

RECOVERY

**A SINGLE WEIGHT OPENTYPE FONT
WITH SMALL CAPS, FRACTIONS
AND EXTENDED CHARACTER SET**

**BY
JAMES PUCKETT**

**RECOVERY IS A REINTERPRETATION OF
MORRIS FULLER BENTON'S "EAGLE BOLD"
DESIGNED FOR AMERICAN TYPE FOUNDERS
AFTER CHARLES COINER'S 1933 IDENTITY FOR
THE NATIONAL RECOVERY ADMINISTRATION**

STABLE COWB
NGREL
LEEPY ROBUST
FARBE TYPETRUST QUIER
CHARGER & TUTORI
\$2704.89 WASHINGTONIAN
PHOENIX RECOVERY €36.5
MENDELEEV CARPI
WALLOW 4
AMERICANA ZANZIBA
SHERRY RECOVERABLE
IN CROMULENT
TRADEMARKED
JTETEWA 99¢ MAFIOSO
INK BURLLES
METRO

**"WE MEET HERE AT A TIME
OF GREAT UNCERTAINTY
FOR AMERICA.**

**"THE ERA OF GREED AND IRRESPONSIBILITY ON
WALL STREET AND IN WASHINGTON HAS LED US
TO A FINANCIAL CRISIS AS SERIOUS AS ANY WE
HAVE FACED SINCE THE GREAT DEPRESSION.**

**"THEY SAID THEY WANTED TO LET THE MARKET
RUN FREE BUT THEY LET IT RUN WILD, AND IN
DOING SO, THEY TRAMPLED OUR CORE VALUES
OF FAIRNESS, BALANCE, AND RESPONSIBILITY
TO ONE ANOTHER."**

**– BARACK OBAMA
SEPTEMBER 24, 2008**

ON RECOVERY

Charles Coiner (1898–1989) was a giant in the history of American graphic design, recognized with the first National Society of Art Directors Annual Award and an AIGA medal. As an art director at N.W. Ayer & Son Coiner commissioned work by great artists of the era including Norman Rockwell, Georgia O’Keefe, and Pablo Picasso. His work for private and government clients helped popularize modernism in the United States.

In 1933 Franklin D. Roosevelt created the National Recovery Administration as part of his New Deal program to lift America out of the Great Depression. The NRA was intended to halt the collapse of American industry by replacing free markets with government mediated standards for pricing, wages, working hours, and other aspects of business.

Coiner was commissioned to design an identity for the NRA. His design was a radical departure from contemporary standards: a flat blue eagle appearing under the letters “NRA” drawn in a geometric style similar to Paul Renner’s typeface Futura. Using Coiner’s letters as a starting point, M. F. Benton designed the typeface Eagle Bold for American Type Founders. Eagle Bold is now regarded as a classic American headline face.

Businesses across America displayed Coiner’s logo on posters and flyers proclaiming their cooperation and NRA banners were lofted over propaganda parades. Then in 1935 a Supreme Court ruling shut down the NRA, and Coiner’s Eagle disappeared from the public eye—but not before it had helped plant modernism into the nations collective visual consciousness.

Recovery is a reinterpretation of Coiner’s letters and Benton’s Eagle Bold. I began drawing Eagle to explore the design of extremely heavy letters and as I worked on it I began to appreciate the design and its place in history. Coiner put the avant-garde style of Europe on display across America. His NRA logo is an icon of the years when American designers dove headfirst into modernism. This moment in history and its visuals deserve continued exploration, and connecting to our past like this helps remind us who we are and where we are going.

James Puckett

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EAGLE & RECOVERY

On the left is page 163 from American Type Founders' 1934 specimen book. On the right are some of the same words set in Recovery.

EAGLE BOLD

84 Point 1A
SIDE

84 Point 1A
PAIR

72 Point 2A
MEND

CHARACTERS IN COMPLETE FONT
ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ&\$
1234567890
.,-!/:;!?
Letters A, F, L, P, T, V, W, Y, are not printed in all sizes
At least one such character included in every font

60 Point 2A
KING

48 Point 2A
MINER

42 Point 4A
RETAIN

36 Point 5A
SINGERS

32 Point 6A
REMINDER

24 Point 7A
MODERNIZED

18 Point 10A
EAGLE BOLD TYPE

GADGETS
FOR SPRING DAYS

and nights—choose them last, but they're likely to be first in your affection. We make unusual little things.

PARRAN
FOUR WEST PALM STREET

[163]

RECOVERY

SIDE

PAIR

KING

MINER

RETAIN

SINGERS

REMINDER

MODERNIZED

EAGLE BOLD TYPE

RECOVERY

