

cholla

(choh-ya)

DESIGNED BY SIBYLLE HAGMANN



CHOLLA

The Cholla typeface family was designed by Sibylle Hagmann in 1998-99 and named after a species of cactus she encountered in the Mojave Desert.

Cholla was originally developed for the Art Center College of Design in Pasadena, California. There, art director Denise Gonzales Crisp and associate designer, Carla Figueroa, collaborated with Hagmann to create a series of fonts that would offer a great deal of variation. The variety was needed to echo the school's nine different departments, yet together the fonts had to exude a unified feel. It was first used in the radically designed 1999/2000 Art Center catalog which won an honorable mention in *I.D.* magazine and was also featured in *Eye* No. 31.

Originally Hagmann set out to design a typeface that, as she recalls, "I could feel comfortable making, first of all, and one that would serve a purpose and had a clear idea behind it, and something that I would want to use myself." Stylistically Hagmann set out to create "12 cuts with slightly different personalities, with different ideas applied. For example the Bold weight isn't simply the Regular with weight gain, but has bold letterforms with their own peculiar details. What all weights share and what is the necessary unifying detail is the tapered curve — marked out, for example, in the lowercase a's right top and bottom of the bowl." Gonzales adds: "The forms seemed classical as well. This combination could have a long life, and be timely. I also saw — at least in the beginnings of Cholla — forms that connoted hybrid, of interconnection, of human and machine growing together. These notions seem appropriate for a school that teaches design and art."



Cholla - *OPUNTIA BIGELOVII*



SUBTLE CHANGES IN DETAIL LEND INDIVIDUAL CHARACTER TO EACH WEIGHT.

Cholla Sans Package: \$95

Aa Aa Aa Aa
SANS THIN SANS REGULAR SANS ITALIC SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&\$ç±¥€%%º¶§†‡fÆŒæœfi

10/14 PT. **CHOLLA IS THE SPINIEST AND MOST VICIOUS** of all our cacti. Individual plants often congregate to form thickets on the dissected benches and alluvial fans issuing from the mouths of the large canyons. *No other species* presents such interesting forms or gives such **fine color effects**. The tracts of chollas with their blending of greens and browns are always alluring.

BECAUSE THE SEEDS ARE USUALLY STERILE, propagation is effected principally by detachment of the fleshy joints. **The thickly interwoven needles** are strongly barbed and once in the flesh stick with persistence and leave a painful wound. This species is seldom found on the Mojave Desert but is plentiful on the Colorado Desert.

14/17 PT. **CHOLLA IS THE SPINIEST AND MOST VICIOUS** of all our cacti. Individual plants often congregate to form thickets on the dissected benches and alluvial fans issuing from the mouths of the large canyons.

NO OTHER SPECIES PRESENTS such interesting forms or gives such fine color effects. Because the seeds are usually sterile, **propagation is effected principally** by detachment of the fleshy joints.

Cholla Slab Package: \$95

Aa Aa Aa Aa
SLAB THIN SLAB REGULAR SLAB OBLIQUE SLAB BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&\$ç±¥€%%º¶§†‡fÆŒæœfi

8/12 PT. **CHOLLA IS THE SPINIEST AND MOST VICIOUS** of all our cacti. Individual plants often congregate to form thickets on the dissected benches and alluvial fans issuing from the mouths of the large canyons. *No other species* presents such interesting forms or gives such fine color effects. The tracts of chollas with their blending of greens and browns are always alluring.

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12/16 PT. **CHOLLA IS THE SPINIEST AND MOST VICIOUS** of all our cacti. Individual plants often congregate to form thickets on the dissected benches and alluvial fans issuing from the *mouths of the large canyons*.

BECAUSE THE SEEDS ARE USUALLY STERILE, propagation is effected principally by detachment of the fleshy joints. **The thickly interwoven needles** are strongly barbed and once in the flesh stick with persistence and leave a painful wound.

fine color effects

SANS BOLD

SPINIEST

SANS BOLD

propagation is effected principally

SANS THIN

Canyons

SLAB REGULAR

INDIVIDUAL PLANTS

SANS REGULAR

vicious

SLAB BOLD

Mouths of Canyons

SANS THIN

dissected

SANS BOLD

fine color effects

SLAB THIN

STERILE

SLAB BOLD

alluvial fans

SLAB OBLIQUE

Beautiful Tracts of Chollas

SLAB BOLD

effected

SANS ITALIC

STRONGLY BARBED

UNICASE

dissected benches

SLAB THIN

COLORADO

SANS ITALIC

INTERWOVEN NEEDLES

SLAB THIN

Cholla Wide/Unicase Package: \$95

Aa AA Aa Aa
WIDE WIDE SMALL CAPS UNICASE UNICASE LIGATURES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&\$ç±¥€%%∞¶§†‡fÆŒ

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14/18 PT. CHOLLA IS THE SPINIEST AND MOST VICIOUS OF all our cacti. Individual plants often congregate to form thickets on the dissected benches and alluvial fans issuing from the mouths of the large canyons.

10/13 PT. BECAUSE THE SEEDS ARE USUALLY STERILE, PROPAGATION IS EFFECTED PRINCIPALLY BY DETACHMENT OF THE FLESHY JOINTS. THE THICKLY INTERWOVEN NEEDLES ARE STRONGLY BARBED AND ONCE IN THE FLESH STICK WITH PERSISTENCE AND LEAVE A PAINFUL WOUND.

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Cholla Additional Italics Package: \$95

Aa Aa Aa Aa
SANS THIN ITALIC SANS BOLD ITALIC SLAB THIN OBLIQUE SLAB BOLD OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&\$ç±¥€%%∞¶§†‡fÆŒæœ

10/14 PT. *Cholla is the spiniest and most vicious of all our cacti. Individual plants often congregate to form thickets on the dissected benches and alluvial fans issuing from the mouths of the large canyons. No other species presents such interesting forms or gives such fine color effects.*

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14/18 PT. **THE TRACTS OF CHOLLAS** with their blending of greens and browns are always alluring. *Because the seeds are usually sterile, propagation is effected principally by detachment of the fleshy joints.*

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SLAB ULTRA BOLD

Spiniest and most vicious of all

WIDE SMALL CAPS

INDIVIDUAL PLANTS

WIDE BOLD

propagation

SLAB THIN

COLORADO

WIDE BOLD ITALIC

Greens and browns are always alluring

SLAB ULTRA BOLD OBLIQUE

EFFECTS

UNICASE

FLESHY JOINTS

UNICASE

THICKLY INTERWOVEN NEEDLES

UNICASE LIGATURES

CHOLŁa

SANS BOLD

fine color effects

WIDE ULTRA BOLD

Spiniest

SLAB ULTRA BOLD OBLIQUE

alluvial fans

UNICASE

CANYONS

SLAB BOLD

Individual Plants

SANS BOLD ITALIC

COLORADO

SLAB THIN

dissected benches

WIDE

MOUTHS

Aa Aa Aa Aa

WIDE ITALIC WIDE BOLD WIDE BOLD ITALIC WIDE ULTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&\$çŁ¥€%%∞¶§†‡fÆŒ

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Aaa Aaa

SLAB ULTRA BOLD SLAB ULTRA BOLD OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&\$çŁ¥€%%∞¶§†‡fÆŒæ

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TEXT EXCERPTED FROM THE CALIFORNIA DESERTS, BY EDMUND C. JAEGER, STANFORD UNIVERSITY PRESS, 1965.