USER MANUAL

BALBOA

VOLUME ONE

BALBOA
A TEN-FONT CONDENSED DISPLAY FAMILY

### BALBOA PLUS
A FOUR-FONT CHROMATIC SET

PARKINSON TYPE DESIGN

BACKGROUND

Balboa took its sweet time evolving. In 1985, Roger Black was at Newsweek magazine in New York. He was going to do a total redesign of the magazine, Roger had me redesign the logo, and help him fashion a headline font for the magazine. Roger wanted the font to be based on Stephenson Blake's Grotesque No. 9. But he wanted it heavier, way heavier. There was one crazy afternoon during the development of that font when Roger and I were at drawing tables in my tiny Art Room. My office has always been called The Art Room, and it was always the extra bedroom in whatever house I was living in. I was at one drawing table furiously drawing bolder letters, and, as fast as I could draw them, Roger, at the other drawing table, was rubber cementing the comp letters into dummy headlines. Each time he finished a headline, he would look over at me and bark, "Bolder. BOLDER." I can still hear him today, "Bolder. BOLDER." Eventually we found the right weight and made Newsweek No. 9. I drew it in pen and ink. It was digitized by some company in New Jersey. That was my introduction to the Grotesque letterforms.
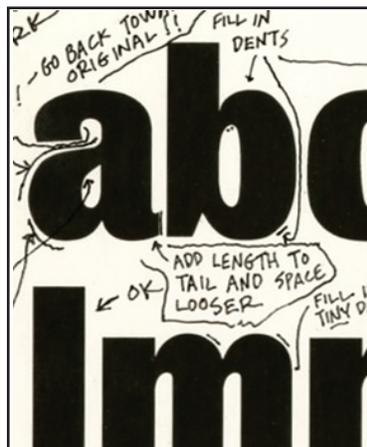
Grotesque No. 9 *Notes to self* *Newsweek No.9*

About a dozen years later, I found myself working at the San Francisco Chronicle, trying to make digital fonts for the paper. The Executive Editor was a crusty old dude. He had fond memories of the 1950s when San Francisco had a half dozen dailies, all competing to attract readers. Back then, the old editor had had dozens of rack cards printed to scream for attention from atop newspaper racks in the city. The cards were butt-ugly, badly typeset, free of any trace of design, and unintentionally comical.

Still, the old fellow had deep affection for his rack cards and saved them as souvenirs. When he became aware there was a guy in the building designing digital type, he decided the strange wood type from the rack cards would be the Chronicle's first digital font.

Condensed Title Gothic

First use of Banner was during the earthquake in 1989

The type on the rack cards was old woodtype. The letter weights were so uneven that I'm sure characters from other fonts had been mixed in. I turned to an old ATF typeface called Condensed Title Gothic No. 11 to use as my model. I called the result Banner. It was a bomb proof headline gothic. No frills.

By the early 1990s I was working my favorite parts of the Grotesque into other typefaces. I like the endings of the round strokes and I worked them into Antique Condensed No. 2. The thing that I found distracting about the Grotesques was the flat-tire shape of the round characters. Droopy. Finally I combined the character shapes of Banner with the Grotesque details I used in Antique Condensed to make ITC Roswell. And ITC Roswell begat Balboa.
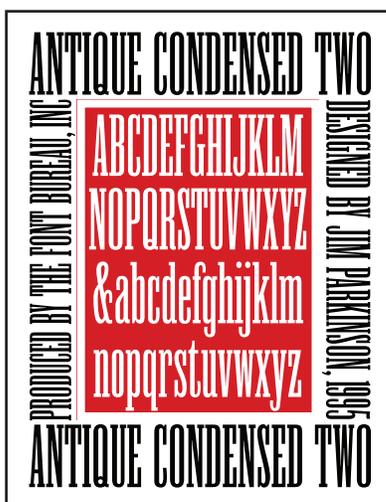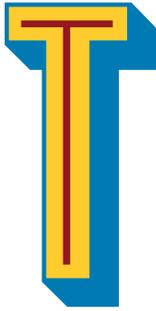

Antique Cond. for the Font Bureau

ITC Roswell

About the Fonts

The first Balboa fonts were released in about 2001. The first font was Balboa Bold, with more weights coming in random order until there was a family of nine fonts: Ultra Light, Light, Medium, Bold, Extra Bold, Black and Extra Black. The entire series is a little condensed, a habit from the San Francisco Chronicle where there was an endless demand for a higher character count per line. I have shaken that habit for the most part. Expect some wide Balboas.

Balboa UltraLight
ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxyz
While waxing parquet decks, Suez sailors vomit jauntily abaft
1234567890$

Balboa Light
ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxyz
While waxing parquet decks Suez saiors vomit jauntily abaft
1234567890$

Balboa Medium
ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqurstuvwxyz
While waxing parquet decks, Suez sailors vomit jauntily abaft
1234567890$

Balboa Bold

ABCDEFGHIJKLMNOPQRSTUVWXY&Z

abcdefghijklmnopqrstuvwxyz

Jackdaws love my big sphinx of quartz

1234567890$

Balboa Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXY&Z

abcdefghijklmnopqrstuvwxyz

Jackdaws love my big sphinx of quartz

1234567890$

Balboa Black

ABCDEFGHIJKLMNOPQRSTUVWXY&Z

abcdefghijklmnopqrstuvwxyz

Jackdaws love my big sphinx of quartz

1234567890$

Balboa ExtraBlack

ABCDEFGHIJKLMNOPQRSTU&Z

abcdefghijklmnopqrstuvwxyz

Jackdaws love my big sphinx of quartz

1234567890$

Balboa Extra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxyz
Sixty zippers were quickly picked from the woven jute bag
1234567890$

Balboa Condensed

ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxyz
Quick Zephers blow, vexing daft Jim
1234567890$

Balboa

EXTRA CONDENSED • CONDENSED

ULTRA LIGHT • LIGHT • MEDIUM • BOLD • EXTRA BOLD

BLACK and EXTRA BLACK

A promo piece showing all nine of the fonts in the Balboa family...
...with more on the way.

THREE AMBULANCES TAKE BLAST VICTIM TO HOSPITAL
Balboa Condensed

Cops Halt Doughnut Shop Robbery
Balboa Bold

Queen Mary is Having Her Bottom Scraped
Balboa Ultra Light

Iowa Cemeteries Are Death Traps
Balboa Extra Bold

HOSPITAL SUED BY 7 FOOT DOCTORS
Balboa Medium

DEAD MAN GETS JOB BACK
Balboa Black

Wisconsin Bill Would Permit Blind to Hunt Deer
Balboa Extra Condensed

Stolen Painting Found by Tree
Balboa Extra Bold

Missouri Woman Big Winner at Hog Show
Balboa Light

HIGH-SPEED TRAIN
Could Reach Valley in Five Years
Balboa Extra Black

The Balboa Family displayed in a series of unintentionally funny headlines
collected by Parkinson during his Newspaper Days.

BALBOA PLUS

A SIMPLE FOUR-FONT CHROMATIC SET

I started fiddling around with chromatic fonts about two years ago, shortly after TypeCon in Portland. I call them chromatics because they are simply a digital version of the old wood type chromatic font model. They are sets of fonts that overlay each other to produce various combinations of colors and effects. They are not families in that many of the fonts won't work when used alone. I call these typefaces Font Sets. All of these sets have a Primary font, the backbone of the set. The Primary font is usually the only font in a set that will work on its own. The rest of the fonts are intended to support or enhance the Primary font. In a set there may be fill colors, hatching, rules or gradient overlay fonts to create various effects.

Some of these fonts are very simple two-font sets and diagrams showing how they work are on my website: www.typedesign.com. Other chromatic sets have four, five and six fonts in a set. For the more complicated sets, there are free User Manuals on my website. These manuals, like this one, show samples of how the fonts work together. They also give you a good enough look to decide how many fonts to buy. Out of a six-font set, you may be able to achieve what you want with only two or three fonts. No need to buy any more than you want. So far, there is Sutro Shaded (6 fonts), Sutro Deluxe (5 fonts), Sutro Open (2 fonts), Modesto Initials (2 fonts), Modesto Open (6 fonts), Fresno (2 fonts), Amboy (2 fonts) and there are more on the way.

I know because I'm working on them.   *—JP 2015*

A NEW ADDITION TO THE BALBOA FAMILY
BALBOA PLUS
A 4-FONT CHROMATIC SET

BUY ONE·OR BUY MORE AND HAVE SOME FUN

FOUR FONTS • EASY TO USE

Primary

Fill

Gradient

Inline

*The Primary Font
goes on top to
the Fill color*

*The Fill Font
goes behind
the Primary Font*

*The Gradient Font
goes on top of
everything*

*The Inline Font
goes on top of
everything*

The Primary font traps the color of the fill font. It needs to sit on top of the Fill font.
If the Fill font sits on top, it hides much of the hairlines in the Primary.

ABCDEFG
HIJKLMNOP
QRSTUVW
XY&Z
12345678
$90£

Balboa Plus is a Four-Layer Chromatic font Family.
This sample: Primary font over Fill font.

BALBOA PLUS · A VERSATILE, MULTI-PURPOSE LAYERED DISPLAY FAMILY

THIS FONT IS NOT

TABOO

IT'S BALBOA PLUS

A 4-FONT CHROMATIC SET. BUY ONE · OR BUY THEM ALL AND HAVE SOME FUN

BALBOA PLUS · A VERSATILE, MULTI-PURPOSE LAYERED DISPLAY FAMILY

DON'T WANNA BE A

DOOFUS

USE BALBOA PLUS

A 4-FONT CHROMATIC SET. BUY ONE · OR BUY THEM ALL AND HAVE SOME FUN

BALBOA PLUS · A VERSATILE, MULTI-PURPOSE LAYERED DISPLAY FAMILY

SELL YOUR STUFF

BUY ME!

WITH BALBOA PLUS

A 4-FONT CHROMATIC SET. BUY ONE · OR BUY THEM ALL AND HAVE SOME FUN

BALBOA PLUS

ABCDEFG
HIJKLMNOP
QRSTUVW
XY&Z
12345678
$90£

Balboa Plus is a Four-Layer Chromatic font Set.
This sample: Primary font and Inline font over Fill font.

BALBOA PLUS - A VERSATILE, MULTI-PURPOSE LAYERED DISPLAY FAMILY

LABEL YOUR PET **GOAT** WITH BALBOA PLUS

A 4-FONT CHROMATIC SET. BUY ONE - OR BUY THEM ALL AND HAVE SOME FUN

BALBOA PLUS - A VERSATILE, MULTI-PURPOSE LAYERED DISPLAY FAMILY

LABEL YOUR STASH **SECRET** WITH BALBOA PLUS

A 4-FONT CHROMATIC SET. BUY ONE - OR BUY THEM ALL AND HAVE SOME FUN

BALBOA PLUS - A VERSATILE, MULTI-PURPOSE LAYERED DISPLAY FAMILY

SELL YOUR STUFF **BUY ME!** WITH BALBOA PLUS

A 4-FONT CHROMATIC SET. BUY ONE - OR BUY THEM ALL AND HAVE SOME FUN

ABCDEFG
HIJKLMNOP
QRSTUVW
XY&Z
1234 5678
$90£

Balboa Plus is a Four-Layer Chromatic font Family.
This sample: Primary font over Fill font with Gradient font.

WE WERE SOMEWHERE AROUND BARSTOW, ON THE EDGE OF THE DESERT WHEN THE DRUGS BEGAN TO TAKE HOLD

—from *Fear and Loathing in Las Vegas* by Hunter S. Thompson

THE BALBOA PLUS CHROMATIC FONT SET AND THE BALBOA FAMILY ARE AVAILABLE AT

MyFonts.com FontShop.com Fonts.com

ASK FOR THE FREE BALBOA USER MANUAL. VISIT MY WEBSITE AT WWW.TYPEDESIGN.COM