



Hatch

*A sideways
thinking
coastal slab*



Slab Serif
4 Weights 8 Fonts
OpenType
Standard

Introduction

We are pleased to introduce you to Hatch—a horizontally inclined slab serif *built out west*. Hatch is contemporary take on the “reverse” stress genre with a subtle contrast & a casual vibe. Unique letterforms and rounded contours make this coastal slab well suited for your identity, branding or editorial designs. Hatch is engaging and highly capable of handling any project you can image.

	Weight Spectrum	
Light	Handkerchief	<i>Handkerchief</i>
Regular	Handkerchief	<i>Handkerchief</i>
Medium	Handkerchief	<i>Handkerchief</i>
Bold	Handkerchief	<i>Handkerchief</i>

Anomalous

Horizontally

Longitudinal

Erroneous

Bizarro-worldo

Unorthodox

Idiosyncratic

Egocentricity

A lateral move to anywhere

WESTSIDE-BEARINGS

Atypicalifornian

Bezier Point of No Return

COMFORT ZONED OUT

pacifcnorthwestern

Sideways

A subtle glance to the right

Looking Good!

Text Settings

Light + Italic 7 / 11

YOU WERE SPEAKING ABOUT BREAKING STUFF AND pushing the boundaries — is that a natural curiosity or do you get to a point where you think it must be possible, so you then try and solve the problem? For me I've always seen 'building for the web' as 'here is my toolbox.' I think about what I want and I'm probably a constant pain in the arse because I know what we need to do but I have no idea how to do it. FitText was a good example. It's not something the web would die without or anything, but I loved it and I needed it for my blog. It's always been a case of, 'What do we want? What do we need? Let's figure it out.' As opposed to just taking in an assessment of what's available and what's broadly supported and just accepting that. *No industry can do that. Any industry that progresses needs people who aren't satisfied with what's available. I've always seen it that way and as far as arguing or commenting or debating go, I don't want to get into any arguments or debates with anybody — I try to just keep it pretty low-key. In the environment I grew up in, jobs were very physically dangerous. In a refinery, if you made a mistake you could be incinerated or fall off of a high building. So I take the web and what we do seriously because it has a huge impact — and it's good that we get worked up about stuff because*

Medium + Italic 7 / 11

Any industry that progresses needs people who aren't satisfied with what's available. I've always seen it that way and as far as arguing or commenting or debating go, I don't want to get into any arguments or debates with anybody — I try to just keep it pretty low-key. In the environment I grew up in, jobs were very physically dangerous. In a refinery, if you made a mistake you could be incinerated or fall off of a high building. So I take the web and what we do seriously because it has a huge impact — and it's good that we get worked up about stuff because we're passionate — but at the same time, we're going to be okay. The worst-case scenario is that we might feel just physically terrible. You've been staring at a screen for hours and it isn't what our bodies were meant to do and you just want to collapse. You've written about this, haven't you? About your own research into your desks and sitting positions? I wish I did what I said you should do more often! I have an adjustable-height desk and I stand and sit sometimes. I've designed myself into a hole; I've

Regular + Italic 7 / 11

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Bold + Italic 7 / 11

IN A REFINERY, IF YOU MADE A MISTAKE YOU COULD BE incinerated or fall off of a high building. So I take the web and what we do seriously because it has a huge impact — and it's good that we get worked up about stuff because we're passionate — but at the same time, we're going to be okay. The worst-case scenario is that we might feel just physically terrible. You've been staring at a screen for hours and it isn't what our bodies were meant to do and you just want to collapse. You've written about this, haven't you? About your own research into your desks and sitting positions? I wish I did what I said you should do more often! I have an adjustable-height desk and I stand and sit sometimes. I've designed myself into a hole; I've coded where I've taken a wrong turn and I did everything poorly, so I always try and make a conscious effort — whether I'm great at it or not — to change what my brain does and change my posture; not just for physical well-being, but to break up the day.

Basic Character Set

Accented Characters

Numerals, Currency, Ligatures, Fractions, Punctuation & Symbols

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&#°©®™!'"*†‡§¶^_`a01231/21/43/4

Made Out West



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