

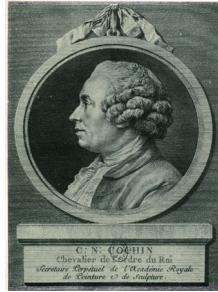
# The History of

# Cochin

## Where did Cochin come from?

Charles Piegnot, one of the co-founders of Deberny & Peignot in Paris, resurfaced a design font that was originally an 18th century punchcutter. He named it after the french engraver, Charles Nicolas Cochin (1715–1790).

The font style is intended to look like that of an engraving, which inspired the name Cochin, who was well known for his copperplate engraving. It has a squarish look to capitals and the lowercase had long ascenders and sharp serifs, giving it a defined elegance.



Charles Nicolas Cochin  
(1715–1790)



Charles Piergot, co-founder of  
Deberny & Piegnot (1893–1983)

# THE Lineage FOLLOW

“One involved making the weight, stroke contrast and spacing more in line with a modern face for display uses. Another involved seperating the more eccentric characters out as alternate dsigns. And the third was to add even more alternates for greater expression.” —Berlow

- Cochin is used as a copperplate engraving type of design in mind

- Charles Piegnot reestablishes the font in 1912, named in honor of Charles Nicolas Cochin, a famous french engraver.

- Modifications of it have been made when David Berlow and Jim Pakinson for the *Rolling Stones* had replaced their old font to Cochin.

# Cochin

## and its Families

Cochin has many types of families that have a similar typeface: Schadow, Madison, Trump Medeval, City, and Athelas. They can all be classified as Neorenaissance typography.

### Cochin:

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy  
Zz

\*Cochin was used as a display typeface.



This wine label uses the font Cochin

# Meet the FAMILY

Regular

*Italic*

**Bold**

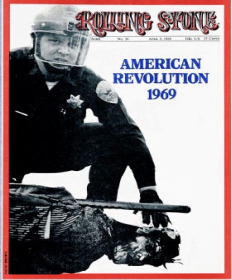
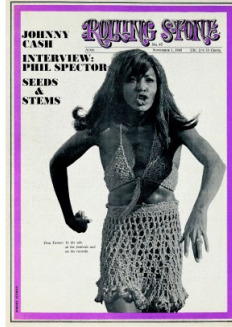
***Bold Italic***

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ÀÅÉÎÏ abcdefghijklmn  
opqrstuvwxyz à å é î ï ø ö ü  
& 1234567890 (\$ £ . , ! ?)

**Engravers' Oldstyle 205** was another design that was based off of Cochin

# The Cochin Glyph Set

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# BREAKING DOWN

# COCHIN

## 1. The Cap Height to the X-Height

The spaces between the x-height and the cap height from the font Cochin is normally considered to be farther in between than normal body text fonts. The x-height is always a little bit below the mean line.

## 2. The Width

The width of the typeface from the font Cochin is narrow as a display text making the kerning look wider.

## 3. The Comparative Use of Counterspace

The counterspace from Cocin while the same width as a normal body text font, the height of the counterspace is smaller.

## 4. The Stroke Variation of the Characters

Cochin has a thinner type of stroke than the Times font, making the serif stick out even more to create a more elegant effect.

## 5. Design of the Serifs

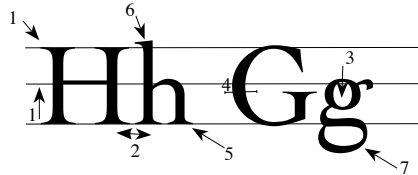
In each Serif, there is a small arfh giving it the appearance of a more sharp looking edge to the serif. Also, the serifs are pushed up higher from the cap height and is usually lower on the base line.

## 6. Comparative Stress

The serifs have more curve but narrow stress while the other fonts have less curves but every turn has mor thickness to it.

## 7. Length of the Ascenders and Descenders

With the structure of the serifs, the ascenders are generally just above the cap height, and while the descenders are basically the same as other fonts, specifically body text fonts, the width of it is actually shorter.



# COMPARING FONTS

## Comparing



Cochin

Times

Georgia

Cochin is used as a display based type. Because the design is influenced by the copperplate engraving used in the 18<sup>th</sup> century, the font has a squarish look to the capitals and the lowercase has long ascenders and sharp serifs, giving it an elegant feel.



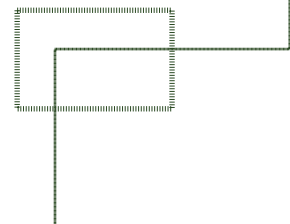
*Charlesville*  
**Museum  
 Guide**

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- *Art*
- *History*
- *Culture*
- *Wildlife*
- *Exhibition*

Welcome to the Book of Cochin  
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The **RULES**  
 of **Cochin**



## Why Is Cochin Considered a Display Font?

Cochin is considered a display font because it has a thinner stroke but the kerning is wider giving it a flatter look. Because of this, it would be harder to read as a body text.

## Spread the Leading out when using Cochin

If you are going to use Cochin as a body text, it is important to raise the leading by up 40 to 50 points.

As a body text, Cochin should have at least a 40 to 50 points when it's read as a body text.

- The bigger the point size when using Cochin, the better it is to read.
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*The point size goes from size 8 to 14*

## Spread the Leading out when using Cochin

When there is more than one line of text using Cochin, the letters start to look bunched up and flattened.

Cochin has a much wider kern yet a shorter cap height giving the illusion that the words in between the spacing of the line a much flatter look.

## Design Limitations of the Typeface:

It is not ideal to set the font size anything smaller than 12 points because the spaces between the letters become more condensed and the spacing wider, making it look flat. 14 points or higher works best.

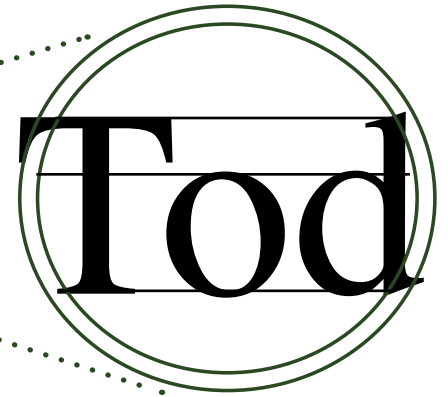
## Design Limitations of the Font:

The problem with the font itself is the x-height and the cap height are more closer together, making it condensed. Plus capitalized letters tend to have a shorter ascender than lower case letters

°10 points makes this harder to read...

°But when up to 16 points, it suddenly becomes easy

Today is a good day to be trying new things.



### Use Modifications That are Necessary When Using Cochin

Because the width of the text when written on a line or two, it is more likely to cause problems of the use of hyphenation.

### Complementary faces which might be used with Cochin:

Using Copper Black with Cochin gives enough contrast to complement each other with Copper Black's thick stroke line and short x-height from the base line.

Handgloves **Handgloves**

### Contrasting faces which might be used with Cochin:

While Britannic Bold will still work together with Cochin, the clash between a serif and a sans-serif font makes the contrast more obvious between the two fonts.

As this line gets longer, the harder it gets to maintain a good rag as the width of Cochin is a little bit wider.

Handgloves **Handgloves**



## Typefaces That Are Historically Associated With Cochin

Bold works well in fonts like Cochin because when it is set in Bold, the thickness of the stroke shortens the length between the letters and getting a better handling on the x-height and cap height.

Jack and Jill went up the hill to fetch a pail  
of water,  
**Jack fell down and broke his crown, and  
Jill came tumbling after.**

## Typefaces That Should Not Be Used With Cochin

If using Cochin as a body text, italics should not be used. It creates the spaces of the letters to be smaller making it harder to read.

*Having it set to body text size while using italic, should be against the law.*



**Cochin**