Designing systems with variable fonts

Frida Medrano

@fridaemg
fridamedrano.com

Agenda.

Agenda.

(01)
Typography

Agenda.

(01)
Typography

(02)
Branding

Agenda.

(01)
Typography

(02)
Branding

(03)
Product

Agenda.

(01)
Typography

(02)
Branding

(03)
Product

(!)
Conclusions

Graphic Design.

Graphic Design.

con

logotype

font

la

e

web page

magazine

ap

Systems.

Karl Gerstner:
Designing Programmes
Programme as morphology
Programme as logic
Programme as grid
Programme as photography
Programme as literature
Programme as music
Programme as method
Lars Müller Publishers

Systems.

Karl Gerstner:
Designing Programmes
Programme as morphology
Programme as logic
Programme as grid
Programme as photography
Programme as literature
Programme as music
Programme as picture
Lars Müller Publishers

Systems.

Josef Müller-Brockmann
Grid systems
in graphic design
A visual communication manual
for graphic designers,
typographers and
three dimensional designers
systeme
für die
visuelle Gestaltung
Ein Handbuch für
Grafiker, Typografen und
Ausstellungsgestalter
Niggli

(01)

Typography

(01)

Typography

Images: Letterformarchive

Image: Schedel: Das Buch der Chroniken. Germany: 1493

Images: Letterformarchive

Image: Schedel: Das Buch der Chroniken. Germany: 1493

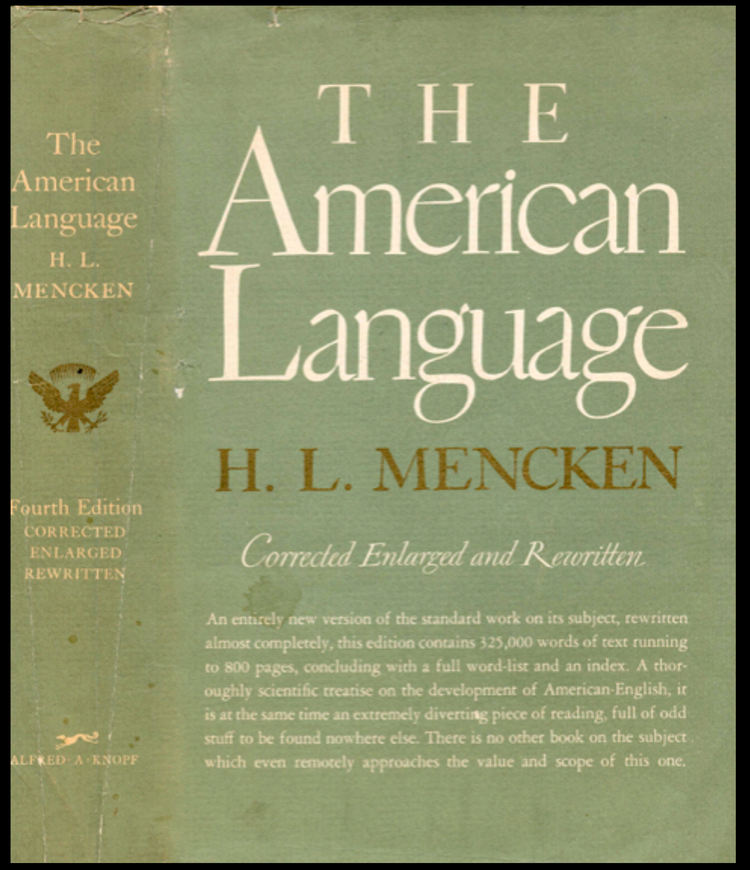


Image: The American Language. W. A. Dwiggins

Images: Letterformarchive

Image: Schedel: Das Buch der Chroniken. Germany: 1493

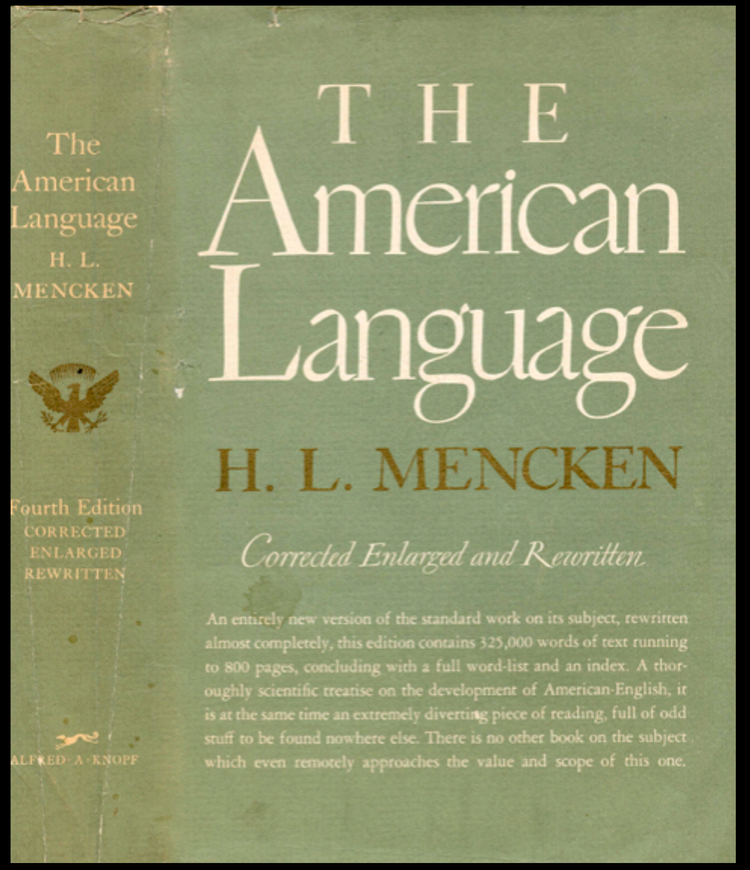


Image: The American Language. W. A. Dwiggins

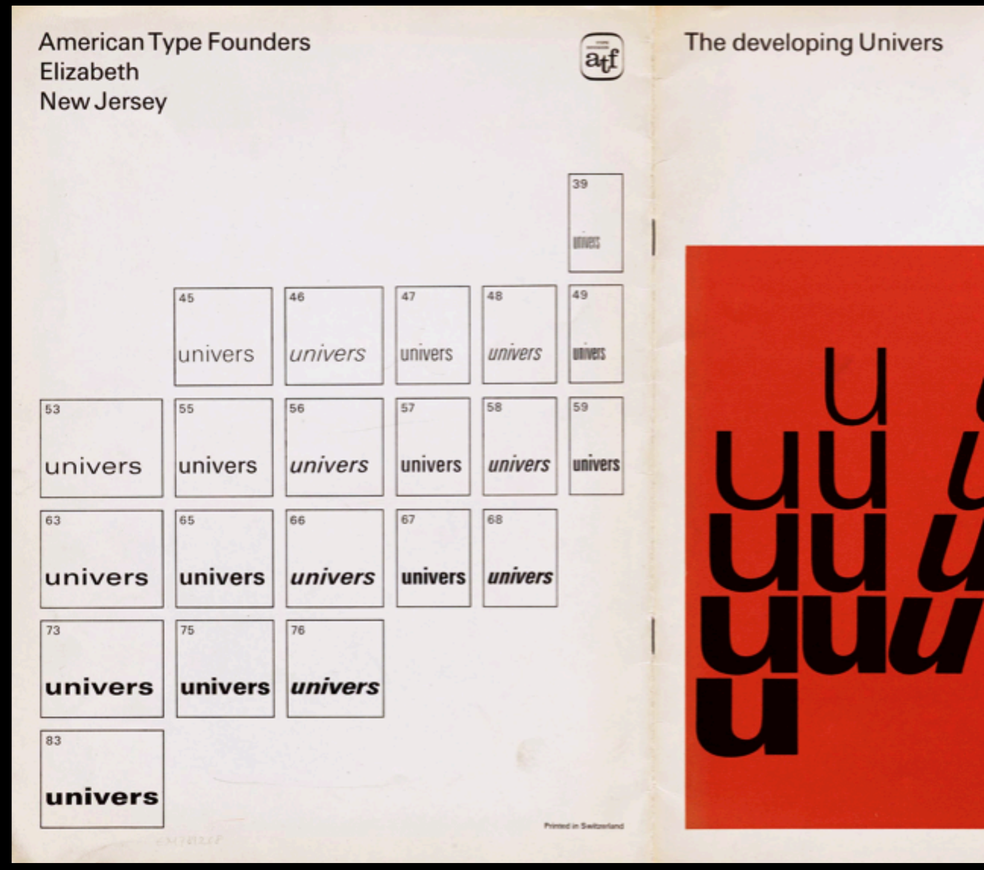


Image: Univers. Adrian Frutiger

Here's to the crazy
ones. The misfits.
The troublemakers,
The round pegs in
the square holes.
The ones who see
things differently.
They are not fond
rules. And they
have no respect for
the status quo. You
can quote them, dis
agree with them,
glorify or vilify them,
about the only thing
you can't do is

2016
Important Changes in Font technology

2016
Variable fonts

What’s a variable font?

Font family packaged into a single file.

Jabin-Bold.ttf	73kb
Jabin-BoldS1.ttf	85kb
Jabin-BoldS2.ttf	85kb
Jabin-Medium.ttf	72kb
Jabin-MediumS1.ttf	84kb
Jabin-MediumS2.ttf	84kb
Jabin-Regular.otf	72kb
Jabin-RegularS1.ttf	84kb
Jabin-RegularS2	84kb
Jabin-Light.tft	71kb
Jabin-LightS1.ttf	82kb
Jabin-LightS2.ttf	82kb

Jabin Family	958kb

Jabin-Bold.ttf	73kb
Jabin-BoldS1.ttf	85kb
Jabin-BoldS2.ttf	85kb
Jabin-Medium.ttf	72kb
Jabin-MediumS1.ttf	84kb
Jabin-MediumS2.ttf	84kb
Jabin-Regular.otf	72kb
Jabin-RegularS1.ttf	84kb
Jabin-RegularS2	84kb
Jabin-Light.tft	71kb
Jabin-LightS1.ttf	82kb
Jabin-LightS2.ttf	82kb

JabinTypeface.ttf

Jabin Family 958kb

JabinTypeface.ttf 86kb

```
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
```

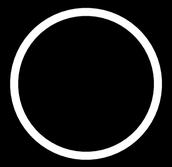
```
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
```


```
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
```

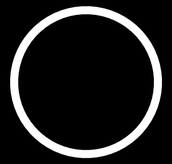
```
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
```

```
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
```

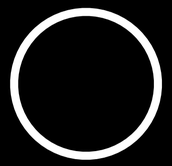
```
@font-face {
font-family: MyWebFont;
Src: url(mywebfont.woff);
}
```



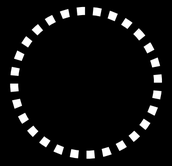
Black



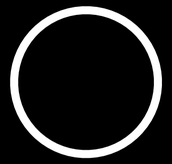
Regular



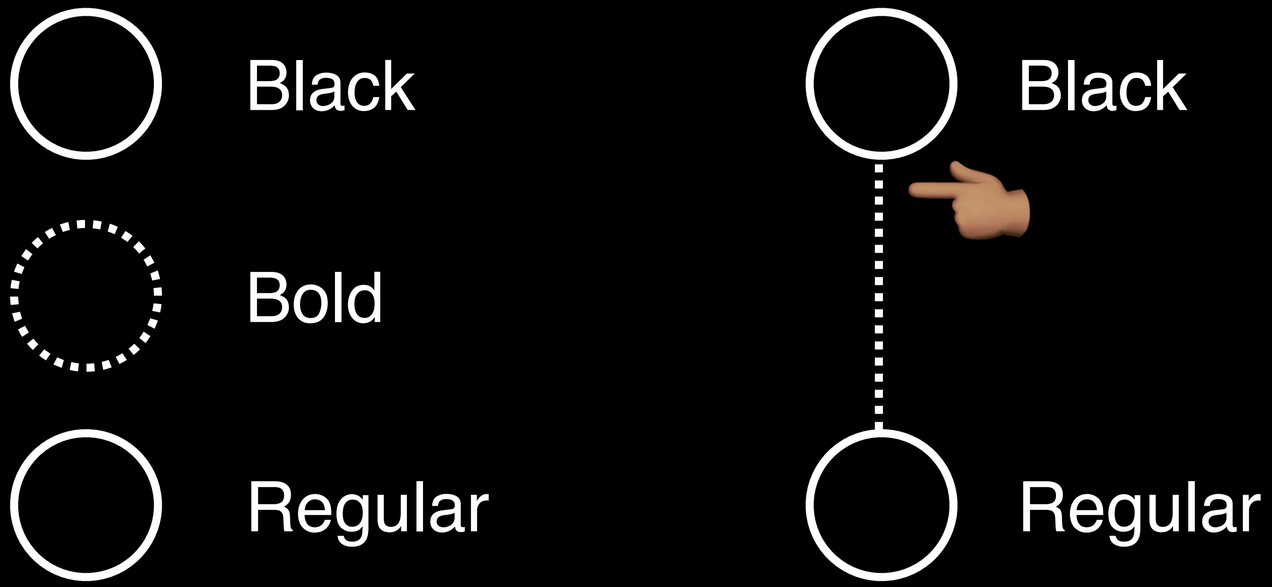
Black

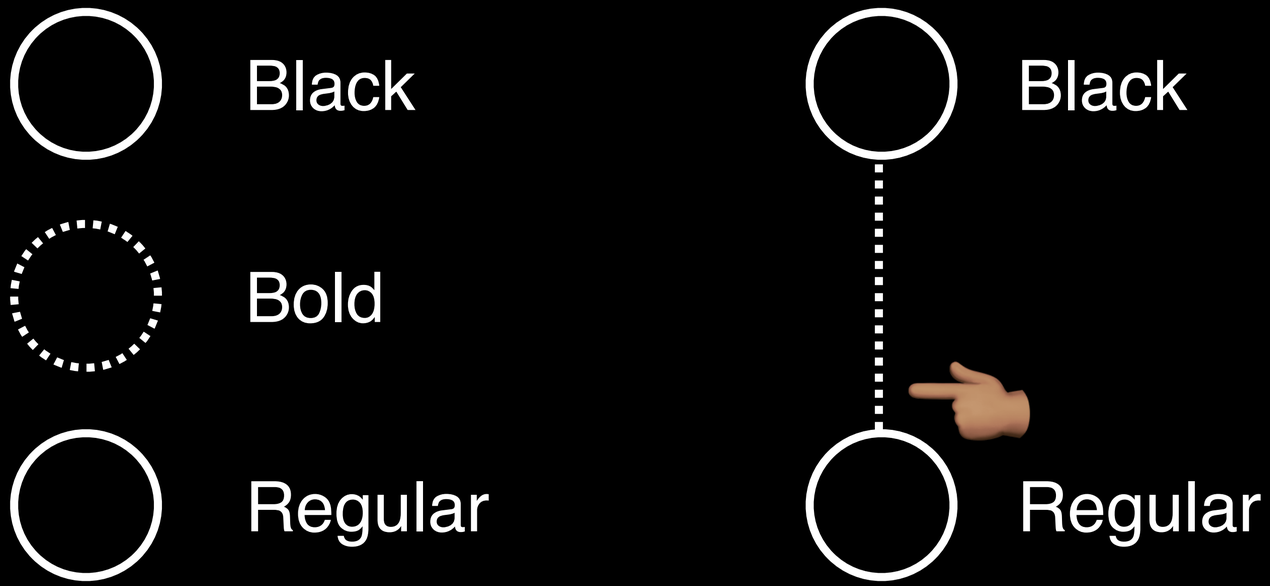


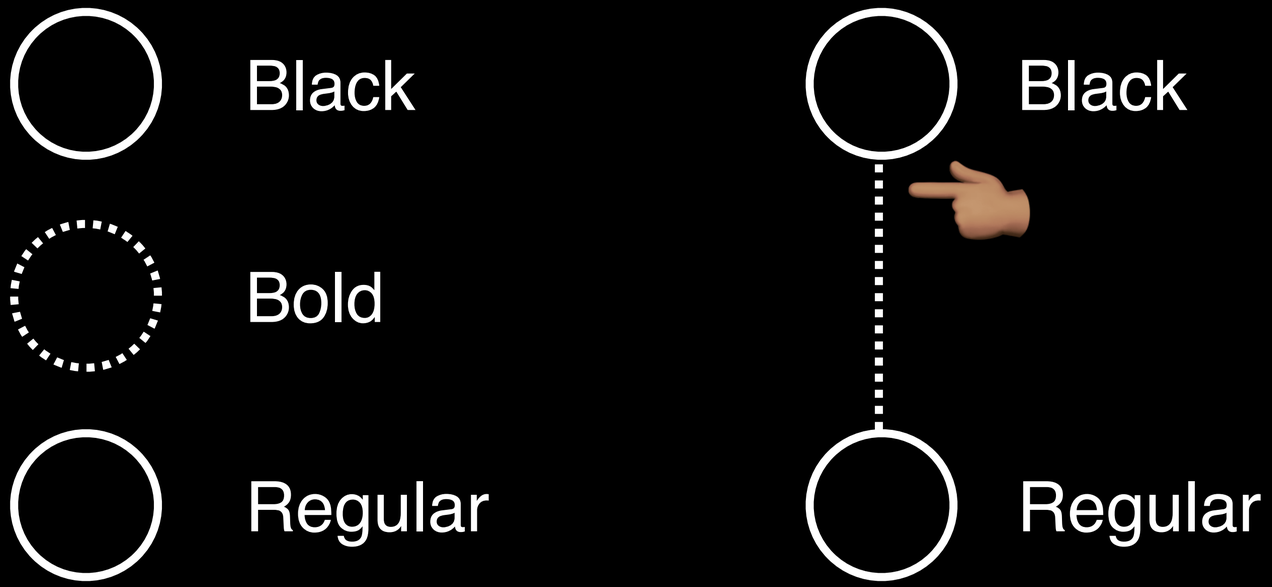
Bold

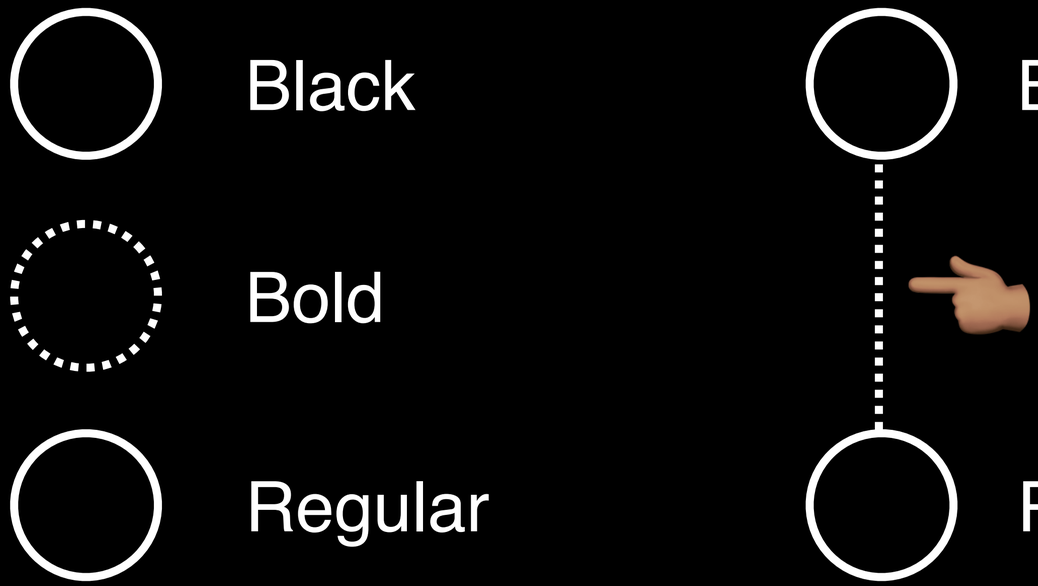


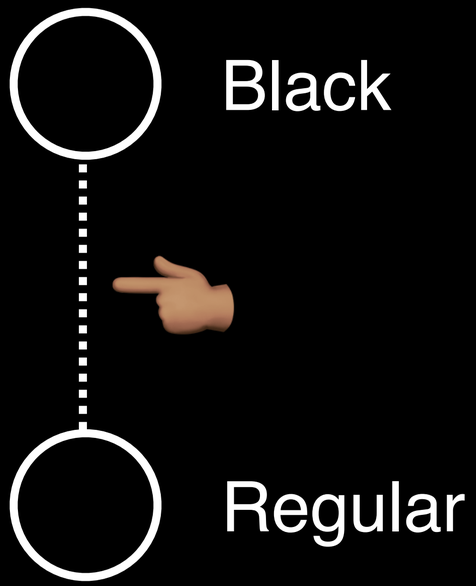
Regular


Black
Bold
Regular
Black
Regular


Black
Bold
Regular
Black
Regular


Black
Bold
Regular
Black
Regular


Black
Bold
Regular


Black
Regular

Variable fonts: the basics

Variable fonts open up a range of styles within a single typeface, giving designers more control and expressive possibilities.

T The basics

Static vs. variable

What's an axis?

Types of axes

Development

❖ Explore the axes

Optical size

Grade

Width

Animation

Weight

A? Colophon

Get playground file

What's the difference between static and variable fonts?

Static fonts are fixed to one specific style as part of a "font family", and normally have fixed options, like 'bold' or 'italic'. Variable fonts use one or more axes to offer a much wider range of styles.

Image: Figma

Image: Figma

Image: Axis Praxis

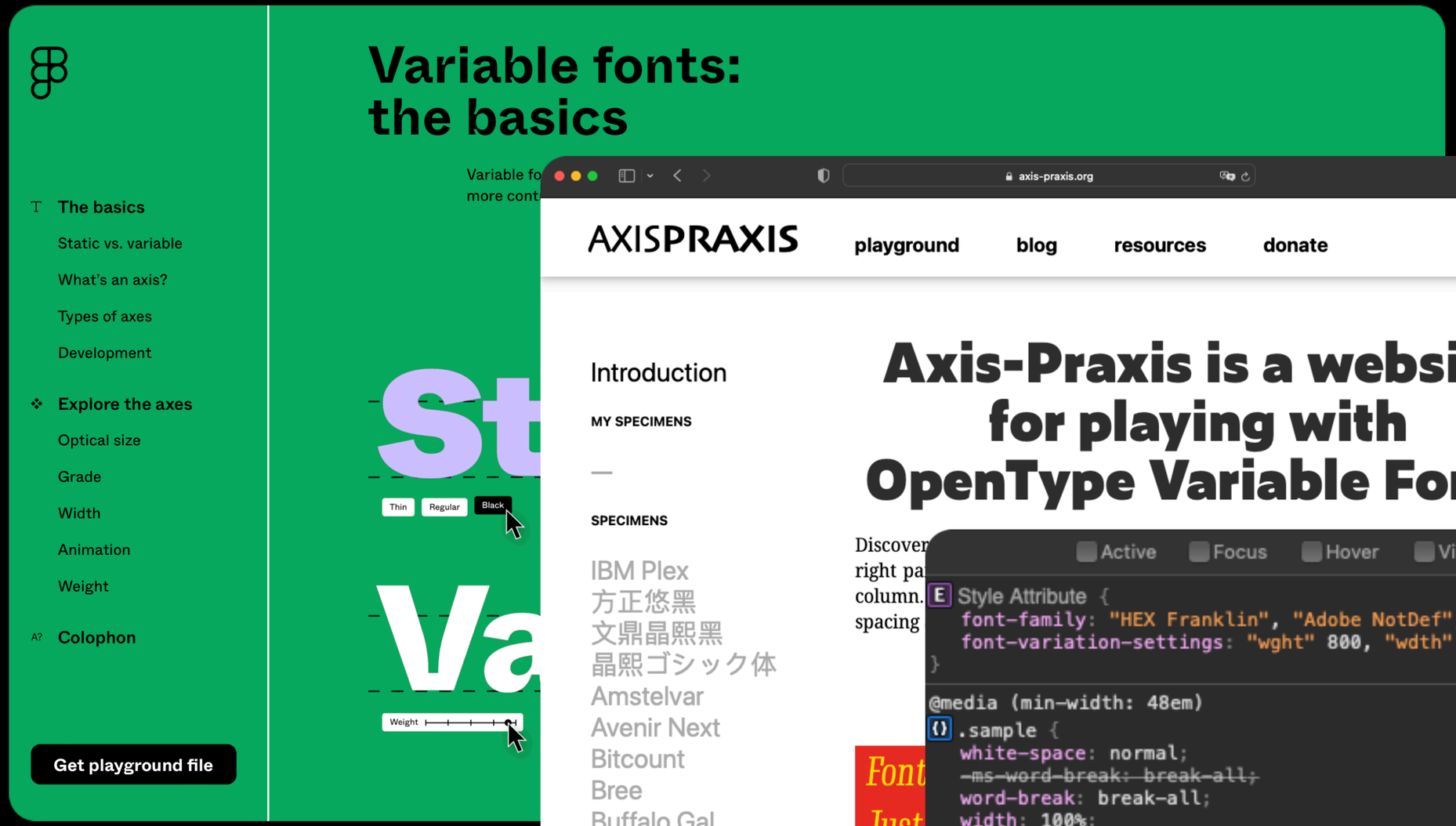


Image: Figma

Image: Axis Praxis

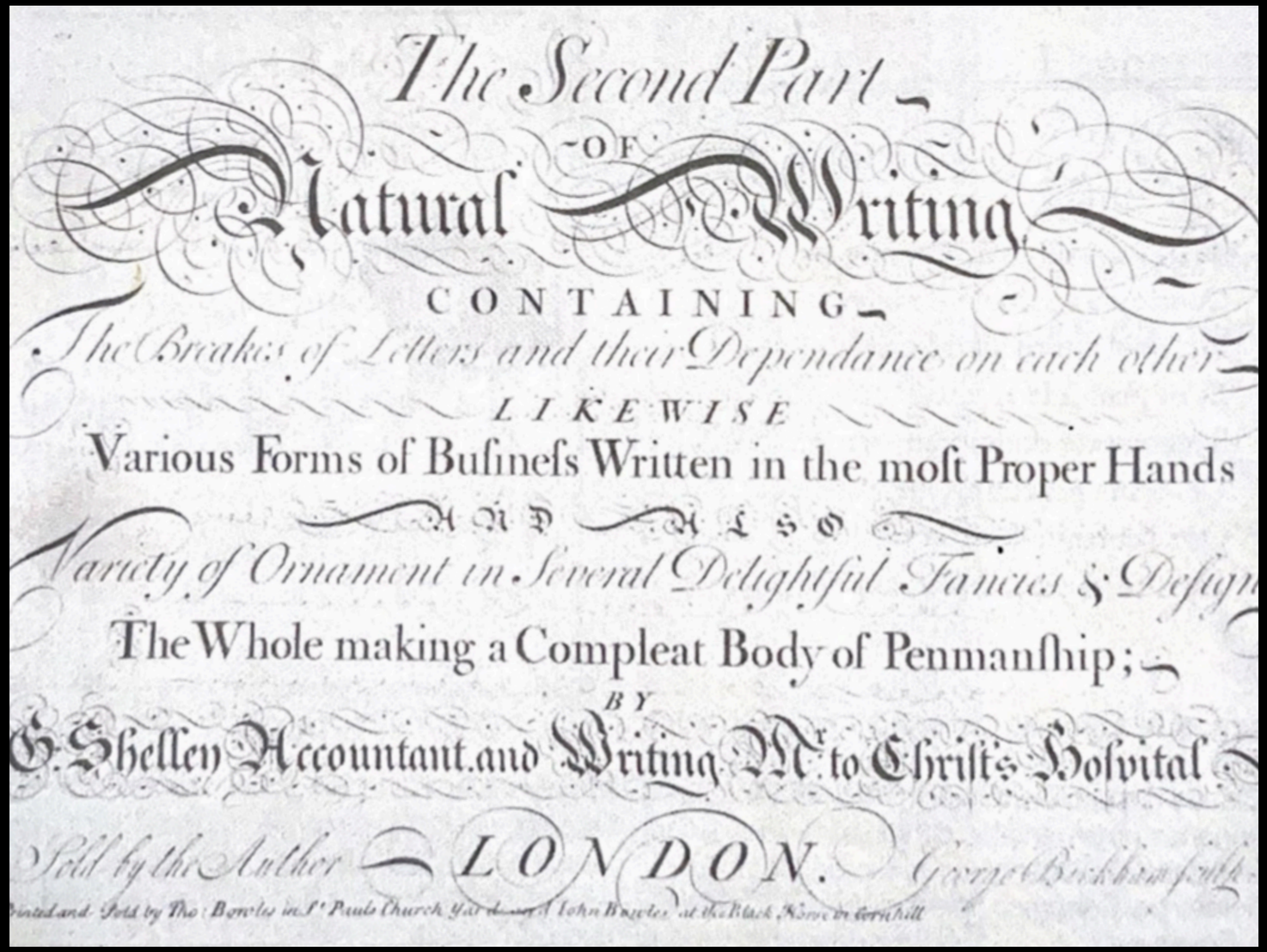
Image: Safari

Image: Frida Medrano. Jabin.

weight

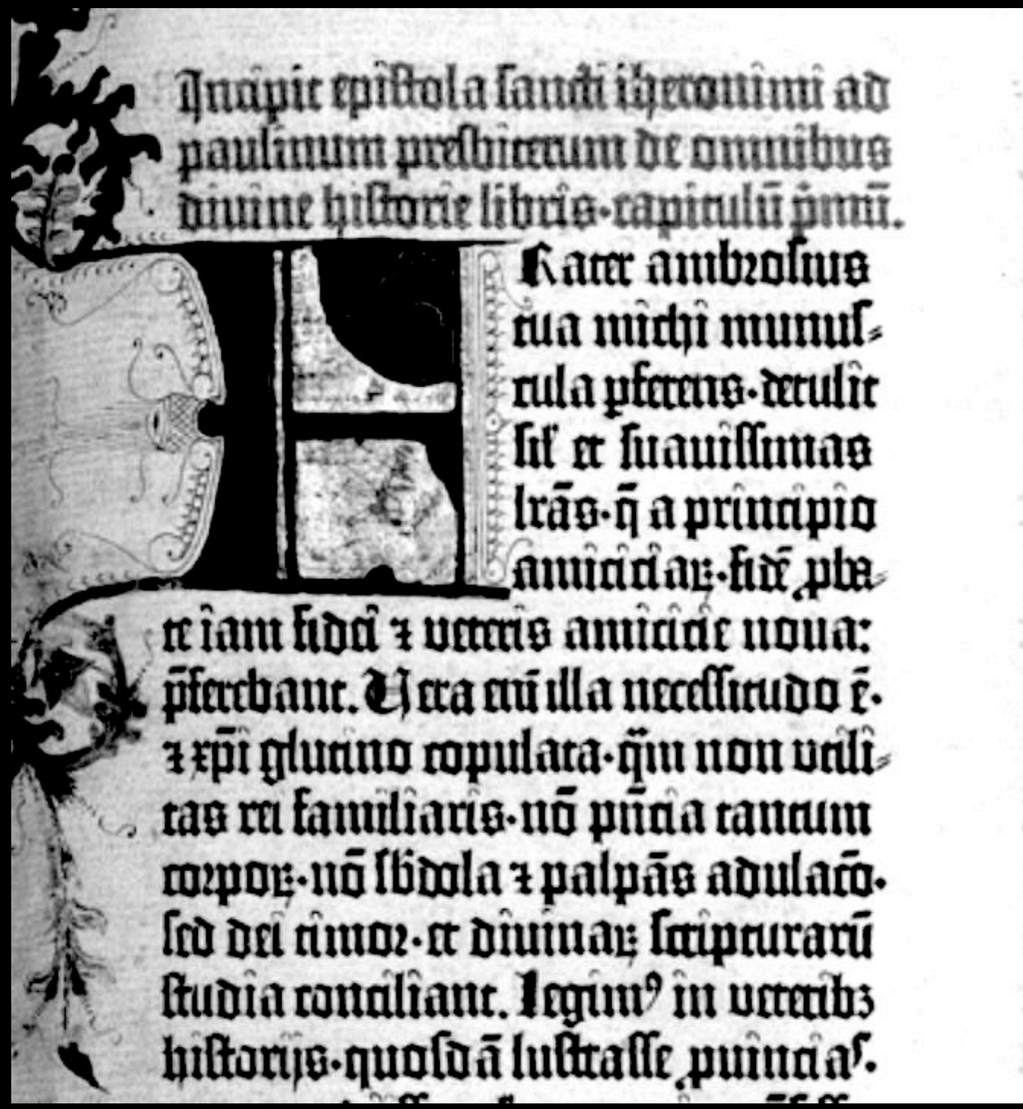
swash

Image: Frida Medrano. Jabin.



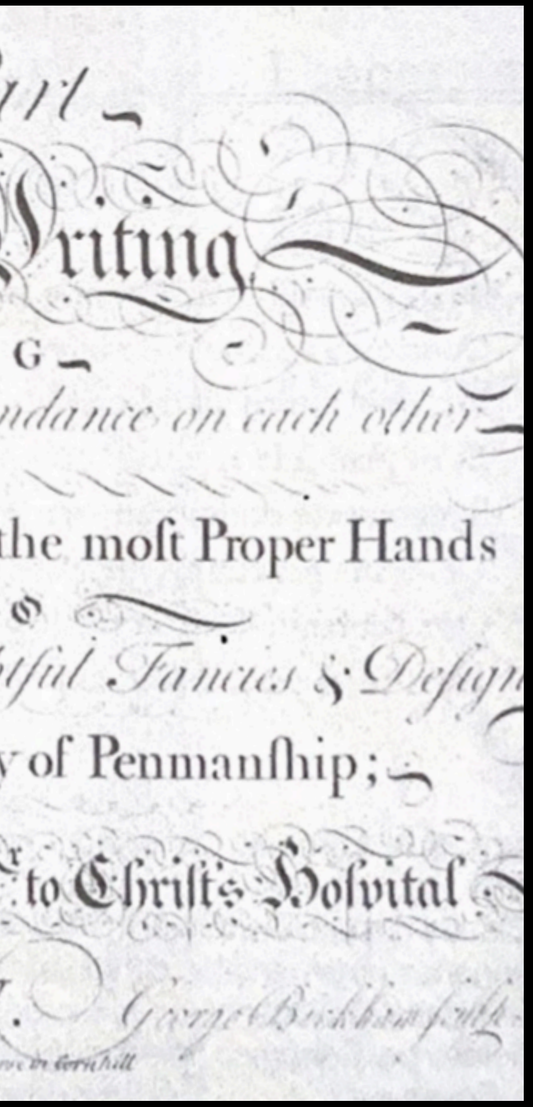
The Second Part
OF
Natural Writing
CONTAINING
The Breakes of Letters and their Dependance on each other
LIKEWISE
Various Forms of Business Written in the most Proper Hands
AND ALSO
Variety of Ornament in Several Delightful Fancies & Design
The Whole making a Compleat Body of Penmanship;
BY
G. Shelley Accountant and Writing Mr. to Christ's Hospital
Sold by the Author LONDON. George Bickham sculp.
Printed and Sold by Tho: Bowles in St. Pauls Church Yard and John Bowles at the Black Horse in Cornhill

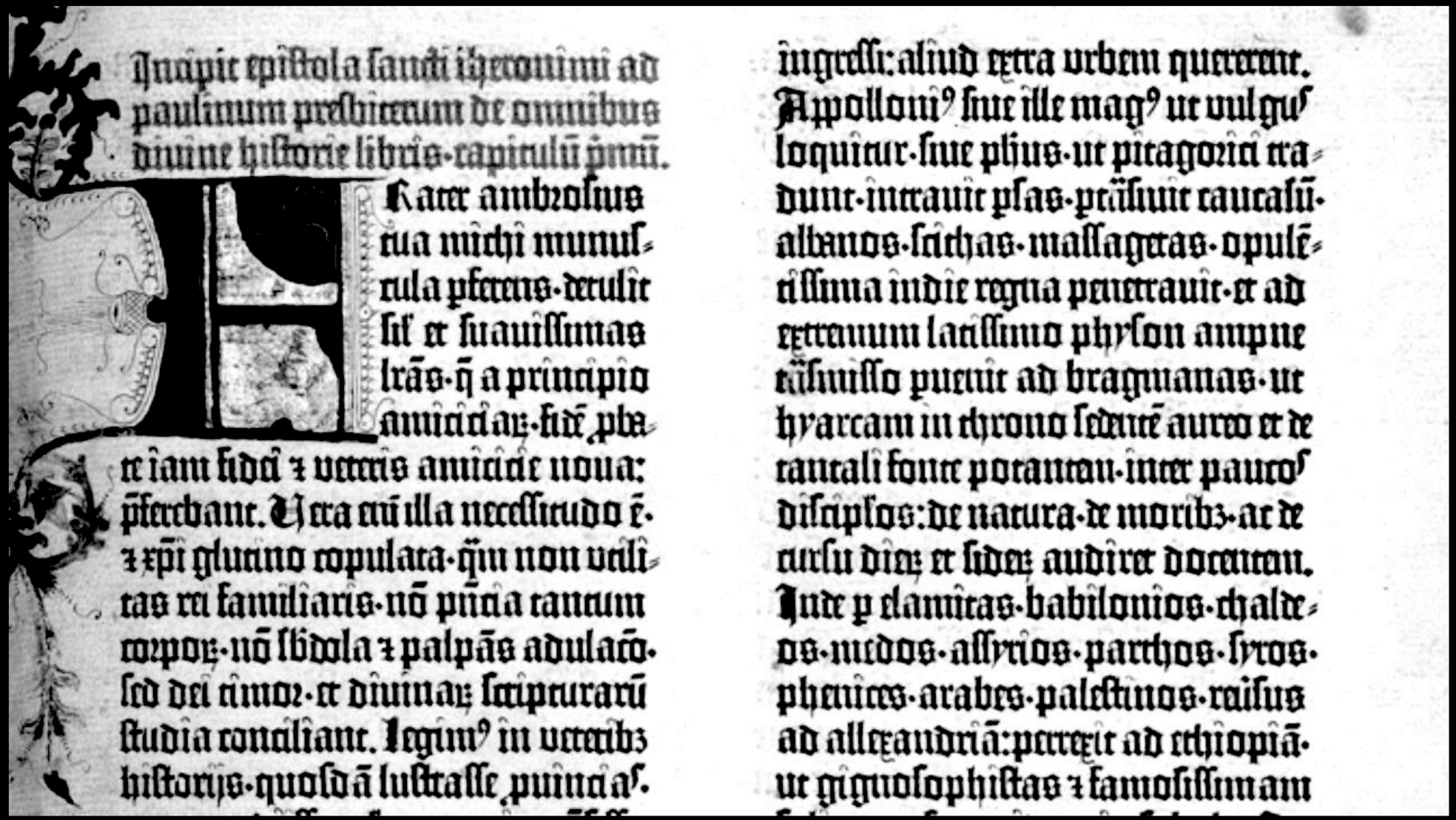
Image: George Shelley. From Graphic Design History by Meggs.



Incipit epistola sancti iheronimi ad
paulinum presbiterum de omnibus
diuine historie libris. capitulū p̄mū.
Frater ambrosius
tua michi munus-
cula pferens. detulit
sil' et suauissimas
lrās. q̄ a principio
amicitiar. fidē pba-
te iam fidei ⁊ veteris amicitie noua:
p̄ferebant. Vera enī illa necessitudo ē.
⁊ xp̄i glutino copulata. q̄m non vtili-
tas rei familiaris. nō p̄ncia tantum
corpor. nō sbdola ⁊ palpās adulacō.
sed dei timor. et diuinar scripturarū
studia conciliant. legim⁹ in veteribꝫ
historijs. quosdā lustrasse ꝓuincias.

Image: Gutenberg Bible.





Incipit epistola sancti iheronimi ad
paulinum presbiterum de omnibus
diuine historie libris·capitulū p̄mū.

Frater ambrosius
tua michi munus-
cula pferens·detulit
sil' et suauissimas
lrās·q̄ a principio
amicitiar·fidē pba-
te iam fidei ⁊ veteris amicitie noua:
p̄ferebant. Vera enī illa necessitudo ē·
⁊ xp̄i glutino copulata·q̄m non vtili-
tas rei familiaris·nō p̄ncia tantum
corpor·nō sbdola ⁊ palpās adulacō·
sed dei timor·et diuinar scripturarū
studia conciliant. Legim⁹ in veteribꝫ
historijs·quosdā lustrasse ꝓuincias·

ingressi: aliud extra vrbem quererent.
Appolloni⁹ siue ille mag⁹ ut vulgus
loquitur·siue phius·ut pitagorici tra-
dunt·intrauit psas·ptāsiuit caucasū·
albanos·scithas·massagetas·opulē-
tissima indie regna penetrauit·et ad
extremum latissimo physon ampne
tāsmisso puenit ad bragmanas·ut
hyarcam in throno sedentē aureo et de
tantali fonte potantem·inter paucos
discipulos: de natura·de moribꝫ·ac de
cursu dier et sider audiret docentem.
Inde p elamitas·babilonios·chalde-
os·medos·assyrios·parthos·syros·
phenices·arabes·palestinos·reuisus
ad allexandriā: perrexit ad ethiopiā·
ut gignosophistas ⁊ famosissimam

Image: Gutenberg Bible.

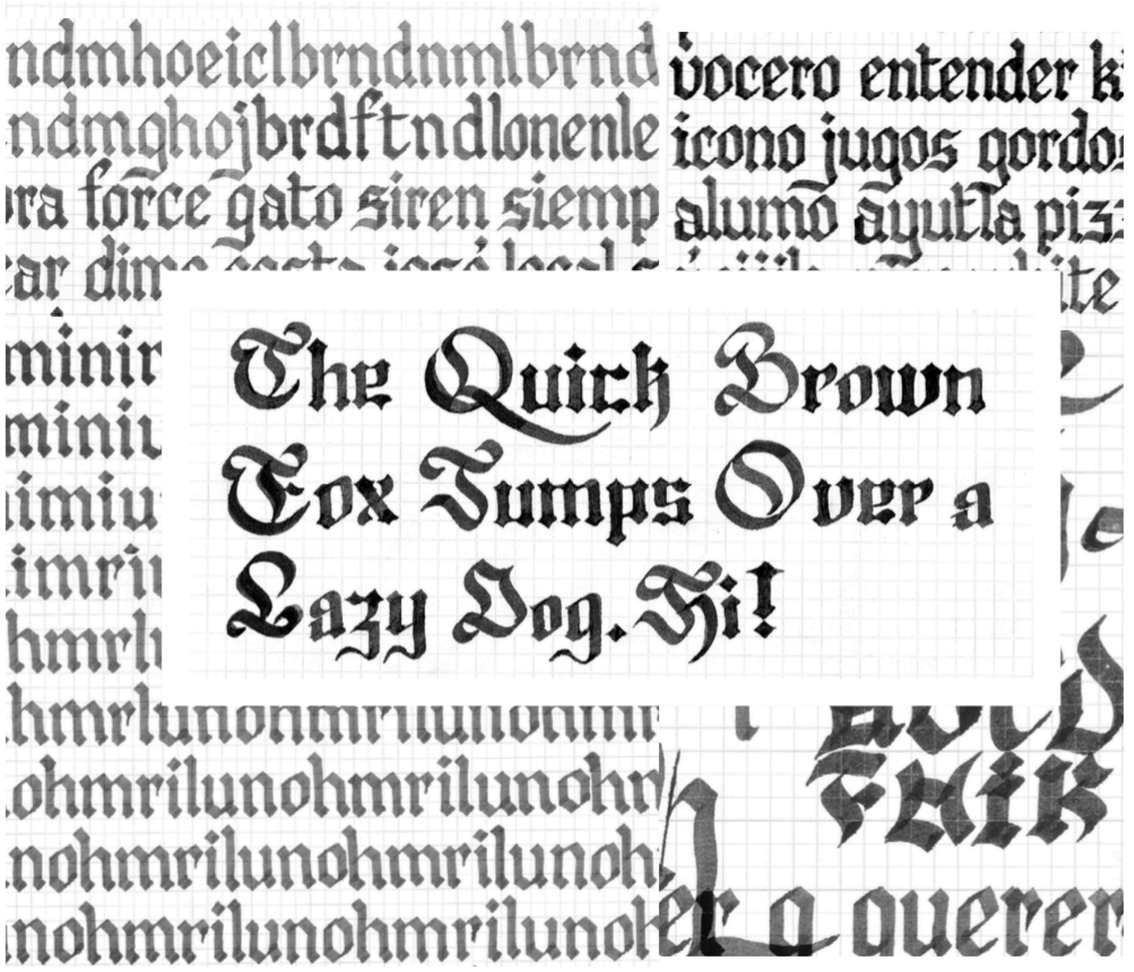
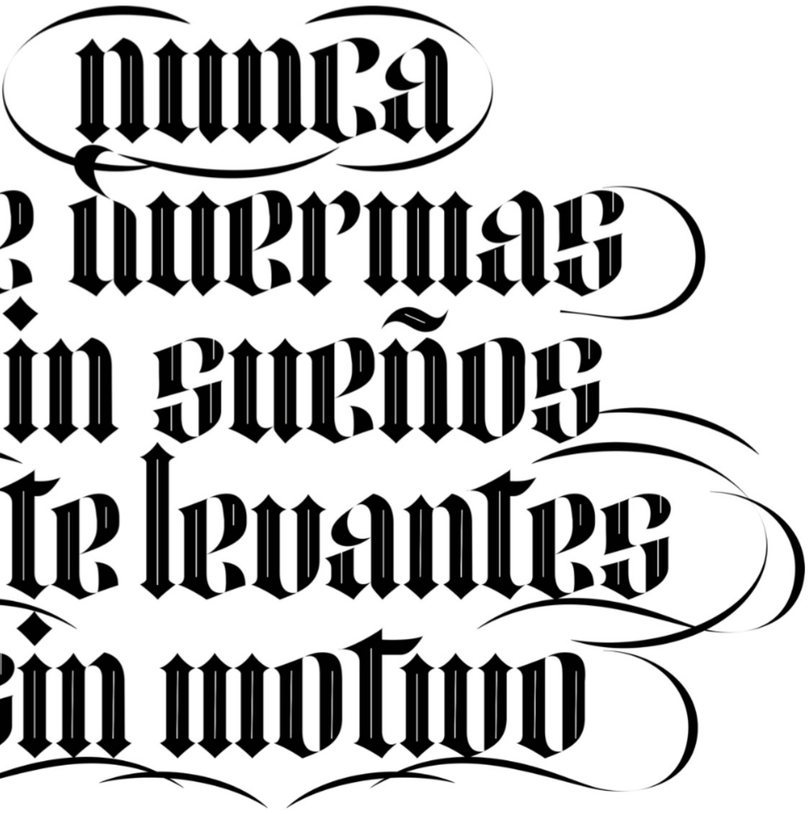


Image: Frida Medrano. Jabin.



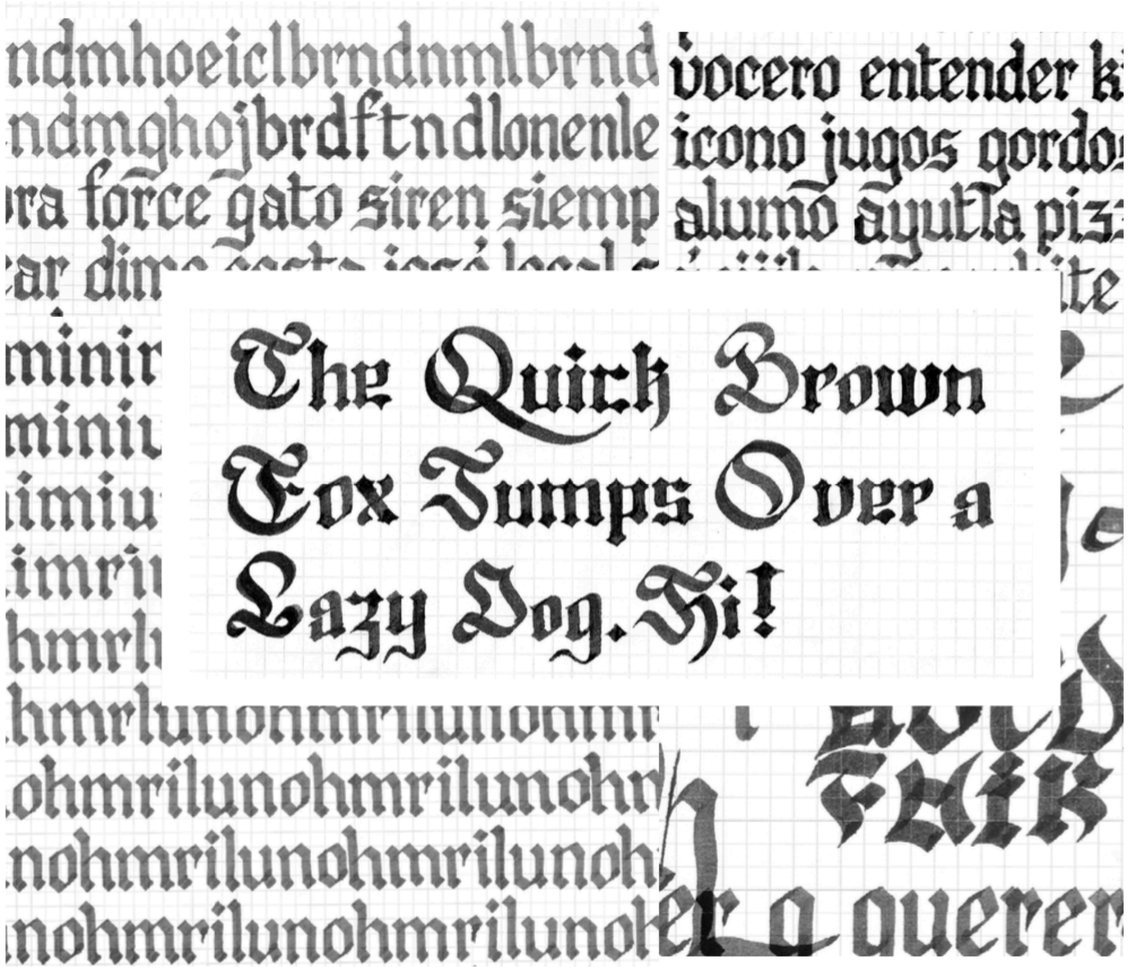
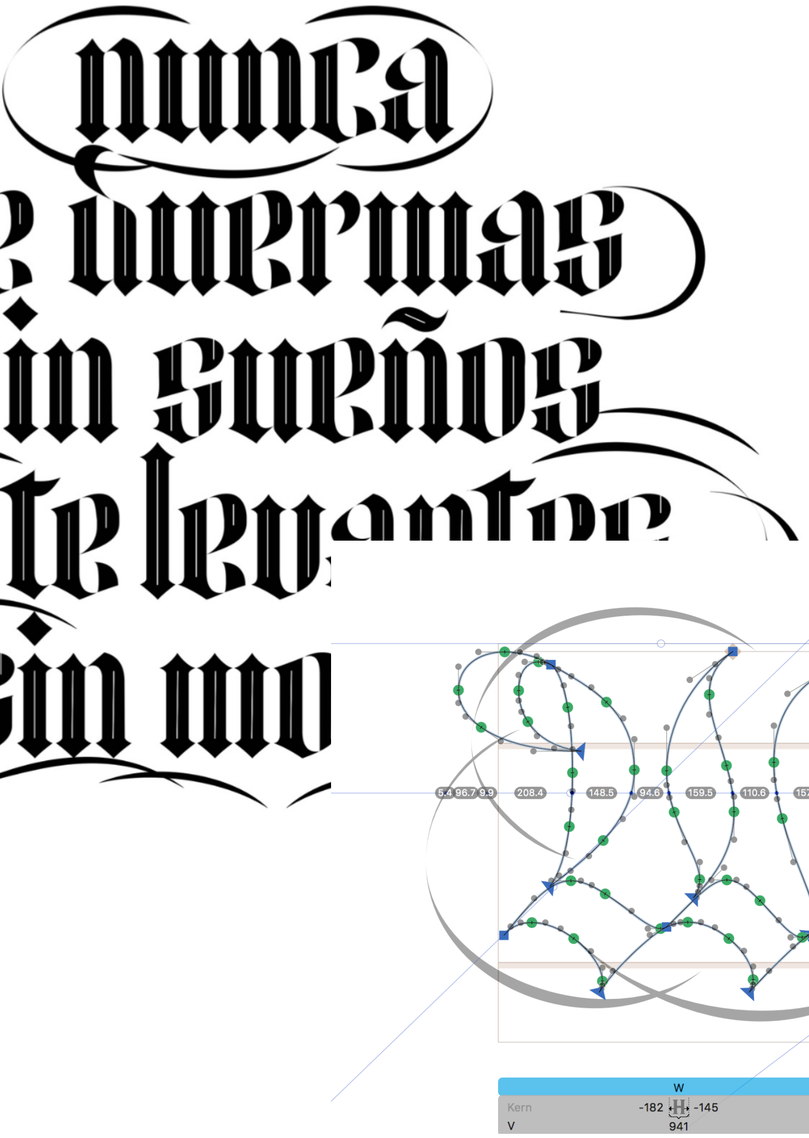
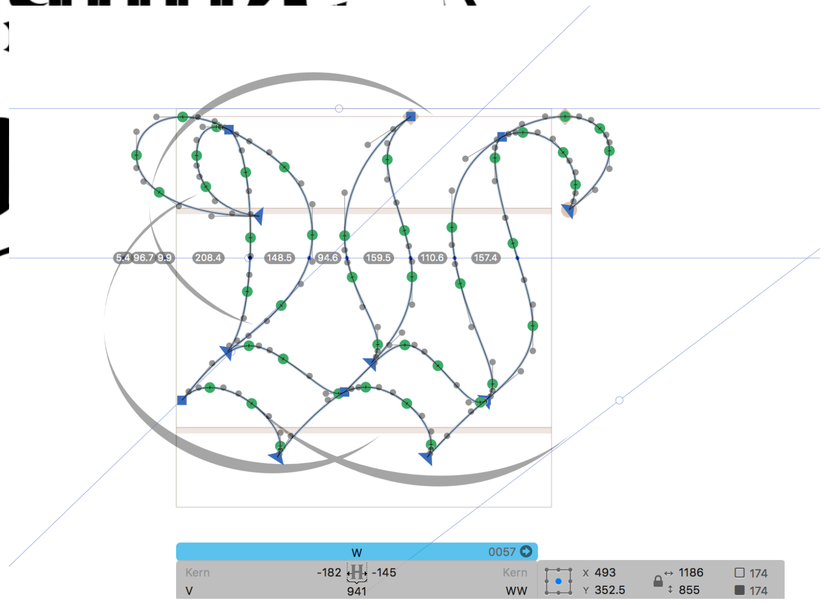


Image: Frida Medrano. Jabin.





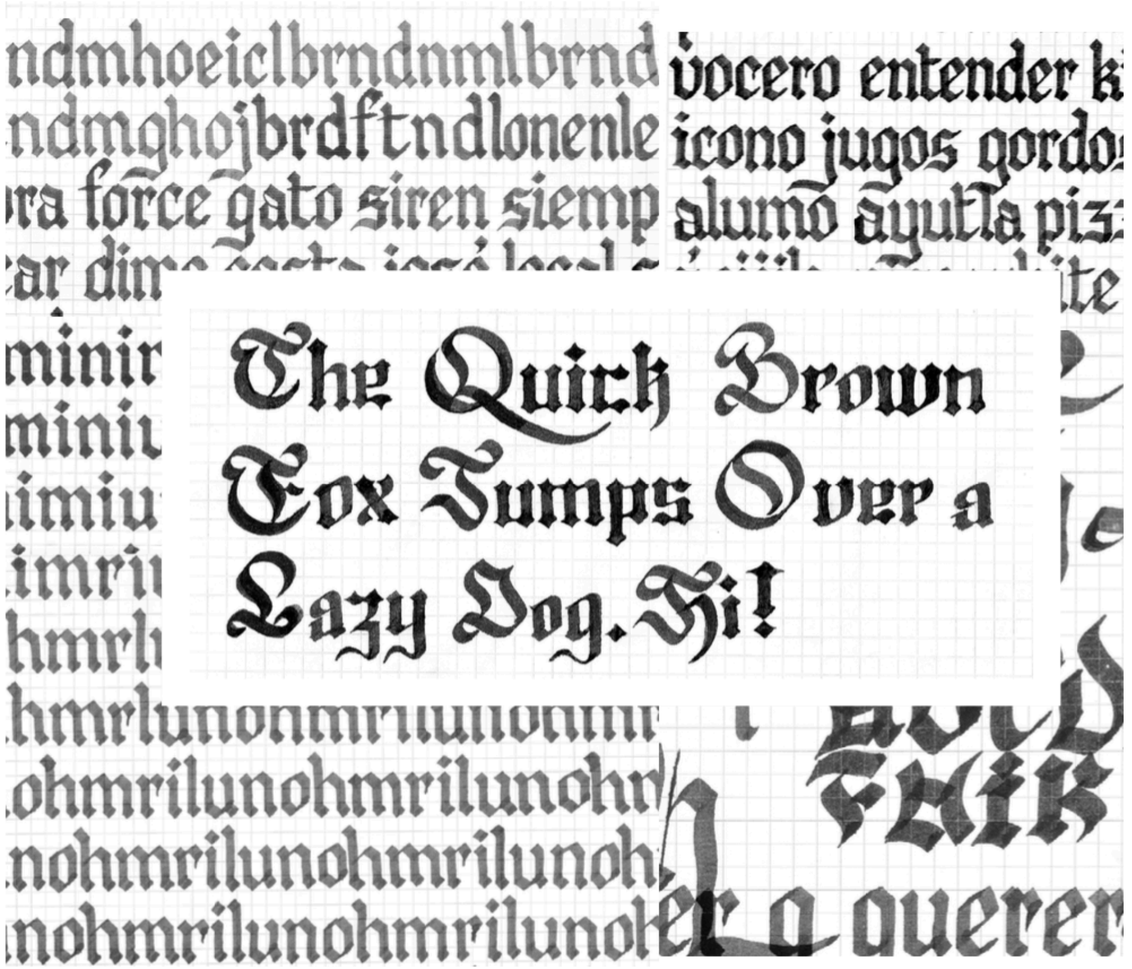
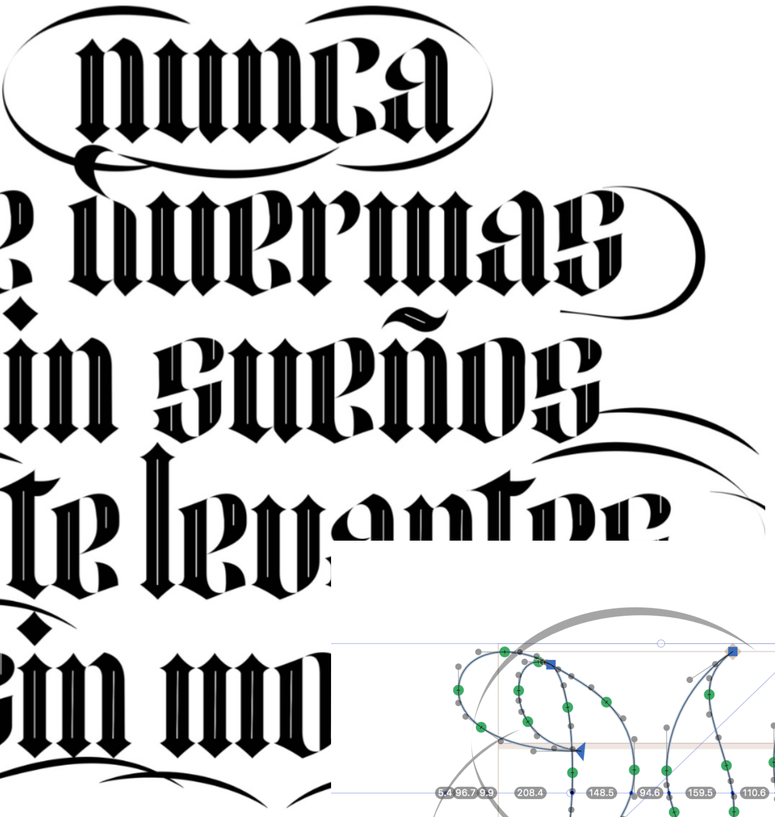
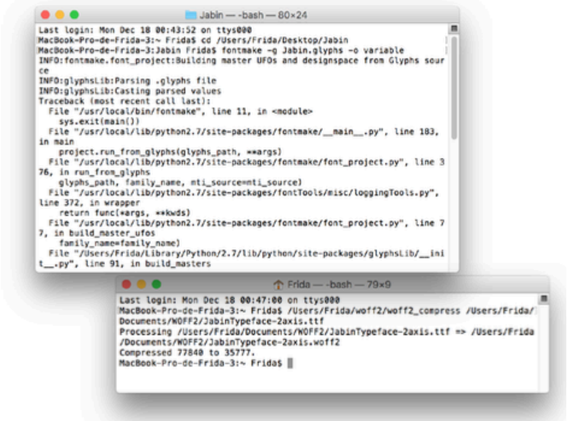
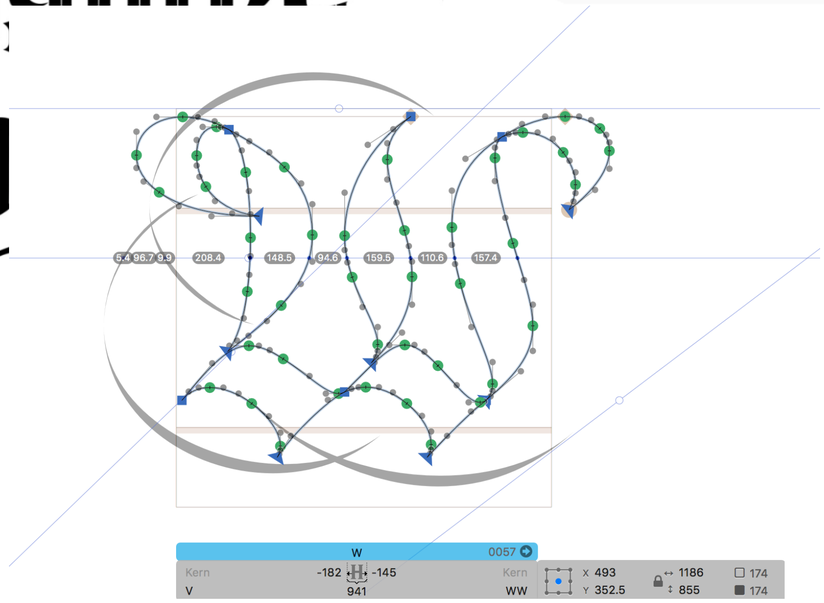


Image: Frida Medrano. Jabin.







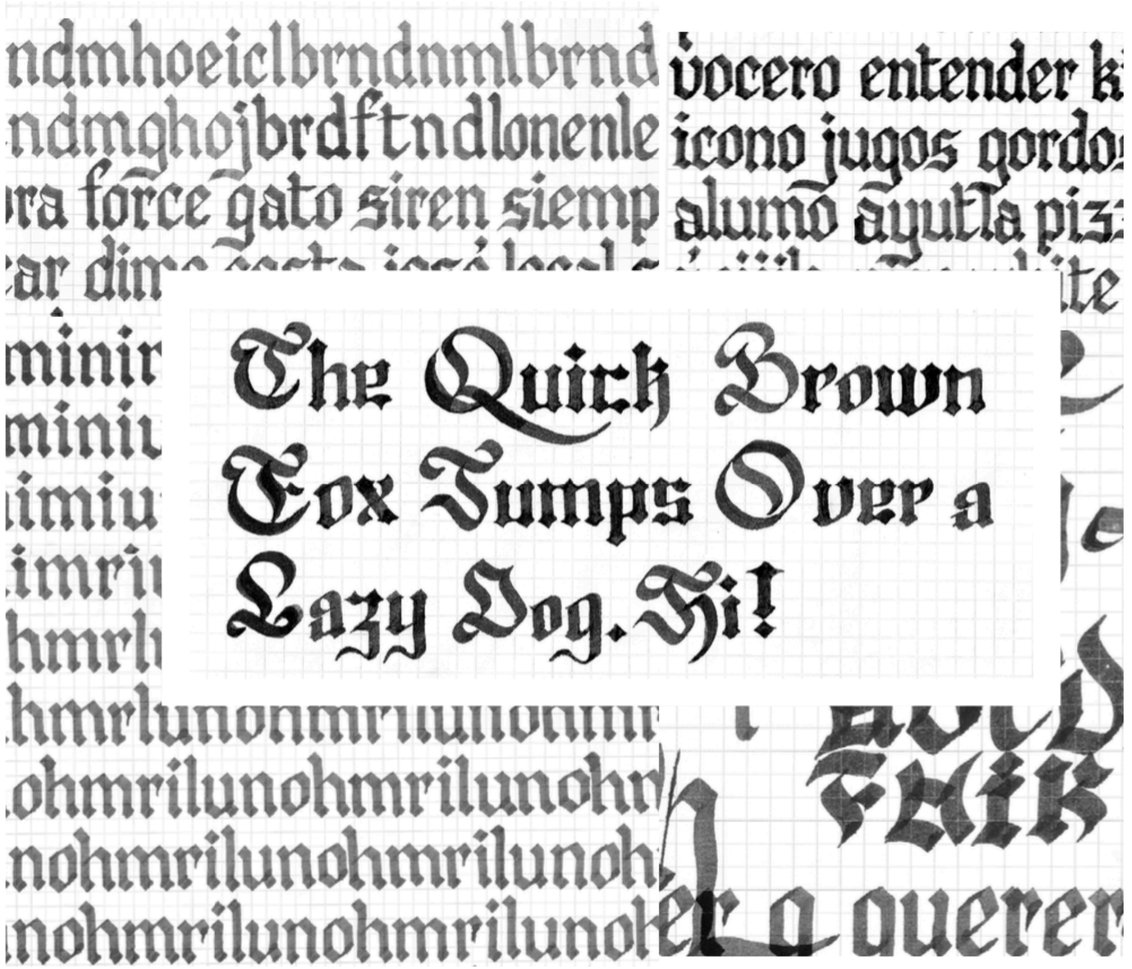
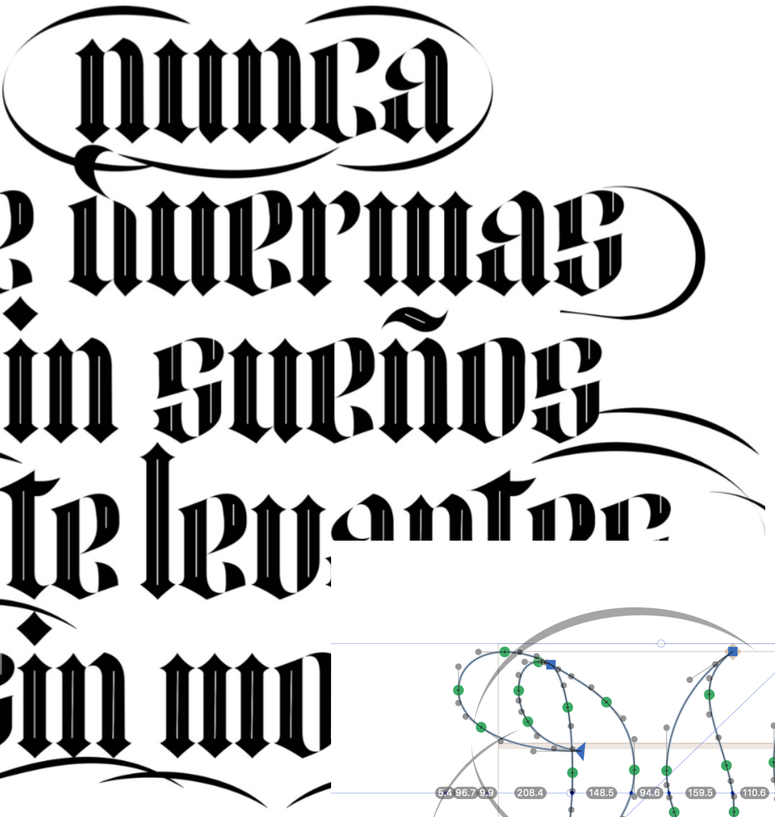
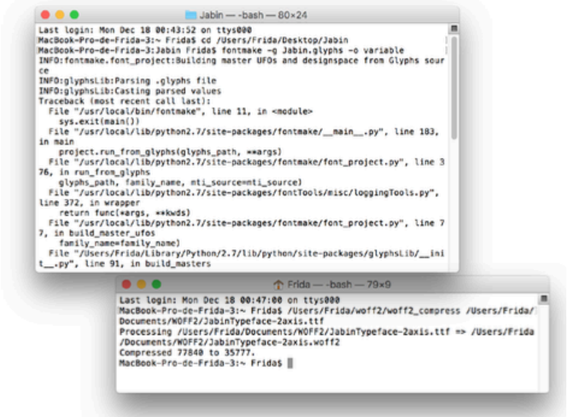
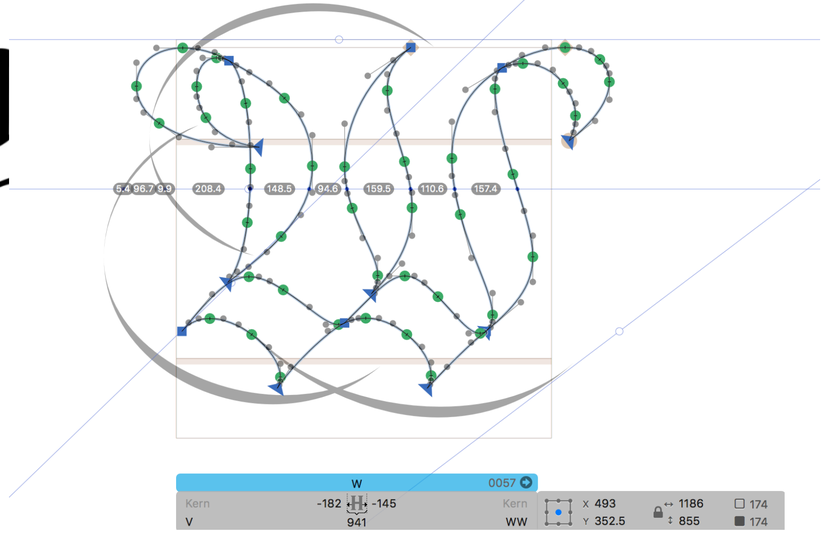


Image: Frida Medrano. Jabin.







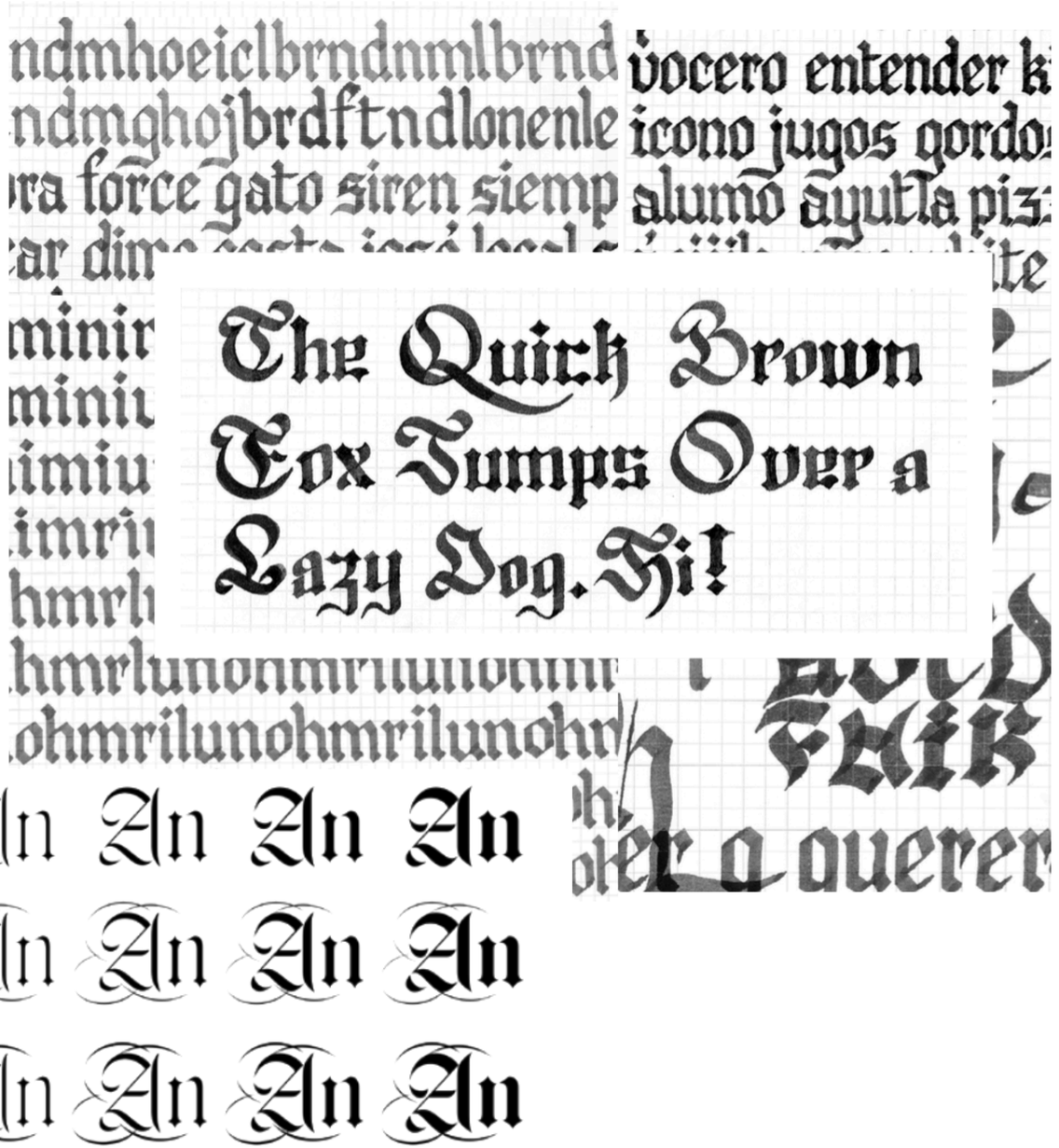


Image: Frida Medrano. Jabin.

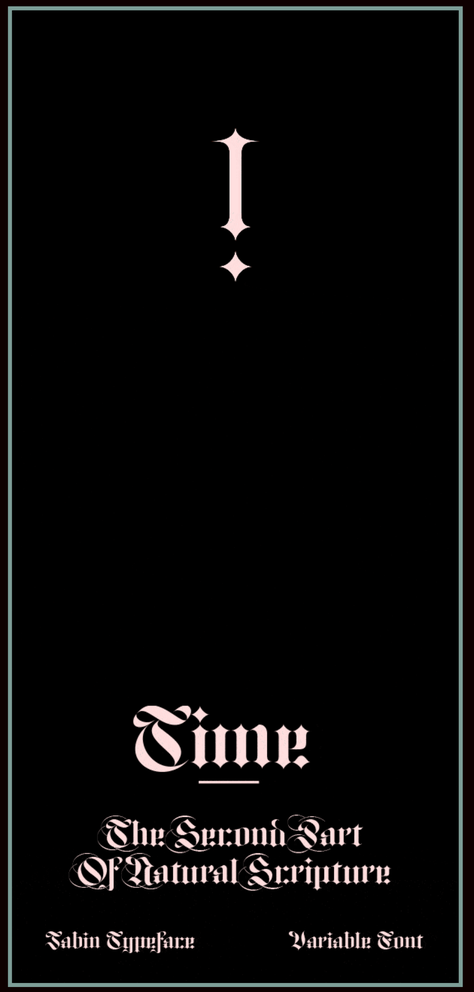


Image: Frida Medrano. Jabin.

Inspired In George Shelley

VARIABLE TYPE ✦ TWO AXIS FONT

12 STYLES.

This typeface was inspired by George Shelley's work on the cover "The Second Part of Natural Scripture" and in the Gutenbery Bible. Both designs have lowercase letters overly consistent (almost ... and the uppercase letters have an exaggerated ...n, creating a great aesthetic contrast.

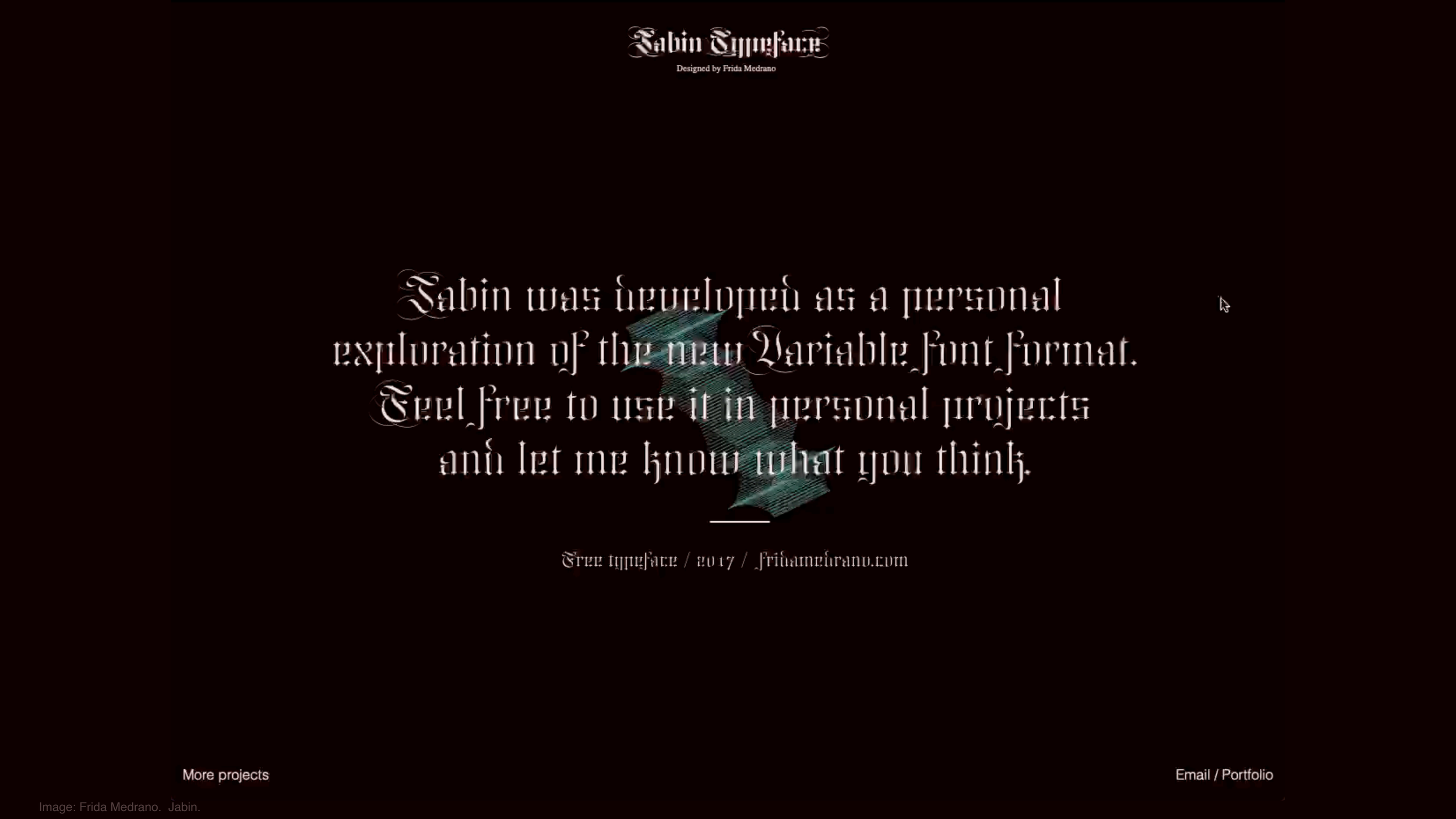
Jabin Typeface is a modern blackletter. The family includes 12 display styles and a variable font version.

no. 10282

Image: Frida Medrano. Jabin.

Jabin Typeface

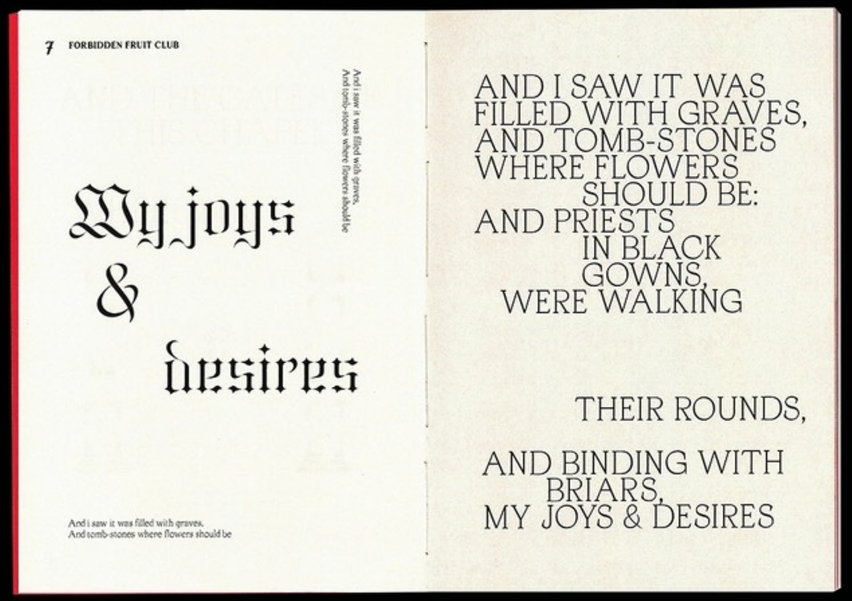
Designed by Frida Medrano



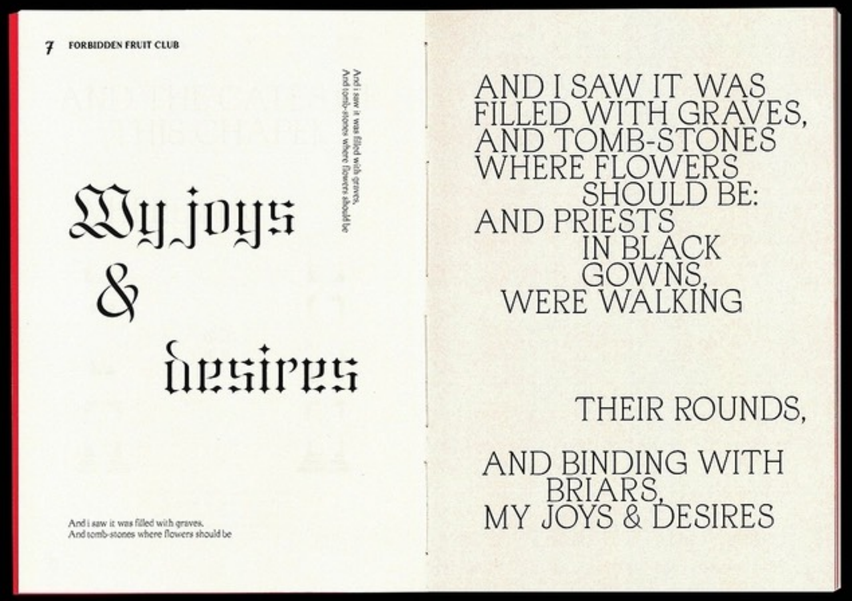
More projects

Email / Portfolio

Image: Frida Medrano. Jabin.

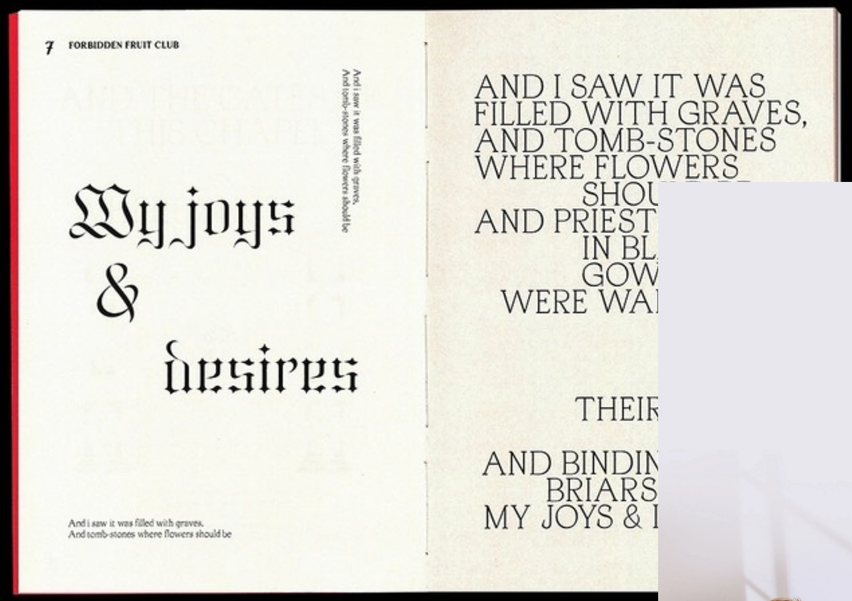


Source: Natalia Pawlak. All Rights Reserved.



Source: Natalia Pawlak. All Rights Reserved.

Image Credit: Daniel Gremme. All Rights Reserved.



Source: Natalia Pawlak. All Rights Reserved.

Image Credit: NU'EST. All Rights Reserved.

Image Credit: Daniel Gremme. All Rights Reserved.

Source: Na

T. All Rights Reserved.

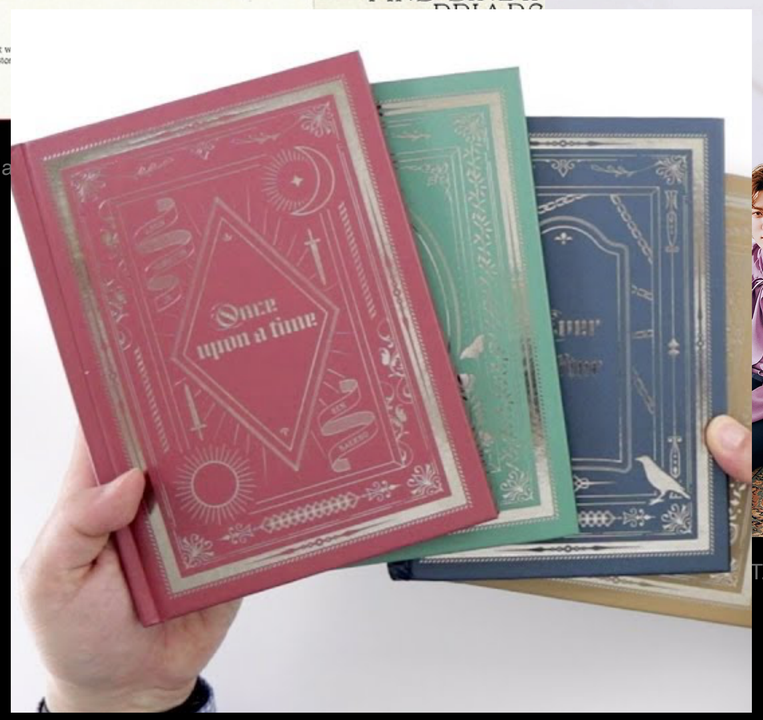
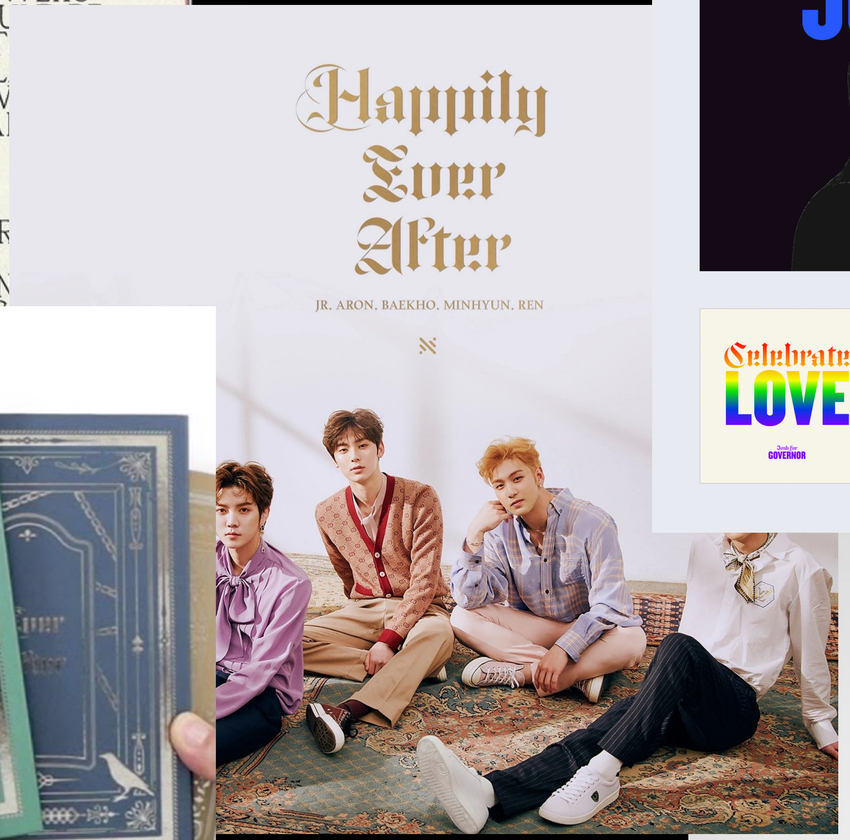


Image Credit: Ktown4u and NU'EST.

Image Credit: Daniel Gremme. All Rights Reserved.

Source: Na



T. All Rights Reserved.

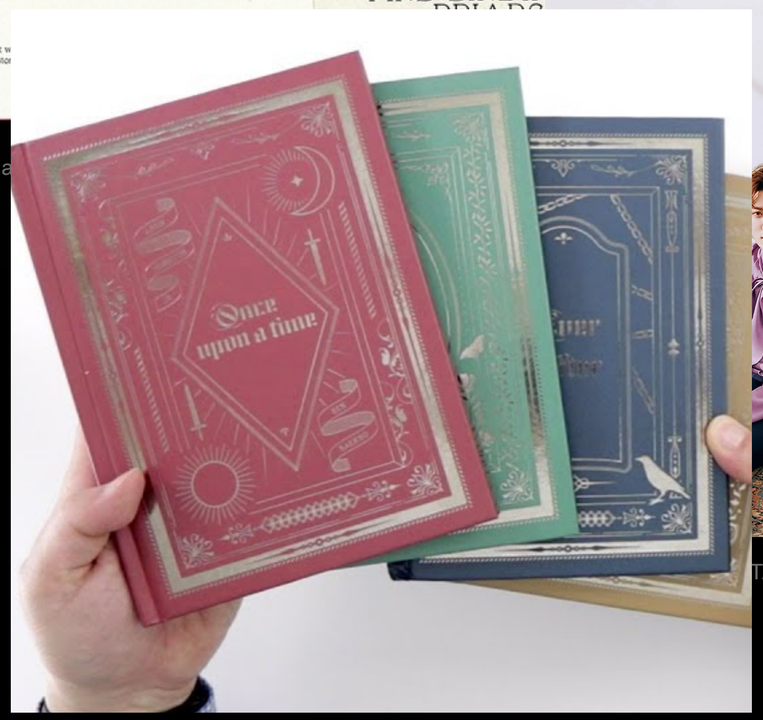
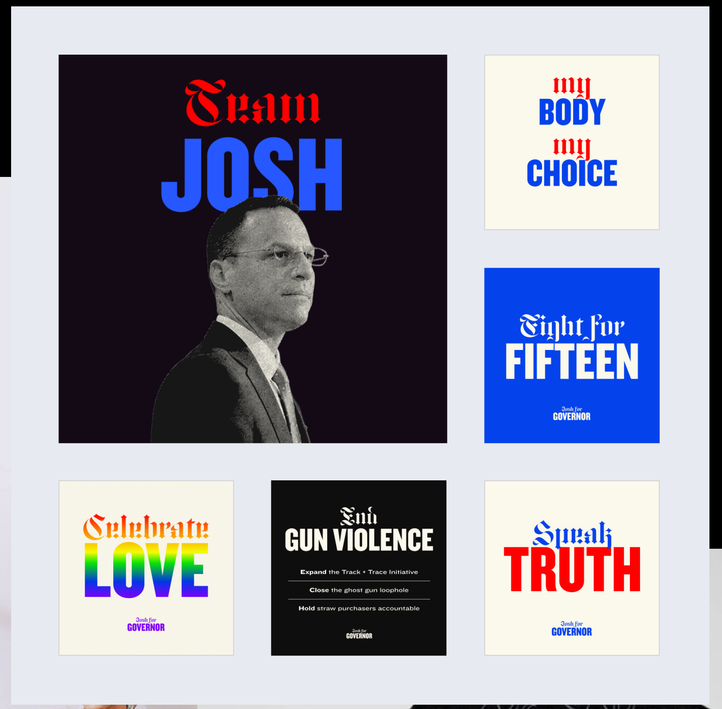


Image Credit: Ktown4u and NU'EST.

Image Credit: Studio Gradients. All Rights Reserved.



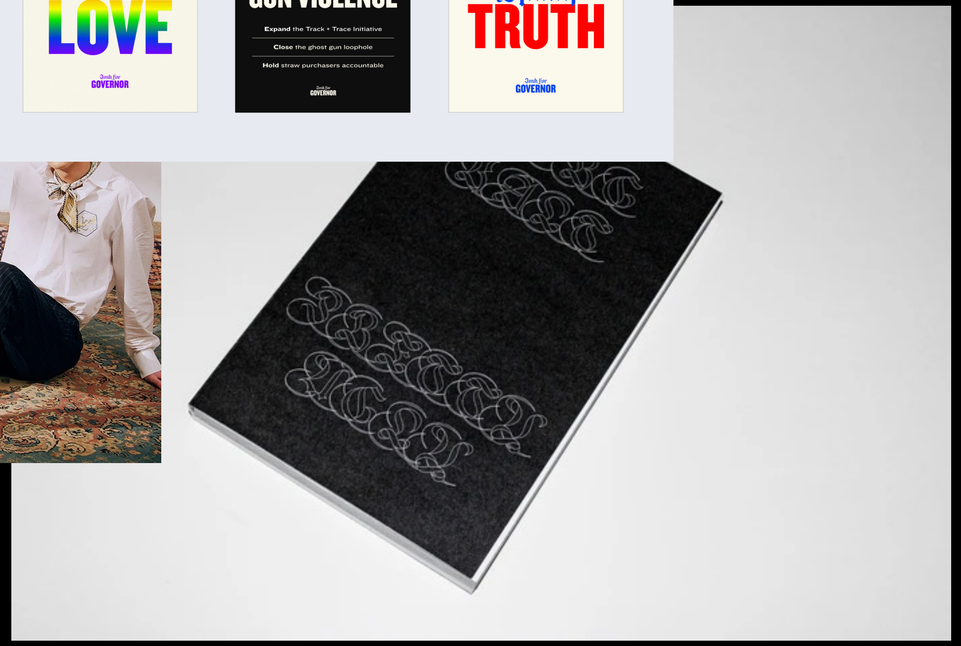


Image Credit: Daniel Gremme. All Rights Reserved.

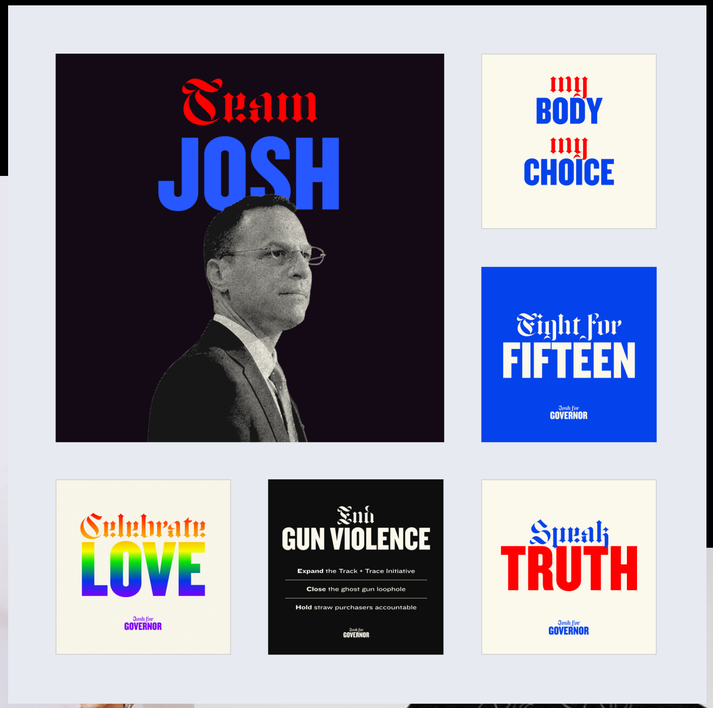
Image Credit: Almacén Hércules. All Rights Reserved.

Source: Na

Image Credit: Ktown4u and NU'EST.

T. All Rights Reserved.

Image Credit: Studio Gradients. All Rights Reserved.



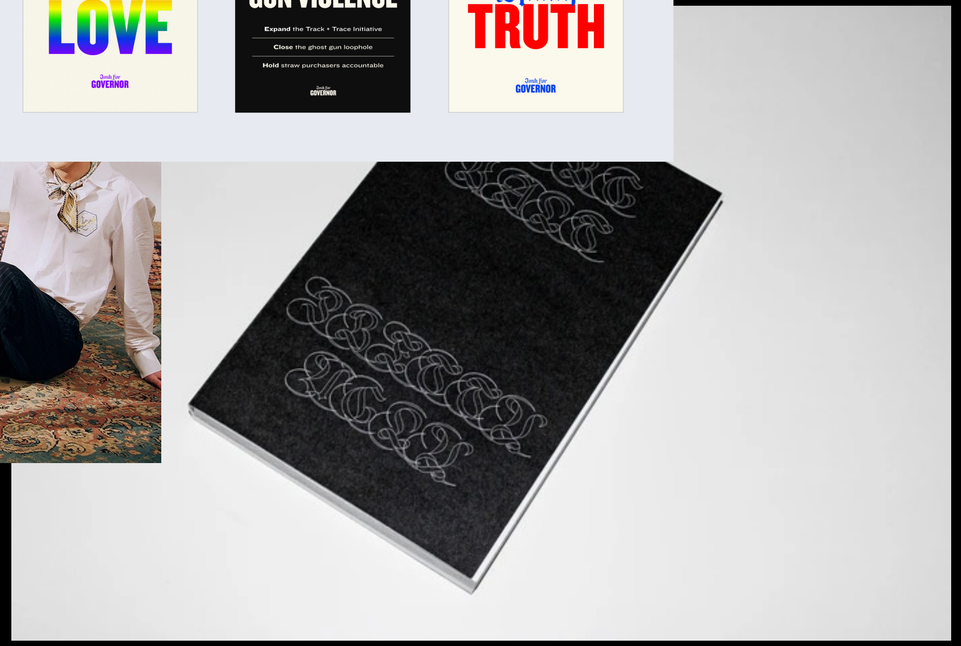


Image Credit: Daniel Gremme. All Rights Reserved.

Image Credit: Almacén Hércules. All Rights Reserved.

Image Credit: Studio Gradients. All Rights Reserved.

Source: Na

T. All Rights Reserved.

Image Credit: Almacén Hércules. All Rights Reserved.

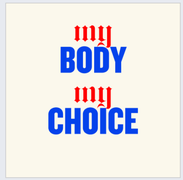


Image Credit: Ktown4u and NU'EST.

Image Credit: Daniel Gremme. All Rights Reserved.

Source: span.studio Span. License: All Rights Reserved.

Image Credit: Ktown4u and NU'EST.

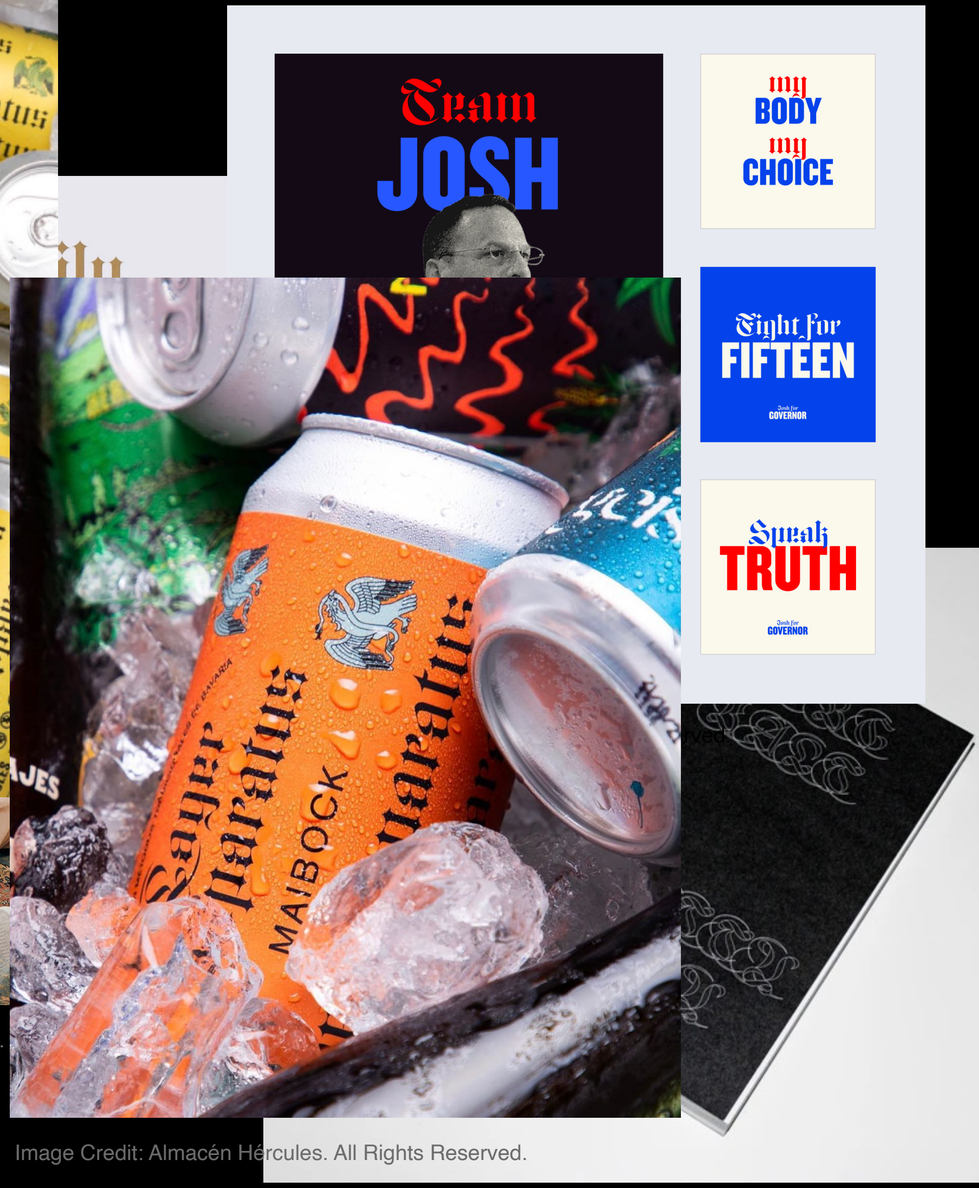


Image Credit: Almacén Hércules. All Rights Reserved.

Image Credit: Daniel Gremme. All Rights Reserved.

Typography is a powerful tool of practical and visual communication.

(01)

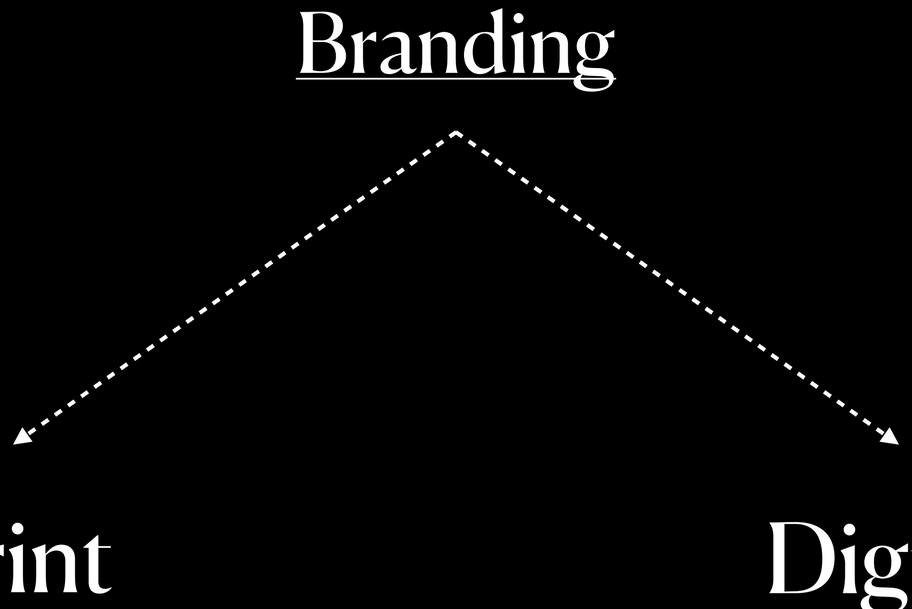
Typography

(01)

Typography

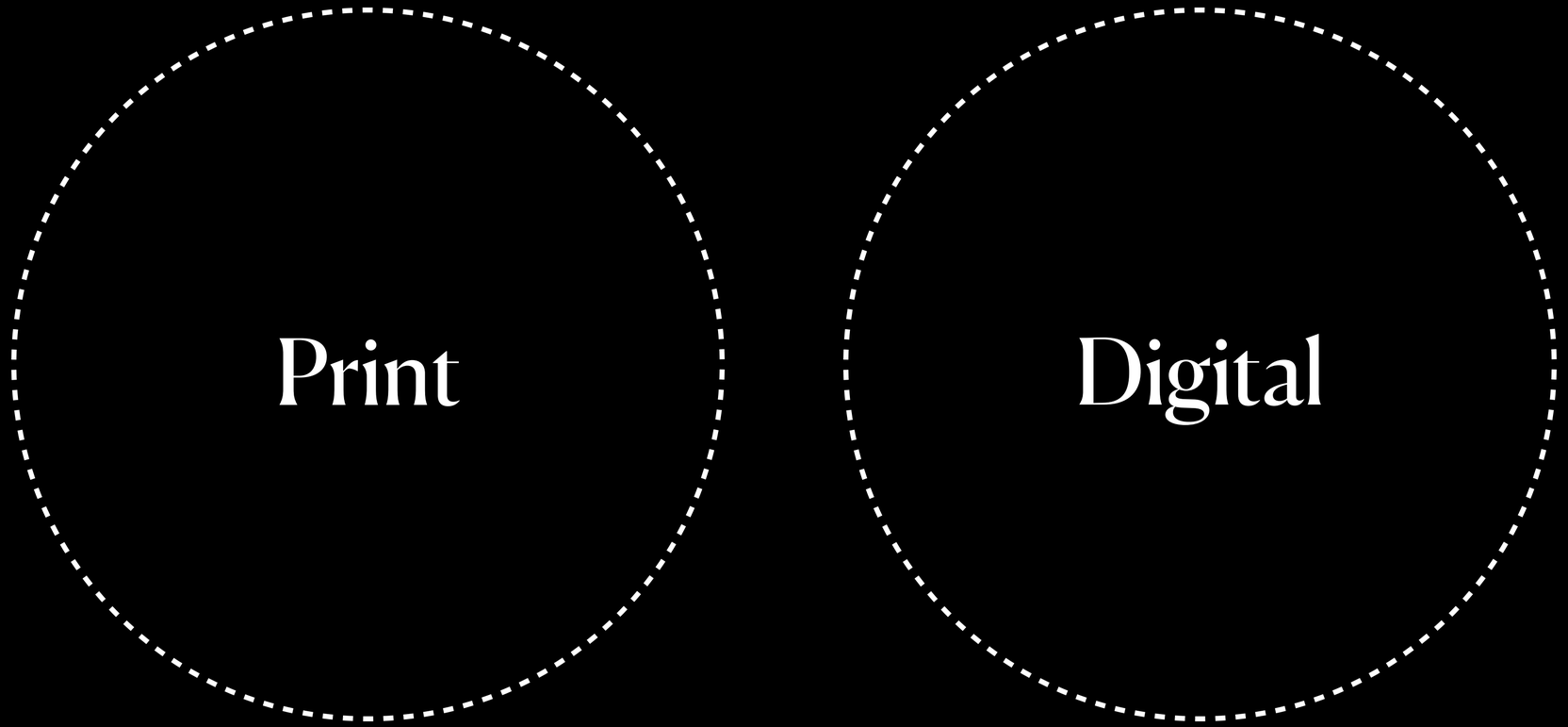
(02)

Branding



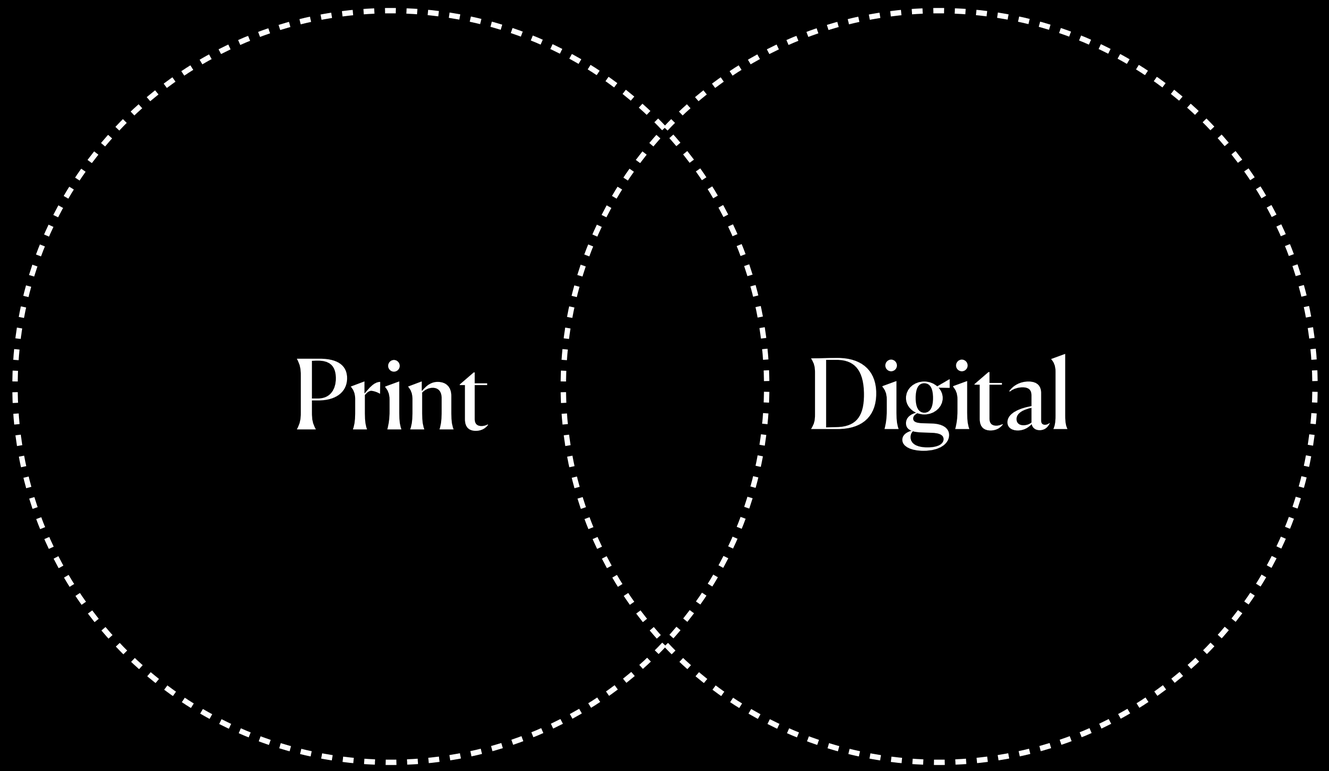
Images and concept: Frida Medrano.

Branding



Images and concept: Frida Medrano.

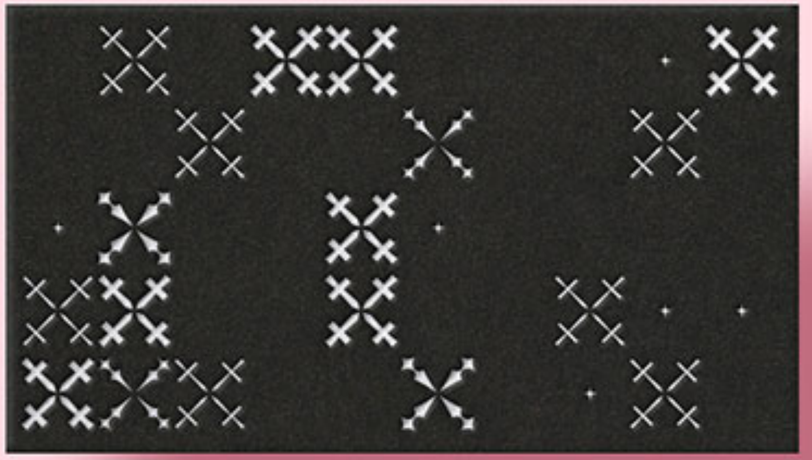
Branding



Images and concept: Frida Medrano.

THE FOURTH WALL

Images and concept: Frida Medrano.

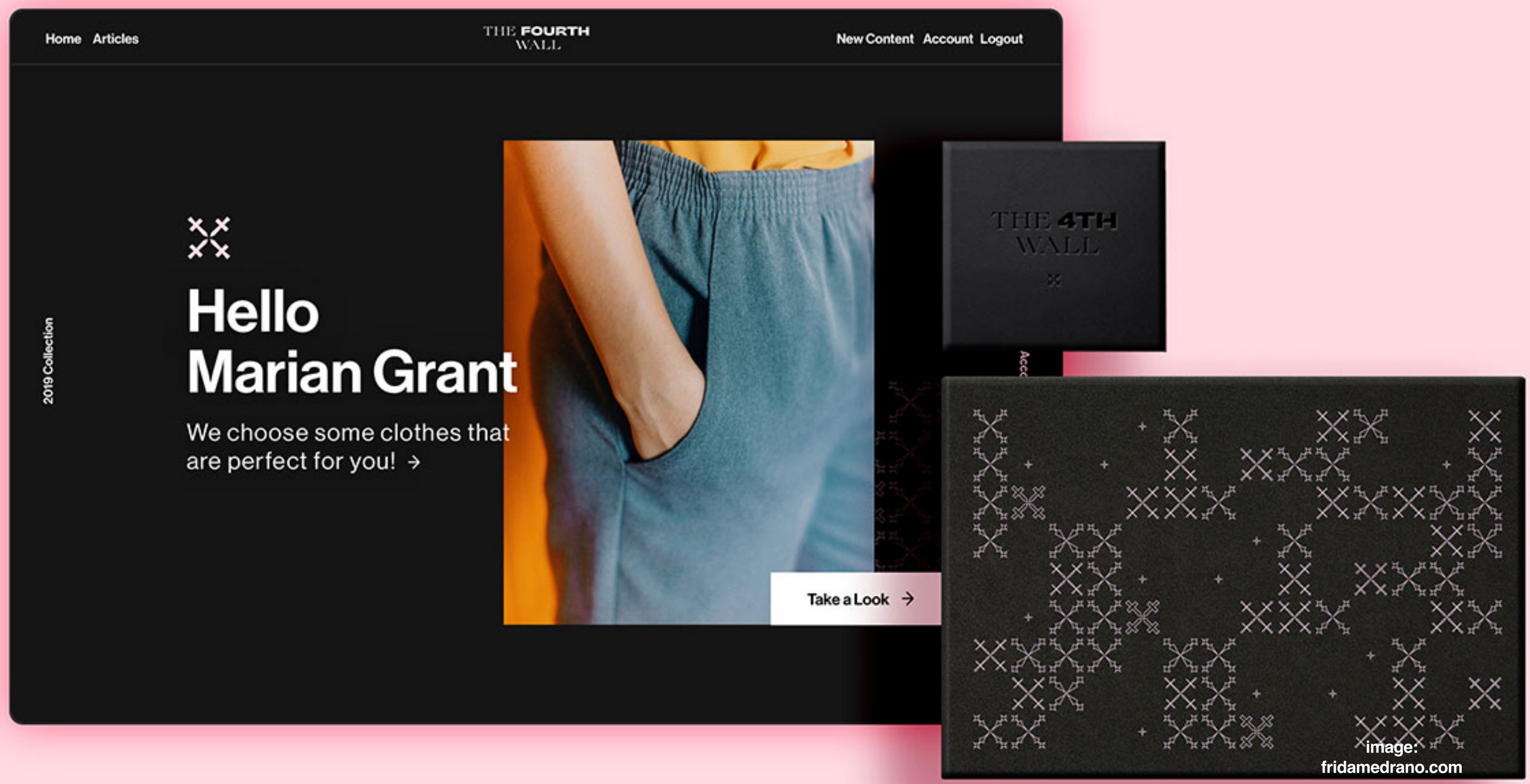


THE **FOURTH**
WALL

Claudia Garza / Creative Director
M. claudia@4thwall.com / C. +52 1099 1832
–
230 Hidalgo Centro, Monterrey-MX 63754

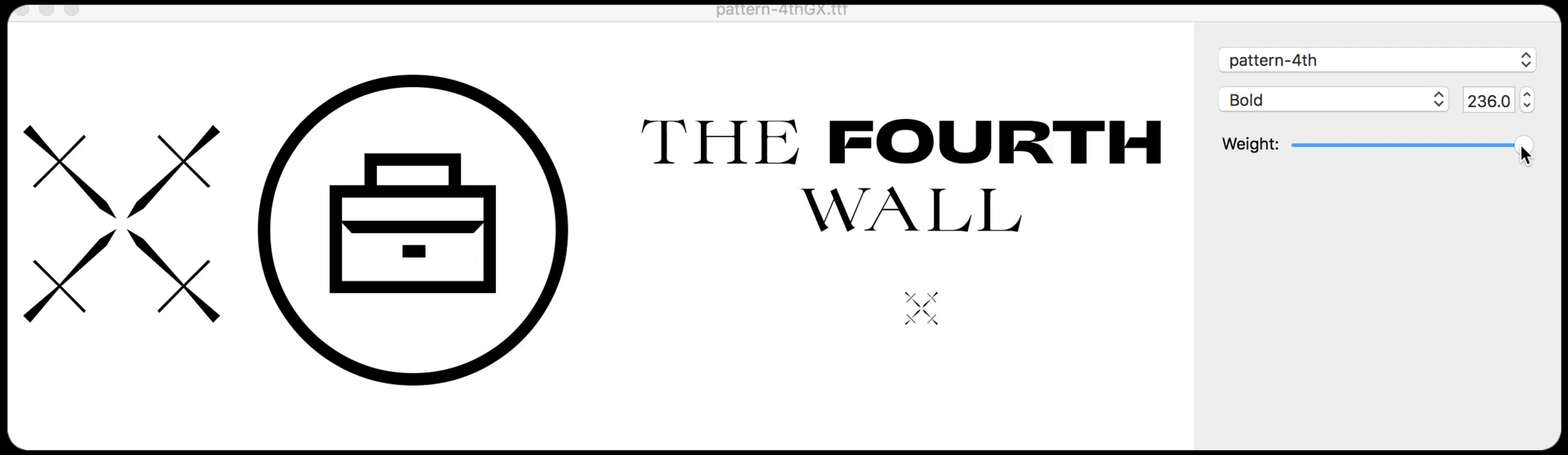
P. +52 1099 1932 **4thwall.com**

Images and concept: Frida Medrano.



Images and concept: Frida Medrano.

Images and concept: Frida Medrano.



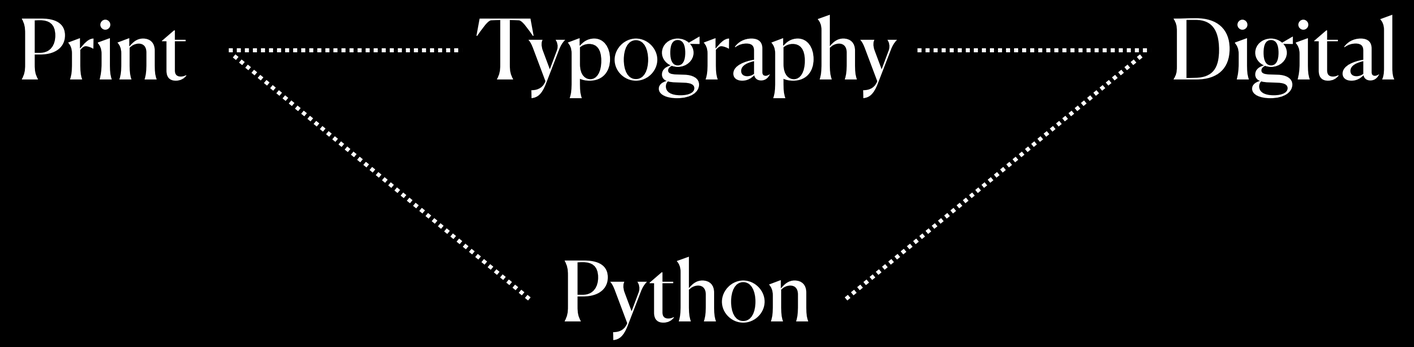
Images and concept: Frida Medrano.

Branding

Print ..... Typography ..... Digital

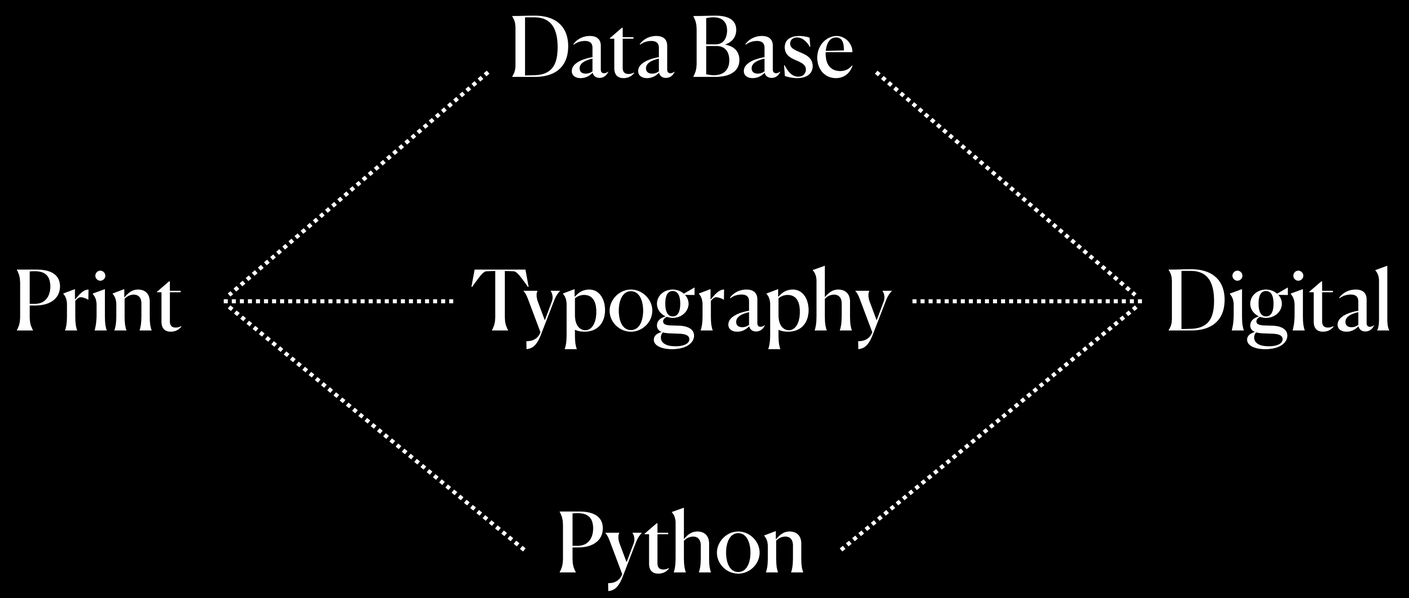
Images and concept: Frida Medrano.

Branding



Images and concept: Frida Medrano.

Branding



Images and concept: Frida Medrano.

Welcome

Name

Marian Grant

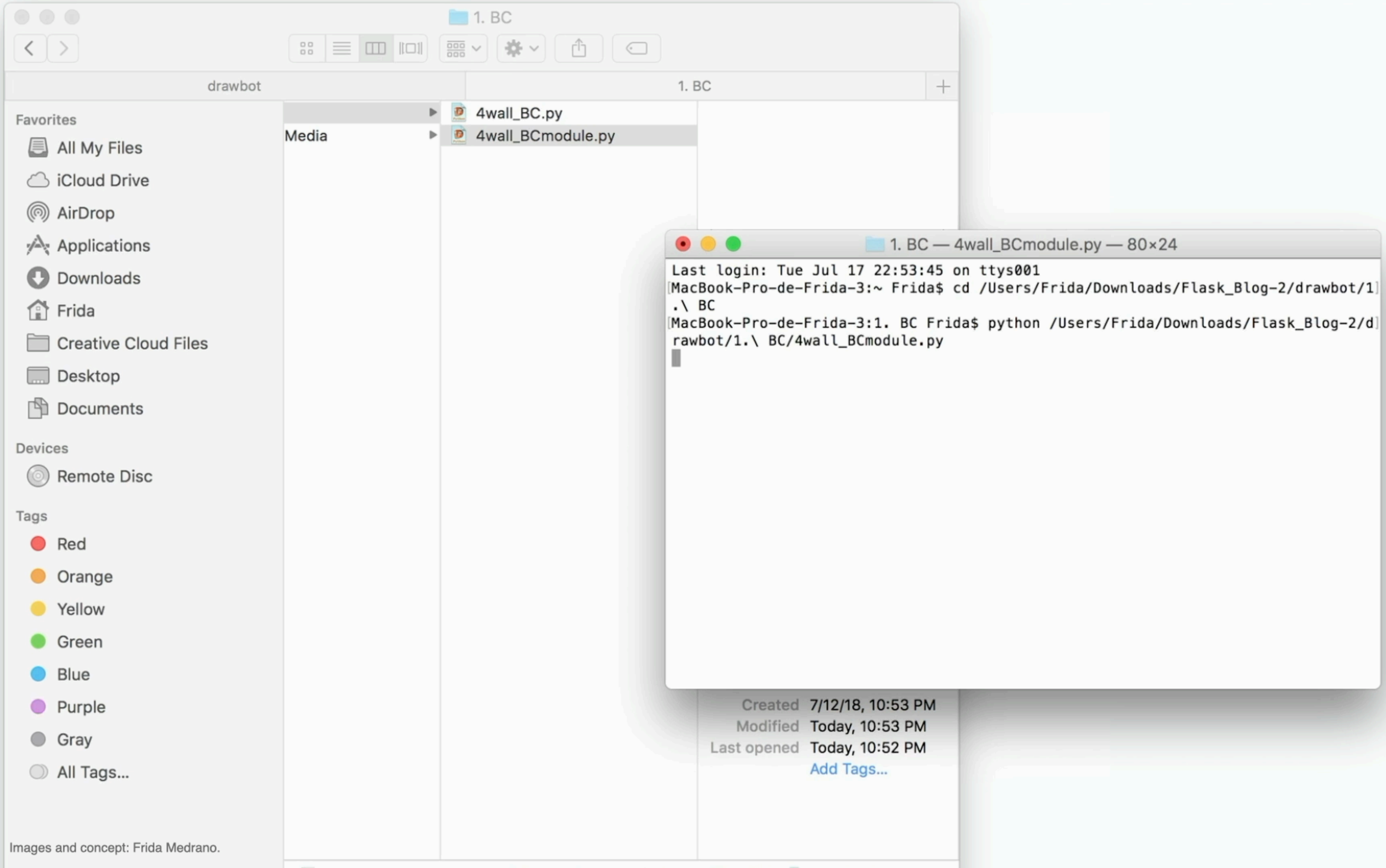
Email

marian@4thwall.com

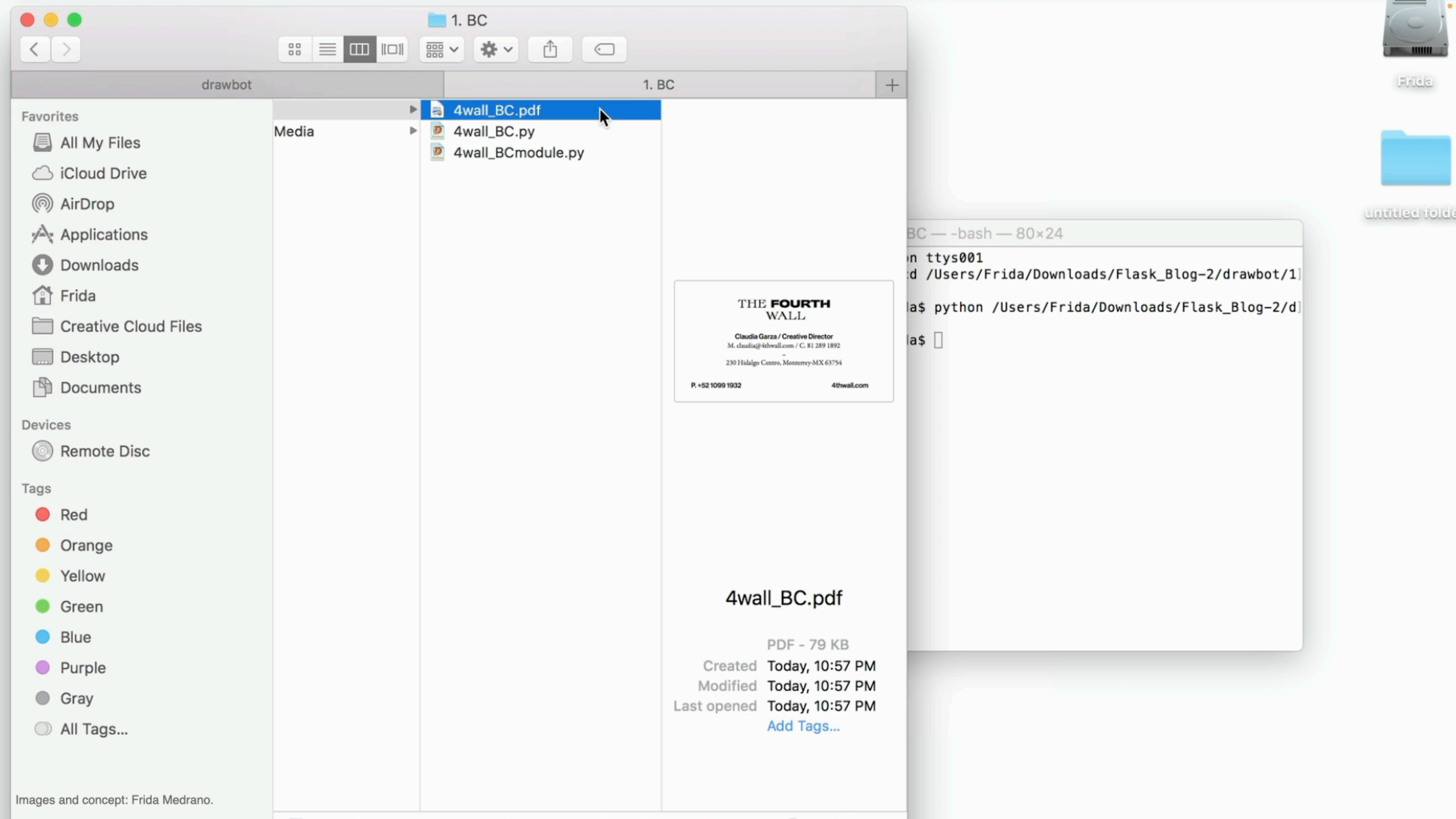
Position

Cellphone

Images and concept: Frida Medrano.



Images and concept: Frida Medrano.


1. BC
drawbot
1. BC
Favorites
All My Files
iCloud Drive
AirDrop
Applications
Downloads
Frida
Creative Cloud Files
Desktop
Documents
Devices
Remote Disc
Tags
Red
Orange
Yellow
Green
Blue
Purple
Gray
All Tags...
Media
4wall_BC.pdf
4wall_BC.py
4wall_BCmodule.py
THE FOURTH WALL
Claudia Garza / Creative Director
M. claudia@4thwall.com / C. 81 289 1892
230 Hidalgo Centro, Monterrey-MX 63754
P. +52 1099 1932
4thwall.com
4wall_BC.pdf
PDF - 79 KB
Created Today, 10:57 PM
Modified Today, 10:57 PM
Last opened Today, 10:57 PM
Add Tags...
Images and concept: Frida Medrano.
BC — -bash — 80×24
n ttys001
d /Users/Frida/Downloads/Flask_Blog-2/drawbot/1
la$ python /Users/Frida/Downloads/Flask_Blog-2/d
la$
Frida
untitled folde

Collection / Work

→ Showroom ←

15.03.18

Claudia Garza/
Mail. claudia@4thwall.com
230 Hidalgo Centro, Monterrey-MX 63754

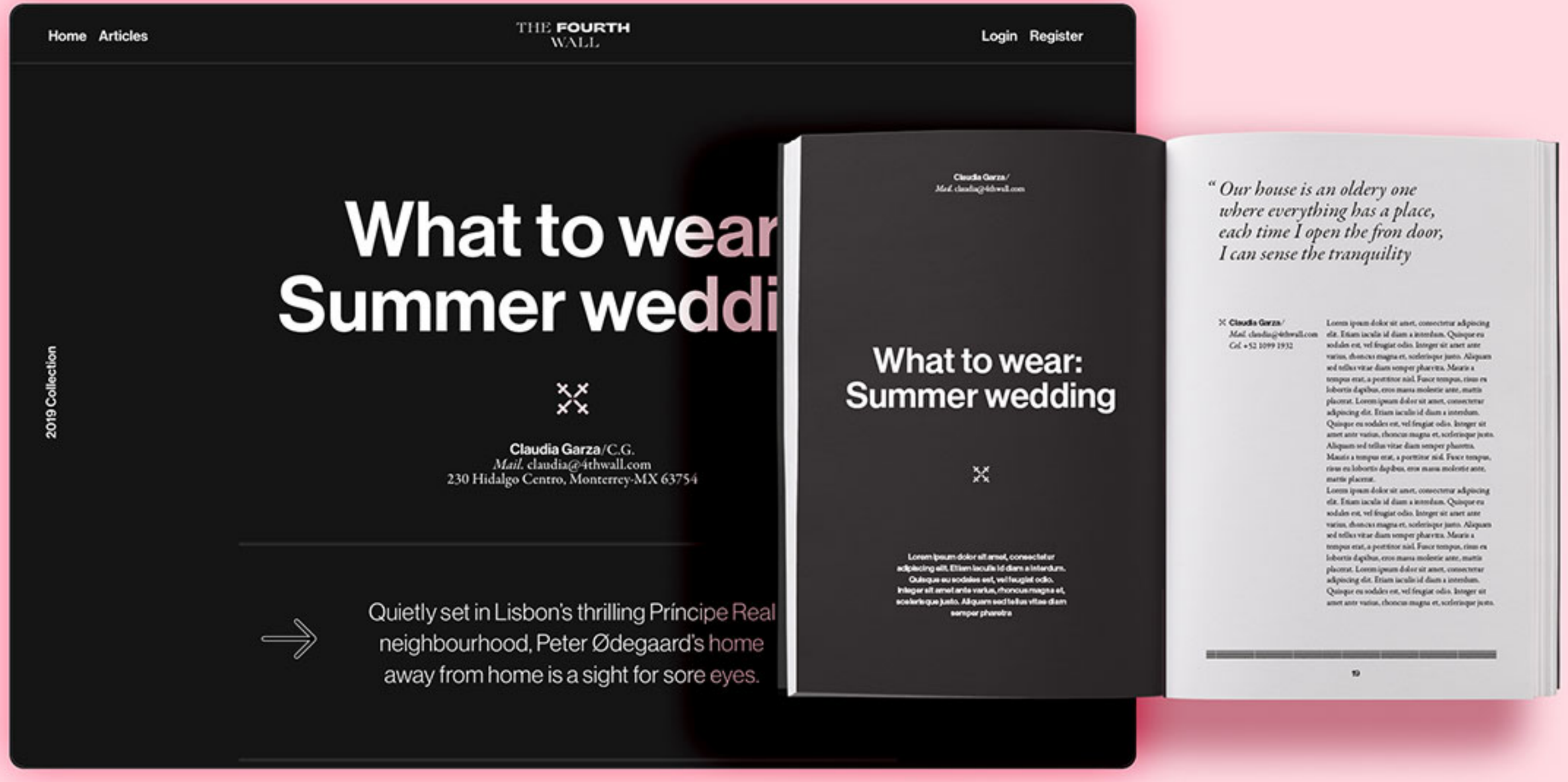
Images and concept: Frida Medrano.

Top 10 Collections for Fall 2018

Marian Grant/
2018-07-22
Mail. marian@4thwall.com

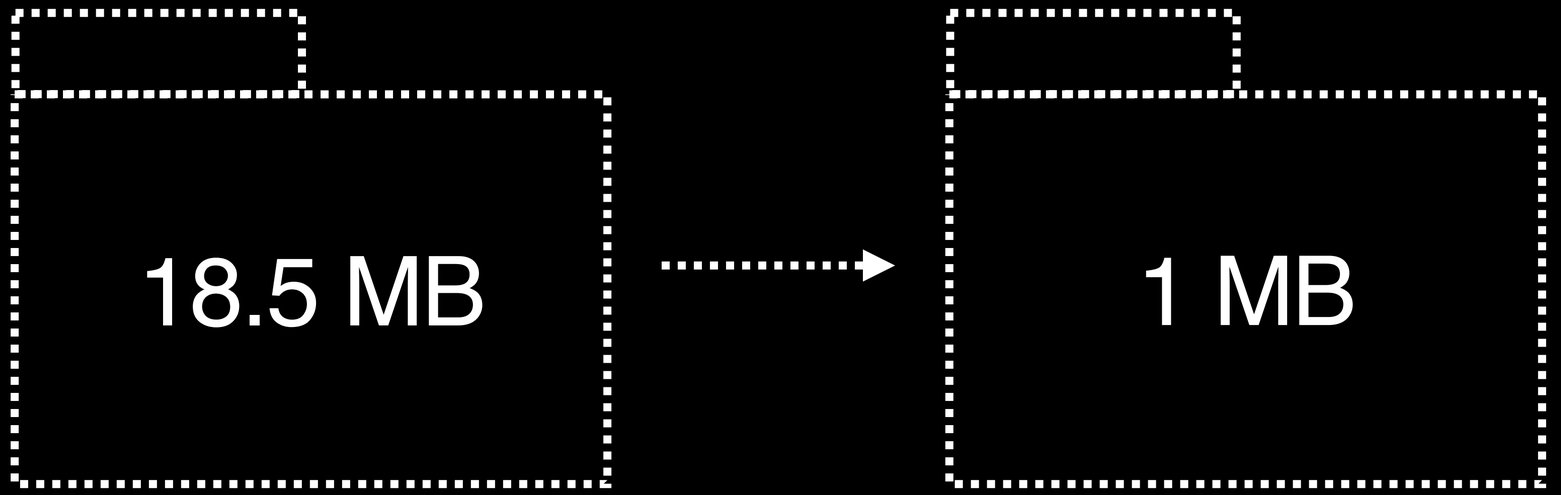
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eleifend imperdiet massa id convallis. Morbi facilisis auctor quam et condimentum. Fusce nec commodo erat.

Images and concept: Frida Medrano.



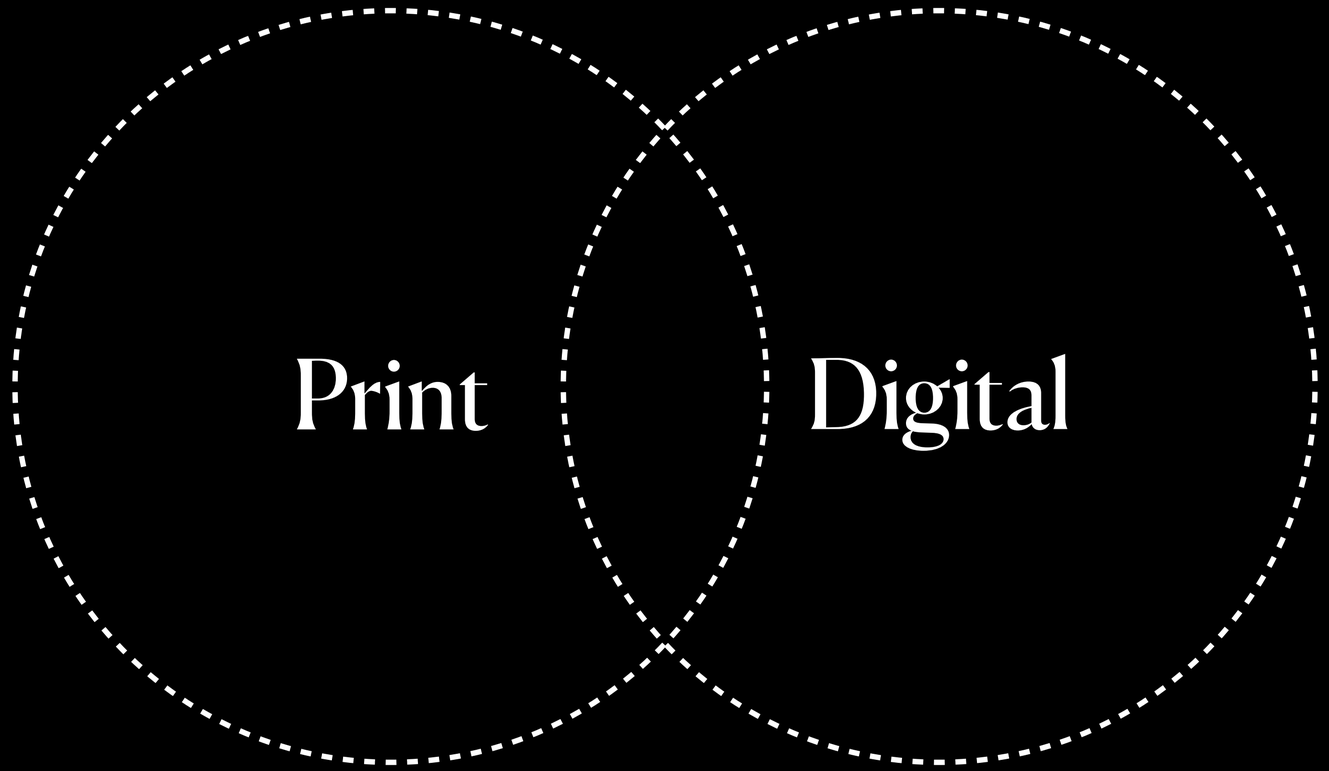
Images and concept: Frida Medrano.

Images and concept: Frida Medrano.



Images and concept: Frida Medrano.

Branding



Images and concept: Frida Medrano.

(02)

Branding

(03)

Product

See Words provides evidence-based methods to develop the skill and will to read.

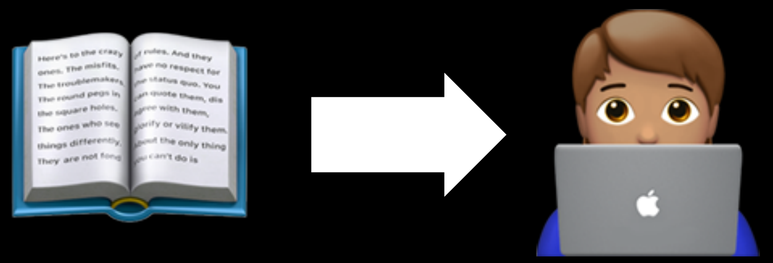
LEARN ABOUT OUR PRODUCTS

https://www.see-words.com

Turn Any Digital Content Into An
Educational *Opportunity*

see words

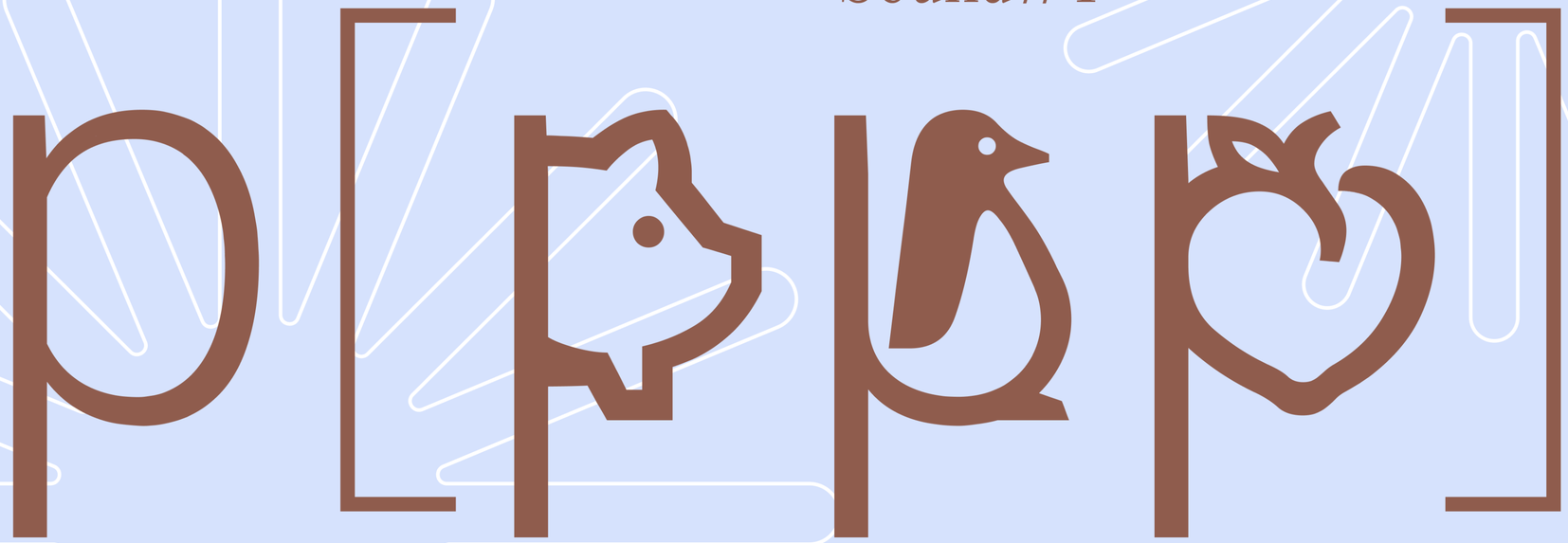
Accessible Learning
See Words Anywhere



Learning method
accessible to
struggling readers.

Each letter has three
different icons *per sound*.

Sound#1



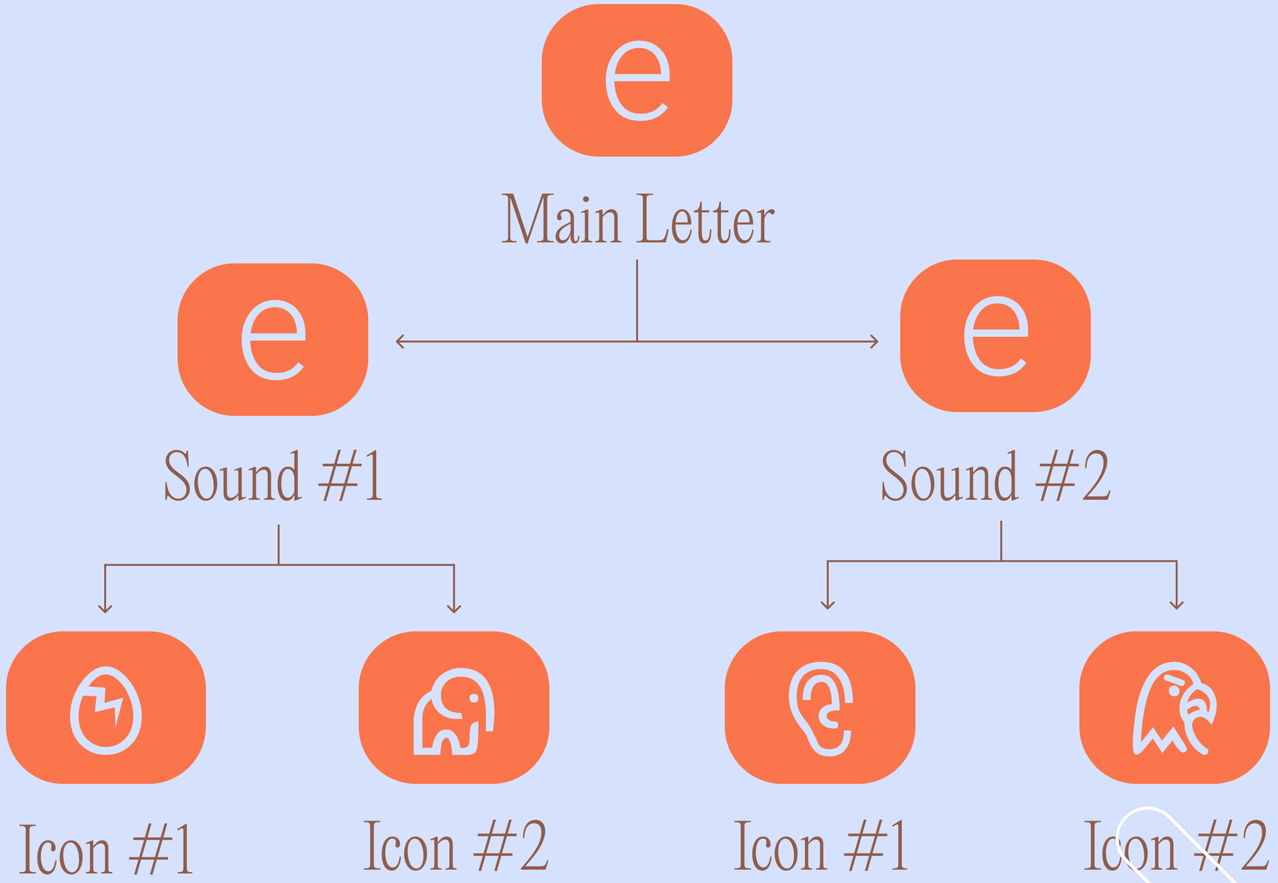
Pig ⟷ Penguin ⟷ Peach

Just ***hover*** on the text and
the icons will ***guide*** you.

)n(pig)n

Different Sounds?

Each letter is ***programmed as a directory*** of icons.



Technology

Robotics Champions

November 15, 2019

A large international robotics contest, the FIRST Global Challenge, took place from October 24 to 27 in Dubai, United Arab...

Technology

Defying Gravity

November 15, 2019

In space, there is no up or down. Without the gravitational pull that we experience on Earth, astronauts and everything...

Audio Alternate Reading Levels

Make learning tools accessible to anyone in a simple way.

Design gives us the power of how people understand and gets a message.

This Startup Is Using Design To Help Everyone Learn To Read

Liz Engel

Former Contributor

Feb 10, 2020, 10:10am EST

Listen to article 7 minutes

This article is more than 2 years old.

10:00

Forbes

Subscribe Sign In

FORBES > INNOVATION > CONSUMER TECH

This Startup Is Using Desig
Help Everyone Learn To Re

Liz Engel

Former Contributor

Feb 10, 2020, 1

Listen to article 7 minutes

This article is more than 2 years old.

AIGA

365 A YEAR IN DESIGN

2021 WINNER
CATEGORY

See Word Anywhere
Design by See Word Design LLC +
UC Learning By Design Lab

Renee Seward
Co-Founder & Chief Product Officer

Nancy Koors
Co-Founder & CEO

Oscar Fernandez
Font Developer

Steve Daly
Chief Technology Officer

Frida Medrano
Font Developer

Akshat Srivastava
API Developer

Dr. Beth O'Brien
Educational Contributor

Dr. Allison D. Breit-Smith
Educational Contributor

https://www.see-words.com

(03)

Product

(!)

Conclusion

1

Fonts can be used as tools. They can have functional and visual purposes.

2

Organizing information and creating systems is a form of creativity.

3

Keep Improving processes
Create your own tools
Embrace Technology

4

We design for people, so surround yourself with people.

:)

Thanks!

Instagram: @fridaemg
fridamedrano.com