FUSTAT PROJECT

LATIN SCRIPT PROPOSAL

02 Overview

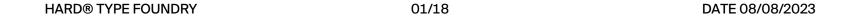
05 Weights

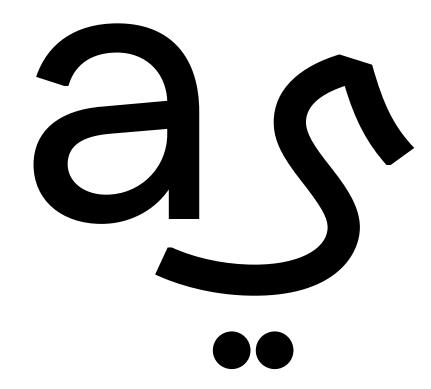
07 Details

16 Text texture proof

17 Final question

18 Next steps







adhesion

adhesion adhesion adhesion

ExtraLight 70 pt

Light 70 pt

Regular 70 pt

Medium 70 pt

SemiBold 70 pt

Bold 70 pt

ExtraBold 70 pt

lasagna

ExtraLight 70 pt

Light 70 pt

Regular 70 pt

Medium 70 pt

SemiBold 70 pt

Bold 70 pt

ExtraBold 70 pt

lasagna lasagna lasagna lasagna lasagna asagna FUSTAT PROJECT LATIN SCRIPT PROPOSAL Details. Letters developed to define the look & feel. Regular weight

adbapg hnrittil

LATIN SCRIPT PROPOSAL
Details.
Letters developed to define
the look & feel. ExtraLight
weight

DATE 08/08/2023

FUSTAT PROJECT LATIN SCRIPT PROPOSAL Details. Letters developed to define the look & feel. ExtraBold weight

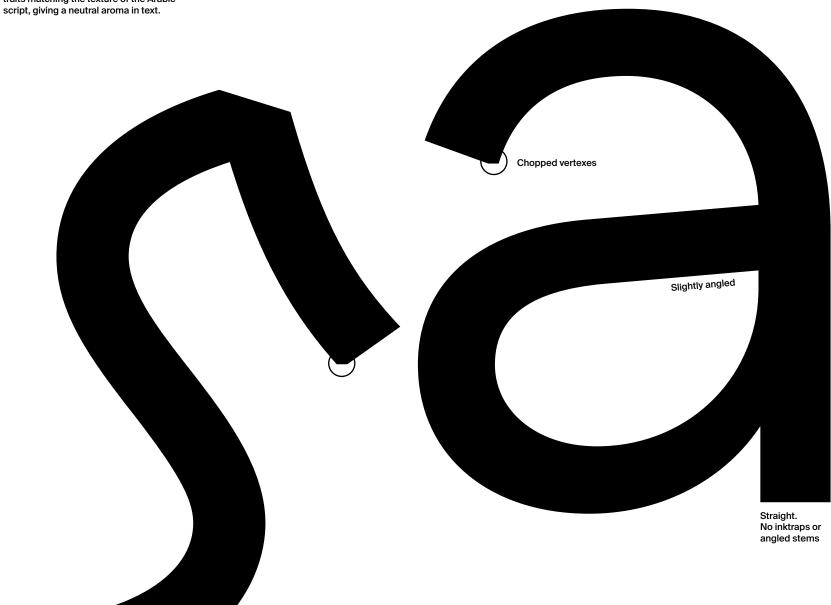
adbapa agseo hnrutfil

HARD® TYPE FOUNDRY

Details. Stylistic set



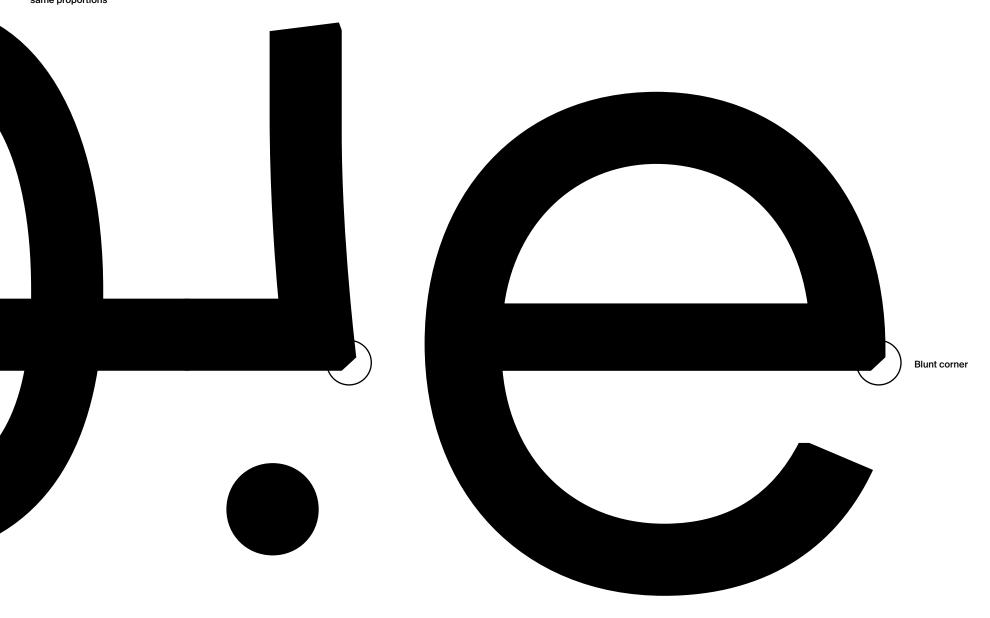
In lowercase letters there's a predominant use of round monolinear forms with sweet boucles but strong and straightforward traits matching the texture of the Arabic script, giving a neutral aroma in text



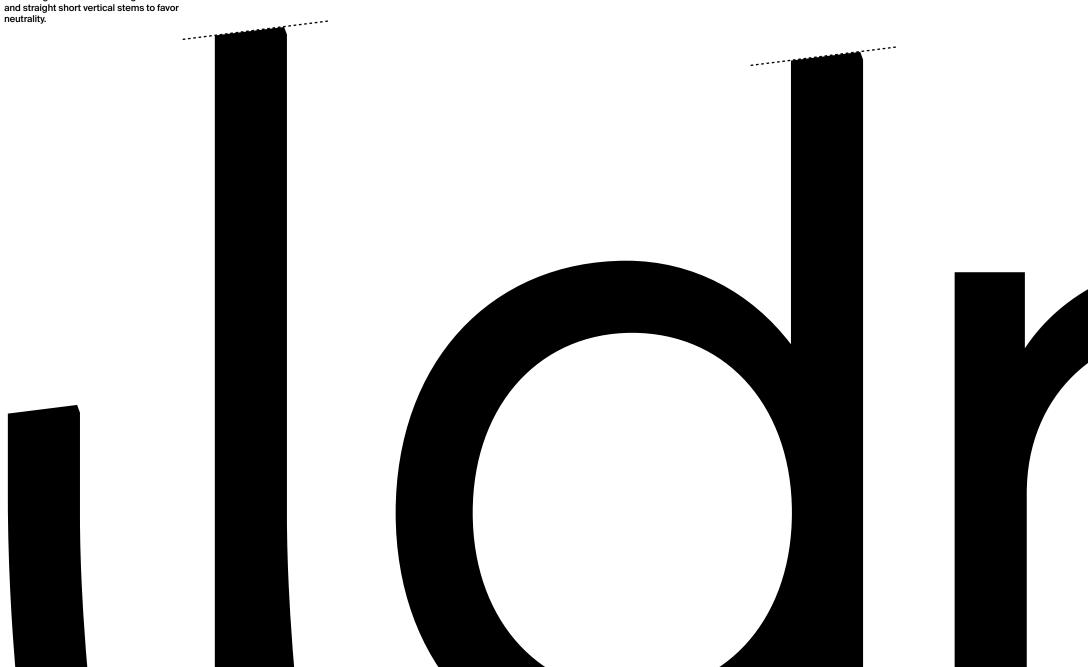
HARD® TYPE FOUNDRY

12/18

The features designed in Arabic are extrapolated to the Latin forms keeping the same proportions



Same angled terminals in long ascendents and straight short vertical stems to favor neutrality.

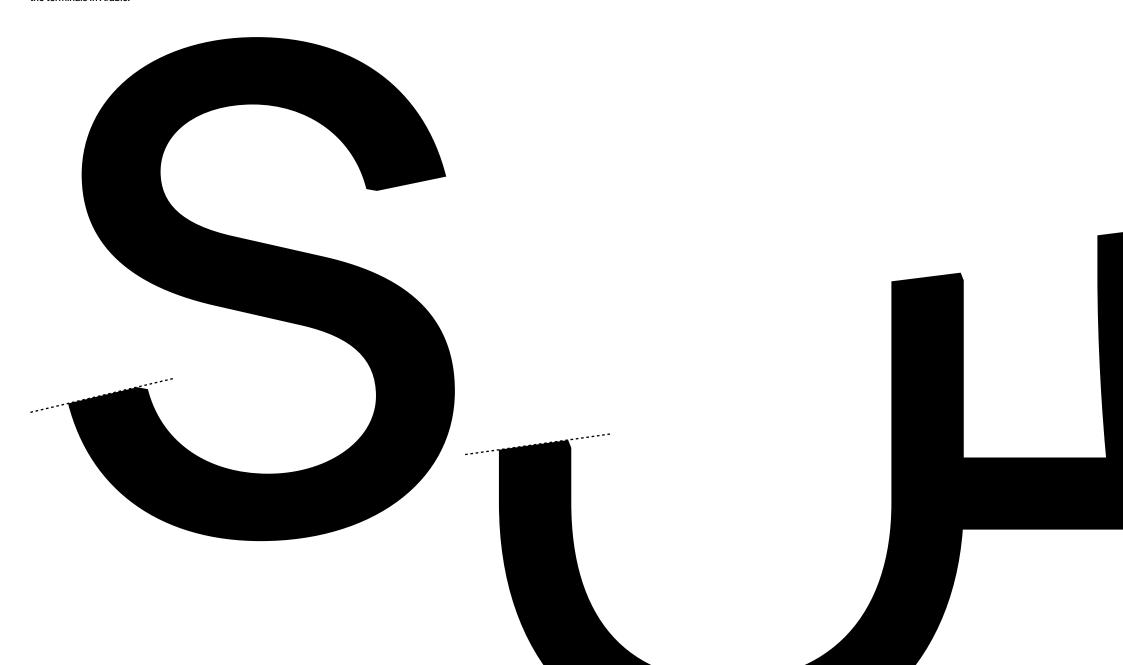


HARD® TYPE FOUNDRY

14/18

DATE 08/08/2023

Horizontal ends slightly angled to match the terminals in Arabic.



Straight projections to contribute the verticality in the texture of the text.



night flashtubes

beholding to bes houting of blandisher and blathering le bluefish bluntheads for boarfish

fingerholds and selfdoubting is beardfish beshrouding le bunfights et dragonfish and farsighted fearnoughts is a fightable end fingerhold und furbished le globefish in godfathers groundfish of outflashing il shoulderbag of unfrighted the anglerfish bandfish of beholdings blatherings at blueshift breathful est bunfight un dear bought of eightfold fatherings in fearnou ght of flashtube so flaughted flaughters and flintheads are floribundas flourished of forenights in fraughten froughiest of glandiferous outflashed shiftable subhea ding in threadfins so thunbergias and ton

night flashtubes

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night flashtubes

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lO pt

22 pt

11 pt

FUSTAT PROJECT LATIN SCRIPT PROPOSAL Final question: Should we keep the cuts or go with a more classic/neutral look with sharp corners?

2023 08 11	Look & Feel. Proposal in 3 masters	In progress
2023 09 01	BETA 01: Basic set delivery in Regular master	
2023 09 15	BETA 02: Complete set delivery in Regular master	
2023 10 06	BETA 03: Complete set delivery in 3 masters	
2023 10 20	Testing	
2023 10 27	Final delivery for production	
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