



AN EXHIBITION PRESENTED BY THE SOCIETY OF TYPOGRAPHIC AFICIONADOS AS PART OF  
TYPECON2005: ALPHABET CITY • JULY 20-24, 2005 • PARSONS SCHOOL OF DESIGN • NEW YORK CITY

## CALL FOR SUBMISSIONS DEADLINE: JULY 15, 2005

The TypeGallery is a showcase of new typeface design that will be exhibited during TypeCon2005. Typefaces shown at TypeCon2005 will become part of the permanent online showcase at [www.typegallery.com](http://www.typegallery.com), and many works will travel internationally after the conference. Some works may also be selected for print publication by SOTA.

### SPECIFICATIONS

- Typefaces must have been created, published, or significantly updated between June 2004 and June 2005.
- You may submit either a traditional type specimen or a typographic design piece displaying your font in use.
- Artwork may be in color or black and white.
- Maximum artwork size is 11" x 17".
- Each submission must be mounted flush on an 11" x 17" piece of white foamcore board. You must provide two (2) mounted copies of each submission.
- Digital files must be provided for each submission. Supply 300 dpi press-ready PDFs or editable vector EPS files (Illustrator CS1 or Freehand v10 or lower). Files must be Mac-compatible and scalable. Convert all fonts to paths in the illustration program, and embed all fonts in PDF files. Proof your digital files carefully to ensure the highest quality appearance both onscreen and in print.
- Limit three (3) typeface submissions from a single designer or foundry.

### SUBMISSION FEES

- There is a fee of \$15 per submission to help cover costs. Fees are waived for SOTA members, TypeCon2005 attendees, speakers, and sponsors.
- To pay securely online using a credit card or electronic funds transfer, go to [www.typesociety.org/typegallerypay.html](http://www.typesociety.org/typegallerypay.html).
- To pay by check or money order (in us funds drawn on us banks only), make payable to SOTA, and mail to:

SOTA/TypeGallery, c/o Jon Coltz  
3917 York Ave N  
Robbinsdale, MN 55422 USA

Please enclose a copy of your submission form(s) with payment.

### HOW TO SUBMIT

- Fill out the form (use one form for each submission) and attach a copy to the back of your mounted artwork. This information must also accompany your digital files. An ASCII text version of this form is available at [www.typegallery.com/gallerysubform.txt](http://www.typegallery.com/gallerysubform.txt)
- Email artwork and submission forms to [tamye@typesociety.org](mailto:tamye@typesociety.org). Attachment file size must not exceed seven (7) mb per individual email. Email URLs for downloading larger files.

- Ship mounted submissions (well-packaged to prevent damage) to:

SOTA TypeGallery2005  
c/o Carol Wahler, Type Directors Club  
127 West 25th Street, 8th Floor  
New York, NY 10001 USA  
TEL 1-212-633-8943

Digital files and mounted artwork must be received by July 15, 2005.

If you have questions, email [tamye@typesociety.org](mailto:tamye@typesociety.org), or call 1-510-748-0784.

Copyright ©2005 The Society of Typographic Aficionados. Typefaces used: Proxima Sans, designed and published by Mark Simonson, and FF Maiola, designed by Veronika Burian and published by FontShop International.

NAME \_\_\_\_\_

POSTAL ADDRESS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

WEB URL \_\_\_\_\_

TYPEFACE NAME \_\_\_\_\_  
\_\_\_\_\_

TYPEFACE DESIGNER(S) \_\_\_\_\_  
\_\_\_\_\_

GRAPHIC DESIGNER(S) \_\_\_\_\_  
\_\_\_\_\_

MONTH/YEAR CREATED/PUBLISHED \_\_\_\_\_

FOUNDRY (IF PUBLISHED) \_\_\_\_\_

DIGITAL FILE NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

By signing and submitting this form and artwork, signator attests that the submission contains only his/her wholly original work or authorized derivation, and/or that he/she is the copyright holder, or is authorized by the copyright holder to submit work for exhibition and publication purposes. Signator authorizes The Society of Typographic Aficionados (SOTA) to display this work in gallery exhibitions, on the web, in print publications, and/or for other promotional purposes. Signator agrees that he/she will receive no monies or other form of compensation for assigning these rights of publication to SOTA. Submissions are exhibited on a space available basis. Late and/or damaged submissions and submissions without digital files provided will not be exhibited. Submissions will not be returned. Submission deadline is July 15, 2005.

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ALPHABET CITY**