

Overview

Use of CF Caption is subject to the End User License Agreement (EULA) included with the font software.

Caption is a versatile sans-serif typeface that attempts to juggle modern utility with mid-century charm.

Loosely inspired by Bauer's Folio Caption aims to snare attention whilst serving as a functional alphabet for headlines or light reading. Caption offers two uppercase styles of both modern and classical proportions, a range of practical alternates and unique decorative expressions.

Featuring seven upright weights from Thin to ExtraBold, Caption is elegant in the thinner, functional in the centre and striking in the heavier cuts. Caption comes with a wide variety of OpenType features including shortcuts for directional and decorative characters, extensive ligatures, case-sensitive forms, contextual alternates and seven stylistic sets.

Styles

Thin	100
Light	300
Book	350
Regular	400
Medium	500
Bold	700
ExtraBold	800

Thin
60pt

anchorage

Thin
60pt

In the realm of modern design and advertising, captions are indispensable. They provide the context that transforms visual elements into coherent messages that resonate with audiences. Designers and advertisers meticulously craft captions to ensure they inform and evoke desired emotions and reactions. By doing so, captions help create compelling narratives that can drive consumer behaviour, build brand identity, and enhance the overall impact of visual communication. In a world saturated with images and multimedia content, a well-crafted caption can capture attention, highlight key messages, and

enhance the overall impact of a design or advertisement. In Barthes' framework, captions serve as "anchorage," a term he used to describe how text can fix the floating chain of signifieds (meanings) in an image. Without captions, viewers might interpret an image in numerous ways based on their backgrounds, experiences, and cultural contexts. Captions help narrow these interpretations by providing specific context, thus anchoring the viewer's understanding to a particular meaning intended by the creator. This process is crucial in both design and advertising, where clarity and intended messaging are paramount.

Light
9pt

While captions enhance understanding and accessibility, they also come with ethical responsibilities. The way captions are framed can influence perceptions and shape narratives, sometimes leading to bias or misinformation. In journalism, for instance, the choice of words in a caption can significantly impact how a news story is interpreted by the audience. This dual nature of captions—capable of both clarifying and misleading—highlights the importance of ethical considerations in their creation. Content creators, journalists, and designers must strive for accuracy and fairness, ensuring that captions serve their purpose of enhancing understanding without distorting the truth. For

example, a photograph of a crowded street can be captioned as "A bustling marketplace filled with life" or "An overcrowded area highlighting urban chaos." Each caption steers the audience's perception, demonstrating the power of captions to influence the narrative conveyed by an image. Ken Garland's vision advocates for a conscientious approach to design, where the integrity of information and the public good take precedence. In the context of captioning, this means being mindful of the potential biases and implications of the words chosen. Designers and content creators should aim to craft captions that are not only accurate and informative but also respectful, inclusive and just.

Styles

Book
12pt

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Regular
8pt

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Medium
50pt

Nº1 in Eindhoven

Bold
74pt

Barbarism Carnicería

Character set

Small Caps accents

ÁĀÂĂÀĀȦĂÆÆÉČĎĚĈĈDĎĐĐÉĚËÊËÈĒĒĚ
 ĞĜĠĢĤĦÎÏĨİĴĴĴĴĴĴĴĴĴĴĴĴĴĴĴĴĴĴĴ
 ØÕŒƆƆƆĤĤĤĤĤĤĤĤĤĤĤĤĤĤĤĤĤĤĤĤĤ
 ŴŵŴŵŴŵŴŵŴŵŴŵŴŵŴŵŴŵŴŵŴŵŴŵŴŵŴŵ

Ligatures

ff ff ft ft fl fi if lf df kf rf rf vf wf
 tt tt ti it dt kt rt rt vt wt www

Numerals

0123456789 [69]
 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9

Currency

\$ f £ ¥ ₪ € ₤ ₪ ₪ ₪ ₪ ₪ ₪ ₪ ₪ ₪

Math symbols

+ - x ÷ = < ≠ ≤ ≥ > ~ ≈ ¬ ± ∞ Ω ∫ Σ Π Δ ∂ √ # % ‰

Superscript & Subscript numerals

0123456789
0123456789

Standard fractions


1/2 1/4 3/4 1/8 3/8 5/8 7/8


Ordinals

a o er nd rd st th

Character set

Punctuation & symbols

*
 



Arrows



OpenType Features

Single storey a

SS01

A round lowercase 'a' for a softer, visually simpler character that can be more legible at small sizes.

lota

àáâãäåāăǻ

Narrow caps

SS02

A secondary set of uppercase characters with modern proportions, as opposed to the more classical standard set.

GG

BCDEFG
KOPQRSU

Pointed y

SS03

A sharp alternative lowercase 'y' provides additional options and pairs well with other angular characters in the typeface family.

Arty

ýÿÿÿÿ

Alt g + y, 6 + 9

SS04

Alternative fish hook lowercase 'g' and 'y' with matching ascenders on the '6' and '9' for consistency.

Ugly
6969

ğğğğúÿÿÿÿ

OpenType Features

Open-loop g

SS05

A stylistic open looped lowercase 'g' again provides options to the typesetter and their personal preferences.

Snug

ĝg̃ḡg̅

Fill Circle numerals

SS06

Filled circular numbers, useful for diagrams and checklists.

1 3 5 7 9

Circle numerals

SS07

Outlined variants of the circle numbers from SS06.

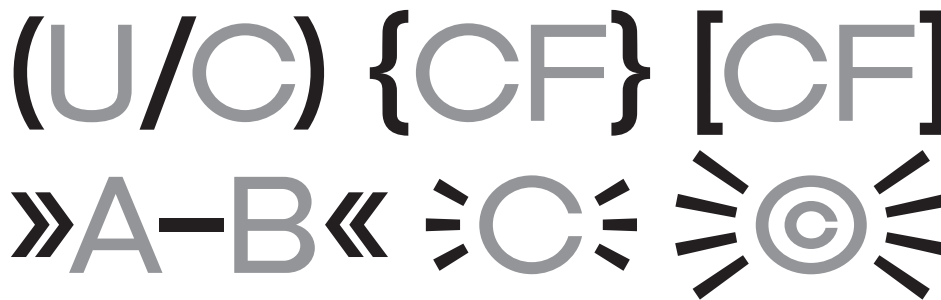
0 2 4 6 8

OpenType Features

Case-Sensitive Forms

case

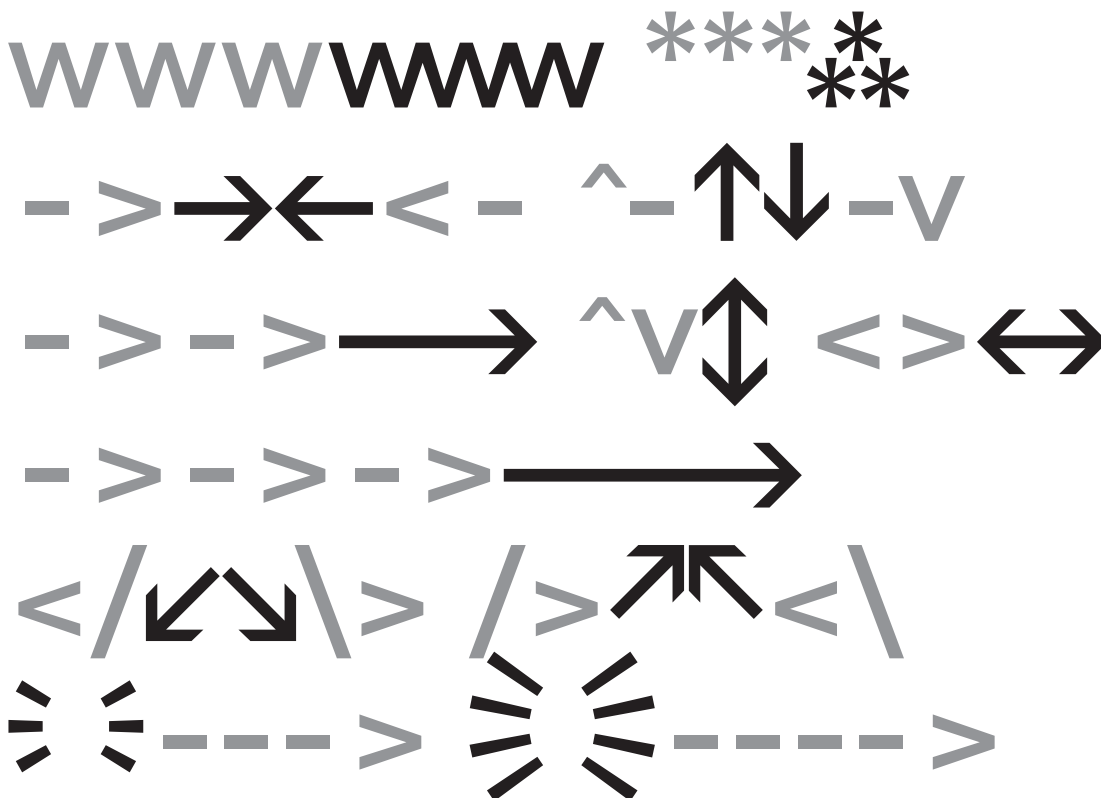
Punctuation that's adjusted to optically balance with uppercase text.



Contextual Alternatives

calt

Alternates for standard glyphs are provided depending on their surroundings. These help with common uses, such as easy formatting of directional arrows.



Ordinals

ordn

Optically adjusted lowercase letters.



Superscript

sup

Optically adjusted numerals set above the normal line of text to denote exponents and footnotes.



OpenType Features

Subscript

subs

Numerals set slightly below the normal line of text, used in chemical formulas and mathematical expressions.

CH₄ & H₂O

Small Capitals

smcpc

Scaled uppercase letters, useful for acronyms, emphasis, and headings.

While captions enhance understanding and accessibility, they also come with ethical responsibilities. The way **CAPTIONS** are framed **CAN INFLUENCE PERCEPTIONS** and shape narratives, sometimes leading to bias or misinformation.

Fractions

frac

Pre-set common fractions (e.g., quarter, half) and dynamic substitution for any numbers placed on either side of a forward slash.

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$

Language support

All Counter Foundry retail typefaces use the Adobe Latin 3 glyph set as standard, supporting 277 languages.

Acheron, Achinese, Acholi, Achuar-Shiwiar, Afar, Afrikaans, Aguaruna, Alekano, Aleut, Amahuaca, Amarakaeri, Amis, Anaang, Andaandi, Dongolawi, Anuta, Aragonese, Arbëreshë Albanian, Asháninka, Ashéninka Perené, Balinese, Bari, Basque, Batak Dairi, Batak Karo, Batak Mandailing, Batak Simalungun, Batak Toba, Bemba (Zambia), Bena (Tanzania), Bikol, Bislama, Borana-Arsi-Guji Oromo, Bosnian, Breton, Buginese, Candoshi-Shapra, Caquinte, Caribbean Hindustani, Cashibo-Cacataibo, Cashinahua, Catalan, Cebuano, Central Aymara, Central Kurdish, Chachi, Chamorro, Chavacano, Chiga, Chiltepec Chinantec, Chokwe, Chuukese, Cimbrian, Cofán, Cook Islands Māori, Cornish, Corsican, Creek, Crimean Tatar, Croatian, Czech, Danish, Dehu, Dutch, Eastern Arrernte, Eastern Oromo, English, Faroese, Fijian, Filipino, Finnish, French, Friulian, Gagauz, Galician, Ganda, Garifuna, German, Gheg Albanian, Gilbertese, Gooniyandi, Gourmanchéma, Guadeloupean Creole French, Gusii, Haitian, Hani, Hiligaynon, Hopi, Huastec, Hungarian, Icelandic, Iloko, Inari Sami, Indonesian, Irish, Istro Romanian, Italian, Ixcatlán Mazatec, Jamaican Creole English, Japanese, Javanese, Jola-Fonyi, K'iche', Kabuverdianu, Kaingang, Kala Lagaw Ya, Kalaallisut, Kalenjin, Kamba (Kenya), Kaonde, Karelian, Kashubian, Kekchi, Kenzi, Mattokki, Khasi, Kikuyu, Kimbundu, Kinyarwanda, Kituba (DRC), Kongo, Konzo, Kven Finnish, Kölsch, Ladin, Ladino, Latgalian, Lithuanian, Lombard, Low German, Lower Sorbian, Luba-Lulua, Lule Sami, Luo (Kenya and Tanzania), Luxembourgish, Macedo-Romanian, Makonde, Malagasy, Malaysian, Maltese, Mandinka, Mandjak, Mankanya, Manx, Maore Comorian, Maori, Mapudungun, Marshallese, Matsés, Mauritian Creole, Meriam Mir, Meru, Minangkabau, Mirandese, Mohawk, Montenegrin, Munsee, Murrinh-Patha, Mwani, Miskito, Naga Pidgin, Ndonga, Neapolitan, Ngazidja Comorian, Niuean, Nobiin, Nomatsiguenga, North Ndebele, Northern Kurdish, Northern Qiangong Miao, Northern Sami, Northern Uzbek, Norwegian, Nyanja, Nyankole, Occitan, Ojiltán Chinantec, Orma, Oroqen, Palauan, Pampanga, Papatlā Totonac, Papiamentu, Pedi, Picard, Pichis Ashéninka, Piemontese, Pijin, Pintupi-Luritja, Pipil, Pohnpeian, Polish, Portuguese, Potawatomi, Purepecha, Páez, Quechua, Romanian, Romansh, Rotokas, Rundi, Samoan, Sango, Sangu (Tanzania), Saramaccan, Sardinian, Scots, Scottish Gaelic, Sena, Seri, Seselwa Creole French, Shawnee, Shipibo-Conibo, Shona, Shuar, Sicilian, Silesian, Slovak, Slovenian, Soga, Somali, Soninke, South Ndebele, Southern Aymara, Southern Qiangong Miao, Southern Sami, Southern Sotho, Spanish, Sranan Tongo, Standard Estonian, Standard Latvian, Standard Malay, Sundanese, Swahili, Swedish, Swiss German, Tagalog, Tahitian, Tedim Chin, Tetum, Tetun Dili, Toba, Tok Pisin, Tokelau, Tonga (Tonga Islands), Tonga (Zambia), Tosk Albanian, Tumbuka, Turkish, Turkmen, Tzeltal, Tzotzil, Uab Meto, Umbundu, Ume Sami, Upper Guinea Crioulo, Upper Sorbian, Venetian, Veps, Vëro, Walloon, Walsler, Waray (Philippines), Warlpiri, Wayuu, Welsh, West Central Oromo, Western Abnaki, Western Frisian, Wiradjuri, Wolof, Xhosa, Yanesha', Yao, Yucateco, Zapotec, Zulu, Záparo.