

Designing systems with variable fonts

Frida Medrano

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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.

logotype

font

con

la

Graphic Design.

e

ap

web page

magazine

Systems.



Karl Gerstner:

Designing Programmes

Programme as morphology
Programme as logic
Programme as grid
Programme as photography
Programme as literature
Programme as music

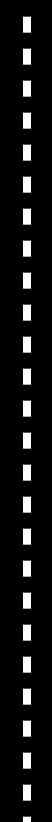
Programme as reference
Programme as typography
Programme as picture
Programme as method

Lars Müller Publishers

Systems.



Systems.



(01)

Typography

(01)



16
Das Buch der Chroniken
mit figuren und bildnissen
von anfang der welt
bis auf diese unsere zeit

Images: Letterformarchive

16
Das Buch der Chroniken
mit figuren und bildnissen
von anfang der welt
bis auf diese unsere zeit

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

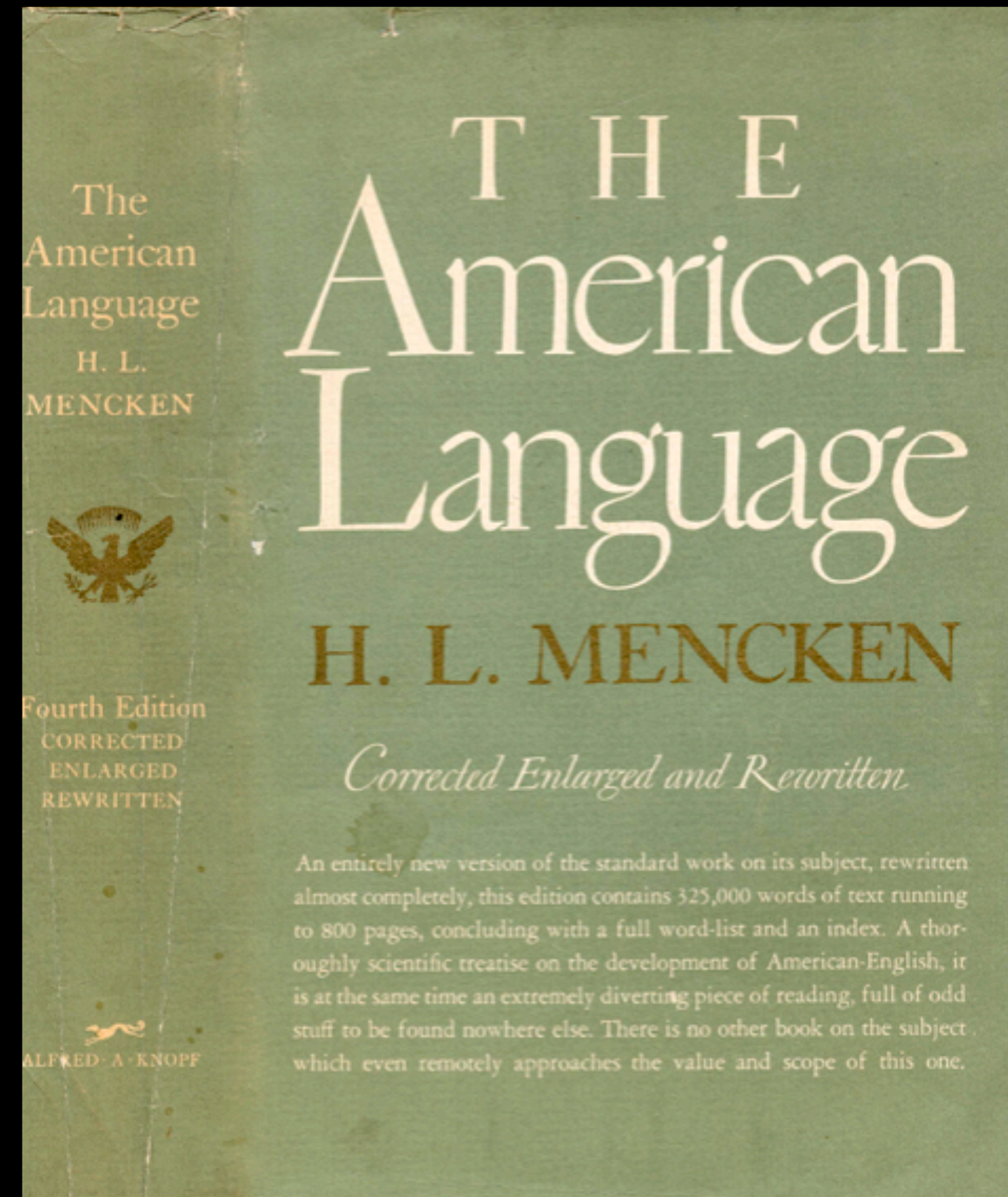


Image: The American Language. W. A. Dwiggins

Images: Letterformarchive



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

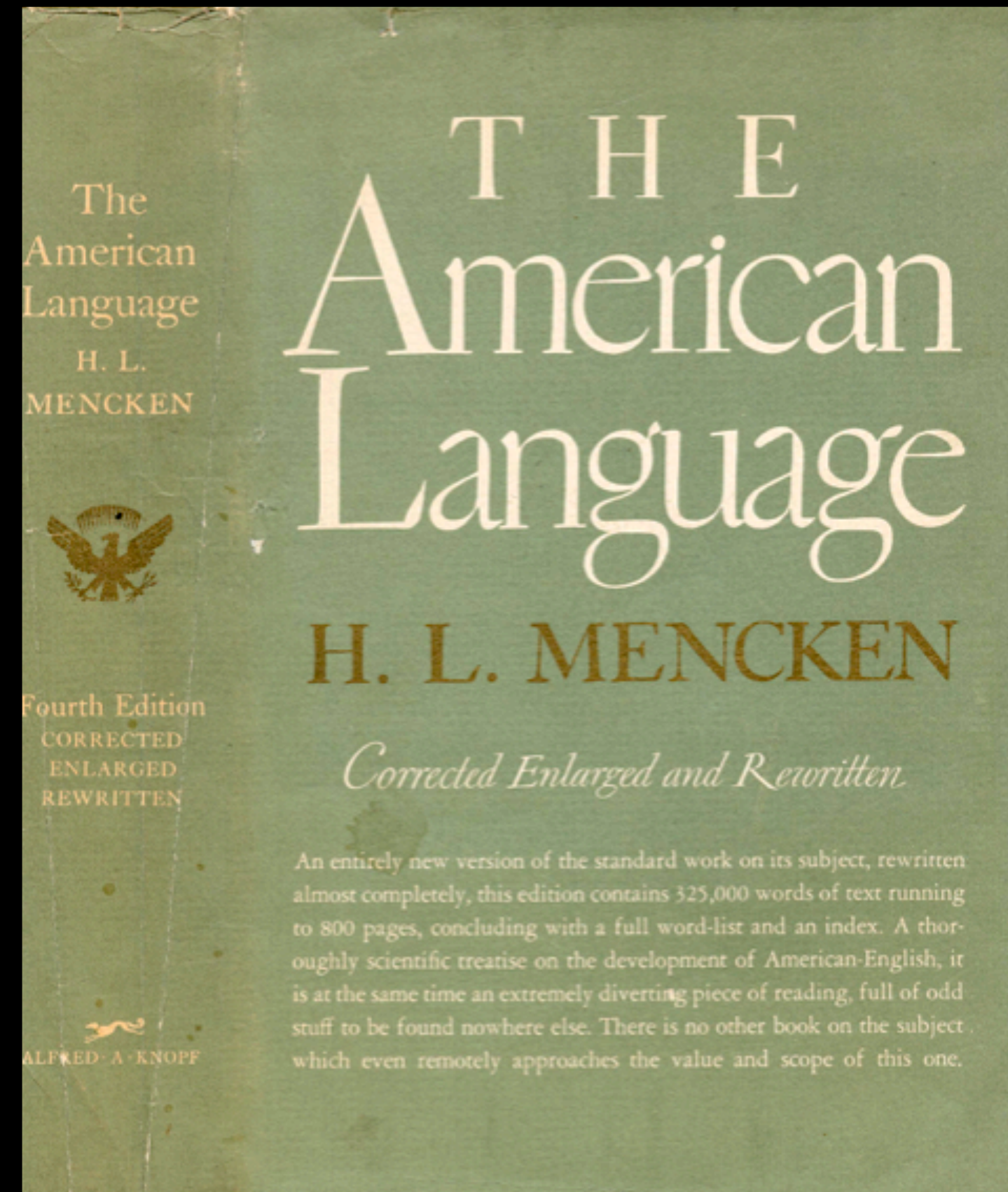


Image: The American Language. W. A. Dwiggins

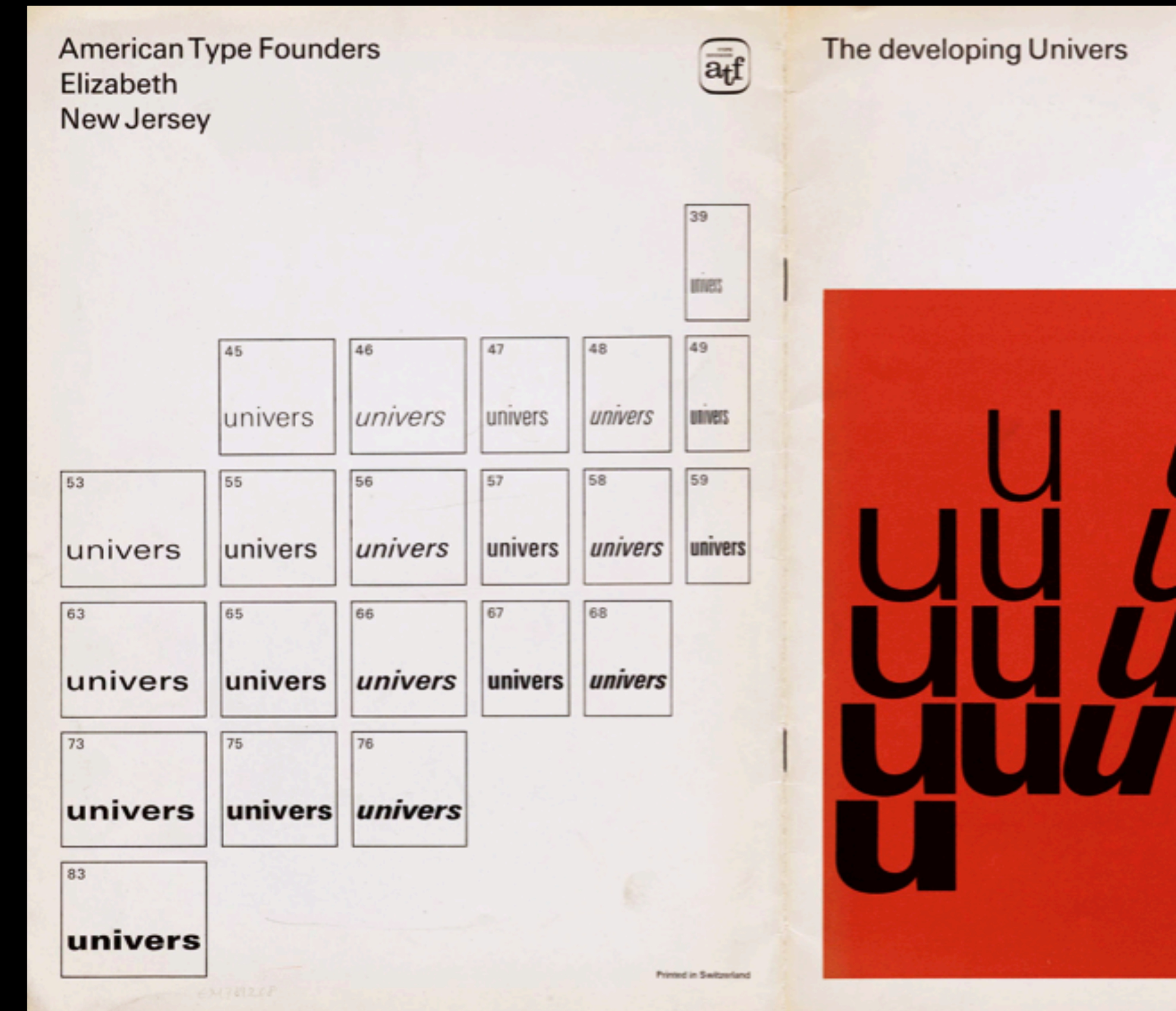
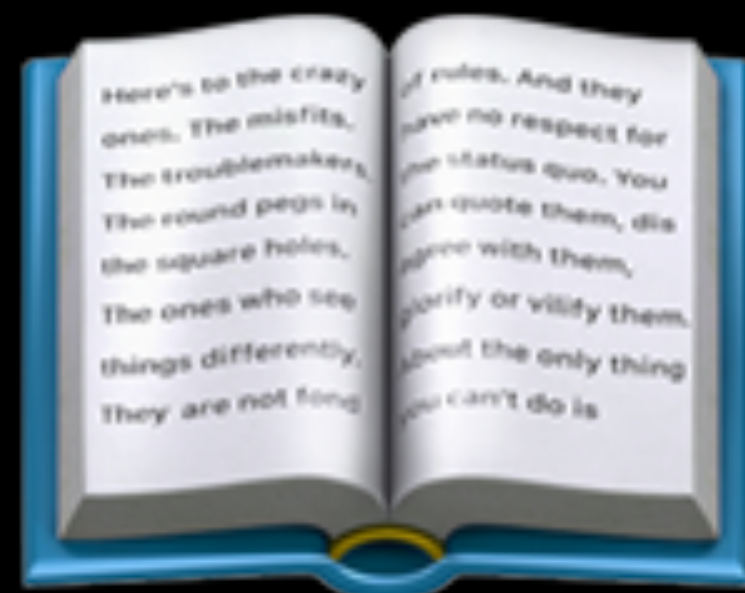


Image: Univers. Adrian Frutiger















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
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📄 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);  
}
```



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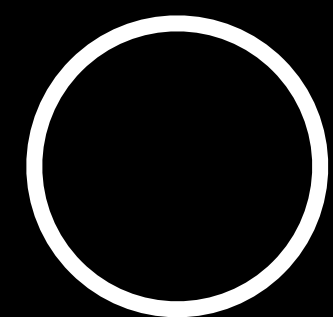
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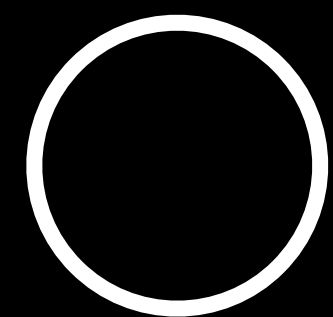
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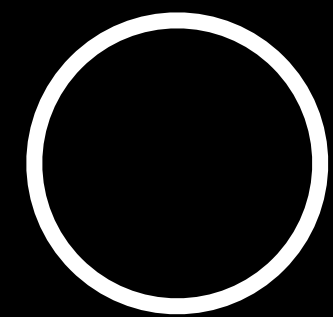
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Src: url(mywebfont.woff);  
}
```



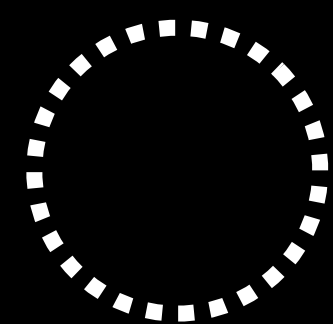
Black



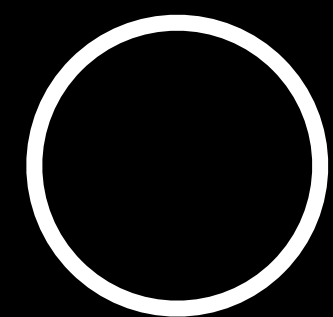
Regular



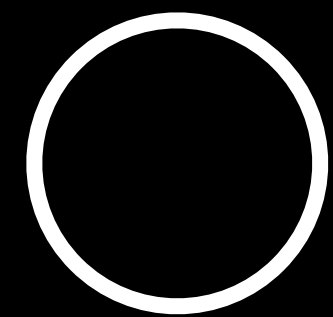
Black



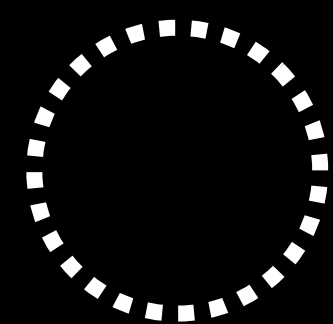
Bold



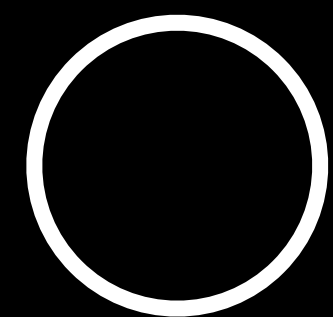
Regular



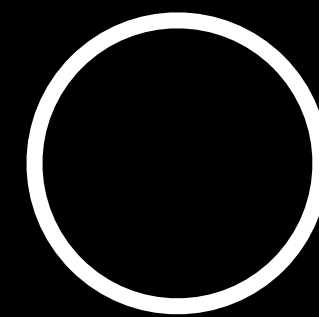
Black



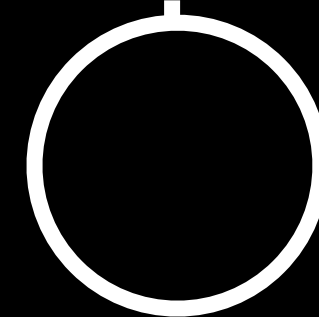
Bold



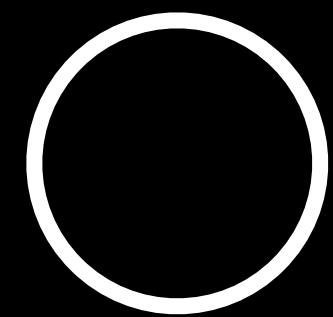
Regular



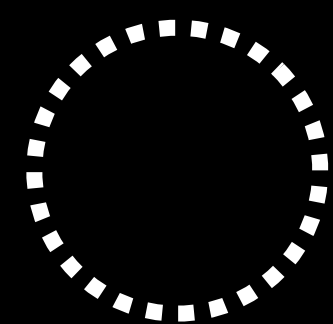
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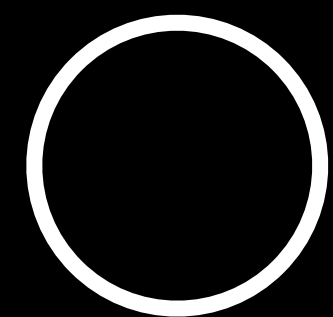
Regular



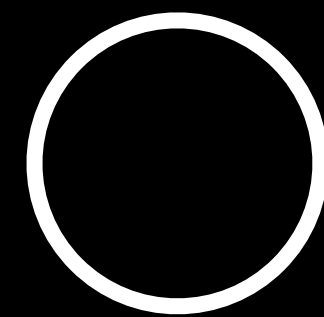
Black



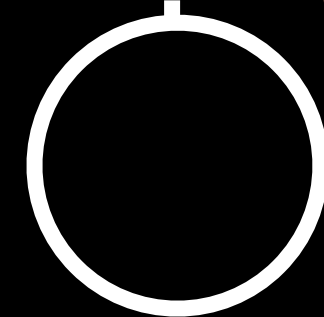
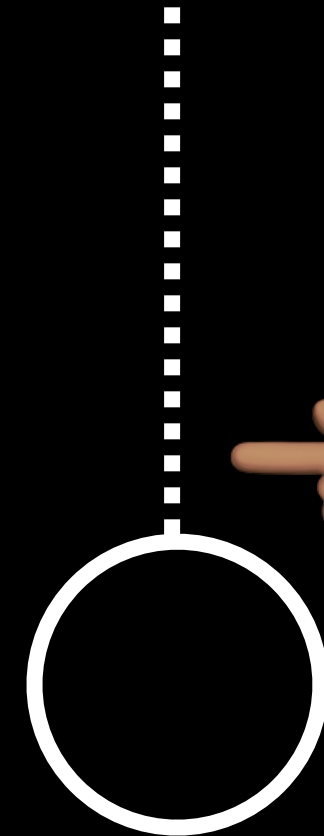
Bold



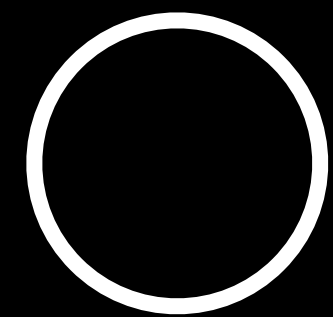
Regular



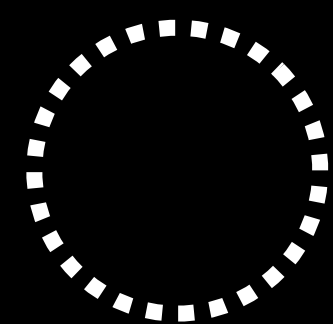
Black



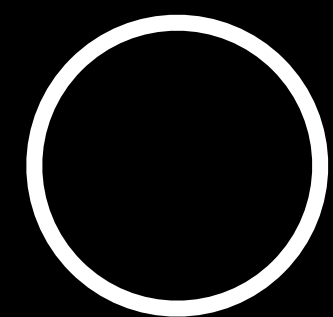
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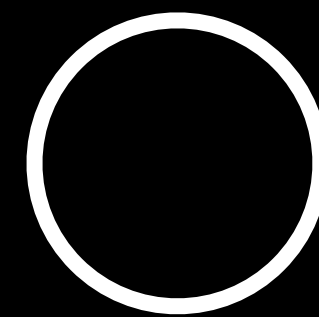
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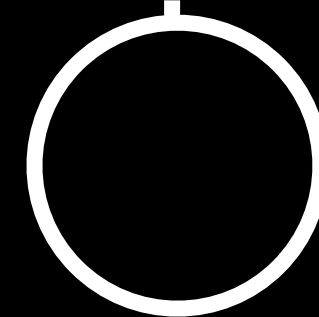
Bold



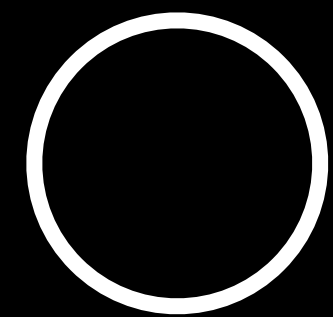
Regular



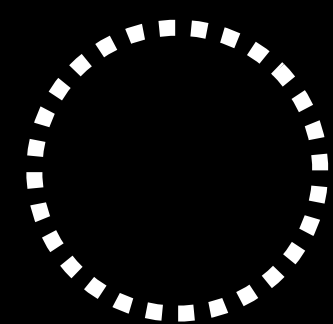
Black



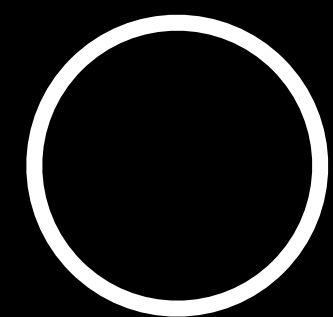
Regular



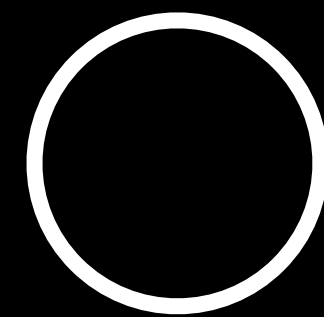
Black



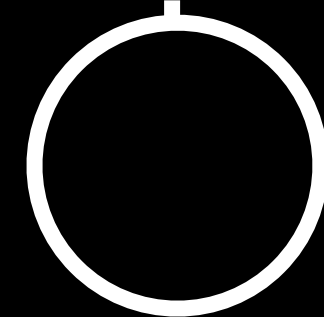
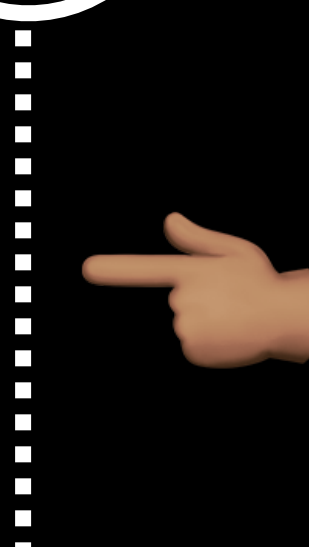
Bold



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](#)

Static

Thin Regular Black

Variable

Weight

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.



Variable fonts: the basics

The basics

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Colophon

Get playground file

Variable fo
more cont

St

Thin Regular Black

Va

Weight

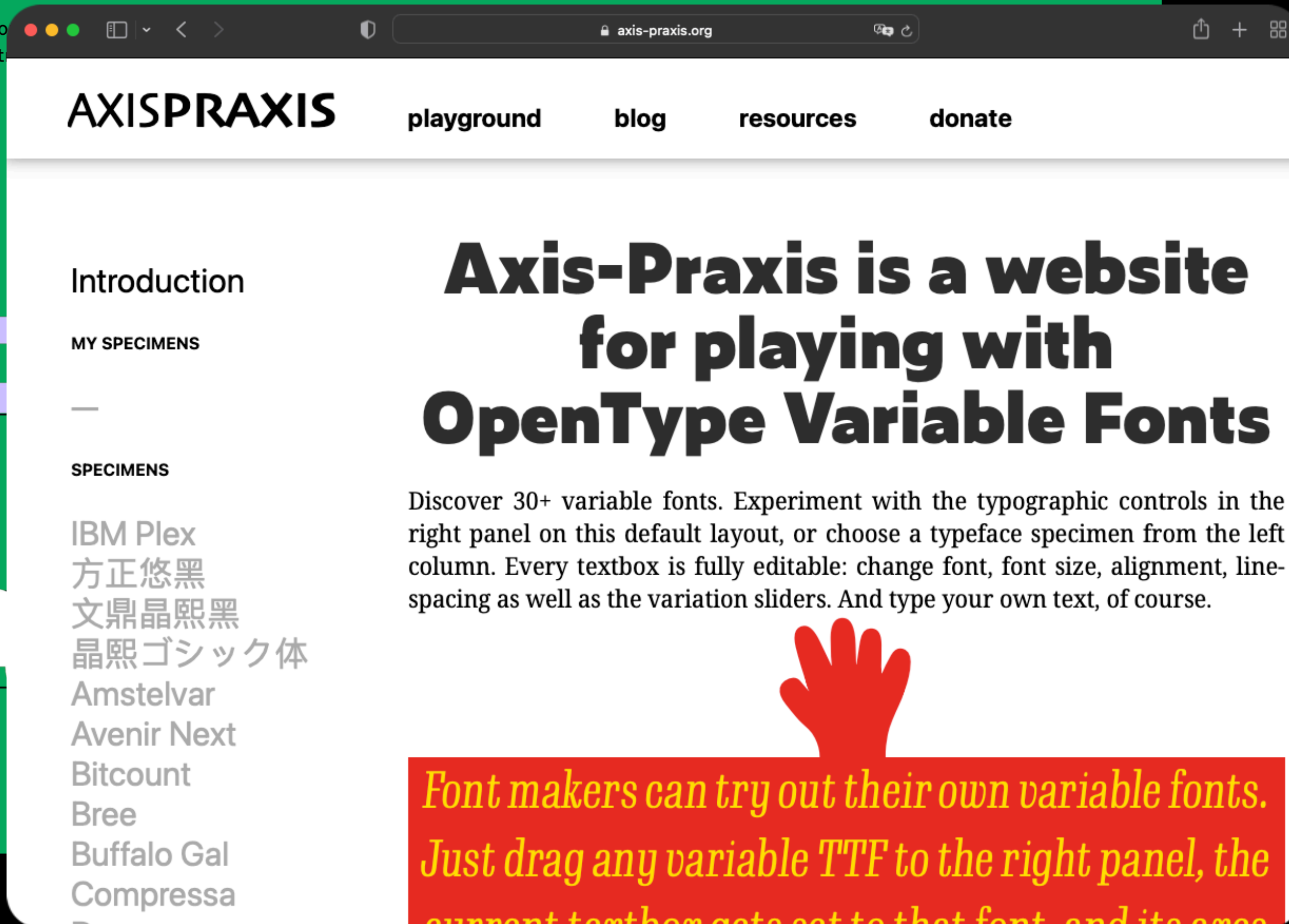


Image: Figma

Image: Axis Praxis



Variable fonts: the basics

Variable fo
more cont

The basics

- Static vs. variable
- What's an axis?
- Types of axes
- Development

Explore the axes

- Optical size
- Grade
- Width
- Animation
- Weight

Colophon

Get playground file

St

Thin Regular Black

Va

Weight

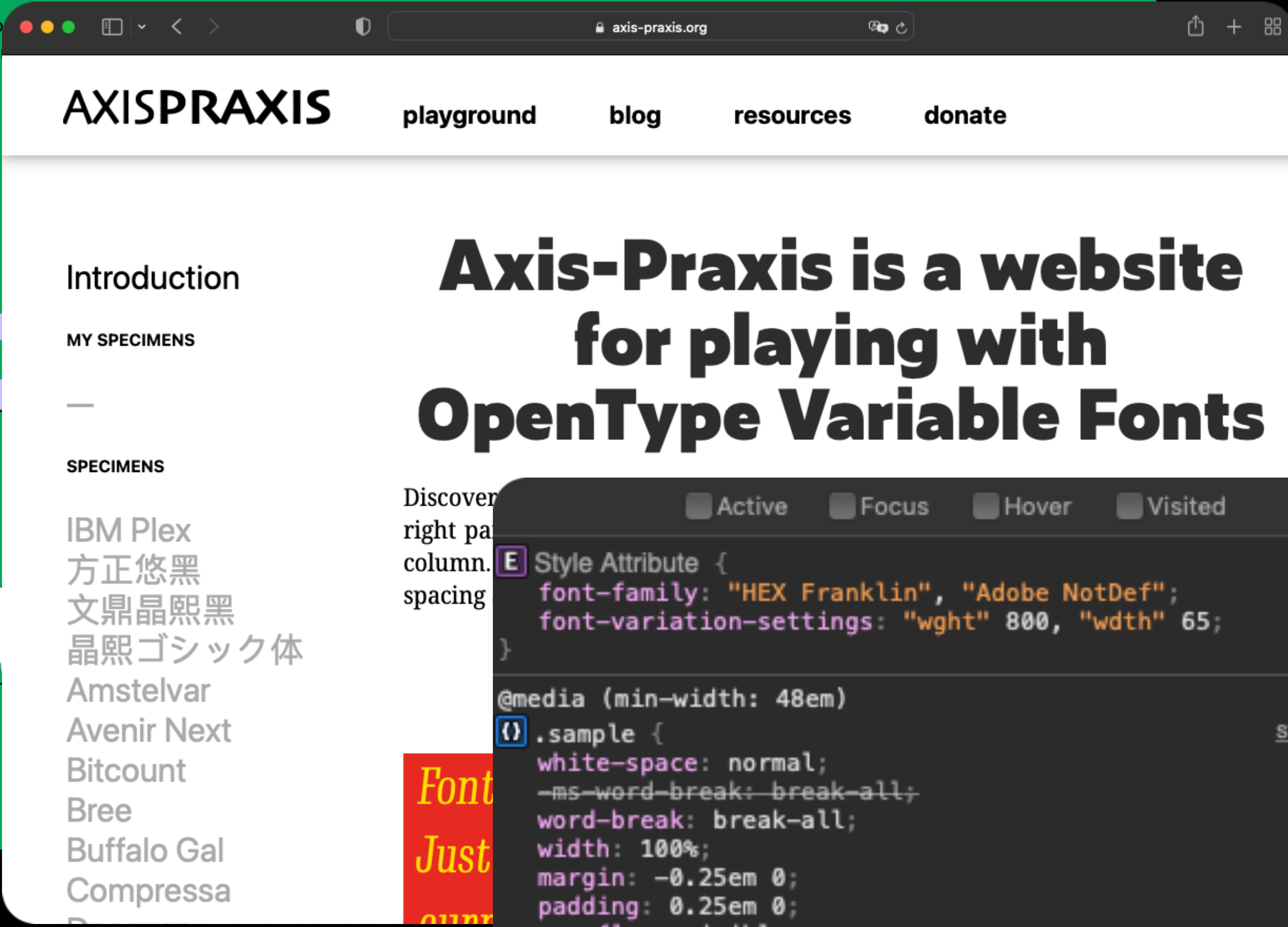


Image: Axis Praxis

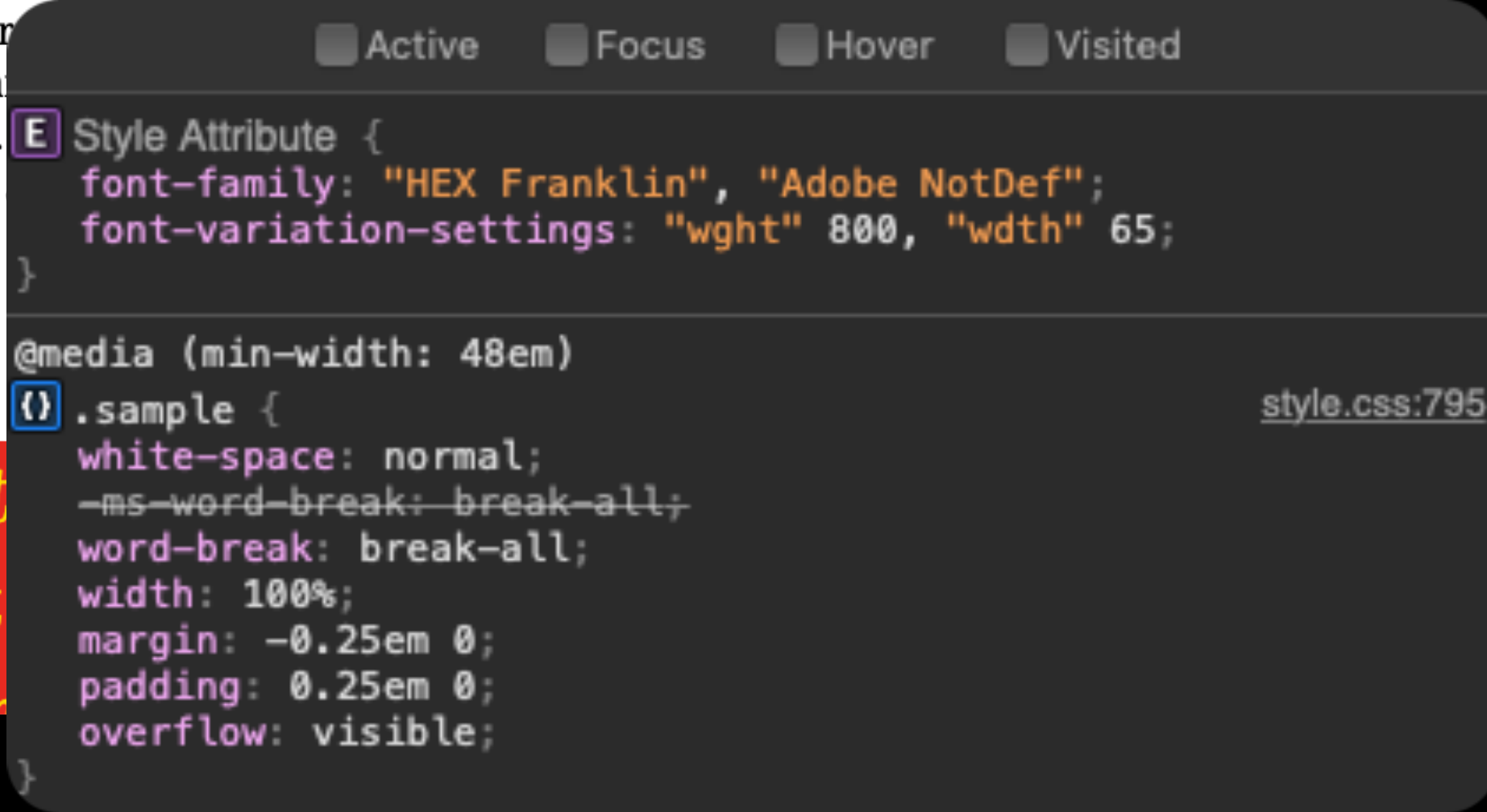


Image: Safari

Image: Figma

Frida Medrano G.
Variable.

Variable Type
e Axis



Variable Type
e Axis

Jabin Variable Typeface

fridamedrano.com/jabin.html

Typeface inspired by George
Shelley's work

Ornamented Uppercase
letters + Swashes

Crashdown

-132 717 -229⁺10 408 5^H0 490 10⁺10 489 10^H10 306 -19⁺10 520 10⁺10 480 5⁻

weight
swash



The Second Part
 -OF-
Natural Writing
 CONTAINING
The Breaks 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 & Designs
 The Whole making a Compleat Body of Penmanship;
 BY
 G. Shelton Accountant and Writing M^r. to Christ's Hospital
 Sold by the Author — LONDON. George Bickham sculpsit.
 Printed and Sold by Tho: Boreley in S^t Pauls Church Yard and by John Baskin at the Black Horse in Cornhill

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

Quapit epistola sancti iheronimi ad paulinum presbiterum de omnibus diuine historie libris. capitulu p^mu.

Rater ambrosius tua michi munuscula p^{re}terens. detulit sis et suauissimas l^{it}ras. q^ua a principio amicitiae. fide p^{ro}batam iam fidei et veteris amicitiae noua: p^{ro}ferbant. Vera eni illa necessitudo est. et xpi glutino copulata. q^uia non utilitas rei familiaris. noⁿ p^{ro}uicia tantum corporis. noⁿ s^{ed} s^{ed}ola et palpans adulatione. sed dei timor. et diuinae scripturarum studia conciliant. Legim^{us} in veteribus historijs. quosda^m lustrasse puincia^s.

Image: Gutenberg Bible.

111
Writing
G
undance on each other
the most Proper Hands
ful Fancies & Design
y of Penmanship;
to Christ's Hospital
George Bickham sculp.
in Cornhill

Incipit epistola sancti iheronimi ad
paulinum presbiterum de omnibus
diuine historie libris. capitulum primum.

Hater ambrosius
tua michi munus-
cula pferens. detulit
sibi et suauissimas
lras. q̄ a principio
amicicie. fide pbe-
te iam fidei & veteris amicicie noua:
pferbant. Vera enī illa necessitudo ē.
& xpi glorio copulata. q̄m non utili-
tas rei familiaris. nō p̄cia tantum
corporis. nō s̄dola & palpās adulaō.
sed dei timor. et diuinae scripturarū
studia conciliant. Legim⁹ in veteribz
historijs. quosdā lustrasse puincia.

ingressi: aliud extra urbem quererent.
Appolloni⁹ siue ille mag⁹ ut vulgus
loquitur. siue plus. ut pitagorici tra-
dunt. intrauit p̄sas. p̄cūsiuit caucasū.
albanos. scythas. massagetas. opulē-
tissima indie regna penetrauit. et ad
extremum latissimo phylon ampne
cūsiuillo puenit ad braguanas. ut
hyarcam in throno sedentē aureo et de
caucali fonte potantem. inter paucos
discipulos: de natura. de moribz. ac de
cursu diez et siderz audiret docerent.
Iude p̄ elamitas. babilonios. chalde-
os. medos. assyrios. parthos. syros.
phenices. arabes. palestinos. reuisit
ad alexandriā: perrexit ad ethiopiā.
ut gignosophistas & famosissimam

ndmhoeielbrndnmlbrnd vocero entender k
ndmqhojbrdftndlonenle icono jugos gordo
ra force gato siren siemp alumo ayutla piz
ar dim

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miniu
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imru
hmrh

The Quick Brown
Fox Jumps Over a
Lazy Dog. Hi!

hmrhunomruunom
ohmrilunohmrilunoh
nohmrilunohmrilunoh
nohmrilunohmrilunoh

La ouerer

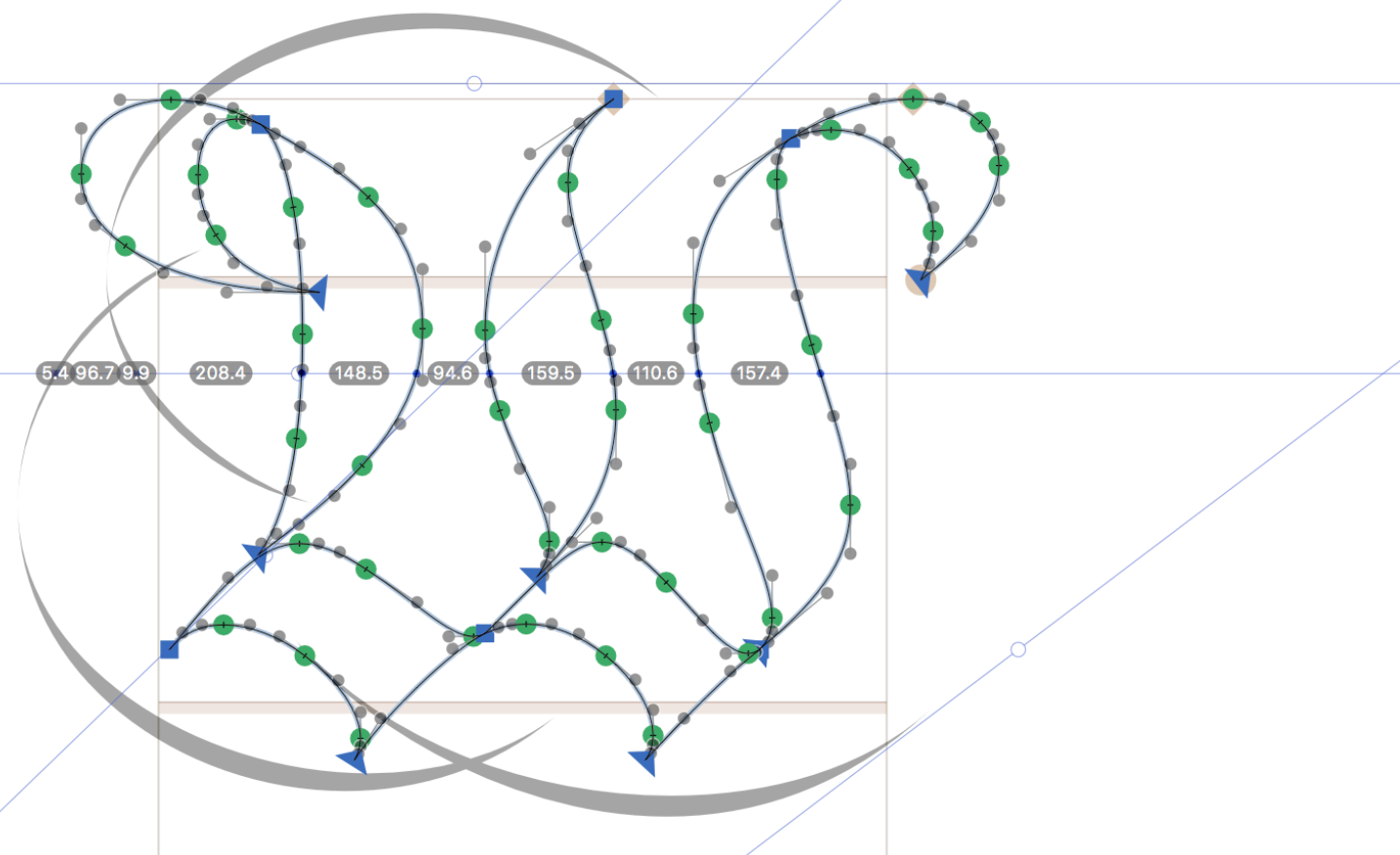
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ndmqhojbrdftndlonenle icono jugos gordo
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nohmriunohmriunoh
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La ouerer

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V	941	WW	y 352.5	855	174	

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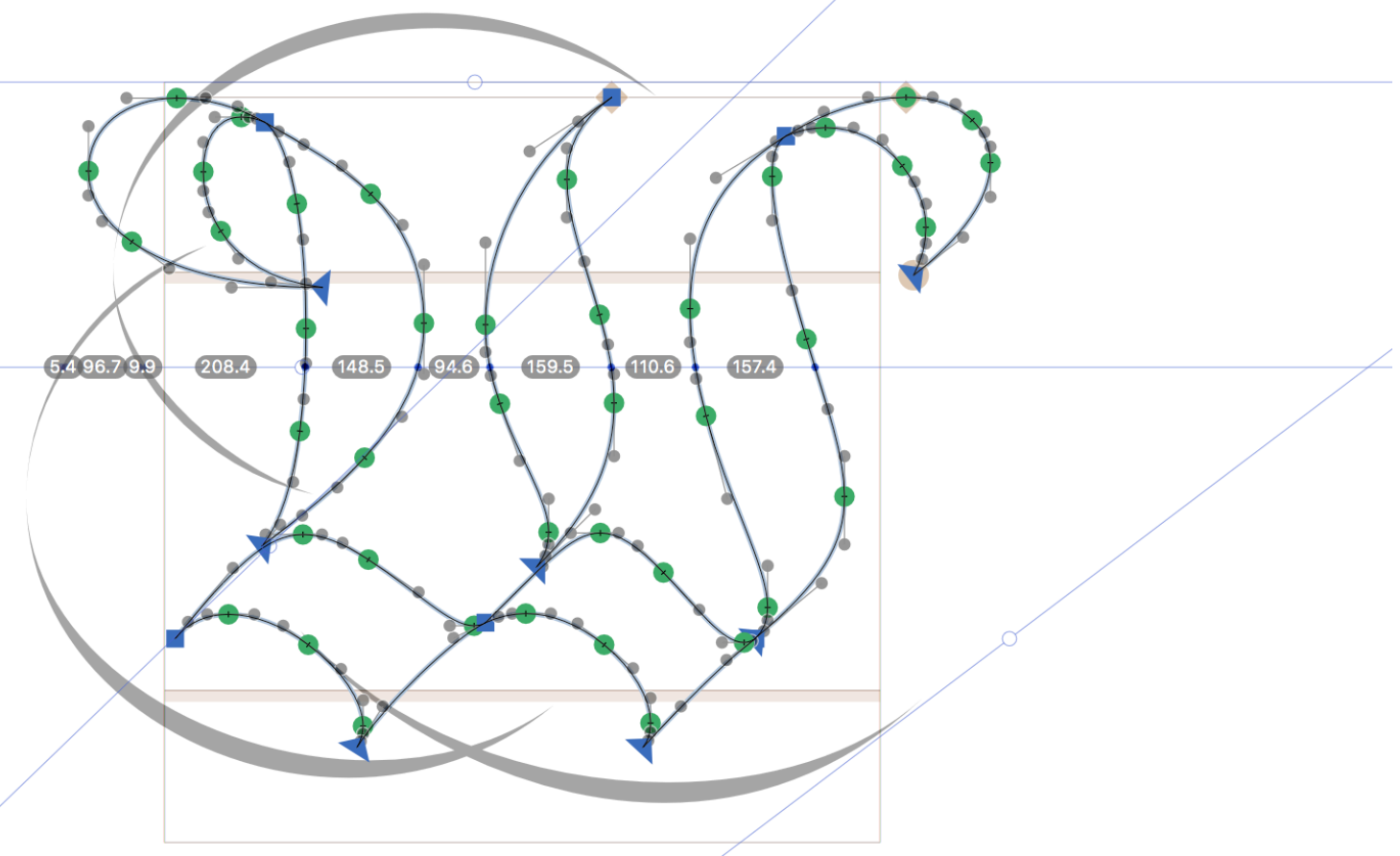
The Quick Brown
Fox Jumps Over a
Lazy Dog. Hi!

hmrlunonmrilunonoh
ohmrilunohmrilunoh
nohmrilunohmrilunoh
nohmrilunohmrilunoh

La ouerer

nunca
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sin mmo

```
Jabin -- bash -- 80x24
Last login: Mon Dec 18 00:43:52 on ttys000
MacBook-Pro-de-Frida-3:~ Frida$ cd /Users/Frida/Desktop/Jabin
MacBook-Pro-de-Frida-3:Jabin Frida$ fontmake -g Jabin.glyphs -o variable
INFO:fontmake.font_project:Building master UFOs and designspace from Glyphs source
INFO:glyphsLib:Parsing .glyphs file
INFO:glyphsLib:Casting parsed values
Traceback (most recent call last):
  File "/usr/local/bin/fontmake", line 11, in <module>
    sys.exit(main())
  File "/usr/local/lib/python2.7/site-packages/fontmake/__main__.py", line 183,
in main
    project.run_from_glyphs(glyphs_path, *args)
  File "/usr/local/lib/python2.7/site-packages/fontmake/font_project.py", line 3
76, in run_from_glyphs
    glyphs_path, family_name, mt_source=mt_source)
  File "/usr/local/lib/python2.7/site-packages/fontTools/misc/loggingTools.py",
line 372, in wrapper
    return func(*args, **kwargs)
  File "/usr/local/lib/python2.7/site-packages/fontmake/font_project.py", line 7
7, in build_master_ufos
    family_name=family_name)
  File "/Users/Frida/Library/Python/2.7/lib/python/site-packages/glyphsLib/__ini
t__.py", line 91, in build_masters
```

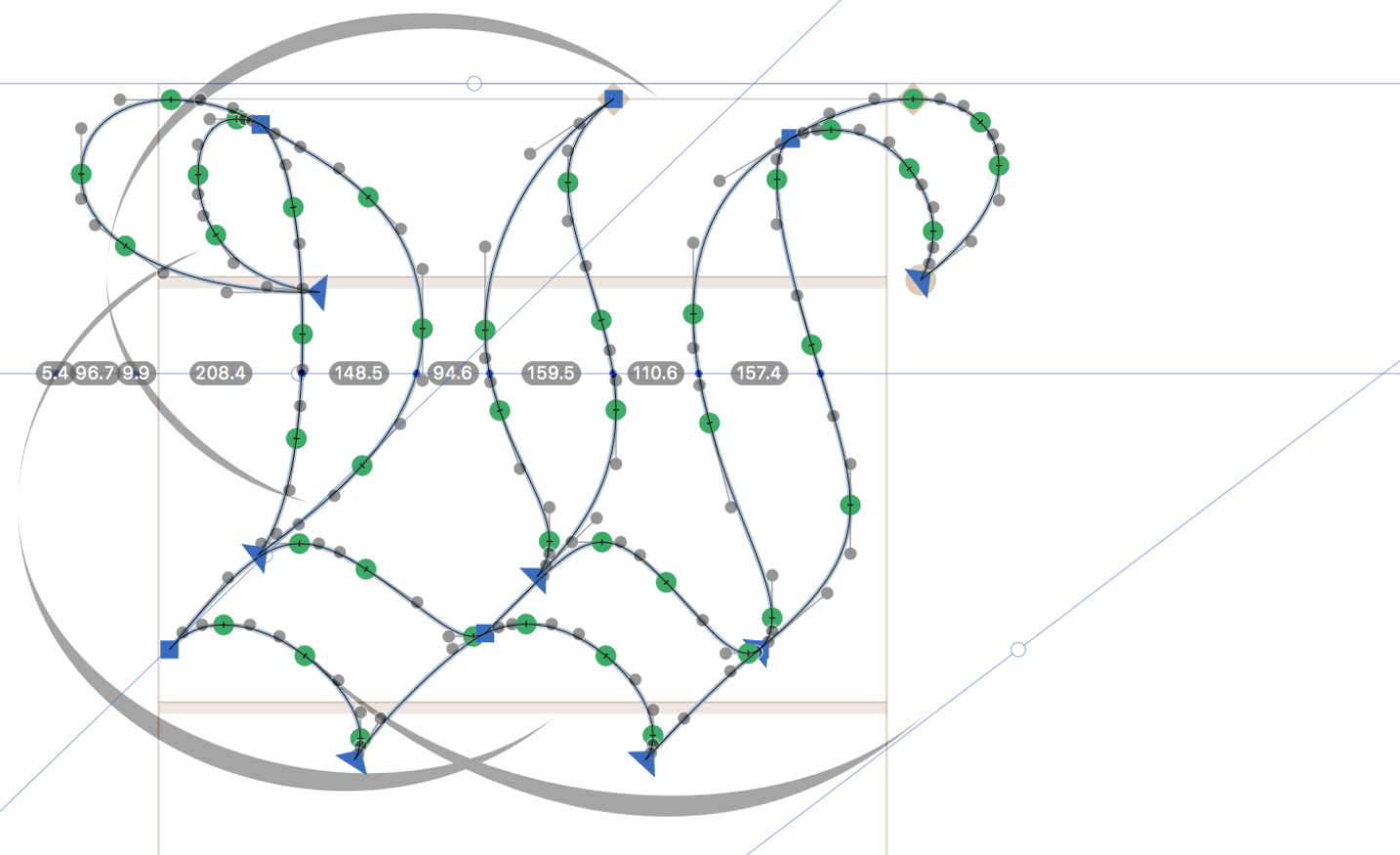


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V	941	WW	y 352.5	855	174	

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W 0057
Kern -182 -145
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  File "/Users/Frida/Library/Python/2.7/lib/python/site-packages/glyphsLib/__ini
t__.py", line 91, in build_masters
MacBook-Pro-de-Frida-3:~ Frida$
```

```
Frida -- bash -- 79x9
Last login: Mon Dec 18 00:47:00 on ttys000
MacBook-Pro-de-Frida-3:~ Frida$ /Users/Frida/Documents/WOFF2/JabinTypeface-2axis.ttf
Processing /Users/Frida/Documents/WOFF2/JabinTypeface-2axis.ttf => /Users/Frida
/Documents/WOFF2/JabinTypeface-2axis.woff2
Compressed 77848 to 35777.
MacBook-Pro-de-Frida-3:~ Frida$
```

ndmhoeielbrndnmlbrnd vocero entender k
ndmqhojbrdftndlonenle icono jugos gordo
ra force gato siren siemp alumo ayutla piz
ar dir

minir
mini
imiu
imri
hmrh
hmrhunonmrhunon
ohmrilunohmrilunoh

The Quick Brown
Fox Jumps Over a
Lazy Dog. Hi!

An An An An
An An An An
An An An An

ph
oier La ouerer

Frida Medrano G.
Variable.

Format A.
VARIABLE TYPE
2 AXES



Format B.
12 STYLES FONT
FAMILY

Sabin Typeface

Personal License Agreement

FRIDAMEDRANO.COM



Typeface inspired in George
Shelley's work

Ornamented Uppercase
Letters + Swashes



Time

The Second Part
Of Natural Scripture

Sabin Typeface

Variable Font

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 Gutenberg Bible. Both designs have lowercase letters overly consistent (almost identical) and the uppercase letters have an exaggerated ascension, creating a great aesthetic contrast.



Sabin Typeface is a modern blackletter. The family includes 12 display styles and a variable font version.
no. 10282

Sabin Typeface

Designed by Frida Medrano

Sabin was developed as a personal exploration of the new Variable font format. Feel free to use it in personal projects and let me know what you think.

Free typeface / 2017 / fridamedrano.com

[More projects](#)

[Email / Portfolio](#)

My joys
&
desires

And I saw it was filled with graves,
And tomb-stones where flowers should be

And I saw it was filled with graves,
And tomb-stones where flowers should be

AND I SAW IT WAS
FILLED WITH GRAVES,
AND TOMB-STONES
WHERE FLOWERS
SHOULD BE:
AND PRIESTS
IN BLACK
GOWNS,
WERE WALKING

THEIR ROUNDS,
AND BINDING WITH
BRIARS,
MY JOYS & DESIRES

My joys & desires

And I saw it was filled with graves,
And tomb-stones where flowers should be

And I saw it was filled with graves,
And tomb-stones where flowers should be

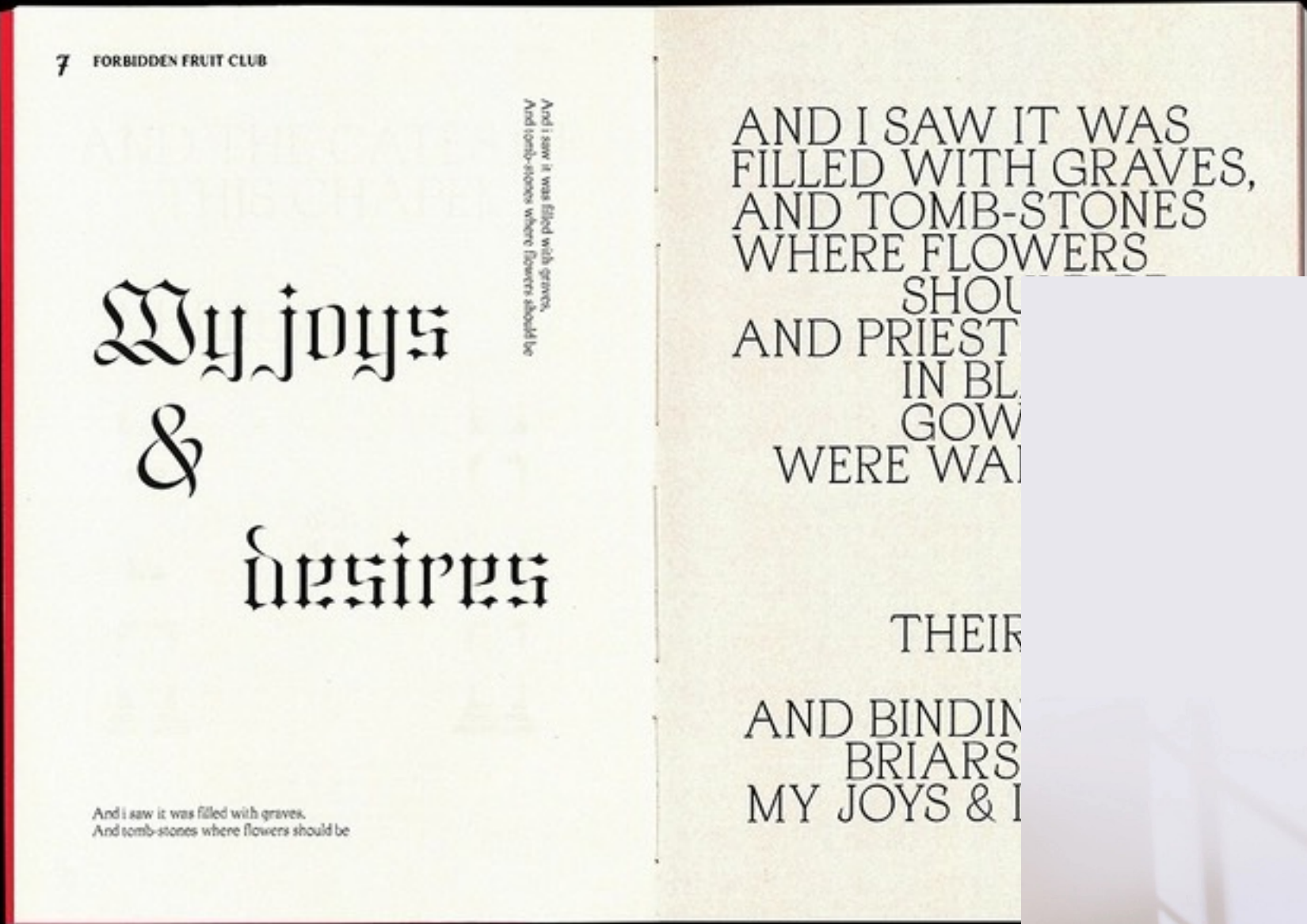
AND I SAW IT WAS
FILLED WITH GRAVES,
AND TOMB-STONES
WHERE FLOWERS
SHOULD BE:
AND PRIESTS
IN BLACK
GOWNS,
WERE WALKING

THEIR ROUNDS,
AND BINDING WITH
BRIARS,
MY JOYS & DESIRES

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

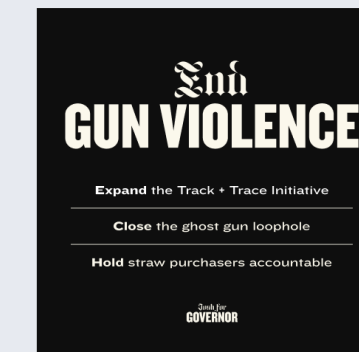
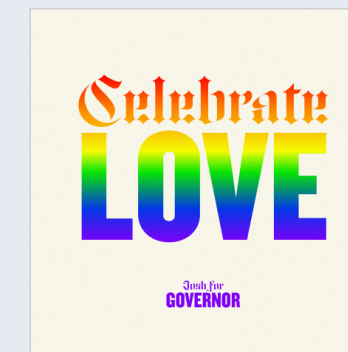
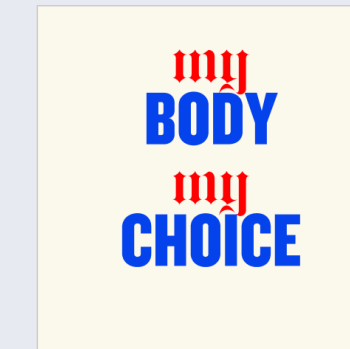


T. All Rights Reserved.

Image Credit: Daniel Gremme. All Rights Reserved.

Image Credit: Ktown4u and NU'EST.

Image Credit: Studio Gradients. All Rights Reserved.



Source: Na



T. All Rights Reserved.



Image Credit: Ktown4u and NU'EST.

Image Credit: Daniel Gremme. All Rights Reserved.

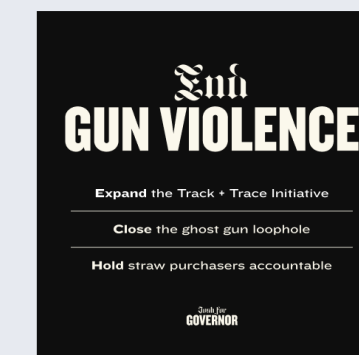
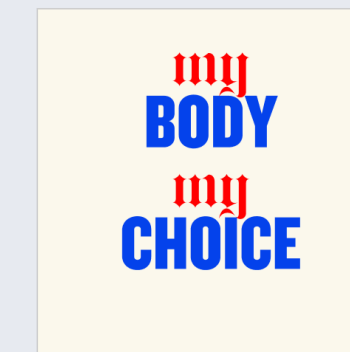
Image Credit: Almacén Hércules. All Rights Reserved.



Source: Na



Image Credit: Studio Gradients. All Rights Reserved.



T. All Rights Reserved.



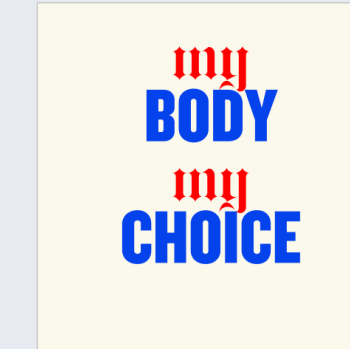
Image Credit: Ktown4u and NU'EST.

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.

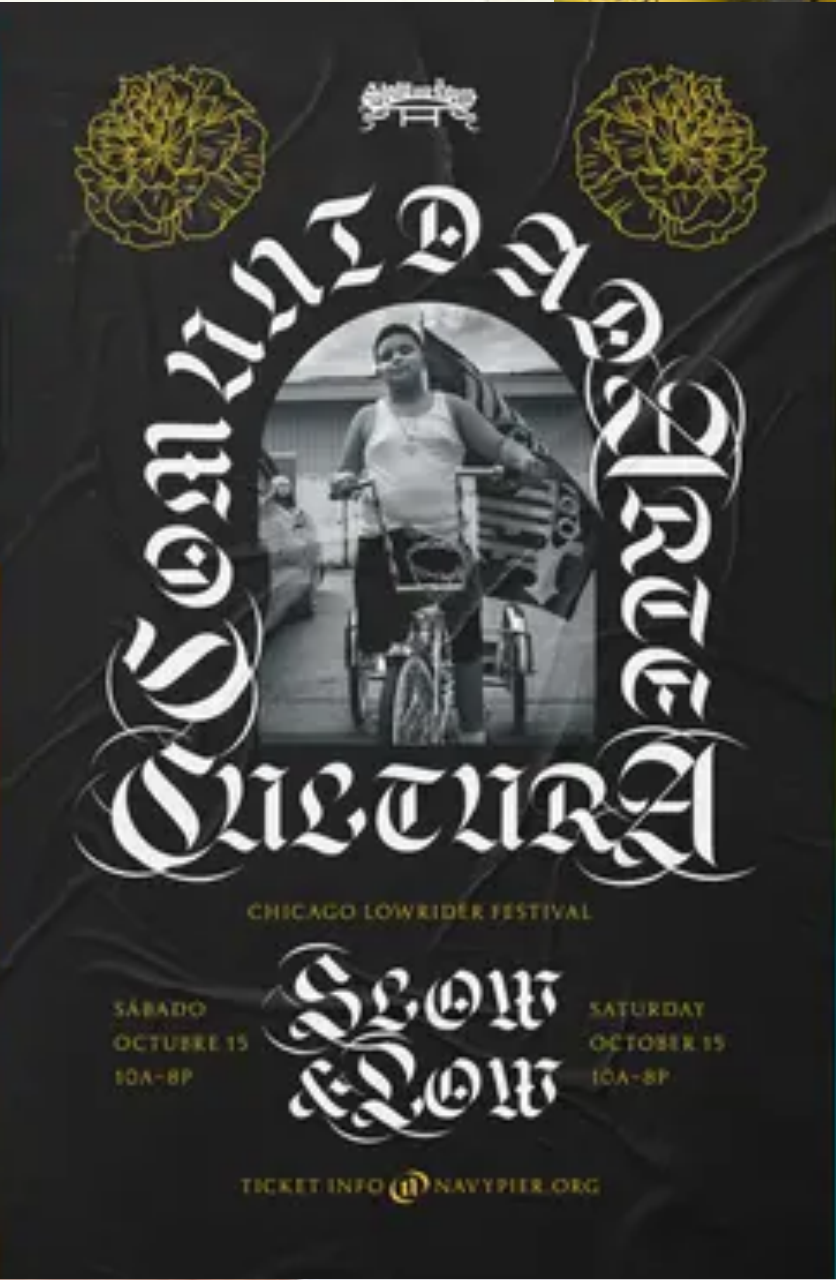
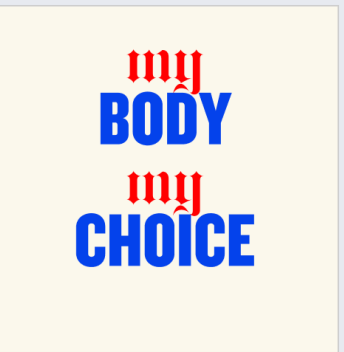
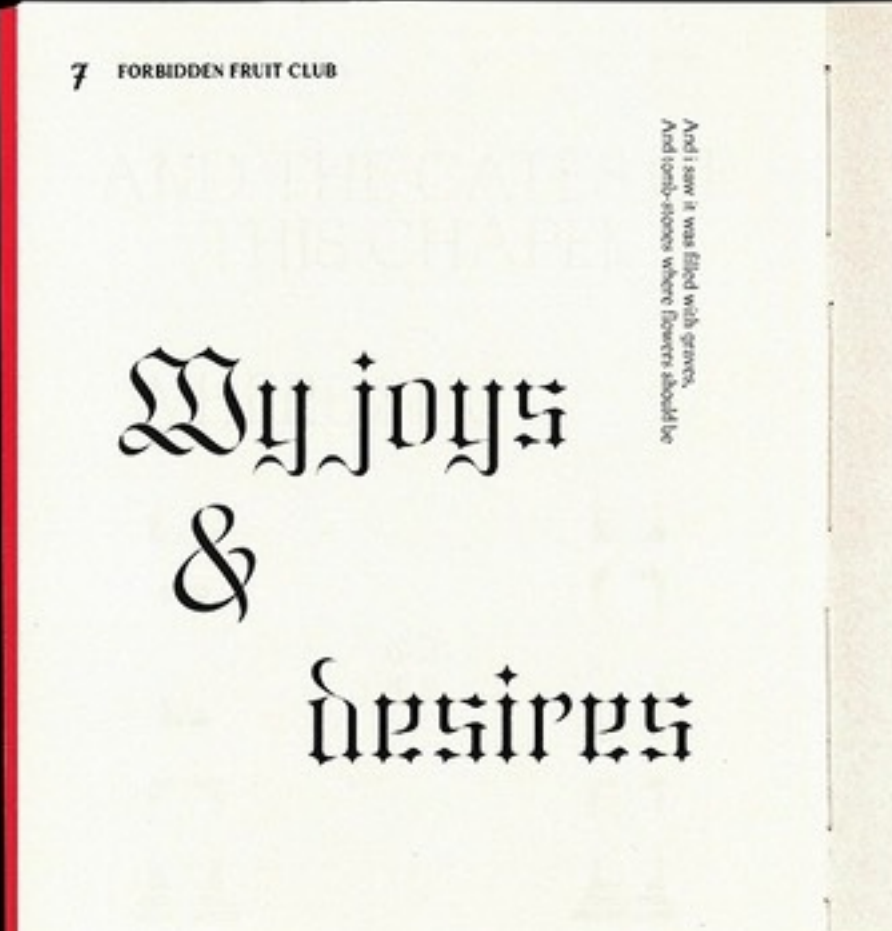


Image Credit: Almacén Hércules. All Rights Reserved.



Image Credit: Ktown4u and NU'EST.

Image Credit: Daniel Gremme. All Rights Reserved.



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

Image Credit: Almacén Hércules. All Rights Reserved.

Image Credit: Ktown4u and NU'EST.

Image Credit: Daniel Gremme. All Rights Reserved.

Typography is a powerful
tool of practical and visual
communication.

(01)

Typography

(01)

Typography

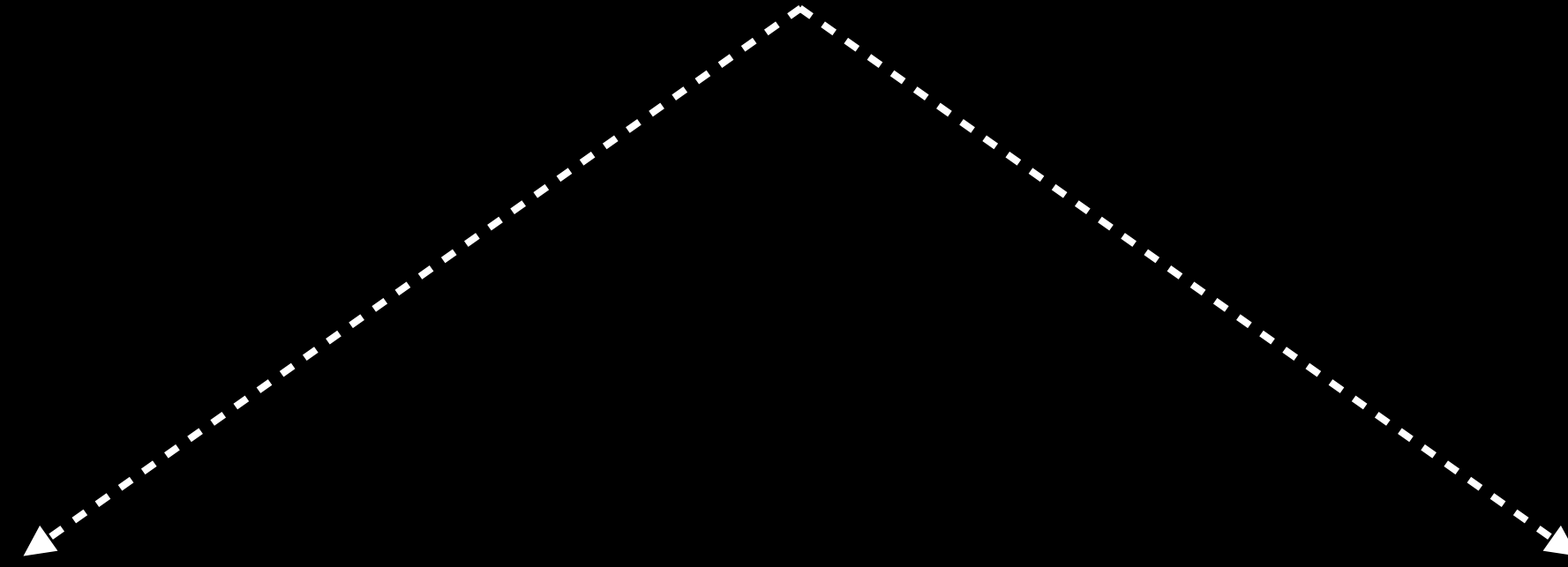
(02)

Branding

Branding

Print

Digital



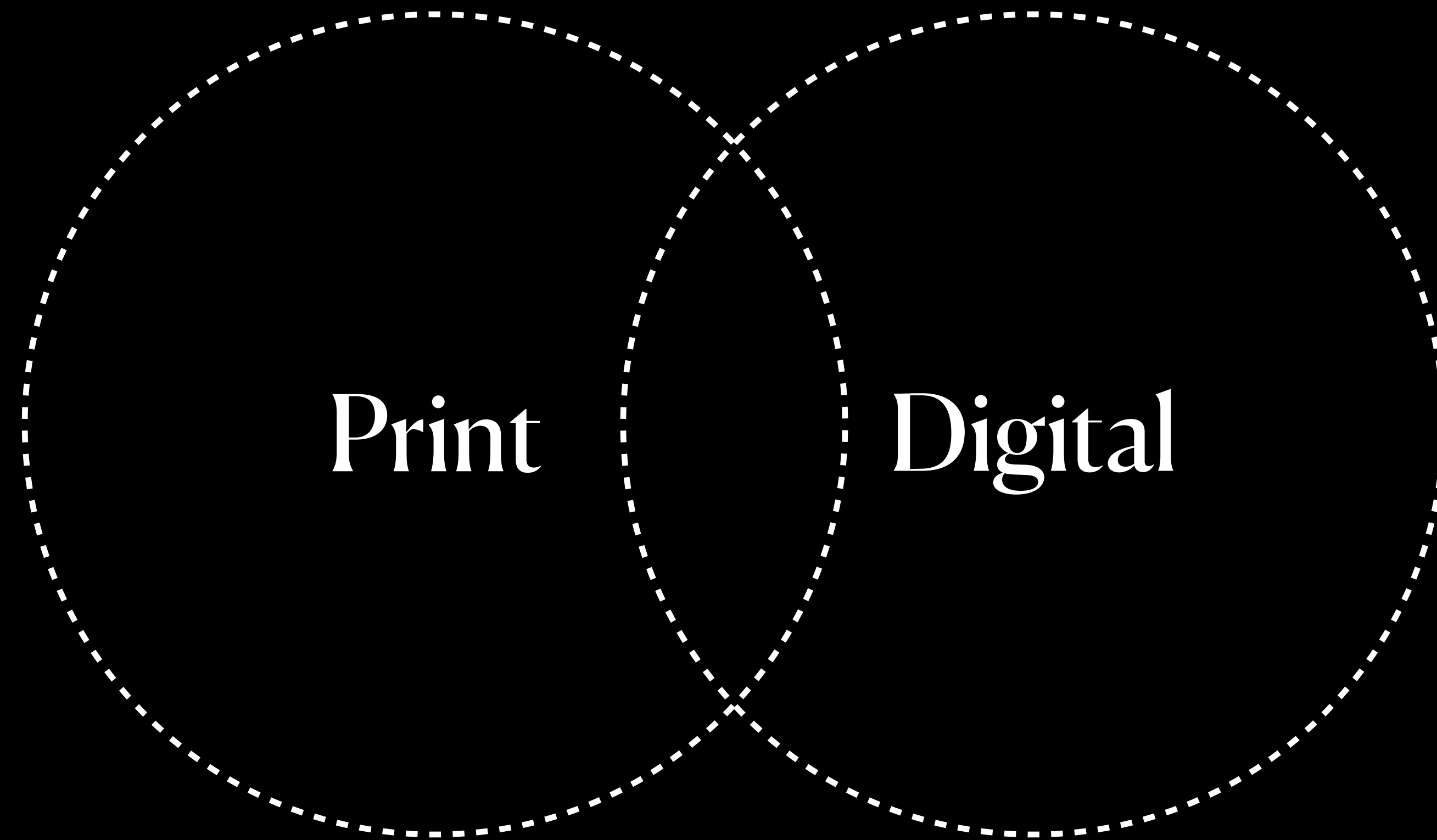
Branding



Print

Digital

Branding

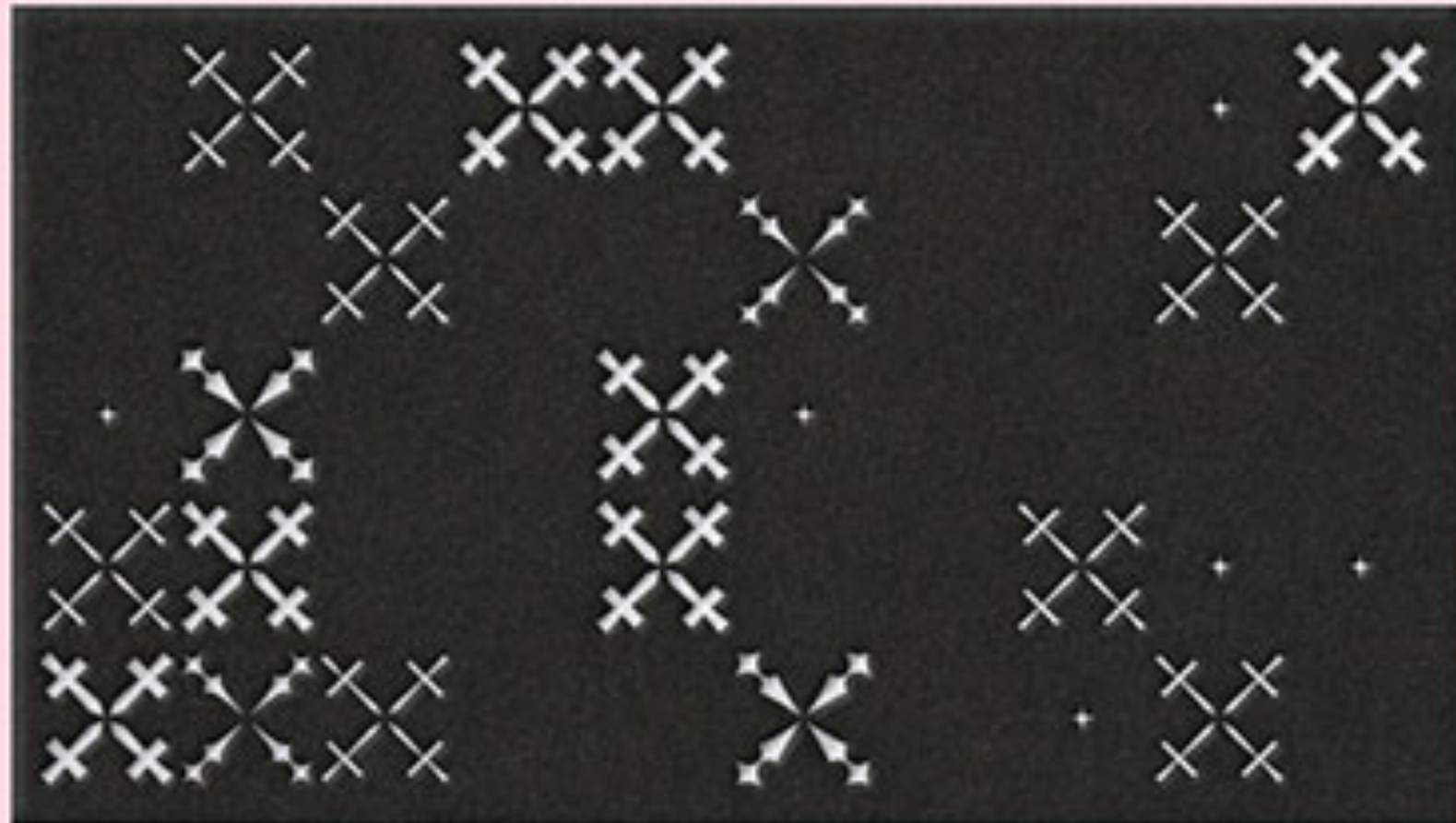


Print

Digital

THE **FOURTH** WALL







Hello Marian Grant

We choose some clothes that
are perfect for you! →



Take a Look →

THE **4TH**
WALL



Acco

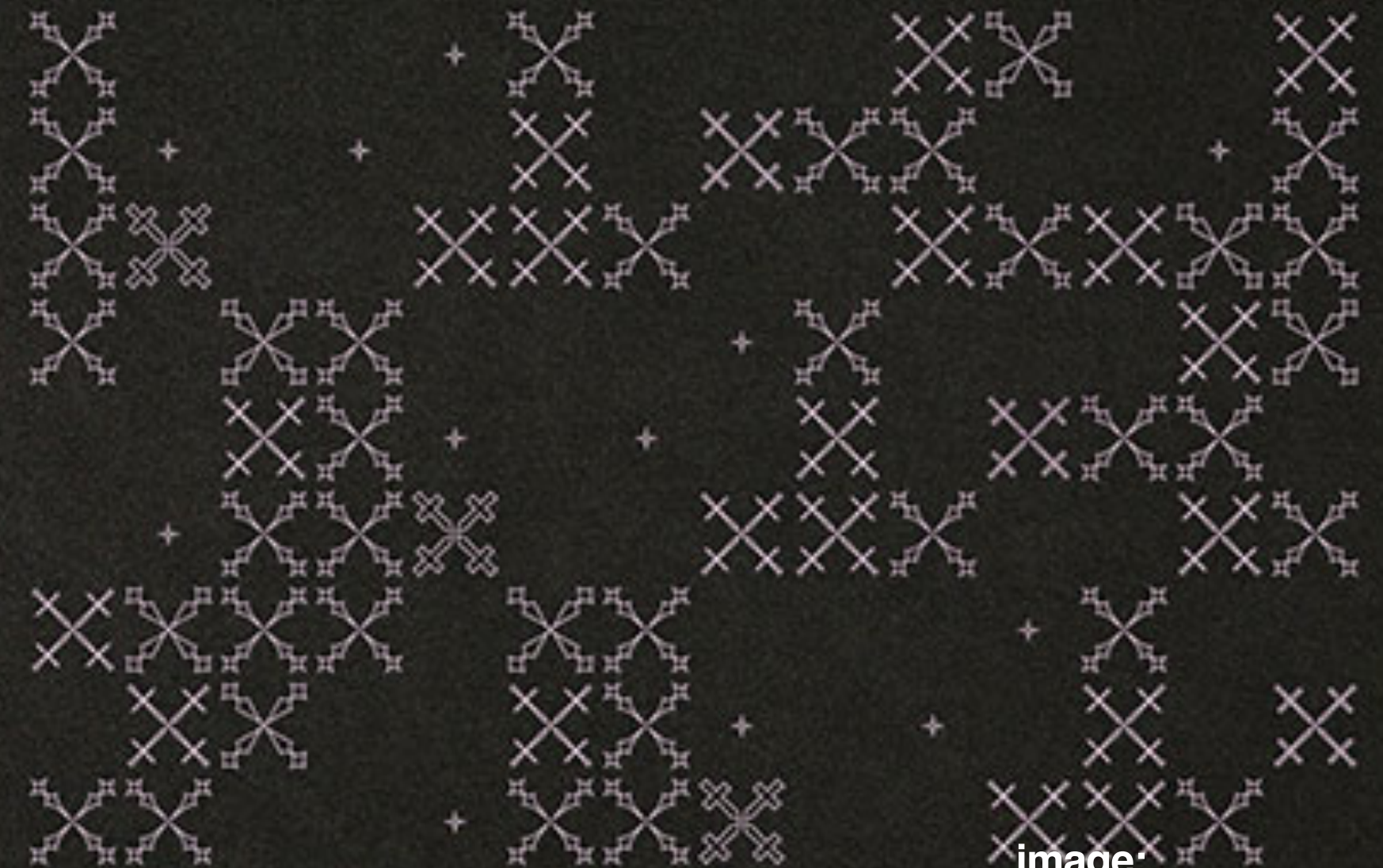


image:
fridamedrano.com

2019 Collection



Showroom Open Day
Monterrey, México

Fall/Winter 2017

THE FOUR WALLS



4wall.com

What to wear: Summer wedding

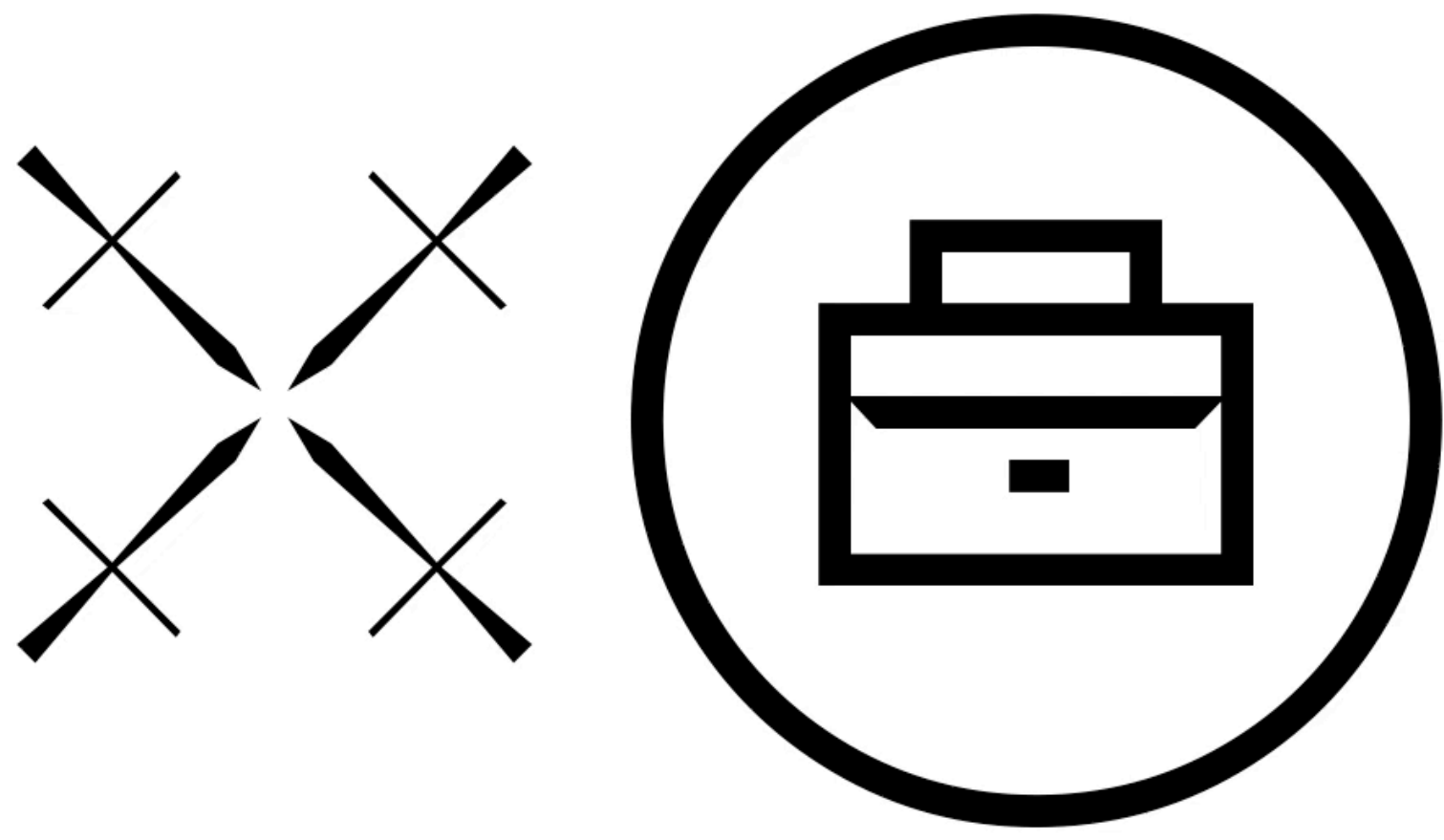
*"Our house is an oldery one
where everything has a place,
each time I open the fron door,
I can sense the tranquility*

St. Claudio Garza
Tel. +52 5699 1932

Lower quality of steel, connection
adjoining and Elbow joints to date a standard.
Customer requirements will be met with
proper and complete work, throughout with
maximum quality. Maximum value of the
single phase.

Lower quality of steel, connection
adjoining and Elbow joints to date a standard.
Customer requirements will be met with
proper and complete work, throughout with
maximum quality. Maximum value of the
single phase.

Images and concept: Frida Medrano.



THE **FOURTH** WALL



pattern-4th

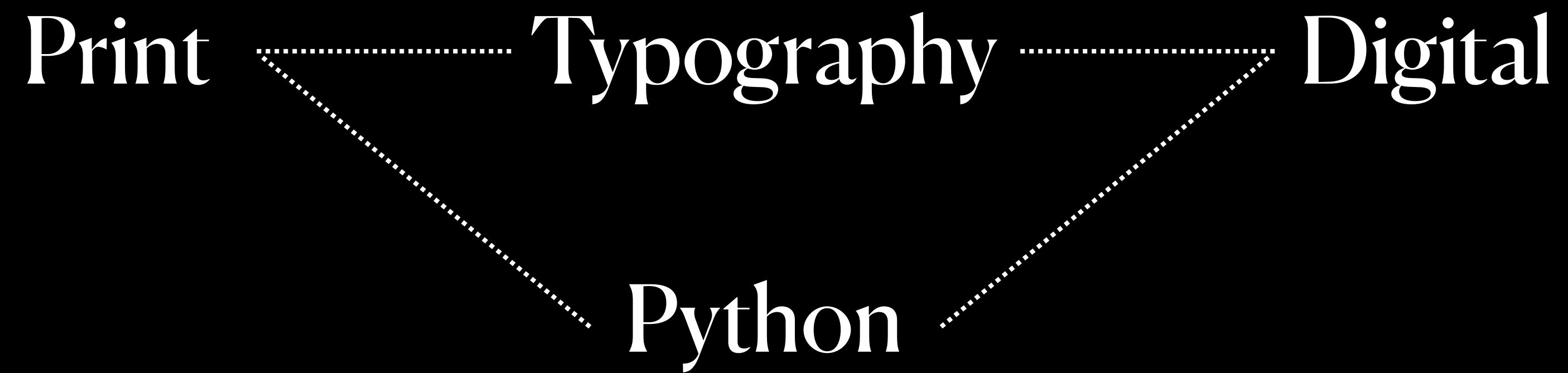
Bold 236.0

Weight:

Branding

Print Typography Digital

Branding



Branding

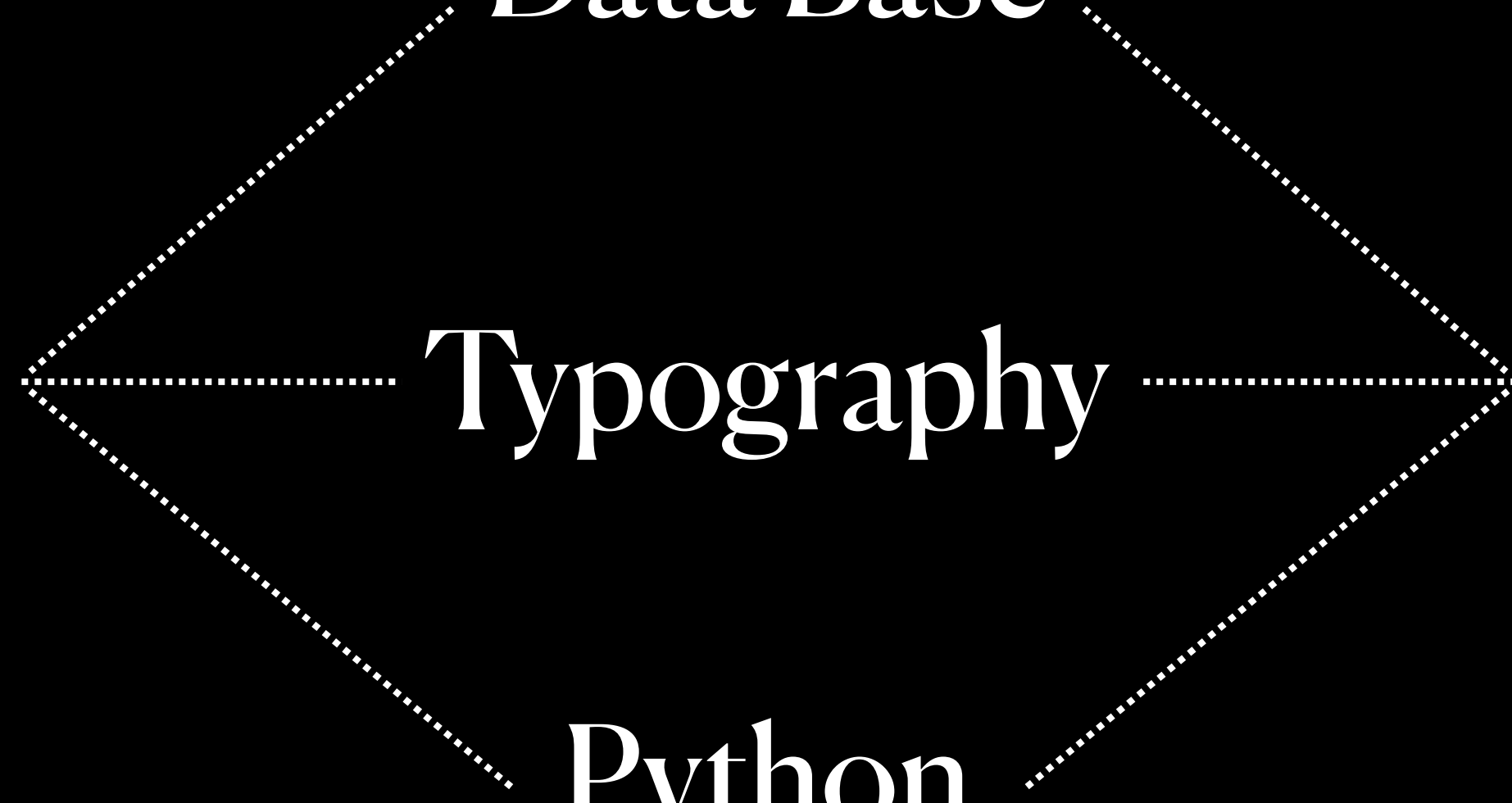
Data Base

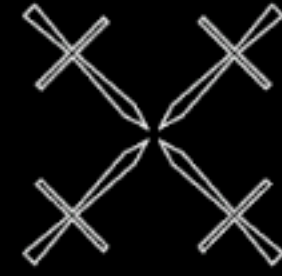
Print

Typography

Digital

Python





Welcome

Name

Marian Grant

Email

marian@4thwall.com

Position

Cellphone

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.py
- 4wall_BCmodule.py

Created 7/12/18, 10:53 PM
Modified Today, 10:53 PM
Last opened Today, 10:52 PM
[Add Tags...](#)

```
1. BC — 4wall_BCmodule.py — 80x24
Last login: Tue Jul 17 22:53:45 on ttys001
[MacBook-Pro-de-Frida-3:~ Frida$ cd /Users/Frida/Downloads/Flask_Blog-2/drawbot/1]
.\ BC
[MacBook-Pro-de-Frida-3:1. BC Frida$ python /Users/Frida/Downloads/Flask_Blog-2/d
rawbot/1.\ BC/4wall_BCmodule.py
```

- 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

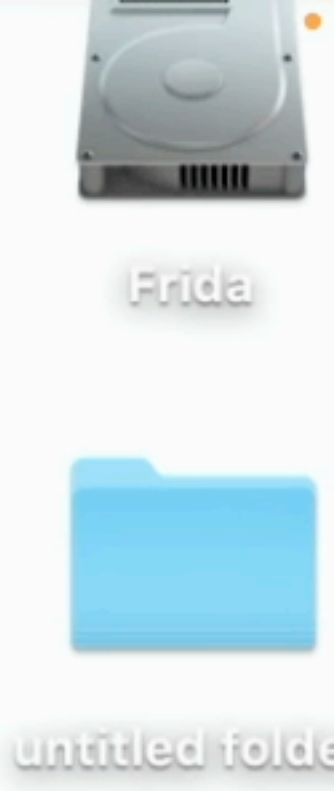


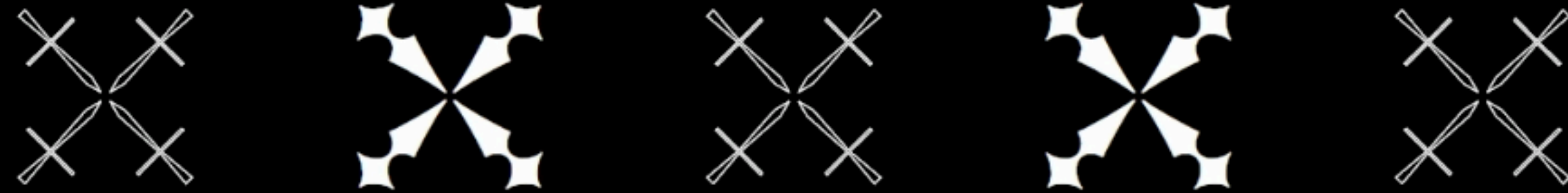
4wall_BC.pdf

PDF - 79 KB

Created Today, 10:57 PM
Modified Today, 10:57 PM
Last opened Today, 10:57 PM
[Add Tags...](#)

```
BC — -bash — 80x24  
on ttys001  
d /Users/Frida/Downloads/Flask_Blog-2/drawbot/1]  
la$ python /Users/Frida/Downloads/Flask_Blog-2/d]  
la$
```





Collection /  Work

↔ **Showroom** ↔

15.03.18



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

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.





Top 10 Collections for Fall 2018

THE **FOURTH**
WALL



What to wear Summer wedding



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



Quietly set in Lisbon's thrilling Príncipe Real neighbourhood, Peter Ødegaard's home away from home is a sight for sore eyes.

2019 Collection

Claudia Garza/
Mail: claudia@4thwall.com

What to wear: Summer wedding

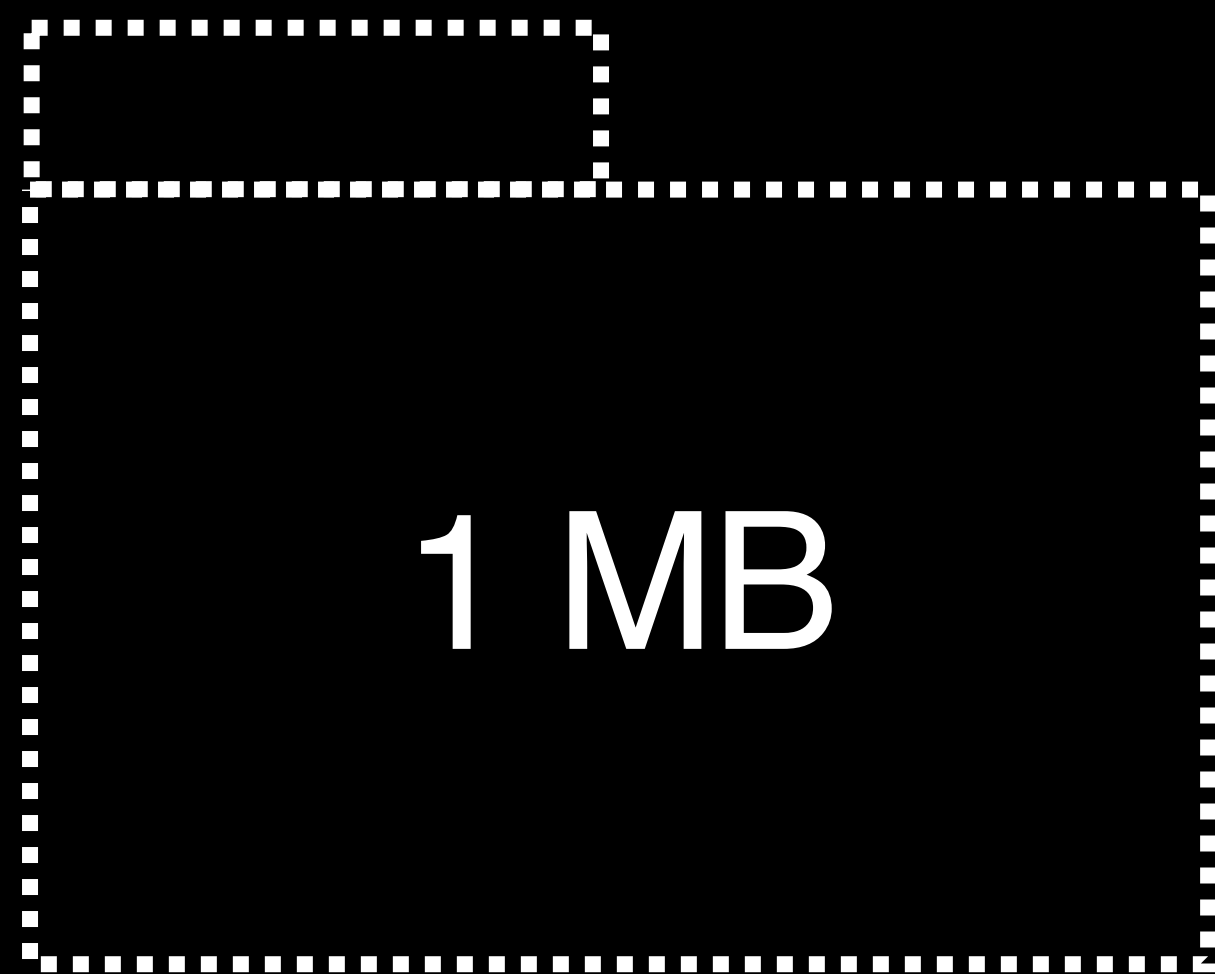


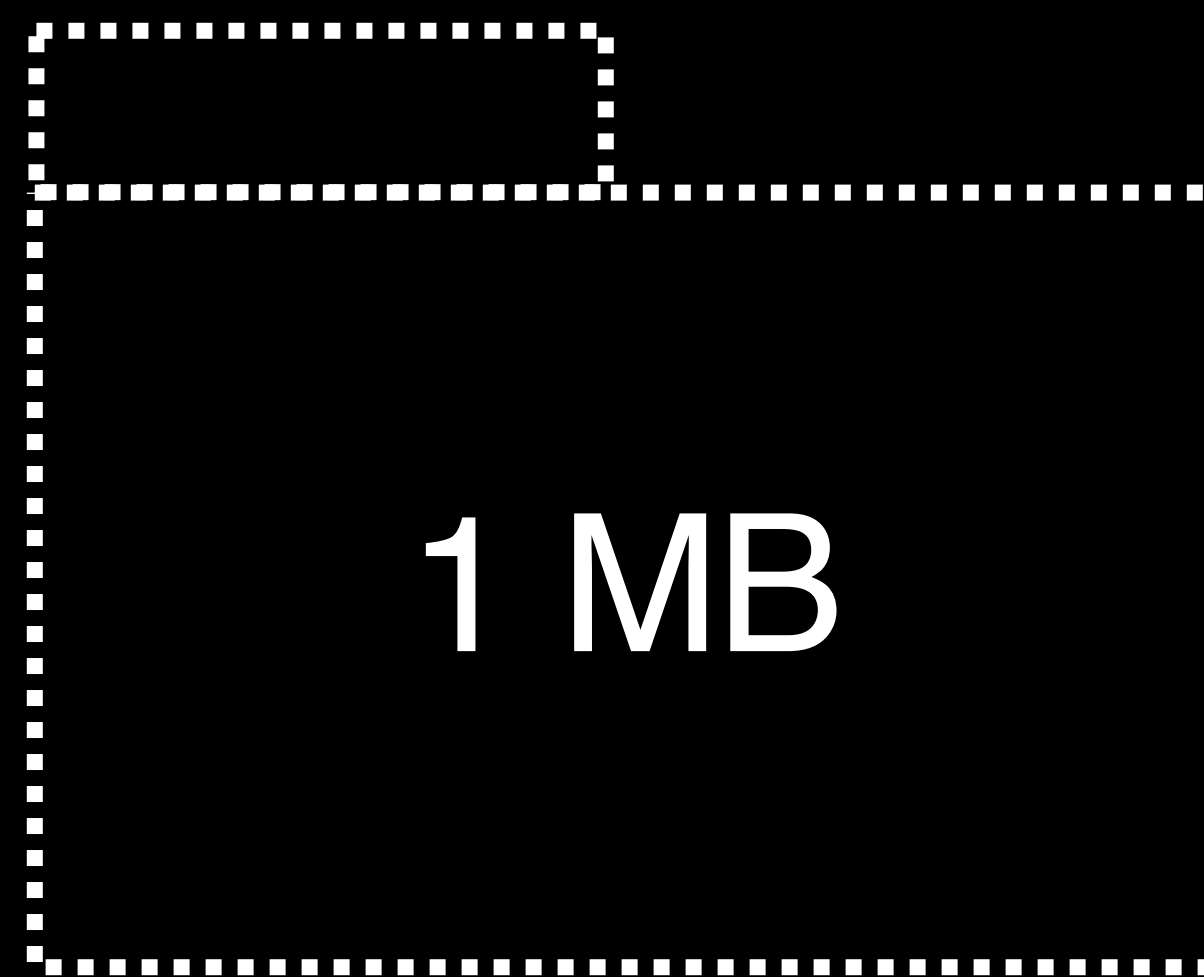
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lacula id diam a interdum. Quisque eu sodales est, vel frugiat odio. Integer sit amet ante varius, rhoncus magna et, scelerisque justo. Aliquam sed tellus vitae diam semper pharetra.

"Our house is an oldery one where everything has a place, each time I open the fron door, I can sense the tranquility"

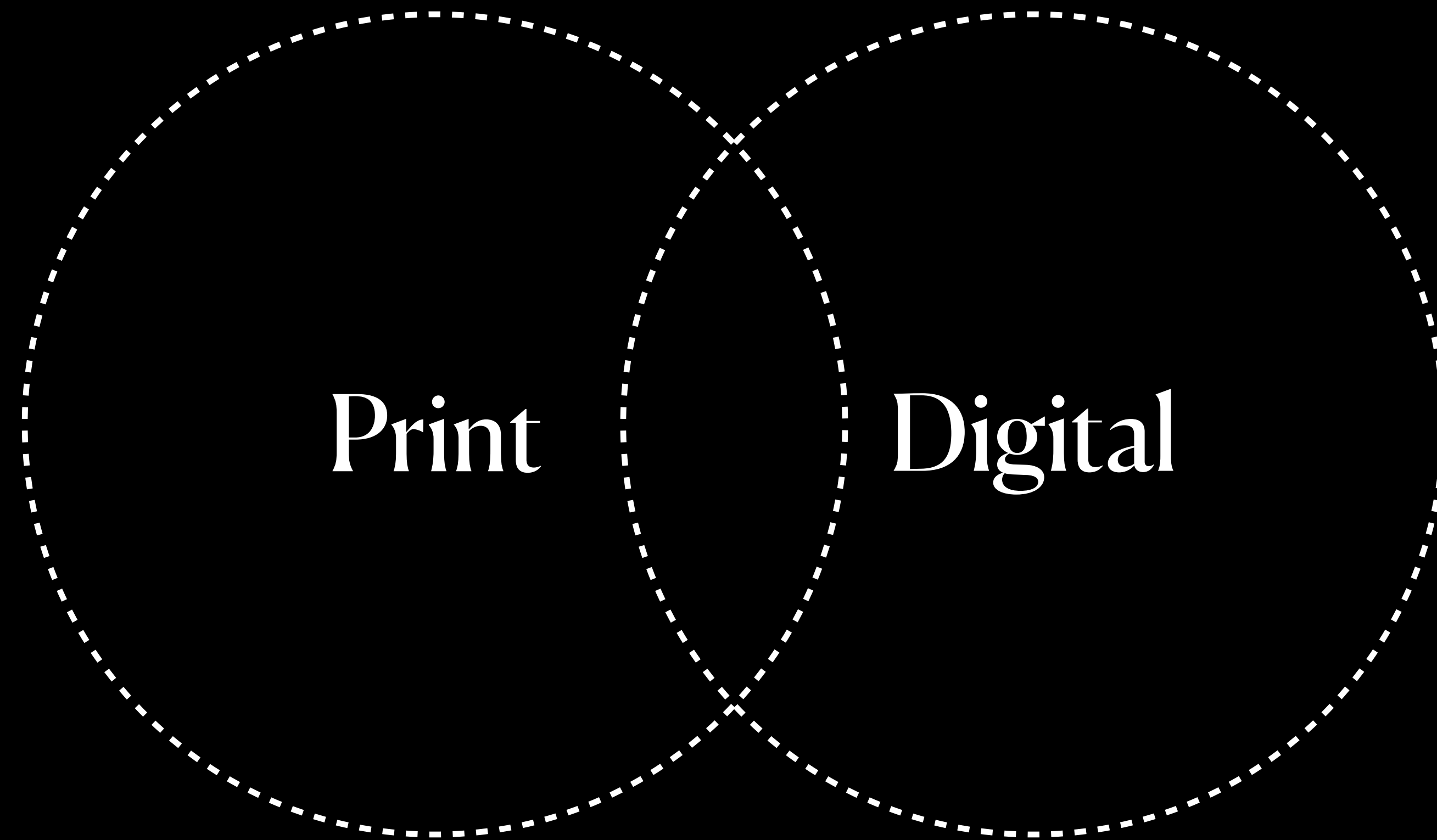
✕ Claudia Garza/
Mail: claudia@4thwall.com
Cel: +52 1099 1932

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lacula id diam a interdum. Quisque eu sodales est, vel frugiat odio. Integer sit amet ante varius, rhoncus magna et, scelerisque justo. Aliquam sed tellus vitae diam semper pharetra. Maecis a tempus erat, a portitor nisl. Fusce tempus, risus eu lobortis dapibus, eros massa molestie ante, mattis placerat. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lacula id diam a interdum. Quisque eu sodales est, vel frugiat odio. Integer sit amet ante varius, rhoncus magna et, scelerisque justo. Aliquam sed tellus vitae diam semper pharetra. Maecis a tempus erat, a portitor nisl. Fusce tempus, risus eu lobortis dapibus, eros massa molestie ante, mattis placerat. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lacula id diam a interdum. Quisque eu sodales est, vel frugiat odio. Integer sit amet ante varius, rhoncus magna et, scelerisque justo.





Branding



Print

Digital

(02)

Branding

(03)

Product

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

[LEARN ABOUT OUR PRODUCTS](#)

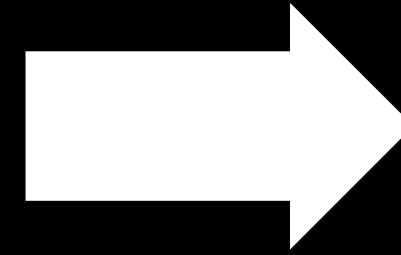


Turn Any Digital Content Into An
Educational *Opportunity*



see
words

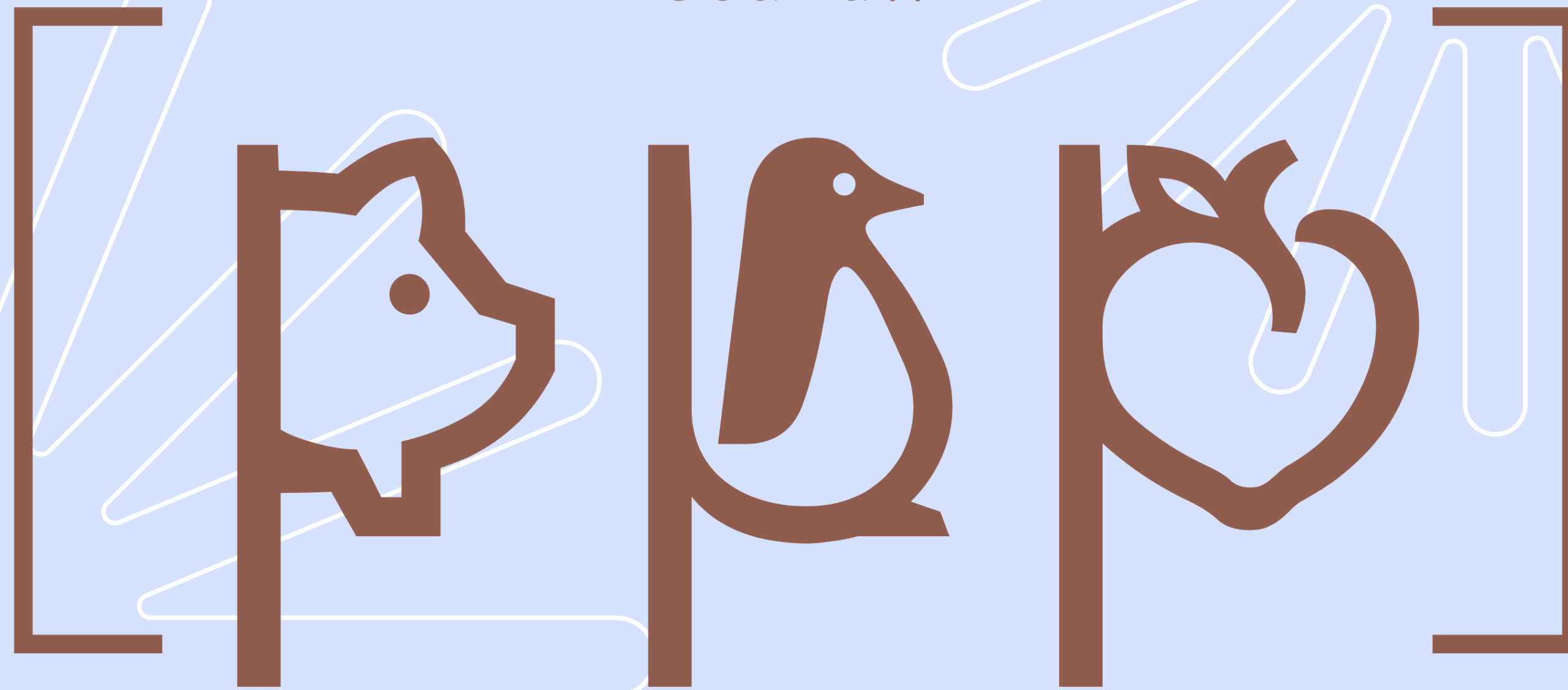
↑
Accessible Learning
See Words Anywhere




Learning method
accessible to
struggling readers.

Each letter has three
different icons *per sound*.

← Sound#1 →



Pig ↔ Penguin ↔ Peach



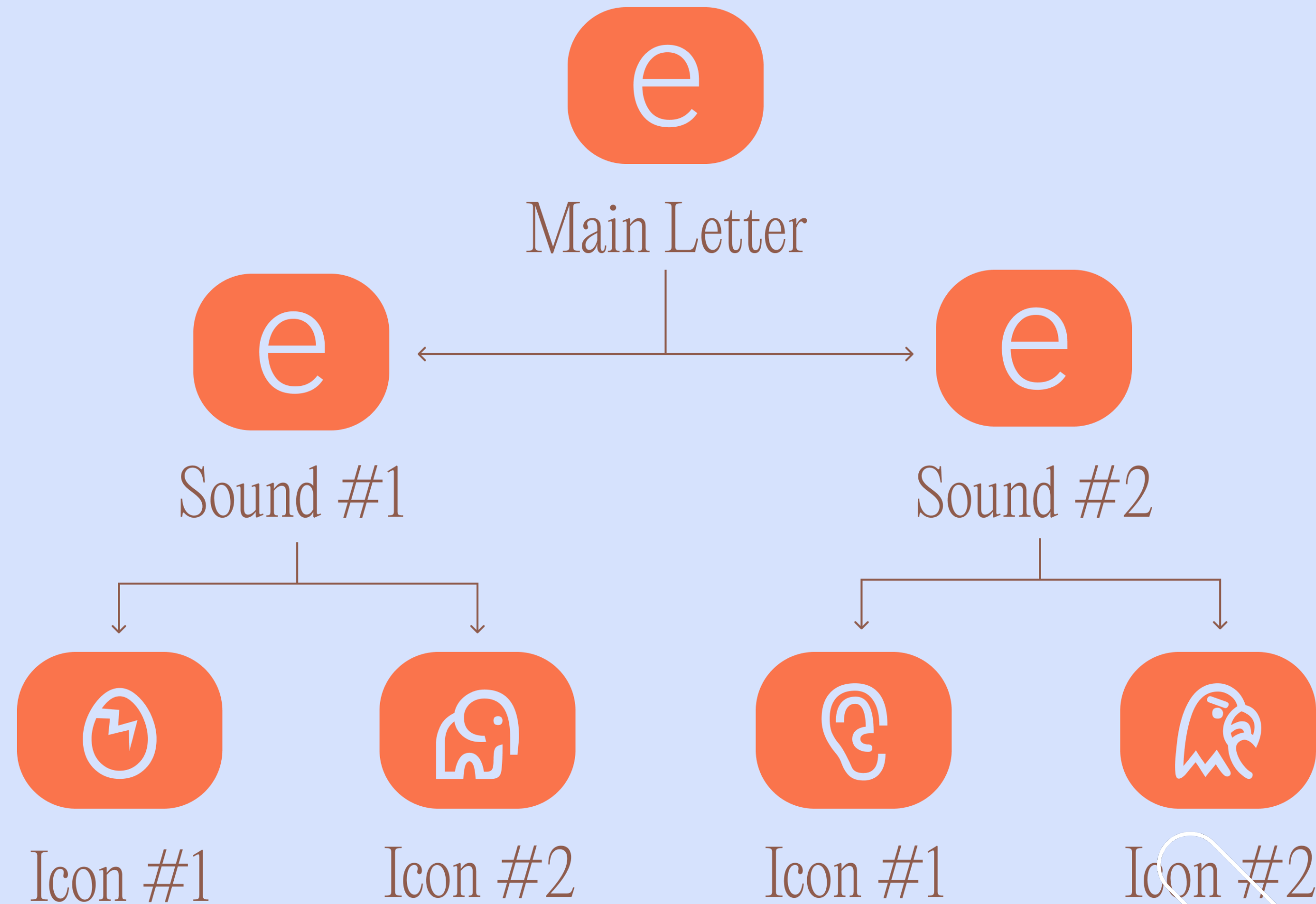
Just *hover* on the text and
the icons will *guide* you.

on (pig) nk



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.

10:00



☰ **Forbes**

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FORBES > INNOVATION > CONSUMER TECH

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.



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This Startup Is Using Design To Help Everyone Learn To Read

Liz Engel
Former Contributor ⓘ

Feb 10, 2020, 10:00 AM

▶ Listen to article 7 minutes

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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