

[THANOXI]

**THANOX
ULTRA**

Typographic Specimen

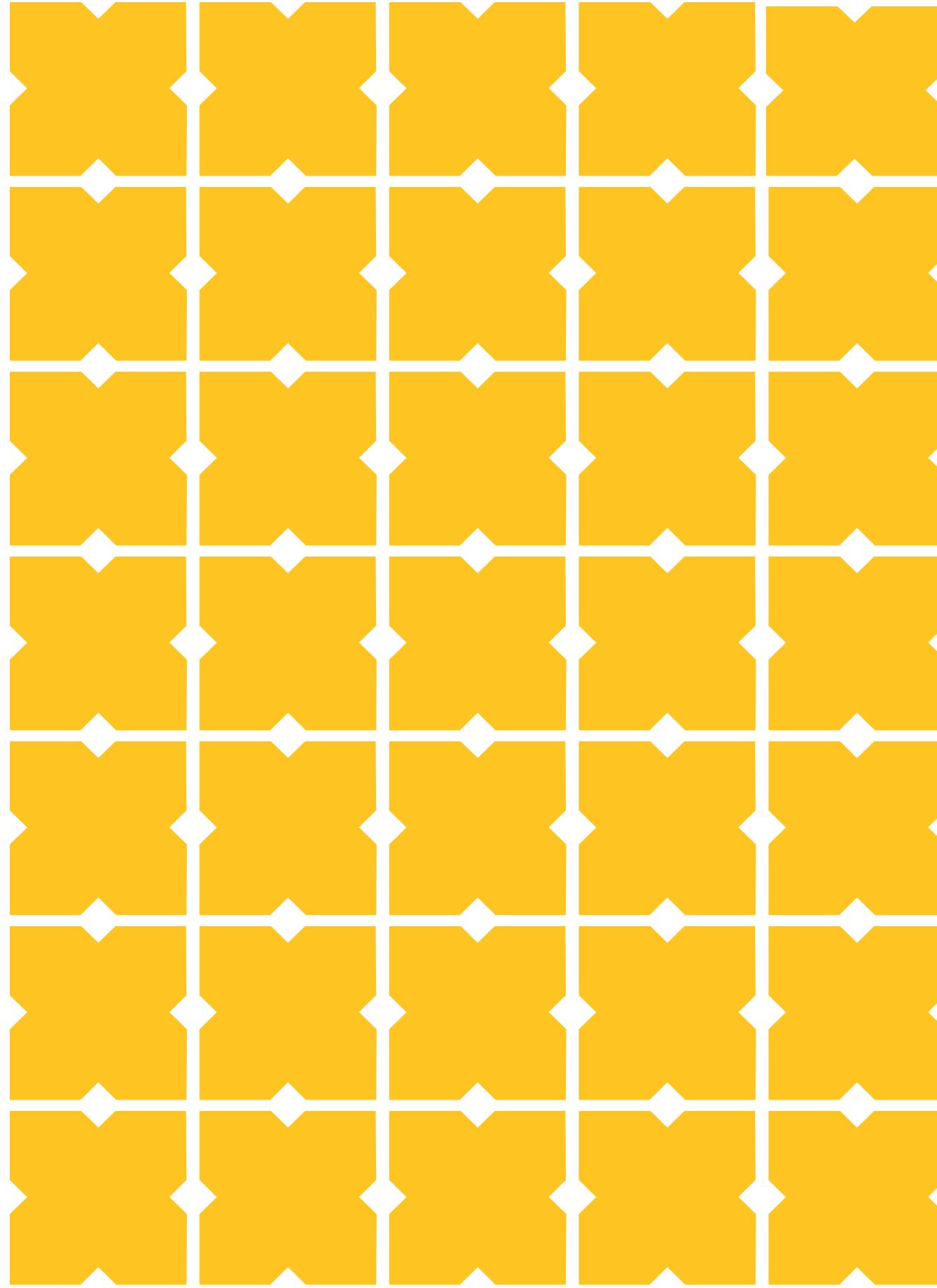


TABLE	
OF	
CONTENTS	
6	ABOUT
7	INFLUENCES
8	METRICS
10	GLYPHS
12	USAGE: IMAGE MASKING
14	USAGE: BRANDING
16	USAGE: BOOK \ FILM
18	COLOPHON

WHAT?

Thanox is a massive display typeface that boasts an ultra-heavy weight. It's meant to be big and brutish, so love it large. Thanox Ultra is the result of a typographic experiment that combines making letters by first subtracting shapes from a square and then altering the glyphs in a more humane way. This results in more legible optical shapes and has produced some unique letters, most notably the K, the R, and the S.

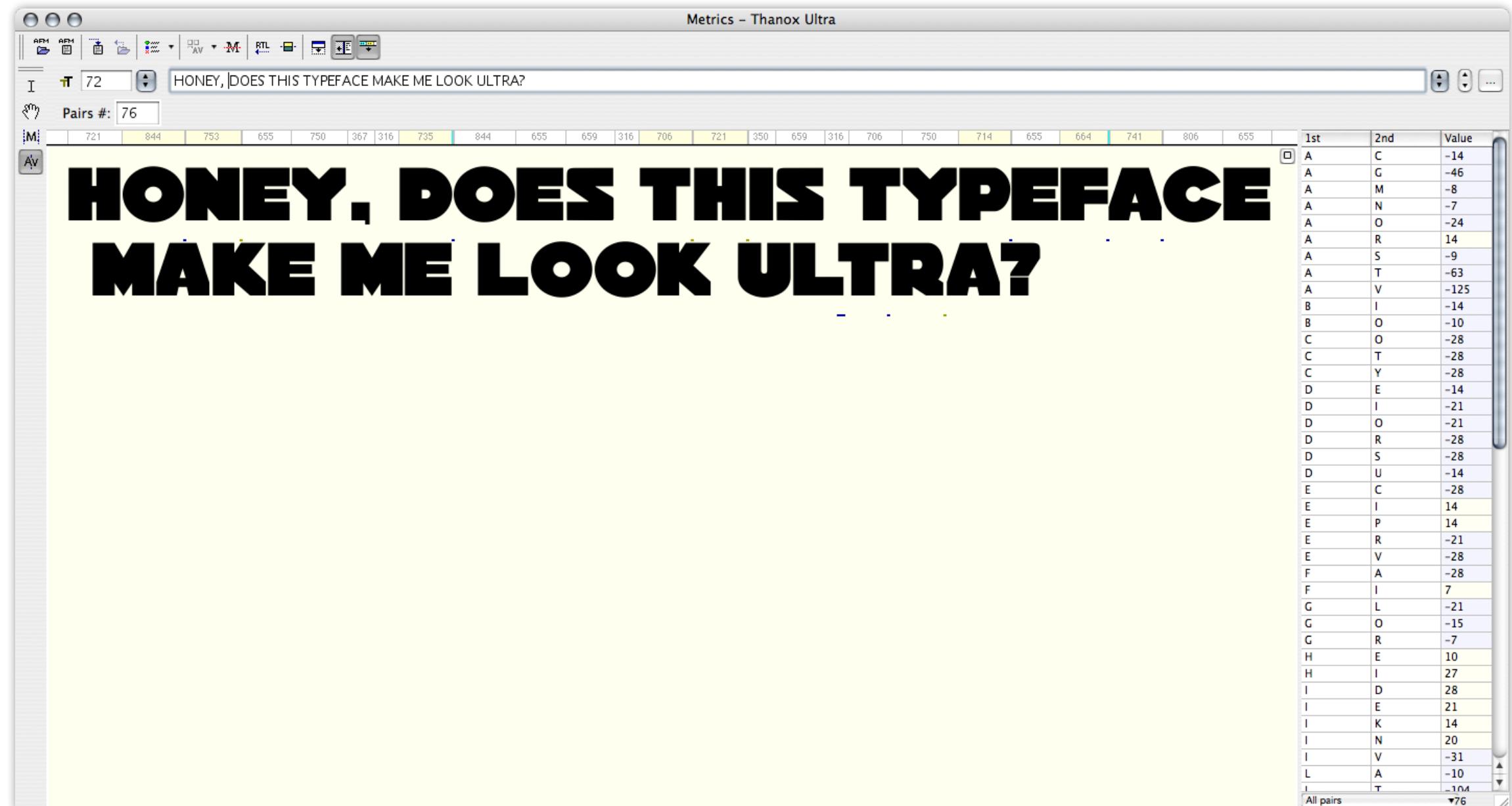
KRS

INSPIRED BY

**DENSITY
STEVE POWERS / ESPO
BLOCKBUSTERS
THE EXPANSIVE UNIVERSE
« H U G E N E S S »
SUPERMASSIVE BLACK HOLES
ASTEROIDS LARGE ENOUGH TO DESTROY THE EARTH
REALLYFUCKINGBIGLETTERS
WALKING IN THE CITY AND BEING SATURATED BY TYPOGRAPHY
ROBOCOP AND A UNICORN
THE FUTURE. IN 1987.**

METRICS

The kerning pairs for Thanox are adjusted to bring the letters together in a way that leaves a sliver of whitespace . Large, oval letters like O, C , and G have a heavier optical overshoot to make the seem more substancial next to the massive M, E, and D. Some letters seem to be cut off, as if they are being restricted. They are. This was purposely done to give the illusion that the glyphs are more square in shape . These square bounds are the primary guidelines for the Thanox typeface.



THANOX

ULTRA

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

« [“ ? & # @ \$ - * \ ! ”] »

Ø 1 2 3 4 5 6 7 8 9

+ - × / = « » Å Æ Å Ç Ü X

8Ø POINT

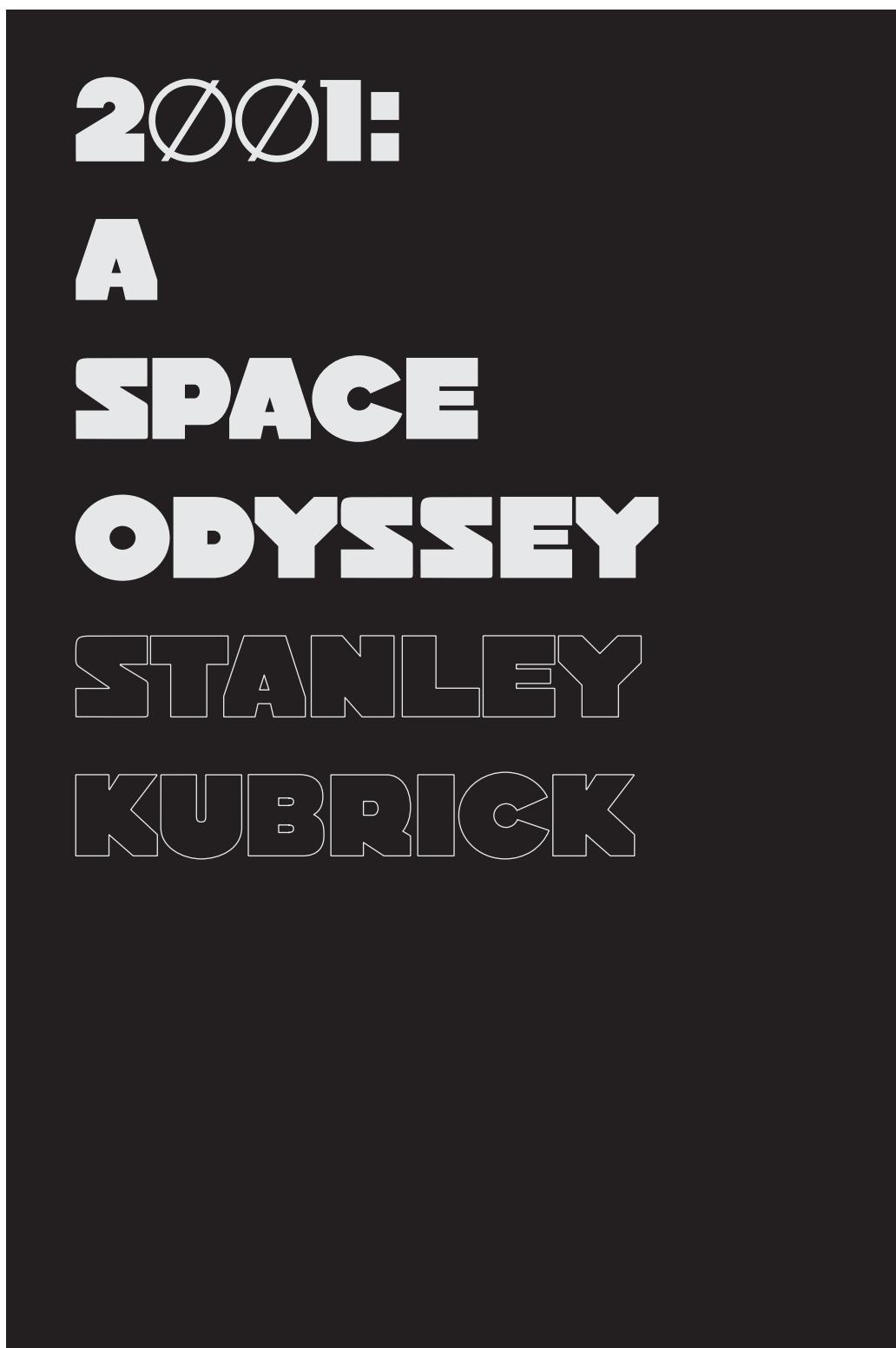
IN SPACE,
NO ONE CAN HEAR
YOU KERN.

These chunky letters are large enough to reveal a photo beneath.



Thanox would be ideal for branding apparel like t-shirts and hoodies. Spend some time playing with it and you'll create sturdy, highly-visible logos that can be seen from two blocks away.





Another use for Thanox would be to represent science fiction novels or films. The left page might represent a minimal design for a book jacket, DVD cover or movie poster. The capital S has futuristic, machine-like feeling to it.



Thanox Ultra was designed by Jason Costello for Johanna Evan's Digital Typography course at the Academy of Art University. Thanks to all the students that participated in that class and especially to Johanna for the encouragement.

