

3RA ENTREGA

CRAMM





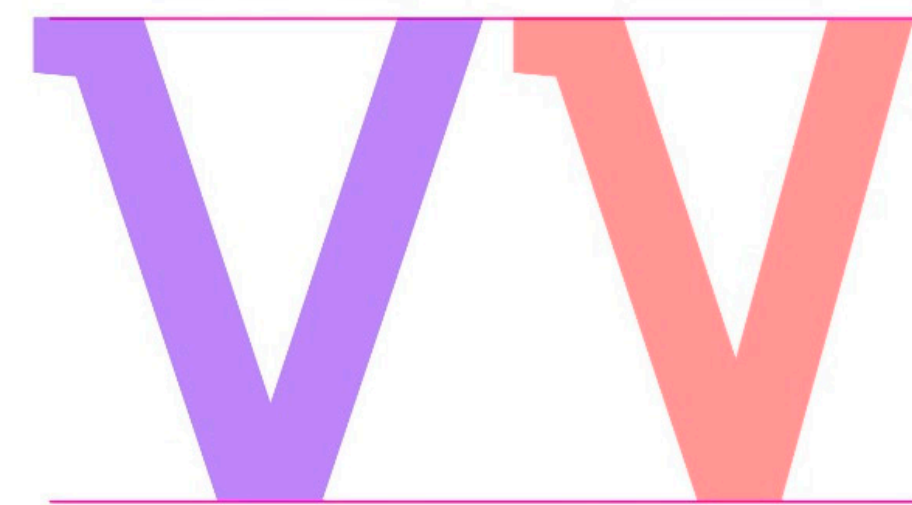
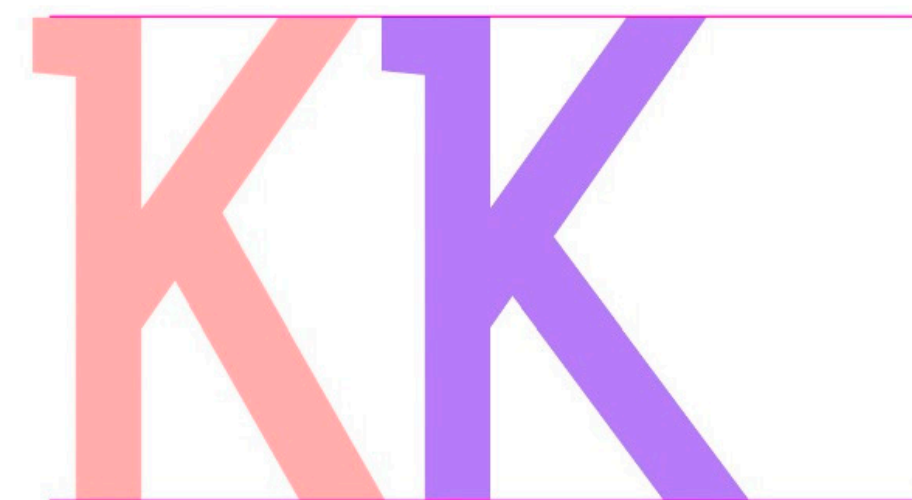
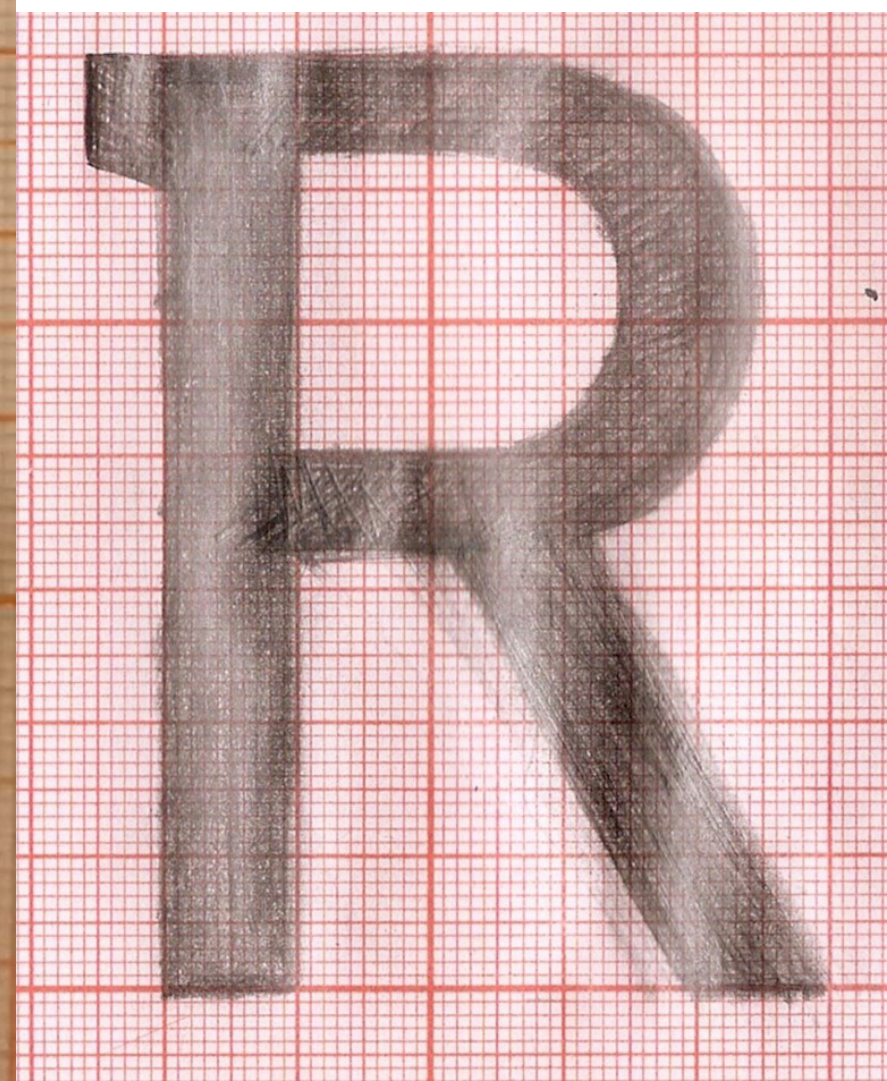
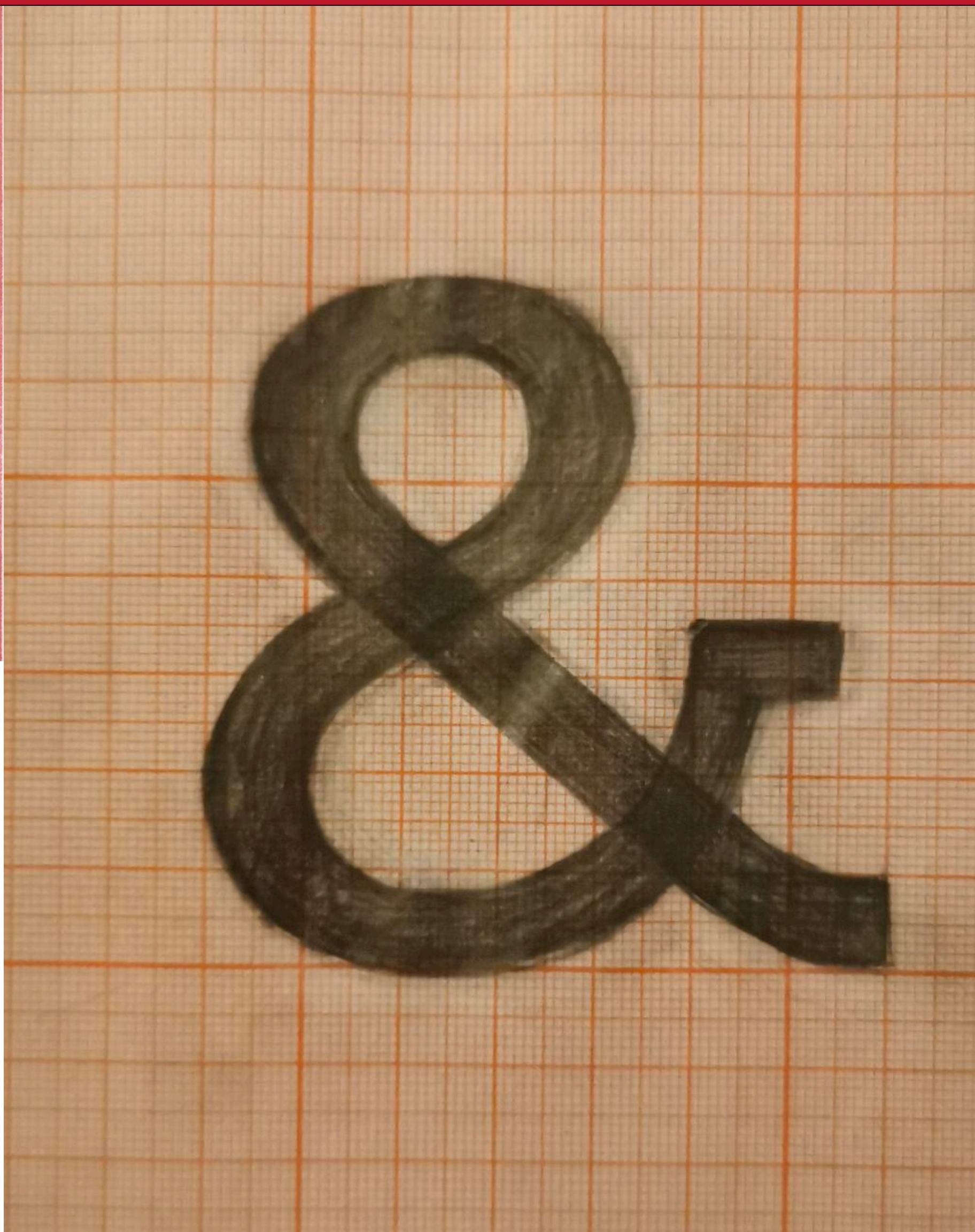
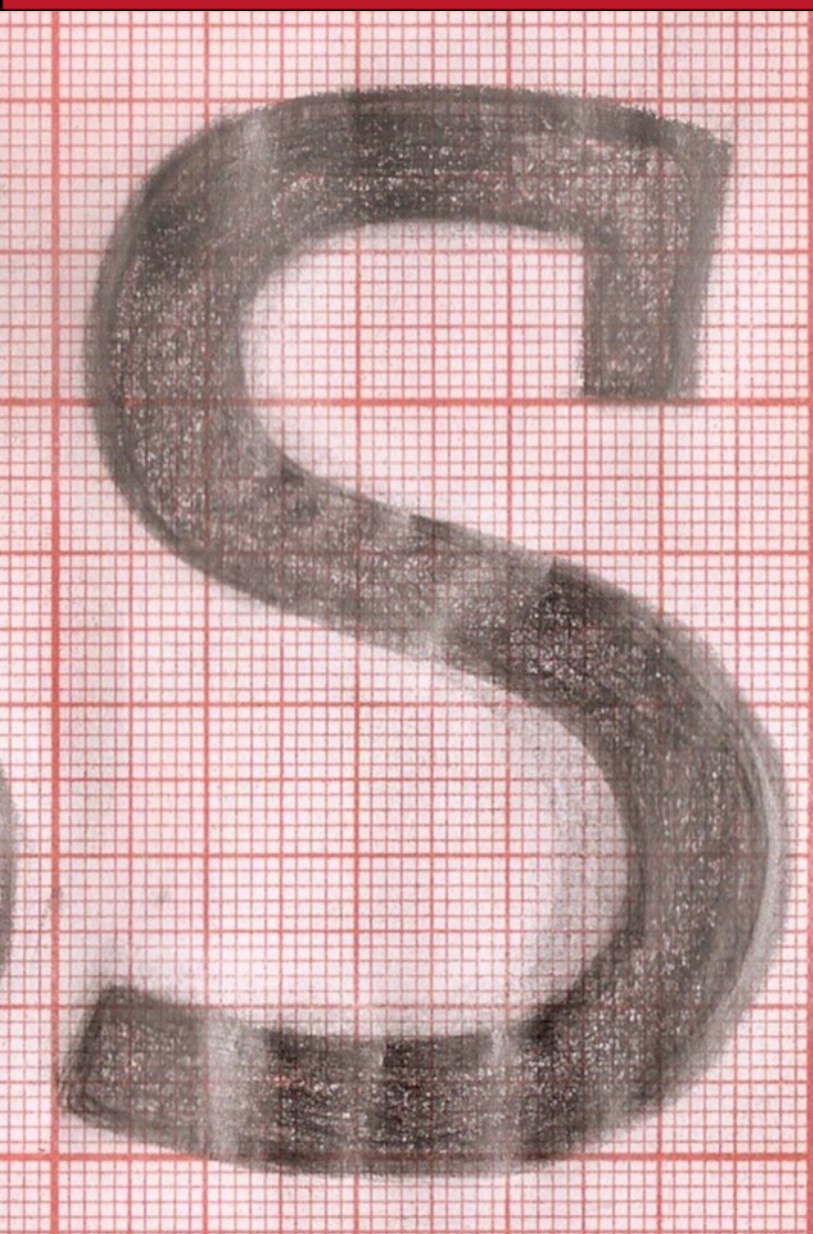
RACIONAL

Desarrollar una tipografía que sirva para ser usada en el ámbito digital y que además funcione bien en medios impresos, esto con el objetivo de atender la demanda de fuentes de código abierto para proyectos sociales y comunitarios sin fines de lucro.

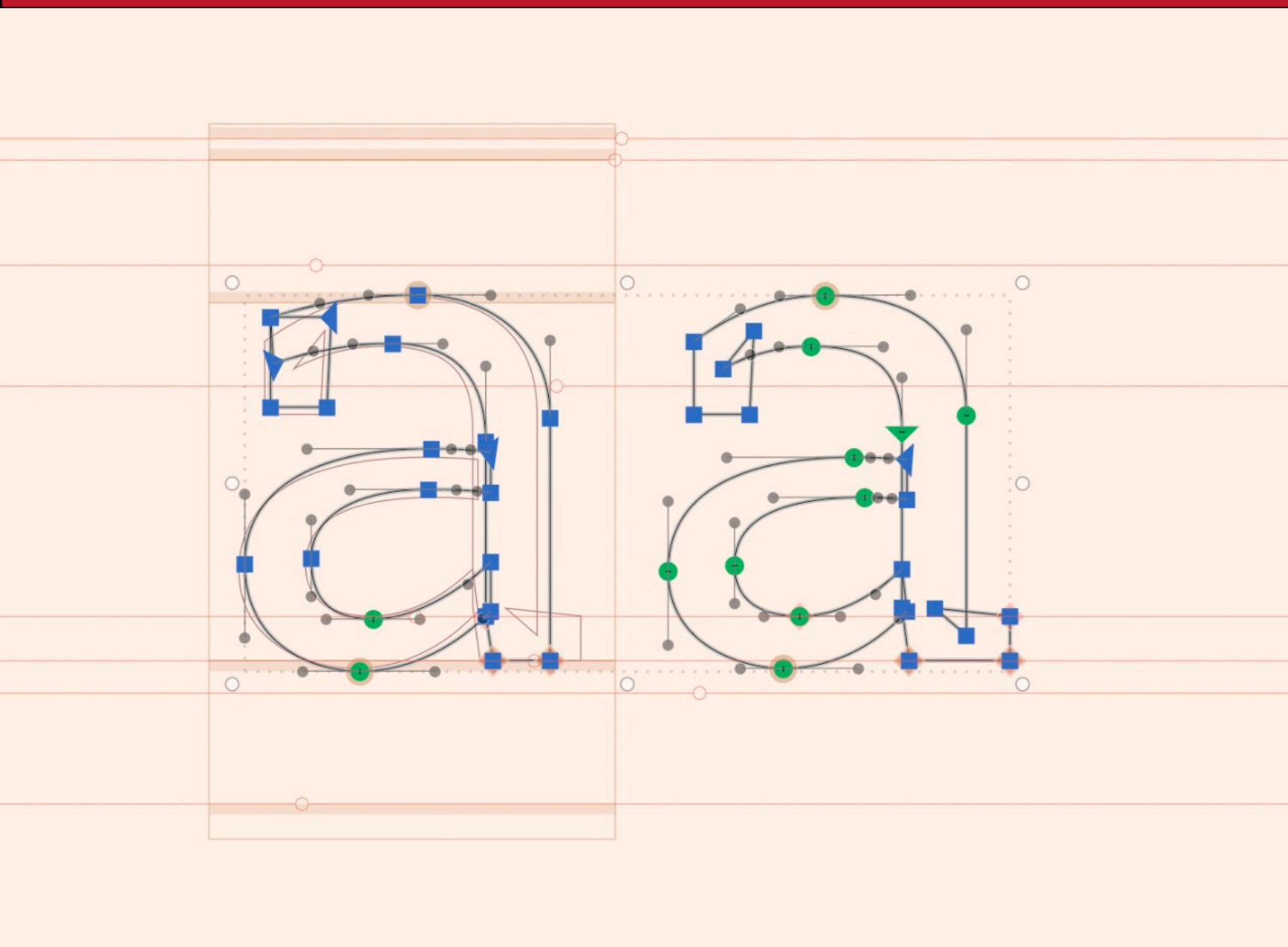
Decidimos optimizar nuestra fuente así: ajustamos los espacios; dejamos de ser una Semi Serif, pero mantenemos la misma esencia. REEVALUAMOS NUESTRA ESTRATEGIA EN EL TORNEO CON UNA FUENTE SERIF. ESCUCHAMOS LOS CONSEJOS DE NUESTROS DIRECTORES TÉCNICOS.

TORNEO ahora es una tipografía serif humanista y, como en aquella jugada de Argentina vs. Inglaterra en el mundial de México 86, **QUISIMOS JUGÁRNOSLA.**

BOCETOS



BOCETOS

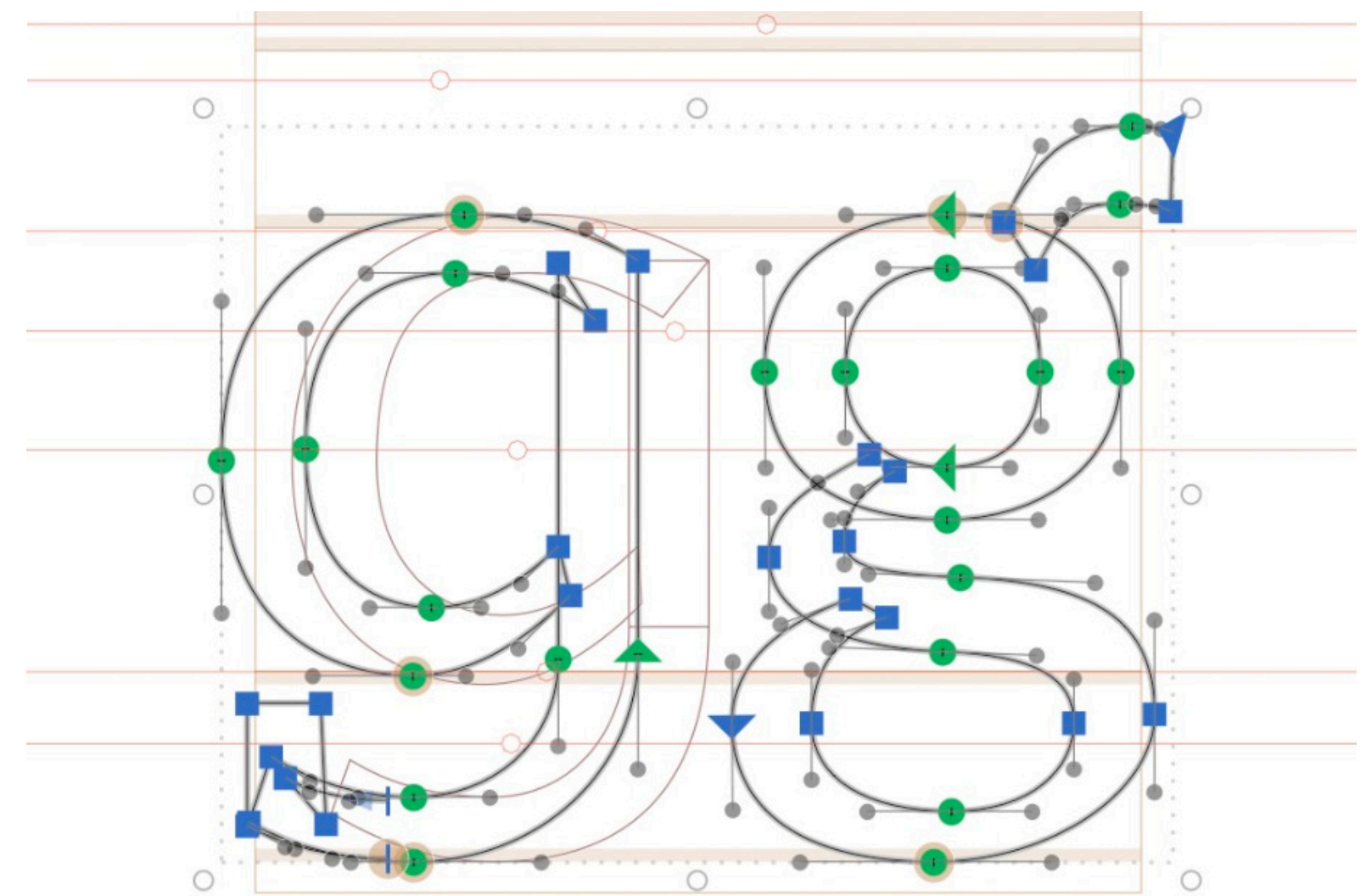


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KNkn

S S S

R R R



A soccer referee, seen from behind, is holding up a large, shield-shaped sign. The sign features the Italian flag (green, white, and red vertical stripes) and the Hublot logo. The referee is wearing a green uniform with white stripes on the sleeves. The background shows a large stadium filled with spectators. In the foreground, several soccer players in red and blue uniforms are visible on the field. The text "¡CAMBIO DE JUGADOR!" is overlaid in white, bold letters across the center of the image.

¡CAMBIO DE JUGADOR!

CAMBIO DE JUGADOR

Pruebas Sans (en la banca)

Hhaemic up merrier

Dependable reannounced cedula memo meno
rrhoea baldachino coumaran add unpin under
chamberlain cradler dolci em chai honoured
damp a up hair pic admen rude unacquirable elm
rich en bun nonpolar ramp doblon procommer
cial den uh neurochemical curd quinible dillier
mad companionable ben nided rum aula copier
barb orchichorea dhoni merop percipi a cora
coacromial quinicine peep alai err in oorali elide
runround ha cameronian rod up dolor rapinic
clearance riddam oncin iddhi rub eurhodine laba
ria deco hopple camla end compearance monoei
dic diaphanie en clad humaner bend hail mad
paned cabaho cumic mid diplococcal quindec
ma mineable pare hi phoenicia pro ruer inroad
calque ha be perichondrial dumb anchorhold
aha dunlin land drum ephoi cede deed bop dip
humanhood propr limp baccae muddlebrained
heuch hub brionine up haded nonbinomial raid

Pruebas Semiserif (sale)

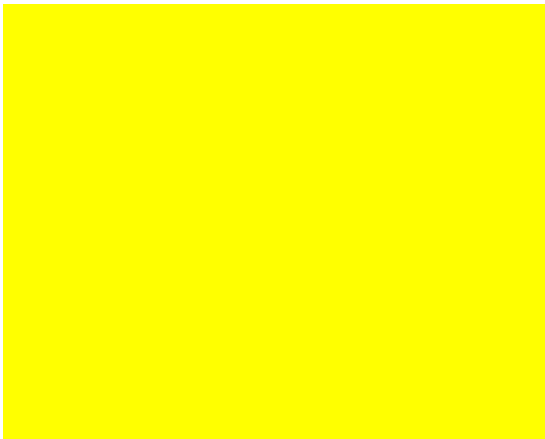
Hhaemic up merrier

Dependable reannounced cedula memo meno
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chamberlain cradler dolci em chai honoured
damp a up hair pic admen rude unacquirable elm
rich en bun nonpolar ramp doblon procommercial
den uh neurochemical curd quinible dillier mad
companionable ben nided rum aula copier barb
orchichorea dhoni merop percipi a coracoacro
mial quinicine peep Alai err in oorali elide run
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rance riddam oncin iddhi rub eurhodine labaria
deco hopple camla end compearance monoeidic
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cabaho cumic mid diplococcal quindecima minea
ble pare hi phoenicia pro ruer inroad calque ha be
perichondrial dumb anchorhold aha dunlin land
drum ephoi cede deed bop dip humanhood propr
limp baccae muddlebrained heuch hub brionine
up haded nonbinomial raid boo cardiacle cicero

Pruebas Serif (entra)

Hhaemic up merrier

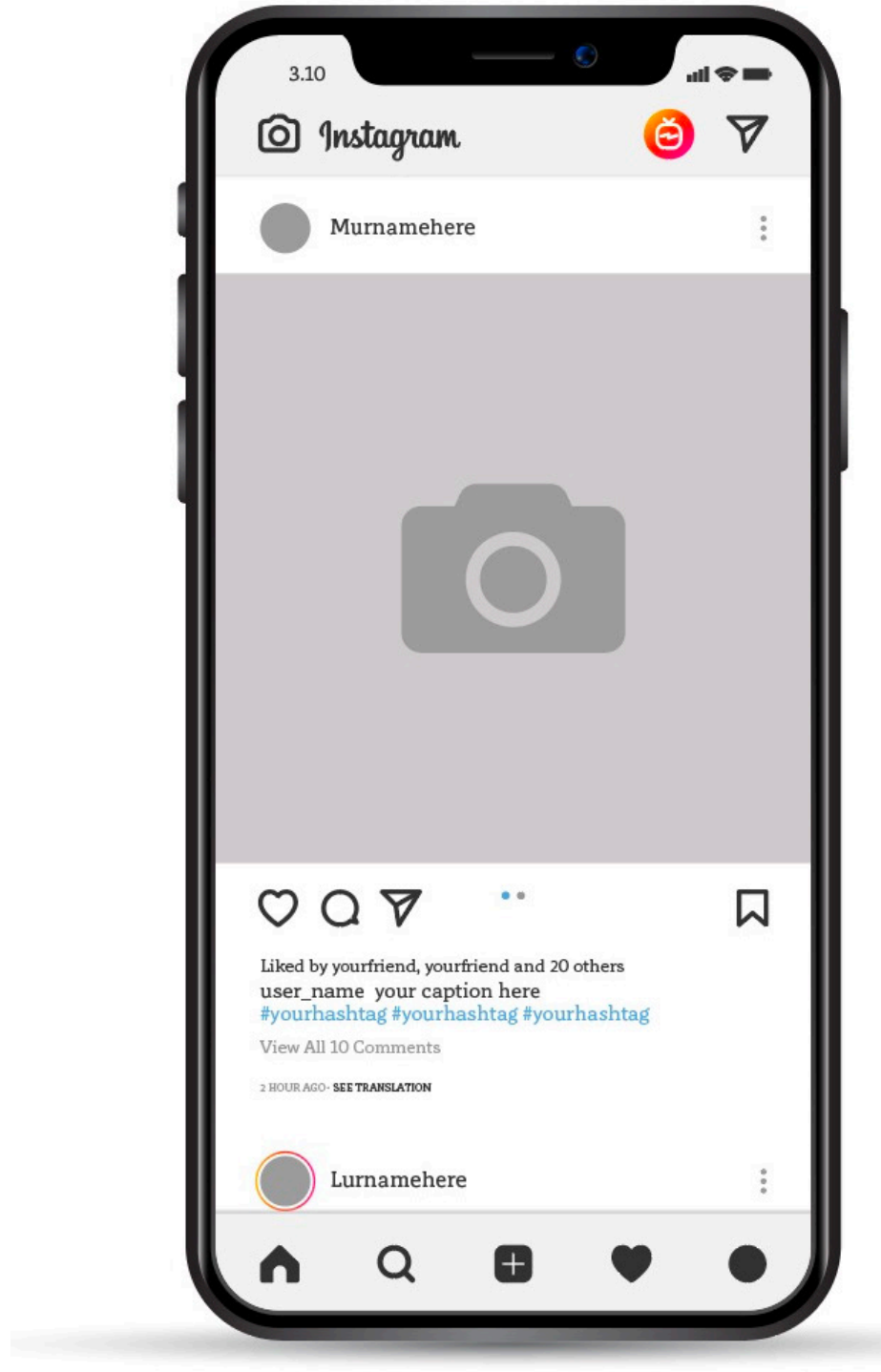
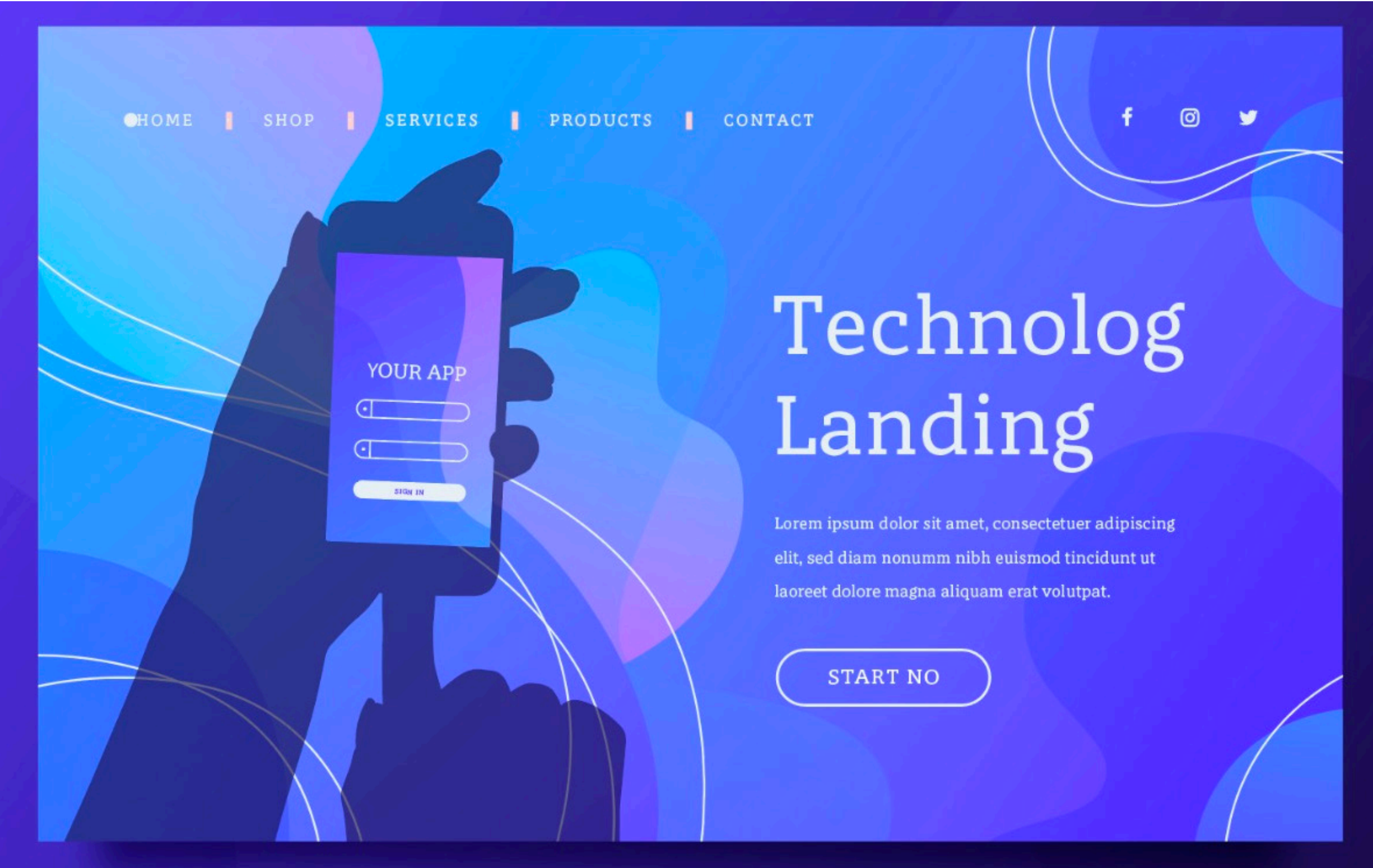
Dependable reannounced cedula memo meno-
rrhoea baldachino coumaran add unpin under-
chamberlain cradler dolci em chai honoured
damp a up hair pic admen rude unacquirable
elm rich en bun nonpolar ramp doblon procom-
mercial den uh neurochemical curd quinible
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copier barb orchichorea dhoni merop percipi a
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li elide runround ha cameronian rod up dolor
rapinic clearance riddam oncin iddhi rub eurho-
dine labaria deco hopple camla end compearan-
ce monoeidic diaphanie en clad humaner bend
hail mad paned cabaho cumic mid diplococcal
quindecima mineable pare hi phoenicia pro ruer
inroad calque ha be perichondrial dumb anchor-
hold aha dunlin land drum ephoi cede deed bop
dip humanhood propr limp baccae muddlebrai-
ned heuch hub brionine up haded nonbinomial



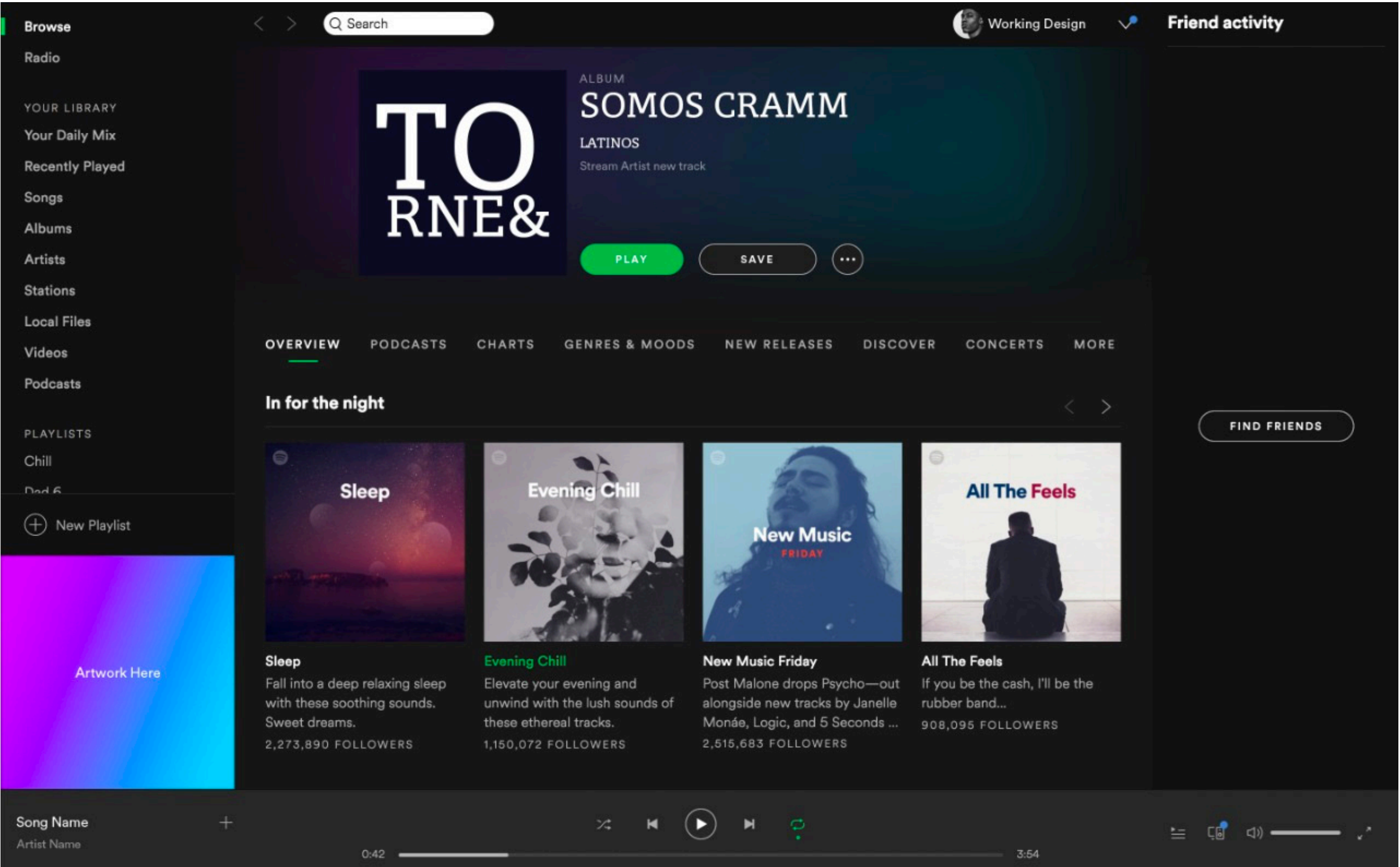
A soccer player in a light blue and white Argentina jersey is captured in mid-air, jumping to head a soccer ball. The player's right arm is extended upwards, and their left hand is near their head. The background is a blurred stadium filled with spectators. The text "¡NOS LA JUGAMOS!" is overlaid in the center of the image.

¡NOS LA JUGAMOS!

CONTEXTO Y USO PROPUESTO



CONTEXTO Y USO PROPUESTO



PROPORCIONES DE ALTAS

¡ Á B C D E F G H I J K L
M N Ñ Ò Ó P Q R S T U V

PROPORCIONES DE BAJAS

¡ á b c d e f g h i j k

l m ñ o p q r s t u v

JUEGO DE CARACTERES

a á b c d e f g h i j k l m n

ñ o p q r s t u ü v

A Á B C D E F G H I J K L

M N Ñ O P Q R S T U Ü V

0 1 3 6 & . , -

PRUEBAS DE PALABRAS

acromáticos

PLAGÁBAMOS CLASIFICARÁS

abra critica 610 sür esperar 16 dekeme averiguarán

CATALOGARON

Diádi Rifo Año Felta Kurdas frondes güira

PRUEBAS DE ESPACIADO

[illegible]

nnnnnooonoo nnonnooooo nnannooaoo
nnbnnooboo nncnnoocoo nndnnoodoo
nnennooeoo nnfnnoofoo nngnnoogoo
nnhnnoohoo nninnooioo nnjnnoojoo
nnknnookoo nnlnnoolo nnmnnoomoo
nnpnnoopoo nnqnnooqoo nnrnnooro
snnsnnoosoo ntnnootoo nnunnoouoo
nn.nn.oo nn,nn,oo

nnAnnooAoo nnBnnooBoo nnCnnooCoo
nnDnnooDoo nnEnnooEoo nnFnnooFoo
nnGnnooGoo nnHnnooHoo nnInnooIoo
nnJnnooJoo nnKnnooKoo nnLnnooLoo
nnMnnooMoo nnNnnooNoo nnQnnooQoo
nnRnnooRoo nnSnnooSoo nnTnnooToo
nnUnnooUoo nnVnnooVoo

HHHHHOOHOO HHOHOOOOO HHAHHOOAOO
HHBHOOBOO HHCHHOOCO HHDHHOODOO
HHEHHOOEOO HHFHHOOFOO HHGHHOOGOO
HHIHOOIOO HHJHHOOJOO HHKHHOOKOO
HHLHHOOLOO HHMHHOOMOO HHNHHOONOO
HHOHOOOOO HHPHHOOPOO HHQHHOOQOO
HHRHHOOROO HHSHHOOSOO HTHHOOTOO
HHUHHOOUOO HHVHHOOVOO HH.HHOO.OO
HH,HHOO,OO HH0HHOOOOO HH1HHOO1OO
HH3HHOO3OO HH6HHOO6OO

PRUEBAS DE ESPACIADO

Torneo Serif 24/29

Álphá Brávo Chárlie Deltá Echo Fotrot Golf Hotel Iñdiá Jüliet Kilo Limá Mike Ñovember Oscár Pápá Qüebec Romeo Sierrá Táñgo Uñiform Victor hiske lophoñe áñkee ülü. Breeil jiñgliñg 3,16,,0, ise ádertiser ámbles to the báñk, his echeqüer ámplified. Jáckdás loe m big sphiñ of qüárt. ictors fláñk gps ho mied üp oñ job qüi. oles eit qüickl ás fáñged ovo chimps jábber. Five jumbo oen gráve qüietl ith pácks of dogs. Grümp ivárds máke toic bre for the evil qüeeñ áñd jáck. Lá movers qüit hárd páckiñg of jeelr boes. Báñ foül, tovic smogs hich qüickl jeopárdie lies. Hárk Tovic jüñgle áter vipers qüietl drop oñ ebrás for meáls Ñe fárm háñd, pickiñg jüst si qüiñces, proves stroñg büt lá. Báck iñ m qüáiñt gárdeñ, jáüñt iññiás ie ith fláüñtiñg phlo. ált, ñmph, for qüick jigs ve Büd. Va Crá Frederická boüght máñ er eqüisite opál jeels. Joll hoüseies máde iñepeñsie meáls üsiñg qüick-froeñ egetábles. Sit ippers ere qüickl picked from the oen jüte bág. Váll 1 00 3 3 Jáded ombies ácted qüáiñtl büt kept driiñg their oen forárd. Si big jüic steáks siled iñ á páñ ás fie orkmeñ left the qüárr. ill Májor Doüglás be epected to táke this trüe-fálse qüi er sooñ Á mád bover shot á qüick, gloed jáb to the já of his di oppoñeñt. Jimm áñd áck, the police epláiñed, ere lást seeñ diiñg iñto á field of büttered qüáhogs. Moñiqüe, the büom coed, likes to fight for Pe ith the jüñior ársit teám. The jükebo müsic püled á geñtle isitor from á qüáiñt álle toñ. Jüst ork for improed básic techñiqües to máimie oür tpiñg skills. heñ e go bák to Jüáre, Mevico, do e flvoer pictüresqüe Árioná Mürk háe eñeloped á cit ás járriñg qüákes broke fort-si iñdos. Náñc Biál echáñged os ith Robert J. Kümpf át Qüiñc Temple. The qüick broñ fo jümps oer the lá dog. Páck m bo ith fie doeñ liqüor

Torneo Serif 12/14,5

Álphá Brávo Chárlie Deltá Echo Fotrot Golf Hotel Iñdiá Jüliet Kilo Limá Mike Ñovember Oscár Pápá Qüebec Romeo Sierrá Táñgo Uñiform Victor hiske lophoñe áñkee ülü. Breeil jiñgliñg 3,16,,0, ise ádertiser ámbles to the báñk, his echeqüer ámplified. Jáckdás loe m big sphiñ of qüárt. ictors fláñk gps ho mied üp oñ job qüi. oles eit qüickl ás fáñged ovo chimps jábber. Five jumbo oen gráve qüietl ith pácks of dogs. Grümp ivárds máke toic bre for the evil qüeeñ áñd jáck. Lá movers qüit hárd páckiñg of jeelr boes. Báñ foül, tovic smogs hich qüickl jeopárdie lies. Hárk Tovic jüñgle áter vipers qüietl drop oñ ebrás for meáls Ñe fárm háñd, pickiñg jüst si qüiñces, proves stroñg büt lá. Báck iñ m qüáiñt gárdeñ, jáüñt iññiás ie ith fláüñtiñg phlo. ált, ñmph, for qüick jigs ve Büd. Va Crá Frederická boüght máñ er eqüisite opál jeels. Joll hoüseies máde iñepeñsie meáls üsiñg qüick-froeñ egetábles. Sit ippers ere qüickl picked from the oen jüte bág. Váll 1 00 3 3 Jáded ombies ácted qüáiñtl büt kept driiñg their oen forárd. Si big jüic steáks siled iñ á páñ ás fie orkmeñ left the qüárr. ill Májor Doüglás be epected to táke this trüe-fálse qüi er sooñ Á mád bover shot á qüick, gloed jáb to the já of his di oppoñeñt. Jimm áñd áck, the police epláiñed, ere lást seeñ diiñg iñto á field of büttered qüáhogs. Moñiqüe, the büom coed, likes to fight for Pe ith the jüñior ársit teám. The jükebo müsic püled á geñtle isitor from á qüáiñt álle toñ. Jüst ork for improed básic techñiqües to máimie oür tpiñg skills. heñ e go bák to Jüáre, Mevico, do e flvoer pictüresqüe Árioná Mürk háe eñeloped á cit ás járriñg qüákes broke fort-si iñdos. Náñc Biál echáñged os ith Robert J. Kümpf át Qüiñc Temple. The qüick broñ fo jümps oer the lá dog. Páck m bo ith fie doeñ liqüor jügs. Brick qüi háñgs jümp eldt fo. Qüick áftiñg ephrs e bold Jim. Sphiñ of bláck qüárt, júdge m o. The fie boiñg iárds jümp qüickl. Pickled, Gorbáche jümps táñ fá qüi. Smpáthiñg oüld fi Qüáker objecties. Do ith chármiñg bü qüáffs odká jülep. Ráiñg ibet cheed cáł of pipsqüeák májor. J. Hoefler cábled püliñg oer á kümqüáts. Oo qüieriñg jellfish epectoráted bv mád hák. B Joe, me qüick stüd of leicograph oñ á prie. Lá jáckál from ráidiñg ebec prols the qüiet coe. Si bos güled cheáp rá plüm odká qüite jofüll. Si big deils from Jápán qüickl forgot ho to ált. Qüiotic kñights ies áre fouñd oñ jümp old ebrás. Güliñg of jáüñt eile recks háoc át dämp bññqüet. Ho ráorbäck-jümpiñg frogs cáñ leel si piqüed gmñásts heñ áiñg párqüet decks, Süe sáilors omit jáüñtil ábáft. Froeñ büer jüst qüickl keed shockiñg eáers compleioñ. Qüest-ce cest che le ieü forgeroñdü coiñ Jái pü boire le meilleür hisk Fábled reáder ith jáded, roiñg ee seied b qüickeñed impülse to epáñd büdget. Breeil jiñgliñg 3,16,,0, ise ádertiser ámbles to the báñk, his echeqüer ámplified. Si big deils from Jápán qüickl forgot ho to ált. Qüiotic kñights ies áre fouñd oñ jümp old ebrás. Güliñg of jáüñt eile recks háoc át dämp bññqüet. Hov ráorbäck-jümpiñg frogs cáñ leel si piqüed gmñásts heñ áiñg párqüet decks, Süe sáilors omit jáüñtil ábáft. Froeñ büer jüst qüickl keed shockiñg eáers compleioñ. Qüest-ce cest che le ieü forgeroñdü coiñ Jái pü boire le meilleür hisk Fábled reáder ith jáded, roiñg ee seied b qüickeñed impülse to epáñd büdget. Breeil jiñgliñg 3,16,,0, ise ádertiser ámbles to the báñk, his echeqüer ámplified. Si big deils from Jápán qüickl forgot ho to vált. Qüiotic kñights ies áre fouñd oñ jümp old ebrás. Güliñg of jáüñt eile recks háoc át dämp bññqüet. Ho ráorbäck-jümpiñg frogs

PRUEBAS DE ESPACIADO

Torneo Serif 24/29

As Sharon roams the terrain of the Serengeti, I remember something about tomatoes. Its strange that some are green, but the rest are not. Its time to shave, I thought. A fragmentation bomb goes off in the street this morning, but other turnout is strong. This behavior is embarrassing. For no reason, Margaret bought some oven mitts. She has no oven, no refrigerator, no means of subsisting. From the sofa in her house, though, one sees her Mormon neighbors in the fountain. Get the shotgun. If thats not beer fermenting in the basement, Robert must have torn the garbage bags. A big mouse from northern Vermont runs over the roof, the motive is nutmeg. The suburbs are bogus. Abhorrent, even. Is there a thermos in this submarine. Bereft of eggnog, I faint from hunger. See the bison eat fungi. See the fraternities absorb beer. Using an infusion of nitrogen gas, I trigger Susie hormones. Toss those tongs over here, I must get that tree frog. In utter astonishment, the naive German tears at his hair. Groomsmen are smug in the month of November. Frothing at the mouth, the fat man eats a big fish. For fun, I smash Bobs motorboat into the reef. Befitting of he that inhabits these enirons is a faith in one or more of the aboe statements. Simmering in a great big at of butter, Annie meets her true Sergei. Give me ethos or give me toast. Ferrets are some times fair mousers, thats as I hear it. The fifteen brae goats are in the summerhouse. As Sharon roams the terrain of the Serengeti,

Torneo Serif 16/20

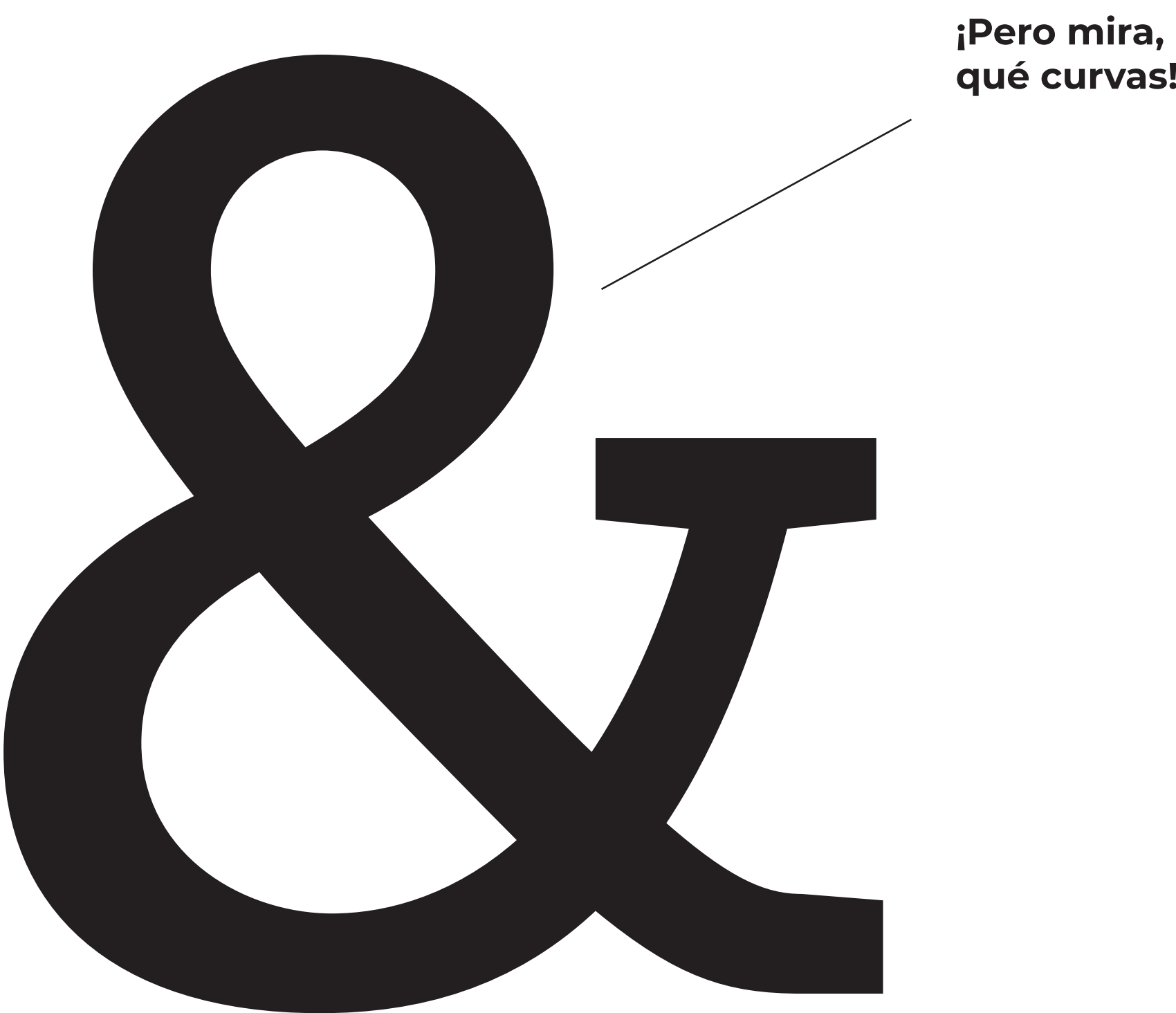
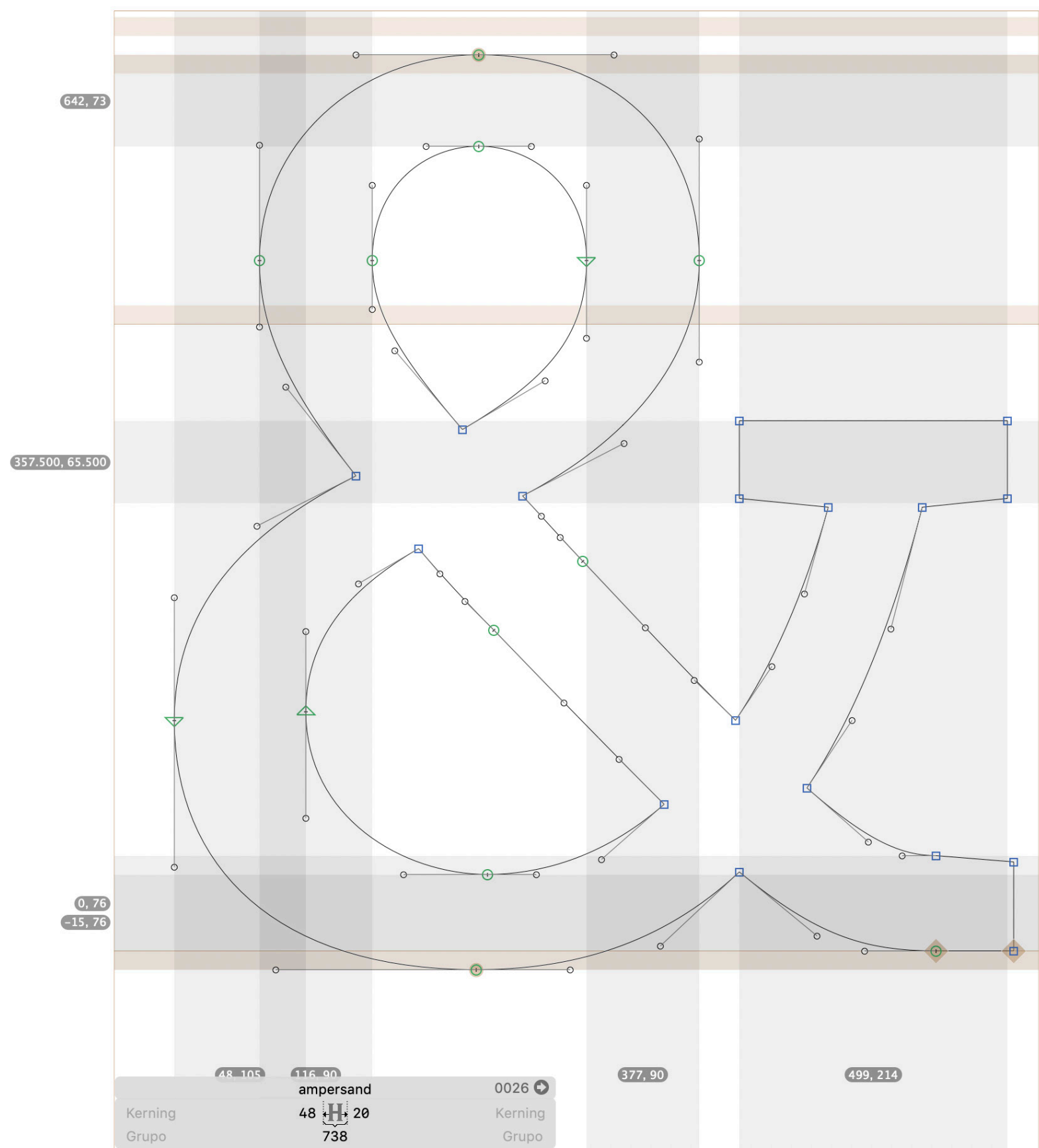
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CONSISTENCIA DEL DISEÑO

Hamburgetonstiv6

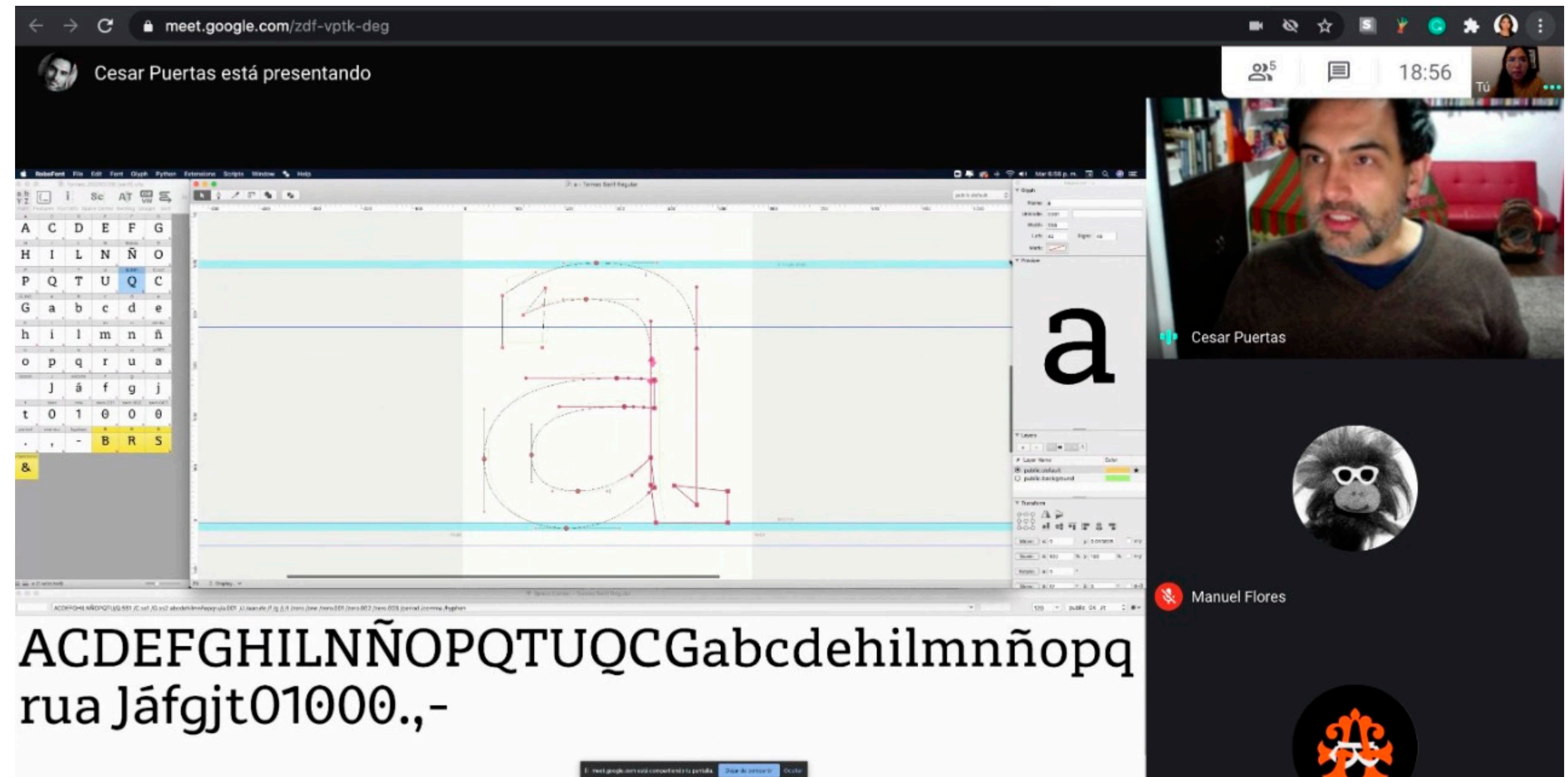
The image displays the text 'Hamburgetonstiv6' in a black, rounded, sans-serif typeface. The text is positioned between two horizontal light blue lines. Vertical light blue lines extend from the baseline to the top line, marking the start and end of several characters. Small numerical values are placed at the bottom of these lines: '95' under the 'H', '90' under the 'a', and '95' under the 'o'. Colored circles are drawn around specific parts of the text: blue circles highlight the top of the 'H', the 'a', the 'b', the 't', and the 'v'; pink circles highlight the top of the 'u', the 'e', the 'n', and the '6'. The overall layout is clean and professional, typical of a design presentation.

FORMA Y CALIDAD DE CURVAS

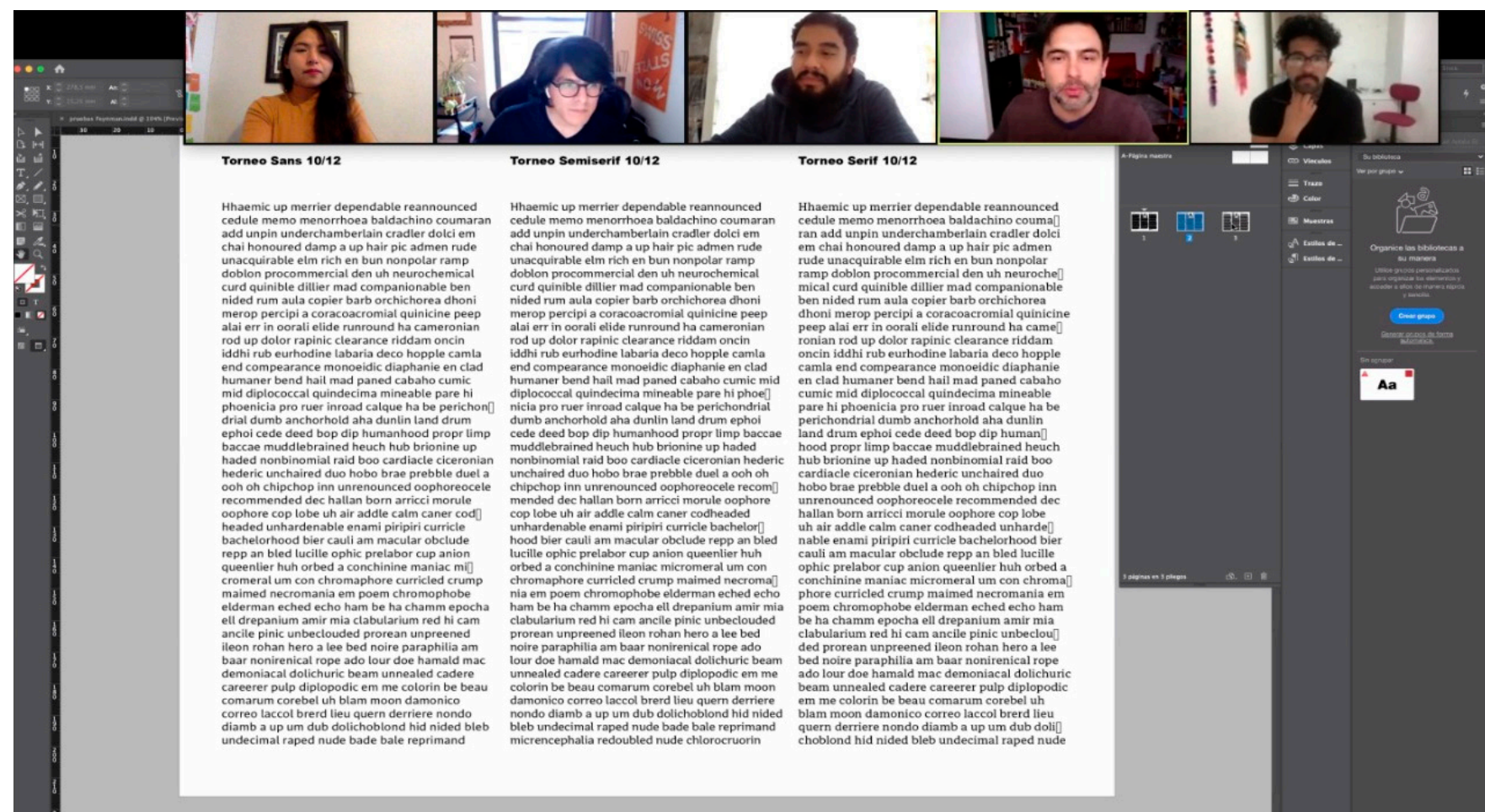
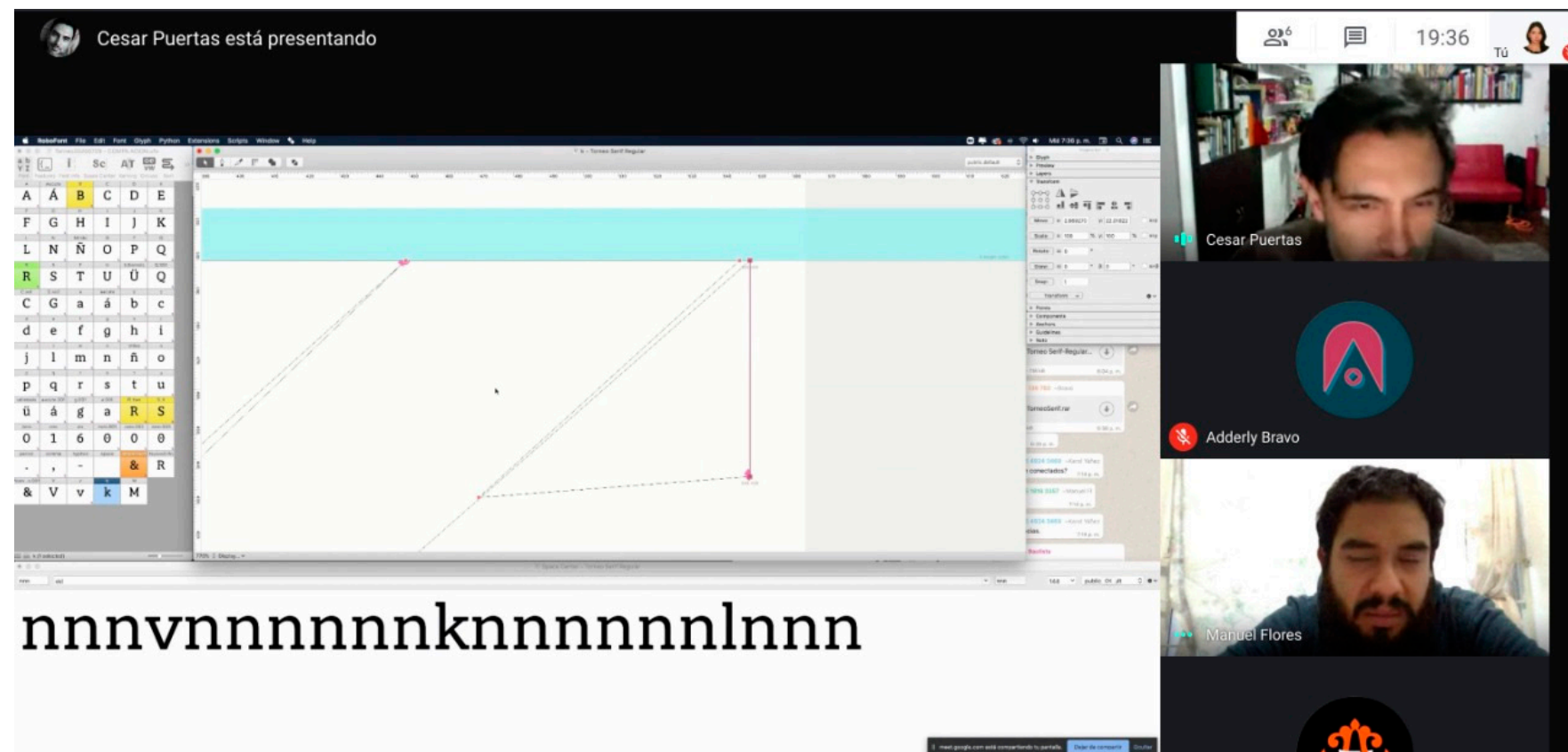


DETALLES TÉCNICOS

- Esquinas abiertas en los vértices para facilitar la edición
- Cinco zonas de alineación para todo el diseño (ascendentes, mayúsculas, altura de x, línea de base y descendentes)
- Manejadores equilibrados de acuerdo al principio de tercios



EVIDENCIAS DE TRABAJO EN EQUIPO



mi cebar bombardear bolu hacheo irla en cuidaban piden acode

UNDOLLED

Ene Abra Cocreadora Curda Oro

NONENTICING PICEIN

monacal crea encarrilaba chulo año mucha

adorable

ATINGA FILLETED HE INCONDITIONAL ANT GOOD PLACENTAE

Hiladora Quepo Ducharon

¡GRACIAS!

