

**typetogether**

# **SENSEI INFORMAL**

JANUARY 2023 UPDATE

## GLYPH DESIGN

Original drawings by Laura Meseguer have been cleaned up and a minimum amount of optical corrections implemented. Our goal is to maintain the monolineal feel for the all of the glyphs in the font.

## Base informal design

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

( ) [ ] { } - - - — . ; « » “ | | ”

# STYLISTIC ALTERNATES

For some letters there is an alternate design, for the time being this exists in Stylistic Set 1.

## Base informal design

G M l a f l i y

## Alternative design

G M I a f l i y

# EXPRESSIVE VARIATIONS

Alphabetic and numeric characters feature up to seven expressive variations that are triggered with the CALT feature

A A A A A A A

E E E E E E E

e e e e e e e

k k k k k k k

When choosing typefaces, there are two key considerations. How does this type make us feel and how does this type work. The emotional response to the shape of letterforms is a very personal experience, and when readers first see type, they react to it in an emotional way before anything else. Its a major part of why so much emphasis is placed on choosing

Although commercially obsolete, printing with wood type has been rescued in contemporary times in the context of graphic design and graphic arts by professionals who use it as a differential in their projects, as Rafael Neder, a Brazilian designer and design educator, observed in his MA dissertation (...) This revival is partly due to the fascination with the materiality of letterpress printing, its ancestral history, and the possibility of combining contemporary technologies with the traditional workflow. This idea formed the basis idea for a research group on wood type initially formed by Rafael Neder,

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## BENCHMARK COMPARISON

Sensei informal / Noto Hand

Calabria region to handpick the best citron fruits for their lulav, the bundle of four plants used to bless the small, temporary huts built every autumn by Jews to celebrate the holiday. For about two weeks, the orchards around the town of Santa Maria del Cedro fill up with English, Russian, Hebrew and Yiddish-speaking rabbis and their families. With the help of local farmers, they inspect the trees and analyse the fruits, sometimes with magnifying glasses, in their quest for citron perfec-

Chalkboard

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Comic Sans

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