Phoreus Cherokee

A multi-weight type family with cursive italics for the Cherokee language

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Phoreus™ Cherokee

In the summer of 2011, Roy Boney Jr. and Joseph Erb from the Language Technology Office of the Cherokee Nation in Tahlequah, Oklahoma, spoke at a type conference about their efforts to integrate the Cherokee language into current communications technology. They finished with an earnest request to type designers to create Cherokee typefaces, since new digital types are required to build the resources they need to preserve their language and culture.

I heeded the call and began by choosing a Latin design already in progress as the proportional basis for the 85 glyphs of the Cherokee syllabary. The first phase of development involved reading most of the available research into the historical aspects of the syllabary, an analysis of the existing types, and making form studies from manuscript images provided by the Cherokee Nation and the James Mooney manuscript collection of the Smithsonian Institution.

Since there were no useable multi-weight Cherokee type families at the time of their presentation, my initial strategy was to create a family of upright fonts in various weights. But during the process, I asked what they thought of my creating an italic – not just an oblique, but a real cursive italic inspired by Cherokee handwriting. With their encouragement, I researched and culled the forms I needed from almost 180 years of manuscripts. The result – the first Cherokee cursive italic typeface design – was given a very positive evaluation by the Language Technology Office.

In recent years, the Cherokee Nation has also specified a lowercase for the syllabary and I designed these glyphs for Phoreus in 2015, making Phoreus Cherokee (v.2) the first full typeface family which contains the new Cherokee lowercase.

Despite the popularity of its Latin complement amongst non-Cherokee users, Phoreus Cherokee was produced primarily for use in the Cherokee language. Its distinct and uncomplicated forms are particularly suited to very young readers – a primary target audience in language preservation.

The name Phoreus is the ancient Greek word for bearer or carrier and could refer to type (and the Cherokee syllabary) as a vehicle of language and visual culture.
LY AYAY • DHEJICHA
AD 101,521 DAH DHEJAY KAY TGOELA YOLOULAYA
CWYH DHP
The Cherokee Nation
CWYH DHP HAKABJ
ADZ OZPB D GYBH DJ DBLLAY G'OCT.
ΘI ΘΕΛΑ
DFWA TGPLU TGKH OPIA SEEPALAI DØPLAI GYPL
DHYSGY DHGWY
The United Keetowah Band of Cherokee Indians
ΤΗΜΛΡΩ

CWYH SETHLY
The Eastern Band of Cherokee Indians
DAW BHHT DOWAYD
HSL DHBO HAJJAY DØ CHUL O'ESt SGWI IRT
ΘΕΡΛΑ
DCHMLAYUT OESUY
ALBULAI OGLULAI, DHPLAI AD DVYAYET
CWY DABAYAH • ΙΟΥΛΥ 2015
ΘΕ • ΝΟΥ • ΡΑ • ΚΤΛ • ΜΥΛ • ΘΕ • ΤΣΕ
Culture • ΤΖΕΛΛΟΝΓΑ
TAHLEQUAH
Tkcyw Tv&.

Cyrhem rwj jhwy ogra ophw ojw oph ophar aahrt.
Dhcyw bhjewj febjewj gbewj yg tew ojw oph oph
swy ogh jhwy khr. Ib yj dvwyewj dfwaw syf hji
dbhj 9000. Jyjw, dgbewj djs ojw lgewj, ogh ogra
dfwa ty khray ohaw bnh bnh dsv ojw kwhn tv.
Tjg ysb alohw, thyk yj tv oghn tew njy tsw, ogh dhwaj
fjwaj oghw ojw. Tdjew dzhew, dfwa tew qewj tew
oph oghewj fyewj tewaj oghw. Df tajew ogh jhwy
swjwy tewaj oghw. Df tajew ogh jhwy.

Dbjewk oghjewk ojw ogh ogh oghjewk ojw.
Dhwaj dhwaj logewk dvwyewj, hj jkcyw ad ojw ojw
alohw nwhewj tyewj oghjewk, hj dhwaj djs dhwj
swjwy oghewj, swjwy ad dvwyewj.

Dbjewk djs oghjewk.

Adz ojew o oghjewk djs dbjewk ojewk. Tsyk dhjewk ojewk
ajw ojewk. Dhjewk dhjewk ojewk hewj, kewj kewj dhjewk
ojewk. Ojewk ojewk ojewk ad ojewk. Ojewk dhjewk
ojewk ad ojewk. Adz ojewk o oghjewk djs dbjewk ojewk
ad ojewk.

Adz ojewk o oghjewk djs dbjewk ojewk.

Adjewk hjw dhwaj djs. Hjewk dhwaj ojewk.

Hjewk hjw ad dhwaj djs.

Dhcyw — Dhjewj kwhwewj ojewk svw dysgw bsb tew
Rva drwewj bsb jwewj svi hewj dwj dhwj dhwewj
Rva dswewj (hswewj) djs dwewj dswewj dhwewj dswewj
tewj dswewj. Ojewk dhcyw dwj dswewj.

Phoreus Cherokee
An Acoustic Serenade
Don’t miss the $10 and $50 gift cards at the check-out

The Italian Edge: A Complete Guide to Pasta

The Atomic Café
Check out the tasty meals and fun puzzles in our children’s menu

The Gadget & Toy Emporium
One day, Richard the Rabbit was walking down a dark forest path

A Night on the Town
LAKESIDE BED & BREAKFAST
All athletic shoes are available in the sizes 8 to 20 in 39 colors

Adventure Tours
Zinfandel • Shiraz • Cabernet Sauvignon
Orange Pecan Ice Cream
1998 Côte du Rhone
Quality Garments & Finest Fabrics

Phoreus Cherokee
**Phoreus™ Cherokee** · Glyph Complement

**Phoreus™ Cherokee** · Specifications & Family Styles

*Designer: Mark Jamra*

*Copyright Registration Number: TX 7-775-476*

*Formats: CFF (PostScript), OpenType, TrueType (web fonts)*

*Family members: Light, Light Italic, Regular, Italic, Semibold, Semibold Italic, Bold, Bold Italic*

*Supported Codepages:*
  - MacOS Roman
  - MS Windows 1252 Western

*Supported Languages:*
  - Cherokee, Danish, Dutch, English, Esperanto, Estonian, Finnish, French, German, Icelandic, Italian, Luxembourgish, Manx, Norwegian (Bokmål), Norwegian (Nynorsk), Portuguese, Rhaeto-Romanic, Spanish, Swedish.

*OpenType Features:*
  - liga ........................................ Ligatures
  - smcp ........................................ Small Caps
  - sups ........................................ Superiors
  - frac ........................................ Fractions

This specimen was set in Phoreus Cherokee. Thunder and the Utk’ten’ by Willie Chopper, with translation by the Cherokee Bilingual Program, Tahlequah, OK. Cherokee Nation Newsletter, September 5, 1972.

**Light**  
**Light Italic**

**Regular**  
**Italic**

**Semibold**  
**Semibold Italic**

**Bold**  
**Bold Italic**

The Phoreus Cherokee family is available as web fonts at Adobe Typekit.

Characters under the dotted line are accessible only through OpenType-sensitive applications and the glyph palettes of certain font management utilities.