

LIGHT

Tiramisù

LIGHT ITALIC

Hornazo

REGULAR

Flatbrød

REGULAR ITALIC

Broeder

SEMIBOLD

Racuchy

SEMIBOLD ITALIC

Omochi

BOLD

Crumpet

BOLD ITALIC

Filmjörk

EXTRABOLD

Laobing

EXTRABOLD ITALIC

Weißbier

ULTRABOLD

Molotof

ULTRABOLD ITALIC

Kwetiau

EXTRALIGHT 36PT

El cultivo del azafrán
parece haberse extendido
del Oriente al Occidente.

LIGHT 38PT

Der Gehalt an ätherischem
Öl der Muskatnüsse liegt
zwischen 5 und 13 Prozent.

SEMIBOLD 40PT

**Anise is sweet and very
aromatic, distinguished by
its characteristic flavour.**

EXTRABOLD 42PT

**Le romarin est parfois
utilisé en infusion pour
parfumer des desserts.**

EXTRALIGHT ITALIC 36PT

*El cultivo del azafrán
parece haberse extendido
del Oriente al Occidente.*

LIGHT ITALIC 38PT

*Der Gehalt an ätherischem
Öl der Muskatnüsse liegt
zwischen 5 und 13 Prozent.*

SEMIBOLD ITALIC 40PT

***Anise is sweet and very
aromatic, distinguished by
its characteristic flavour.***

EXTRABOLD ITALIC 42PT

***Le romarin est parfois
utilisé en infusion pour
parfumer des desserts.***

EXTRALIGHT 96PT

Gnocchi di
semolino
alla romana

EXTRABOLD 100PT

How to
cook udon
noodles?

ULTRALIGHT 200PT

Olive

SEMIBOLD 230 PT

Plum

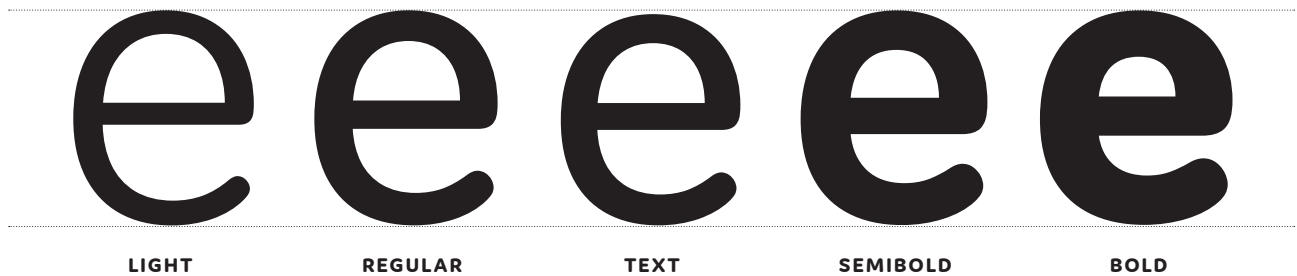
ULTRABOLD 230 PT

Milk

JAF Cupidus: Text styles

Cupidus Text has a somewhat reduced x-height (see **1** below) and more generous letter and word spacing (see **2**). These are the optimisations for continuous reading in small sizes. There are four Cupidus Text styles available: Text, Text Italic, Text Bold and Text Bold Italic (see **3**).

1. adjusted x-height



2. adjusted letter and word spacing

Melonpan is a
bun originating

Regular weight in grey and Text in black to show the difference

3. Cupidus Text styles

TEXT 10 PT

De geschiedenis van het brood gaat terug tot ongeveer 30.000 jaar geleden. Brood zou zijn ontstaan toen voor het eerst graankorrels werden gekneusd met een steen en gemengd met water, zodat er een soort pap ontstond. Deze pap werd

TEXT ITALIC 10 PT

Il pane è un prodotto alimentare ottenuto dalla fermentazione, dalla formatura a cui segue una lievitazione, e successiva cottura in forno di un impasto a base di farina, cereali e acqua, confezionato con diverse modalità, arricchito e

TEXT BOLD 12 PT

Bread is the staple food of the Middle East, Central Asia, North Africa, Europe, and in European-derived cultures such as those in the Americas, Australia, and

TEXT BOLD ITALIC 12 PT

Pour les Romains aussi, le pain est, avec la bouillie de céréales, l'aliment de base. Ils reprennent le mode de fabrication grec à base de levure provenant de moût

**LOWERCASE &
ACCENTED LOWERCASE**

aáâãäåąăǎȃæbcćčĉçċđďđēėěêëèēęf
gğĝġĥħııíîïĩjĵkķlĺł'łtṁnńňñņoóóôöò
õōøœþqrrŕrşśśšşŝßttţuuûüùúũv
wŵẅẁxýÿÿ̀zẏẑẒẔẖ

Note: The Polish kreska is automatically activated when the language of the text is set to Polish.

**UPPERCASE &
ACCENTED UPPERCASE**

A Á Â Ã Ä Å Æ B C Č Ć Ç Ê Ë Ì Í Î Ï Ĵ Ķ Ĺ Ł Ļ M N Ń
Ň Ñ O Ó Ô Ö Ø Õ Œ Þ Q R Š Ś Š Š Š Š Š ß
T Ţ U Ú Û Ü Ù Ú Û Ü V W X Y Ý Ž
Ž Ž Ž Ž Ž

NUMBERS, FRACTIONS,
SUPERIORS & INFERIORS

0123456789 $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

0123456789

1234567890 1234567890 abcdeèfghijklmnopqrstuvwxyz

Note: Cupidus contains the figure space (Unicode 0x2007), which has the same width as the tabular figure

PUNCTUATION & SYMBOLS {}[]()— — — «»<>„“”‘’,*\/.·:.,...!;#.?¿"’;_

+ - × ÷ = < > ± ~ ↑ ↗ → ↘ ↓ ↙ ← ↖

@ & ¶ § № © ® ™ ° ‘ ’ | + ^ a ° % € \$ ¢ £ ¥ ¢ ₪ ₹

LIGATURES ff ft fft ff fi ffi ft ftt

STYLISTIC ALTERNATES J J 1 e é ê ë ì é ù æ œ f ff fi ffi ft fft ß

CASE-SENSITIVE FORMS : ; ç · - - - () { } [] , „ « » ‹ ›

JAF Cupidus: how to use the OpenType features

CASE-SENSITIVE FORMS

InDesign, Photoshop, Illustrator

Character palette menu → All Caps

Note: Changing the text to uppercase does not have the same effect. This feature is only activated by "All Caps".

TextEdit, Pages, Numbers, Keynote

Fonts palette → Typography palette → Case-Sensitive Layout → Capital Forms

Word

Not supported by MS Word as of writing

(H-B:C) → (H-B:C)

Applies to: ::;:---(){}[],,,«»«»

CONTEXTUAL ALTERNATES

InDesign

Character palette menu → OpenType → Contextual alternates

Note: Activating ligatures automatically activates contextual alternates.

Illustrator

OpenType palette → Contextual alternates

TextEdit, Pages, Numbers, Keynote

Fonts palette → Typography palette → Contextual alternates

Word

Font → Advanced → Use contextual alternates

f → fⁱ f_k f' f] f* f! ...

rf → rf

tf → tf ttff ...

tt → tt

Applies to: f r t

STANDARD LIGATURES

InDesign, Photoshop, Illustrator

Character palette menu → Ligatures

TextEdit, Pages, Numbers, Keynote

Text palette → Advanced options → Ligatures

Word

Font → Advanced → Ligatures

ff → ff

ft → ft

fft → fft

ff → ff

ft → ft

fft → fft

Applies to: ff, ft, fft

DISCRETIONARY LIGATURES

InDesign, Photoshop, Illustrator

Character palette menu → OpenType → Discretionary Ligatures

TextEdit, Pages, Numbers, Keynote

Text palette → Advanced options → Ligatures → Use all

Word

Font → Advanced → Ligatures

fi → fi

ffi → ffi

Applies to: fi, ffi (italics)

JAF Cupidus: how to use the OpenType features

STYLISTIC ALTERNATES

InDesign, Photoshop, Illustrator

Character palette menu → OpenType → Stylistic Sets

TextEdit, Pages, Numbers, Keynote

Fonts palette → Typography palette → Alternative Stylistic Sets

Word

Font → Advanced → Stylistic Sets

STYLISTIC SET 1

J → JĴ

STYLISTIC SET 2

1 → 1

1 → 1

STYLISTIC SET 3

f → f f f f i f f i f t f f t f i f f i

ß → ß

STYLISTIC SET 4

e → e é ê ë ì í î ï ð

TABULAR FIGURES

InDesign

Character palette menu → OpenType → Tabular Lining or Tabular Oldstyle

Illustrator

OpenType palette → Figure: Tabular Lining or Tabular Oldstyle

Word

Font palette → Advanced → Number spacing: Tabular

TextEdit, Pages, Numbers, Keynote

Fonts palette → Typography palette → Number Spacing → Monospaced Numbers

128 → 128

Applies to: 0123456789

Note: The figure space can be entered as Unicode U+2007 or via "Insert White Space → Figure Space" in InDesign.

SUPERIOR

InDesign

Character palette menu → OpenType → Superscript/Superior

Illustrator

OpenType palette → Position: Superscript/Superior

Note: In InDesign and Illustrator, applying "Superscript/Subscript" from the Character palette menu does not create true superscript/subscript characters.

TextEdit, Pages, Numbers, Keynote

Fonts palette → Typography palette → Vertical Position → Superiors/Superscripts

Note: In Pages, Numbers and Keynote, applying "Superscript/Subscript" from the Text palette does not create true superscript/subscript characters.

123abc → 123abc

Applies to: abcdeèfghijklmnopqrstuvwxyz
1234567890 (uprights); ao1234 (italics)

INFERIOR

InDesign

Character palette menu → OpenType → Subscript/Inferior

Illustrator

OpenType palette → Position: Subscript/Inferior

TextEdit, Pages, Numbers, Keynote

Fonts palette → Typography palette → Vertical Position → Subscript/Inferior

123 → 123

Applies to: 1234567890 (uprights); 12348 (italics)

FRACTIONS

InDesign

Character palette menu → OpenType → Fractions

Illustrator

OpenType palette → Fractions

TextEdit, Pages, Numbers, Keynote

Fonts palette → Typography palette → Contextual Fractional Forms

Word creates real fractions as you type them, not on an OpenType basis

1/2 → ½

Applies to: 1/8, 1/4, 3/8, 1/2, 5/8, 3/4, 7/8, 1/3, 2/3 (uprights)
1/8, 1/4, 1/2, 3/4, 1/3, 2/3 (italics)