

Own  
Tailor

font book



*Classic*

*Leather*

*Custom*



## Producer

*My pen name is alkustom.  
It's kind of a tailor who applies  
anything to suit the situation and to  
your taste. The area reached the font  
without realizing it.*

## Research

*Can you see the fine difference? I  
can't recognize the various shades of  
color because of the color weakness,  
but I can tell the difference between  
black and white. So I know how to  
use black and white to be effective. It  
will be reflected in the font as it is.*



## Origin

*Best fit... The first thing that came to mind when I imagined it was the tailor. In order to share that feeling, it was necessary to find examples of the appropriate representation in the appropriate location. We've come up with our own conclusions through various research, and we're going to switch to our own forms.*

## Research



<Cheese Studio>







There were various sketches based on the previous data. First, I set the concept of leather and started to solve it. The features of leather craft include a leaning feeling, needle and thread, and stitching. After thinking about how to best melt the font, we decided to use 'stitch'.

## Process

I found a way to make it stand out the most around the Stitch, but there was still a way to go. To compensate for the application situation and visibility at a long distance, the thickness was modified intensively. Also, the font is focused on certain areas of gravity, so detailed adjustments to the ratio have been made.



## Attempt

# Que Sera Sera

There was also a challenge to the 'texture' that I mentioned earlier. Since certain parts of the font are designed thick, I thought it would be more special if I expressed the texture in them. Another way is to remove the texture of leather only in order to leave a writing in leather craft. Therefore, there was an attempt to express a realistic feeling by attaching a texture to the periphery of the font, not to give a texture to the font.

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

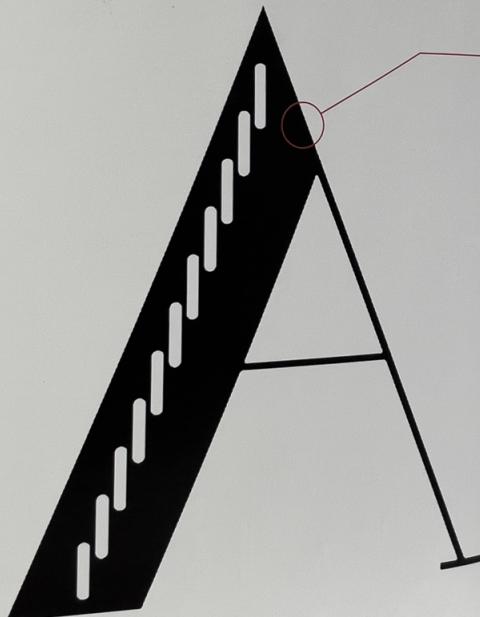
a b c d  
e f g h  
i j k l  
m n o p  
q r s t  
u v w x  
y z



Classic

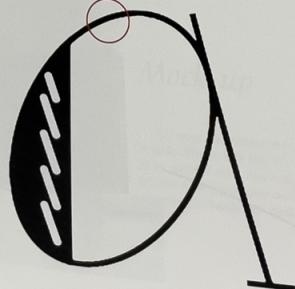
&

Leather



In an attempt to preserve the texture of leather, the most visible part was coated with leather.

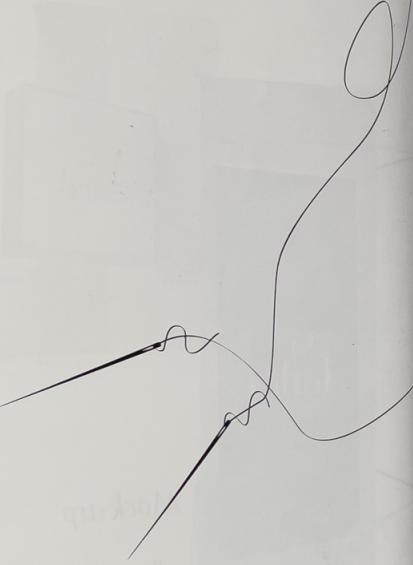
The other side needs to open up the space as it focuses on the weight. Therefore, the rest of the strokes are thinned so that the attention is focused on the necessary parts.





### Mock-up

*The most important thing is what it looks like in real life. It's designed to be written on a cover or sign, so it's the most persuasive word for anyone who reads this book.*



*Wrapping up  
the book...*

*It was a time to know what to  
focus on and what to take away to  
stand out. I hope one day this font  
will become widely known to the  
world...*



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