Typographers' Inn

Peter Flynn

1 Portable typesetting

I recently had to reinstall TeX Live for a novice user after she decided to replace a stolen Macbook with a generic unbranded laptop PC. The abruptness of this change of platform is not something TeX users would normally worry about because TeX works perfectly happily pretty much everywhere, but this user's main concern was that she lost her iPhone as well, and was making a parallel switch to Android... and had heard that this would enable her to have LaTeX on the phone as well.

I had encountered *VerbTeX*, which is an Android editor that submits a document to a web service which does the typesetting. It's a great system, as it does away with the need to have all of TeX installed, but if you are stranded without a connection, it's impossible to carry on working on a document that you want to be able to preview.

Enter Jiří Marek's *LaTeX Editor*. Despite the name, this is a fully-fledged locally-executing LaTeX system (although of course you do need a connection to install it and download any additional packages). My first thought was to try the `quickstart.tex` document I use in the LaTeX course I teach — the same one as in *Formatting Information*.[1] It worked first time, and as I have *Kingsoft Office* (which includes PDF preview) and the *PrinterShare* app, I could even print it. Full marks.

Next up was the draft of this article, which I was somewhat sceptical about, as ltugboat.cls is pretty complex, and has to deal with a lot of unusual formatting. *LaTeX Editor* handled it entirely correctly, downloading all the packages needed on-the-fly. There was a moment when I thought it had hung, but in fact it was just downloading packages: the lack of a progress meter does make this a little unnerving the first few times until you get to trust it.

I don't have an iPhone or an iPad, so I can't compare this with whatever facilities are available in that ecosystem, and I am admittedly using a Galaxy Note 4, which is a phone masquerading as a tablet, with an external Bluetooth keyboard — I haven't tried this setup on anything like the really tiny Android phones.

However, it's clear that developing packages and classes, and experimenting with typographic solutions can continue unabated on a pocket device, with no serious technological barrier. I haven't yet found

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[1] `http://latex.silmaril.ie/formattinginformation/quickstart.html#quickstart`
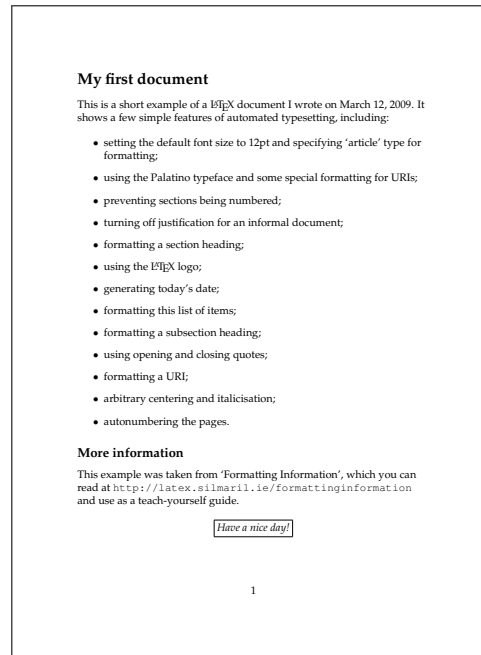
Figure 1: The quick-start document (top) and this article (bottom) typeset on an Android phone with *LaTeX Editor*

out how to import my personal PS fonts with their associated maps and font definitions, so explicitly typographical development is restricted to what is available as packages from CTAN (which is substantial). The current version of *LaTeX Editor* is running *pdflatex* from TeX Live 2012, not XeLaTeX, so there

is no way to use whatever fonts are installed on an Android device. The author says this is a beta version, so I am looking forward to the 1.0 release.

2   Typographic logos

The term is a bit of a misnomer: 'logo' is an abbreviation of 'logotype', which is a whole word cast as a single piece of metal, like 'The' in ATF Garamond, as opposed to a ligature, which is a combination of characters cast as one, such as ffi, but not a word.

Brands and symbols have been used for identity since humans started keeping livestock (branding!), but the modern corporate logo is largely a production of the Victorian age of rapid development in printed labelling combined with the emergence of marketing and competition. At the time, however, logos were more a convenient way of flagging your products, rather like the exhortations to look on the jar; 'none genuine without my signature!'

The development of colour lithography meant logos could be hand-drawn as part of a larger image, and still reproduced in bulk, whereas in letterpress, anything other than combinations of type would mean making a block. Type-only logos are still with us, from IBM to TEX, and can be surprisingly difficult to construct even (like IBM or METAFONT) when they are simply letters in a given font.

Using them in the text is frowned upon, typographically speaking (TEX must surely be the worst offender here). Charles Fyffe, in his book on copyfitting [1] (now dated but still a mine of useful information) says:

> Don't use the client's name-style in the copy and expect it to be read, unless his name-style is in a type and you are using it for the body copy [Phew! that lets TEX out — PF]. This is especially true of a name-block (plate) with white letters out of black.
>
> The client, on the other hand, tries to use his name-style everywhere — I have even known one who insisted that minute name-blocks be inserted in the copy...

What he's referring to is the practice, still occasionally seen, of using *your logo* for every mention of *your product* or *company name* in the text, especially of an advertisement, such as this one slated in the blog of one Desmond Tan [5] and reproduced without permission in Figure 2. The practice is also condemned on the *Typophile* blog [3], where 'DO NOT' and 'NEVER' feature strongly.

The Honeywell company has an explicit rule in their instructions to designers [2]: 'In body copy or text, do not use the Honeywell logo. Portray the word

Figure 2: Coke advert showing abuse of the logo in the text

Figure 3: Honeywell's example of how not to do it

Honeywell in the same font as your body copy/text.' They even provide an example (Figure 3). See also *The TEXbook* [4, ch. 1, para. 4] on the distinction between Honeywell's TEX and TEX.

Afterthought

Perhaps the most extreme form of embedding is that done by a recent instance of actual OpenType font code, for which I make no apology for posting the naked URI: `http://pixelambacht.nl/2015/sans-bullshit-sans/`

References

[1] Charles Fyffe. *Basic Copyfitting*. Studio Vista, London, 1969.

[2] Honeywell Security. *Using the Honeywell Logo*. Honeywell International Inc, Morristown, NJ, 2015. `http://www.security.honeywell.com/resources/branding/logo/`.

[3] joshuaone9. font as logo vs used in body copy. *Typophile*, Feb 2008. `http://typophile.com/node/42144`.

[4] Donald E. Knuth. *The TEXbook*. Addison-Wesley, Reading, MA, Jun 1986.

[5] Desmond Tan. Something Interesting. `https://desmondtan91.wordpress.com/`.

◇ Peter Flynn
Textual Therapy Division,
Silmaril Consultants
Cork, Ireland
peter (at) silmaril dot ie
http://blogs.silmaril.ie/peter