

jagger

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## Styles

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Jagger Thin  
*Jagger Thin Italic*  
Jagger Light  
*Jagger Light Italic*  
Jagger Regular  
*Jagger Regular Italic*  
Jagger Bold  
*Jagger Bold Italic*

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## About

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A perfect marriage of clean lines... with a little kick for good measure.

We took inspiration for F37 Jagger from Edward Johnston's London Underground sans serif font. Its clean, curved lines and simple form are entirely accessible and unassuming. This was also what we wanted to achieve with F37 Jagger.

The contrast between bulbous circular arcs and distinct straight edges in Johnson's letterforms inspired F37 Jagger's shape and structure.

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## Open Type Features

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Old Style Numerals, Stylistic Alternates & Ligatures

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## Languages

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Afrikaans, Albanian, Asu, Basque, Bemba, Bena, Catalan, Chiga, Congo Swahili, Cornish, Danish, Dutch, English, Estonian, Faroese, Filipino, Finnish, French, Galician, German, Gusii, Icelandic, Indonesian, Irish, Italian, Kabuverdianu, Kalenjin, Kinyarwanda, Luo, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Manx, Morisyen, North Ndebele, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Portuguese, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Sena, Shambala, Shona, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Teso, Vunjo, Zulu

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## Formats

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OTF, TTF, WOFF, WOFF2, EOT

## 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

## Lowercase

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

## Numerals

0 1 2 3 4 5 6 7 8 9

## Old Style Numerals

o 1 2 3 4 5 6 7 8 9

## Ligatures

fi fl

## Alternates

j l q t

## Punctuation

! " # \$ % & ' ( ) \* + , - . / : ; < = > ? @ [ \ ] ^ \_ { | } ~ ¡ ¢  
£ ¤ ¥ ¦ § © « ¬ ° ± ² ³ µ ¶ · ¸ ¹ º » ¼ ½ ¾ ¿ × − − ‘ ’ , “ ” „  
† ‡ ▪ … ‰ ‹ › ⁄ € ™ − ® ÷

## Uppercase Extended

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

## Lowercase Extended

à á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ø ù ú û ü  
ý þ ÿ ı Ł ł Œ œ Š š Ž ž ß

Jagger

Thin

160pt

Geometric

100pt

moves like jagger

70pt

Anything worth doing  
is worth over doing.

60pt

i've got the  
moves like  
jagger

50pt

Watts  
Richards  
Wood  
Jagger

40pt

Lose your dreams and  
you might lose your mind.

30pt

I don't need to try to control you  
Look into my eyes and I'll own you  
with them moves like jagger  
I've got the moves like jagger  
I've got the moves like jagger

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**18 Point**

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*Characters*



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*Lose your dreams and  
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# Jagger Light

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160pt

Geometric

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100pt

moves like jagger

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70pt

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is worth over doing.

60pt

i've got the  
moves like  
jagger

50pt

Watts  
Richards  
Wood  
Jagger

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*Jagger*

*Light Italic*

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160pt

Geometric

---

100pt

*moves like jagger*

---

70pt

*Anything worth doing  
is worth over doing.*

60pt

*i've got the  
moves like  
jagger*

50pt

*Watts  
Richards  
Wood  
Jagger*

40pt

*Lose your dreams and you  
might lose your mind.*

30pt

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*Alternate  
Characters*



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*Jagger*  
*Italic*

160pt

---

**Geometric**

100pt

---

***moves like jagger***

70pt

---

***Anything worth doing  
is worth over doing.***

60pt

*i've got the  
moves like  
jagger*

50pt

*Watts  
Richards  
Wood  
Jagger*

40pt

*Lose your dreams and you  
might lose your mind.*

30pt

*I don't need to try to control you  
Look into my eyes and I'll own you  
with them moves like jagger  
I've got the moves like jagger  
I've got the moves like jagger*

---

18 Point

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**Bold**

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160pt

**Geometric**

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100pt

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### About F37

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F37 is an award-winning type foundry that creates fonts to help businesses stand apart.

As well as understanding the minutiae of letterform aesthetics, we create beautifully crafted type families that align perfectly with the identities of the companies we work with.

### General Enquiries

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[info@f37foundry.com](mailto:info@f37foundry.com)

### Licensing Enquiries

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[licensing@f37foundry.com](mailto:licensing@f37foundry.com)

### Desktop Licence

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With our Desktop Licence, you can install our OpenType (OTF) font software on your desktop computer or laptop (Mac or Windows).

### Webfont Licence

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With our Webfont Licence, self-host web fonts are (EOT, TTF, WOFF, WOFF2) based on total monthly traffic, costs are renewable annually.

### Brand Font Licence

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This allows bespoke licensing for Application, Broadcast, Brand Identity, ePublishing, Gaming, Merchandise, OEM, Publishing, Server Licences, and more.

### Released

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January 2017

### Version

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1.0.0

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