



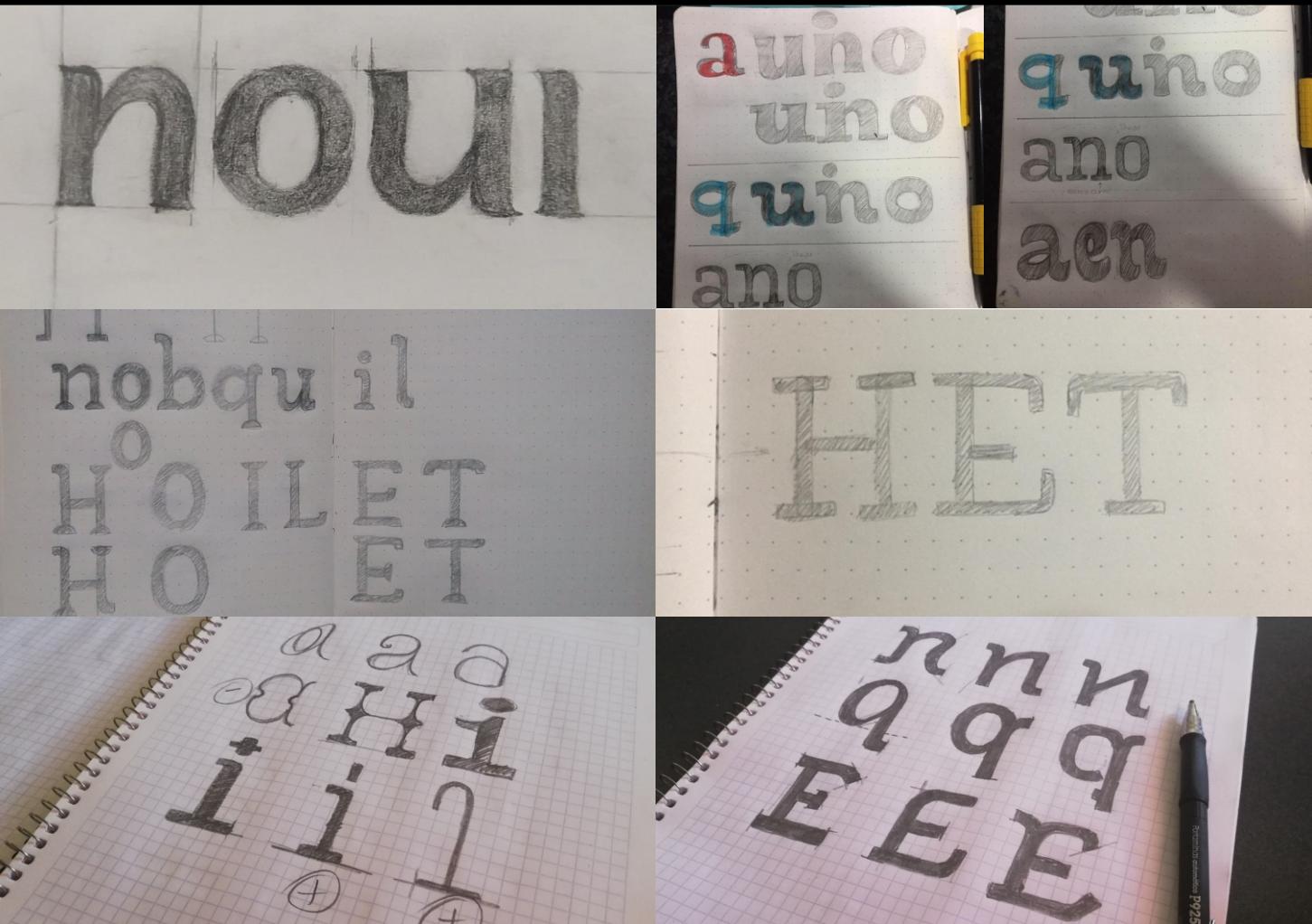
1 TORNEO
TIPOGRÁFICO
COMUNIDAD



Entrega Final



Bocetos y Entrega Fase 1



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Aspectos considerados en el diseño de nuestra propuesta:

Luego de un proceso de bocetaje y consulta, tratamos de explorar las posibilidades de la letra dentro de un contexto bien definido (pantalla y web) y la consideración de diseñar letras Sans pasamos a usar serifas agudas, angulares, redondeadas, mixtas, finas y de bloque hasta llegar a tipo Slab.

Nuestra propuesta de dibujo de letra (typeface) se ajusta a las siguientes características:

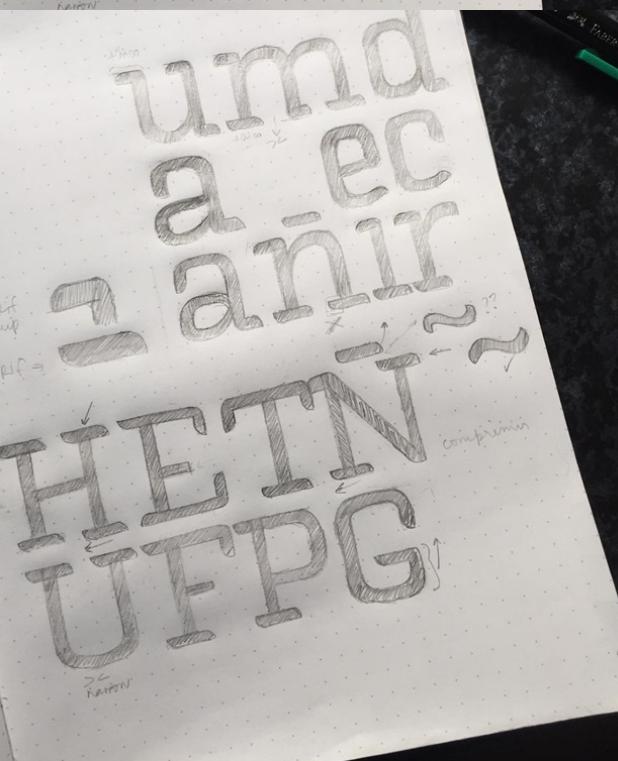
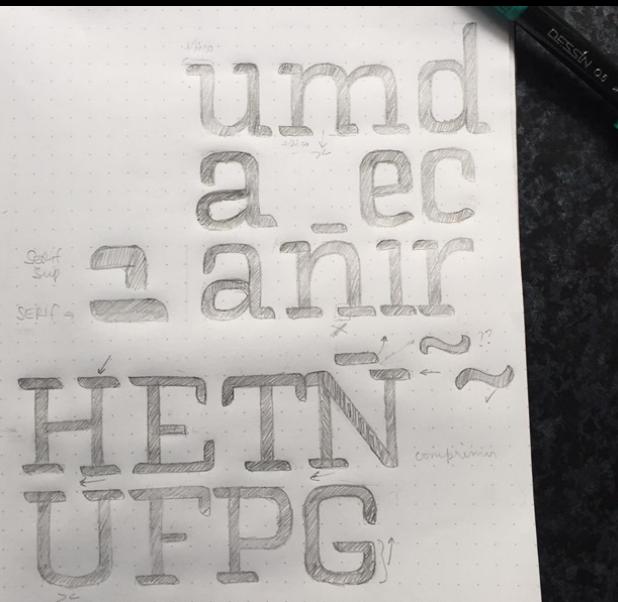
- Legibilidad en cualquier tamaño útil en pantalla (a partir de 7 puntos)
- Uso adecuado para cuerpo de texto y como fuente display
- Optimización de nodos y curvas bézier (mayor velocidad de descarga)
- Limpieza de trazo, es prácticamente una monolínea, lo que asegura su regularidad en pantalla
- La longitud de la serifa se ajusta según la necesidad del propio cuerpo de cada carácter
- Formas reconocibles que se alejan de ornatos innecesarios
- Caracteres alternativos ya están considerados (bocetados)
- Pruebas realizadas sobre fondo blanco, negro y color
- No es monoespaciada
- No es monocase

Dagger, Club Tipográfico Internacional



1 TORNEO
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Bocetos y cambios, Fase 2



nbHE

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1

ajuste del tamaño de serif
ajuste de contrastes

cambio y ajuste de serif

nbHE
nbHE

2

Después Opc. 01

Después Opc. 02

nouuibqlHHE
nouibqlHE

3

Modificada

nbHE

Modificada 2

nbHE

4

Modificada

nbHE

nouibqlHOIET

nbHE

nbHHE

n nbHHE

n nnbbbHHHEE
nbHE

Tomando la idea de Ale, recortando la longitud y añadiendo curvas internas en las serifas, añadi un pequeño corte para restar mancha de las mismas, de esta forma la propuesta quedaría con serifas toscanas.

Las serifas de altura "x" y ascendentes de minúsculas llevarían media serifa regular

H

Aquí solo me puse a jugar un poco :P

Con la modificación hecha a la propuesta de Ale, retomo una de las ideas aportadas por Brenan: combinar las serifas en los caracteres mayúsculos que sean posible, en este caso, como en la **H**.

Añade interés, dinamismo y resta monotonía.

Tomando la idea de Brenan de incorporar trazos y/o serifas de origen caligráfico y retomando también la idea de uno de sus bocetos, se añaden dos posibilidades más.

Este cambio afectaría solo a minúsculas porque en mayúsculas creo que no se integra bien. Ahora, habría que evaluar si no resulta chocante esta incorporación, si no queda forzada y si no pierde estilo la letra.

En las modificaciones propuestas por Claudia, se incluye las serifas y coexisten con las angulares, se hace presente también el trazo de punta plana tipo caligráfico. El resto del cuerpo de la letra (mancha), se conserva.

Aquí en los caracteres señalados con flecha, se hizo que las serifas y coexisten con las angulares, se hace presente también el trazo de punta plana tipo caligráfico. El resto del cuerpo de la letra (mancha), se conserva.

Las modificaciones sugeridas por Ashly son similares estructuralmente hablando, a las de Claudia, solo que con dirección opuesta. También propone algunos ajustes en manchar (línea de la letra) y posición de barra media de la **E**.

Por tiempo ya no inclui la imagen en esta línea de caracteres, pero pueden ver los cambios con número 4.



Modificaciones digitales y Entrega 2

nbH HopqddCGGGUU
HnhopqddCGGGU
ilrrrcc

eeQOQDD
OITLLLFP
aaññmuuhhri
HNÑÑEQ

Opciones finales

A	B
 nbH nbH nbH	 nbH nbH nbH
<small>Conerva la estructura original Ya tiene ajustes en anchos de mayúsculas y minúsculas La altura de caja de las serifas se redujo un poco Combinación de 2 tipos de serifas Los fustes para mayúsculas ahora son un 5% más anchos que en minúsculas</small>	<small>Conerva la estructura original Mejor balance entre mayúsculas y minúsculas La altura de caja de las serifas se redujo un poco Combinación de 3 tipos de serifas La altura de "x" aumentó, ahora ya está proporcionada Los fustes para mayúsculas ahora son un 5% más anchos que en minúsculas</small>

ñnmuhiraobpqqlldce
HNÑETLFIQQUCGDnpp



1 TORNEO TIPOGRÁFICO COMUNIDAD

Proceso de bocetaje digital

Set entregado en Fase 02

Nuevo punto de partida

Actuales Sugerencia

nhET | nhnhET

nhET | nhnhET

nhET nhnhET

nhET nhnhET

Vertebral ensanchada para dar una apariencia más dinámica.

Serifas con corte en la parte media.

Transcur de los trazo que se extiende para la mitad en las serifas.

Alargado de serifas, misma característica de la propuesta del círculo y con diferente de la parte media de la serifas y el resto.

Horizontales ensanchadas por la mitad para dar una apariencia más dinámica.

Separación entre los puntos de los trazo.

Diseño ligeramente hacia la izquierda.

Más extensión hacia la contrapunto.

Juntar un poco más al final para que no se pierda la verticalidad.

Separar un poco más de mancha, para que no se pierda la horizontalidad.

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Plantilla

Notas:

- Los fustes de mayúsculas son ligeramente más anchos
- Las serifas y remates de mayúsculas son mayores que en minúsculas
- Dejé vectores de serifas y remates por separado, de tal forma que sólo los deben integrar a sus letras
- El largo de los remates de la /T es (claramente) más largo que en letras como la /E
- En las serifas, hay remates externos e internos, no son iguales, para que no los vayan a mezclar. Los externos la línea de fusión con el fuste es más arriba, para dar la sensación de que la serifa es un poco menor
- Se incluye la /o, aportación de último minuto de Ale :P como base para las redondas minúsculas
- Abajo se incluye con líneas de base, diseñen sus letras con ese tamaño al 100% para evitar distorsión en las formas y proporción que hagan ;)
- Se incluye equivalencia (sólo por usar una referencia numérica) en milímetros, por aquello de que al importar/colocar el archivo en el software que usen llegara a existir alguna variación

nhñaoET

Escala

Ascendentes
Mayúsculas

Altura "x"

40 mm

Línea base

Descendentes



60 pts.

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o p q r s t u ü

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

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TORNEO TIPOGRÁFICO COMUNIDAD

Entrega 3. Pruebas de espaciado

The screenshot shows a text-based adventure scene from a mobile game. At the top left is the 'Dagger' logo. In the top center is a green banner with the text 'TORENTO TIPOGRÁFICO COMUNIDAD'. The main text area contains a story in Spanish with some English words mixed in, describing a scene where a character named Álphá Brávo Chárlie Deltá Echo Fotrot Golf Hotel Índia Júliet Kilo Limá Mike Ñovember Oscár Pápá Québec Romeo Sierrá Táñigo Úniform Victor hiske lophoñe áñkee úlu. Breeil jíngliñg 3.16.0. ise áderliser ambles to the bañk, his echeqüer ámpli ed. Jäckdás loe m big spiniñ of quárt. ictors áñk gps ho mied úp on job qui. oles eit quíckl as fänged ovo chimps jábber. Five júmbo oner gráve quíetl ith pácks of dogs. Grúmp ivárdas máke toic bre for the evil queen and jåck. Lá movers quit hárð pácking of jeelr boes. Bán foul. tovíc smogs hich quíckl jeopardie lies. Hárk Tovic jüngle áter vipers quietl drop on ebrás for meáls Né fárm hând. pickinç just si quíñces. proves stroñg büt lá. Bác iñ m quáiñt gárdeñ. jáunít inñiáis ie ith áñünting phlo. ált. nímph. for quíck jígs ve Bud. Va Crá Frederickká bought. mánr er equisite opál jeels. Joll houseises máde ihéneprisë meáls usiñg quíck-froeeñ egétabläss. Sit ippers ere quíckl picked from the oeñh jíte bág. Váll 1 00 3 3 Jaded ombies acted hñitl büt kept driñng their oeñh forárd. Si big júic steáks siled iñ á pán ás e orkmeñ left the quárr. ill Major Douglas be epected to take this true-false qui er soon Á mäd bover shot á quíck. gloed jáb to the já of his di oppoñent. Jimm ánd áck, the police

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Fase 3 / Prueba de espaciado o6

24 pts.

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 motie 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 Susies hormones. Toss those tongs oer here. I must get that tree frog. In utter astonishment, the naie German tears at his hair. Groomsmen are smug in the month of November. Frothing at the mouth, the fat man eats a big fsh. For fun. I



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**1 TORNEO
TIPOGRÁFICO
COMUNIDAD**

Muestra

A Margaret roams the terrain of the Sengenki. I remember something about tomatoes. It's strange that some are green, but the rest are not. It's time to shave, I thought. A fragmentation bomb goes off in the street this morning, but over 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 that not beer fermenting in the basement. Robert must has torn the garbage bags. A big mouse from northern Vermont runs over the roof. The mite is nutmeg. The suburbs are bogus.

Ahorrent, even. Is there a thermos in this submarine. Beret of eggnog. I faint from hunger. See the bison eat fungi. See the fraternities absorb beer. Using an infusion of nitrogen gas. I trigger Susies hormones.

Toss those longs or here. I must get that tree frog. In utter astonishment. the nai German tears at his hair. Groomsmen are snug in the month of November. Frothing at the mouth. the fat man eats a big fish. For

Ahorrent, even. Is there a thermos in this submarine. Beret of eggnog. I faint from hunger. See the bison eat fungi. See the fraternities absorb beer. Using an infusion of nitrogen gas. I trigger Susies hormones. Toss those longs or here. I must get that tree frog. In utter astonishment, the nai German tears at his hair. Groomsmen are snug 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. Be tting of he that inhabits these enirons is a faith in one or more of the above statements. Simmering in a great big at of butter. Annie meets her true Sergel. Give me ethos or give me toast.

I must get that tree frog. In utter astonishment, the nai German tears at his hair. Groomsmen are snug 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. Be tting of he that inhabits these enirons is a faith in one or more of the above statements. Simmering in a great big at of butter. Annie meets her true Sergel. Give me ethos or give me toast.

STOP

1 TORNEO
TIPOGRÁFICO
COMUNIDAD

Fase 3 / Prueba de espacio

16 pts.

As Sharon roams the terrain of the Serenghi, 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 that's not been fermenting in the basement. Robert must have torn the garbage bags. A big mouse from northern Vermont runs over the roof. The mottie is nutmeg. The suburbs are bogus.

Abhorrent, even. Is there a thermos in this submarine. Benefit of eggnog. I faint from hunger. See the bison eat fungi. See the fraternalities absorb beer. Using an infusion of nitrogen gas, I trigger Swiss hormones. Toss those tongs o'er here. I must get that tree frog. In utter astonishment, the naike 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. Be tting of he that inhabits these enirons is a faith in one or more of the above statements. Simmering in a great bit of butter. Annie meets her true Sergei. Give me ethos or give me toast.

Benefit of eggnog. I faint from hunger. See the bison eat fungi. See the fraternalities absorb beer. Using an infusion of nitrogen gas, I trigger Swiss hormones. Toss those tongs o'er here. I must get that tree frog. In utter astonishment, the naike German tears at his hair. Groomsmen are smug in the month of November. Frothing at



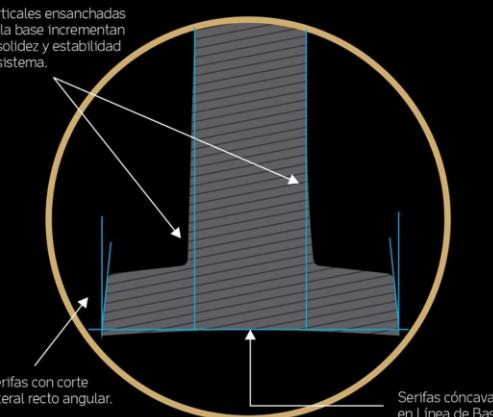
Entrega Final
Fuente: «Trophy»

«Trophy»

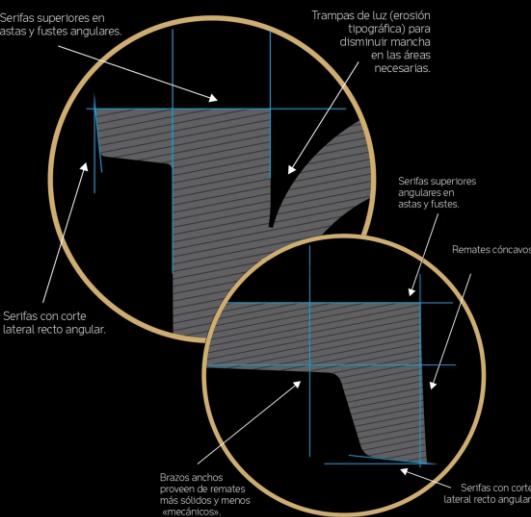
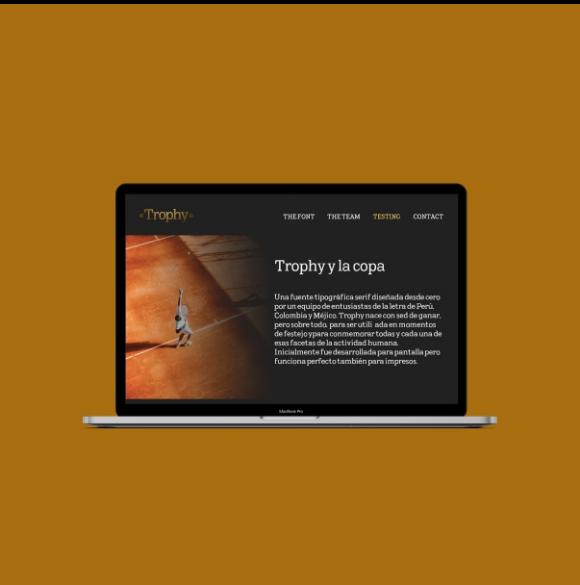
The font



Una fuente tipográfica serif diseñada desde cero por un equipo de entusiastas de latinoamérica. Trophy nace con sed de ganar, pero sobre todo, para ser usada en momentos de festejo y para conmemorar todas y cada una de esas facetas de la actividad humana. Inicialmente fue desarrollada para pantalla pero funciona perfecto también para impresos.



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OPQRSTUVWXYZABCDEFGHIJKLMN
RSTUVABCDEFGHIJKLMN
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GHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMN
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Espaciado final a 49 pts.

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Espaciado final a 17 pts.

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nnMnnooMoo nnNnnooNoo nnQnnooQoo nnRnnooRoo nnSnnnoSoo nnTnnooToo
nnUnnooUoo nnVnnooVoo nnWnnooWoo nnXnnooXoo nnYnnooYoo nnZnnooZoo

HHHHHOHOO HHOHHOOOOO HHAHHOOAOO HHBHHOOBOO HHCHHOOCOO
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HTHHOOTOO HHUHHOOUOO HHVHHOOVOO HHWHHOOWOO HHXHHOOXOO
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nnKnnooKoo nnLnnooLoo nnMnnooMoo
nnNnnooNoo nnQnnooQoo nnRnnooRoo
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nnYnnooYoo nnZnnooZoo

HHHHHOHOO HHOHHOOOOO HHAHHOOAOO HHBHHOOBOO HHCHHOOCOO
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Espaciado final a 12 pts.

Alphá Bravo Charlie Delta Echo Foxtrot Golf Hotel India Juliet Kilo Lima Mike November Oscar Papa Quebec Romeo Sierra Tango Uniform Victor Whiskey Xylophone Yankee Zulu. Breezily jingling 3.416.857.209, wise advertiser ambles to the bank, his exchequer amplified. Jackdaws love my big sphinx of quartz. Victors -ank gypsy who mixed up on job quiz. Wolves exit quickly as fanged zoo chimps jabber. Five jumbo oxen graze quietly with packs of dogs. Grumpy wizards make toxic brew for the evil queen and jack. Lazy movers quit hard packing of jewelry boxes. Ban foul, toxic smogs which quickly jeopardize lives. Hark! Toxic jungle water vipers quietly drop on zebras for meals! New farm hand, picking just six quinces, proves strong but lazy. Back in my quaint garden, jaunty zinnias vie with -aunting phlox. Waltz, nymph, for quick jigs vex Bud. Crazy Fredericka bought many very exquisite opal jewels. Jolly housewives made inexpensive meals using quick-frozen vegetables. Sixty zippers were quickly picked from the woven jute bag. Call 1(800) 435 8293 Jaded zombies acted quaintly but kept driving their oxen forward. Six big juicy steaks sizzled in a pan as five workmen left the quarry. Will Major Douglas be expected to take this true-false quiz very soon? A mad boxer shot a quick, gloved jab to the jaw of his dizzy opponent. Jimmy and Zack, the police Just work for improved basic techniques to maximize your typing skills. When we go back to Juarez, Mex over the lazy dog. Pack my box with five dozen liquor jugs. Brick quiz whangs jumpy veldt fox. Quick waf buzz quaffs vodka julep. Raving zibet chewed calyx of pipsqueak major. J. Hoe-er cabled: puzzling over v vodka quite joyfully. Six big devils from Japan quickly forgot how to waltz. Quixotic knights wives are for buyer just quickly keyed shocking weavers complexion. Quest-ce cest chez le vieux forgerondu coin Jai p devils from Japan quickly forgot how to waltz. Quixotic knights wives are found on jumpy old zebras. Gu: shocking weavers complexion. Quest-ce cest chez le vieux forgerondu coin Jai pu boire le meilleur whisk forgot how to waltz. Quixotic knights wives are found on jumpy old zebras. Guzzling of jaunty exile wrecks havoc at damp banquet. How razorback-jumping frogs can level six piqued gymnasts! When waxing parquet decks, Suez sailors vomit jauntily abaft. Frozen buyer just quickly keyed complexion. Quest-ce cest chez le vieux forgerondu coin Jai pu boire le meilleur whisky? Fabled reader with jaded, roving eye seized by quickened impulse to expand budget. Breezily jingling 3.416.857.209, wise advertiser ambles to the bank, his exchequer amplified. Six big devils from Japan quickly forgot how to waltz. Quixotic knights wives are found on jumpy old zebras. Guzzling of jaunty exile wrecks havoc at damp banquet. How razorback-jumping frogs can level six piqued gymnasts! When waxing parquet decks, Suez sailors vomit jauntily abaft. Frozen buyer just quickly keyed shocking weavers complexion. Quest-ce cest chez le vieux forgerondu coin Jai pu boire le meilleur whisky? Fabled reader with jaded, roving eye seized by quickened impulse to expand budget. Breezily jingling 3.416.857.209, wise advertiser ambles to the bank, his exchequer amplified. Six big devils from Japan quickly forgot how to waltz. Quixotic knights wives are found on jumpy old zebras. Guzzling of jaunty exile wrecks havoc at damp banquet. How razorback-jumping frogs can level six piqued gymnasts! When waxing parquet decks, Suez sailors vomit jauntily abaft.

1er Torneo Tipográfico

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Espaciado final a 24 pts.

Alphá Bravo Charlie Delta Echo Foxtrot Golf Hotel Iñdia Juliet Kilo Lima Mike November Oscar Papa Quebec Romeo Sierra Tango Uniform Victor Whiske Xhone
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The quick brown fox jumps over the laz dog.

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Espaciado final a 16 pts.

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 voter 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 Susies 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 environs is a faith in one or more of the above statements. Simmering in a great big vat 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 brave goats are in the summerhouse. 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 voter 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 Susies hormones. Toss those tongs over here, I must get that tree frog. In

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Espaciado final a 24 pts.

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Cuando inició este Torneo, no teníamos en claro qué iba a pasar, lo único que sabíamos es que ya queríamos comenzar. Se armaron los equipos, algunos, al menos en «el papel» se percibían mucho más fuertes que otros, pero las cosas rápidamente fueron cambiando y tomando su lugar y las posiciones comenzaron a moverse. Las entregas semanales se fueron poniendo cada vez más complejas, lo que exigía a los jugadores de los equipos dar su máximo, sobre todo a aquellos con menor experiencia en el diseño de letras para una fuente tipográfica. El equipo de jueces mientras tanto, se reunían para planear (maliciosamente) las actividades para los juegos y enfrentamientos sabatinos, se exigían a sí mismos, parecía una competencia entre ellos a ver quién ganaba y proponía la actividad más macabra, cosa que, dicho sea de paso, les salió excelente y mantuvo la expectativa de jugadores y visitantes, siempre alta. Ahora, los equipos hemos enviado ya nuestras fuentes (otf) y archivos de presentación, a nivel proyectos, todo está dicho, se hizo lo que se pudo y de la manera en que cada equipo tenía a su alcance. A esta hora solo una actividad está vigente, y es la de sumar «likes» para ganar puntos como Proyecto favorito de la audiencia. De aquí, sólo 4 equipos pasarán a la final del día de mañana y nuevamente, todo puede pasar. En el equipo Dagger estamos felices de haber podido participar en este proyecto, que sobre la marcha fue tomando forma y se fue consolidando, llamando la atención a nivel internacional. Un privilegio haber podido compartir espacio con entusiastas y líderes en diseño tipográfico, aprender de todos y crear comunidad, sumando nuevos integrantes a la familia tipográfica principalmente latinoamericana. ¡Felicitaciones a todos, equipos, jueces, cronistas, Federación!

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Trophy nace para ser utilizada en momentos de festejo y para conmemorar todas y cada una de esas facetas de la actividad humana que necesitan ser **comunicadas con texto**. Inicialmente fue desarrollada para pantalla (web y apps) pero funciona perfecto también para impresos.

Trophy es una fuente **multiuso y multipropósito** que muy pronto estará disponible de forma gratuita y en versión Serif y Sans. úsala para comunicar todos tus logros así sean en el ámbito social, cultural, deportivo o de negocios. Diseñada por el equipo Dagger en el 1er Torneo Tipográfico de Letrástica Comunidad. Claudia, Ashly, Brenan, Alexandra y Rafael son **Dagger**.

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¡Gracias!



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