

TETSUDŌ DISPLAY

鉄道

| *Noun* |

railroad; railway; [*literally*] 'iron road'

tetsu · dou



E235-0 series running on the Yamanote Line, Tokyo (Operator, JR East)

Tetsudō is a bold, playful, blocky face for titling and displays, designed to be most effective in reverse contrast environments.

Drawing inspiration from the world of Japanese mechanical engineering, Tetsudō takes cues from a broad range of visual elements: from the 'Japan East Rail' identity, to household electrical brands, to machined bicycle parts and laser cut metals.

Tetsudō was designed to be used with tight spacing, bringing to mind interlocking railway tracks - suggesting both rigidity and direction.



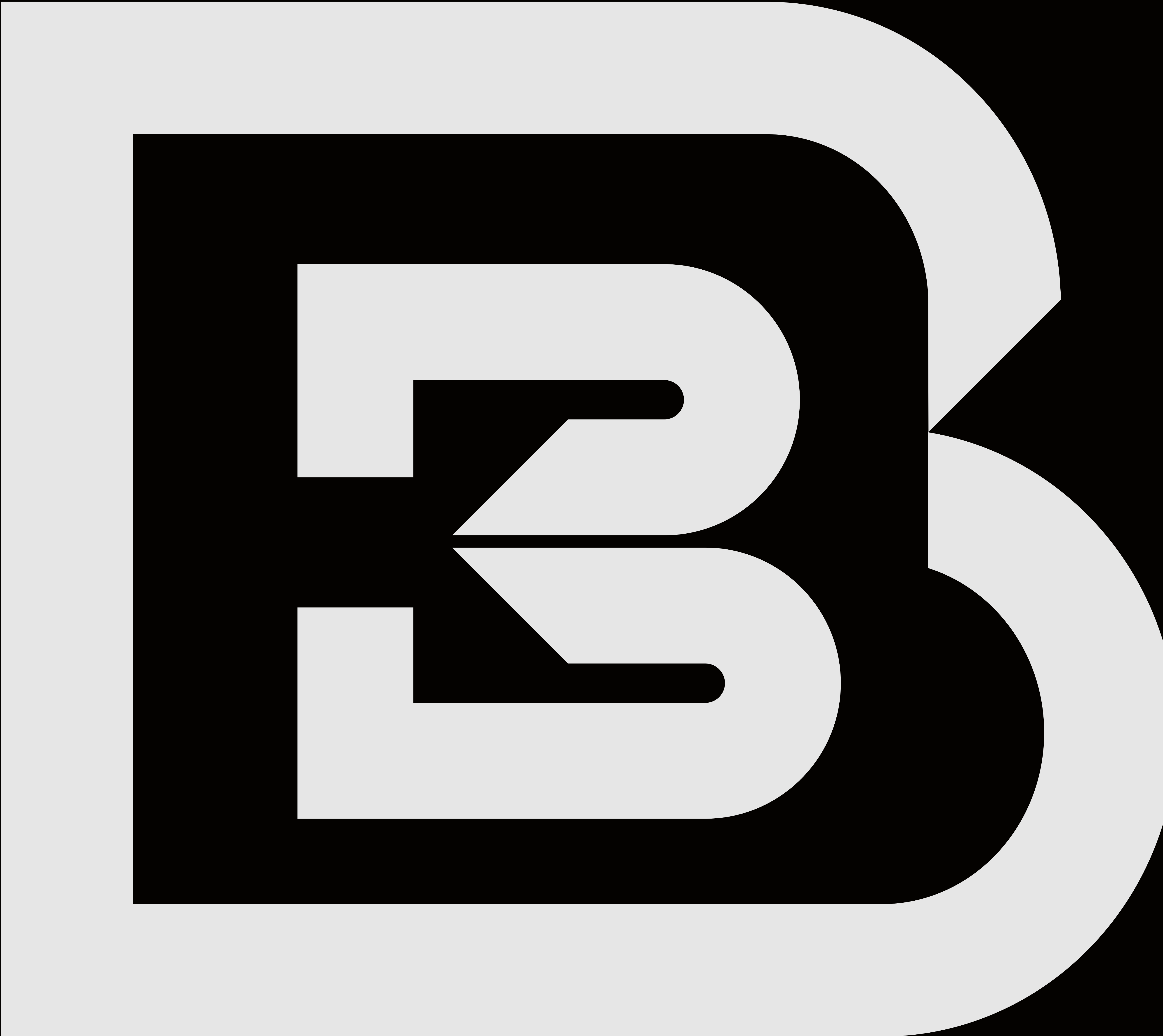
The glyphs share a directional arrow motif, the style often found in Japanese subway stations. However, arrows don't necessarily mean forward progression, Tetsudō's glyphs will just as often point back on themselves.





Diagonal lines can be harsh and abrupt. For Tetsudō to keep its sense of direction, diagonal lines have been avoided where possible. Instead, softer and smoother curves have been used to suggest form.

Tight spacing and small counters can lead to overly black letterforms. Counters have been opened up where necessary to keep the colour across the typeface consistent.



Some letterforms break the rules, these have been opened up in order to avoid them being overly rigid and heavy.



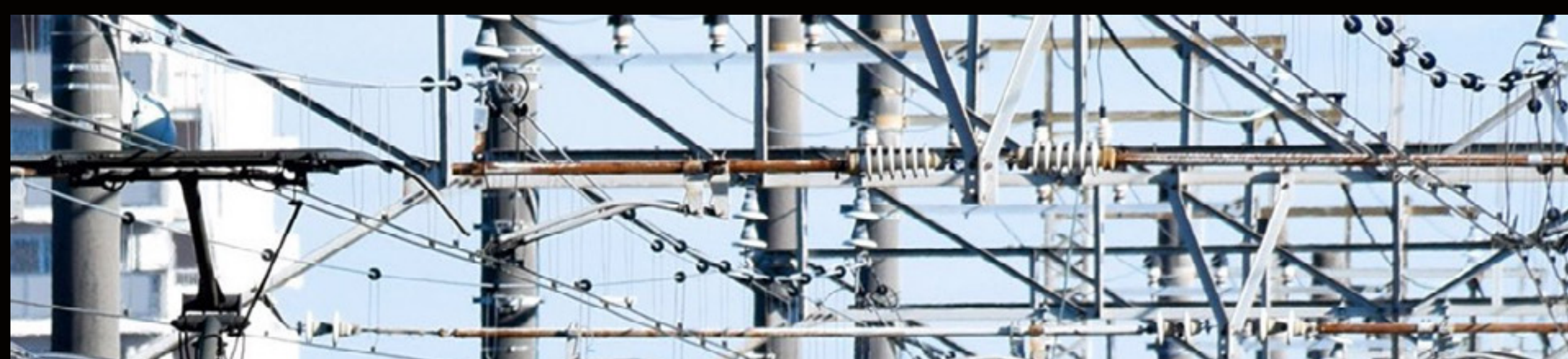
Glyphs

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



HONJŌ

UENO



HARAJUKU



TOKYO

MEGURO



YAMANOOTE



EBISU

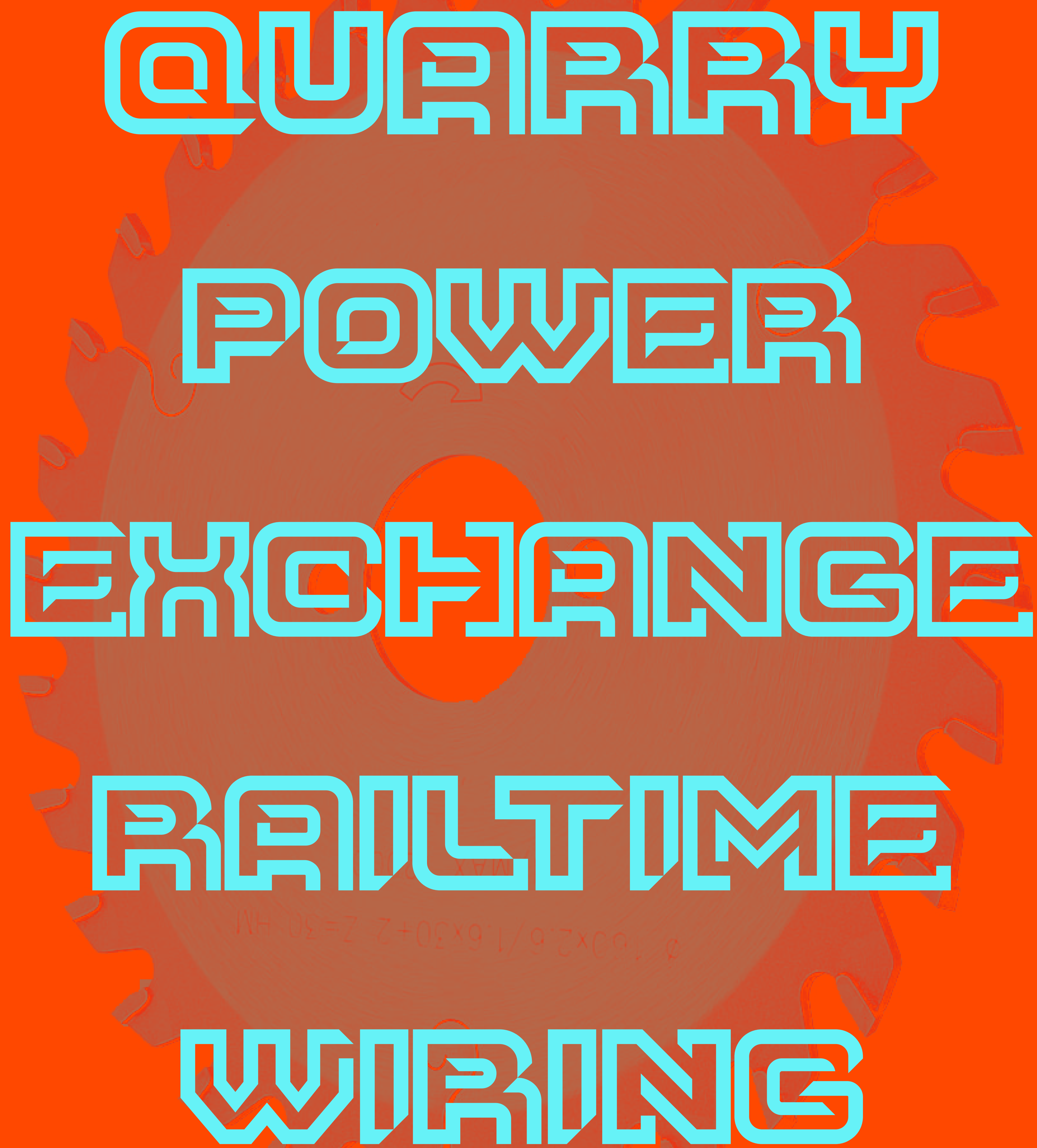
HITACHI

SONY

TOSHIBA

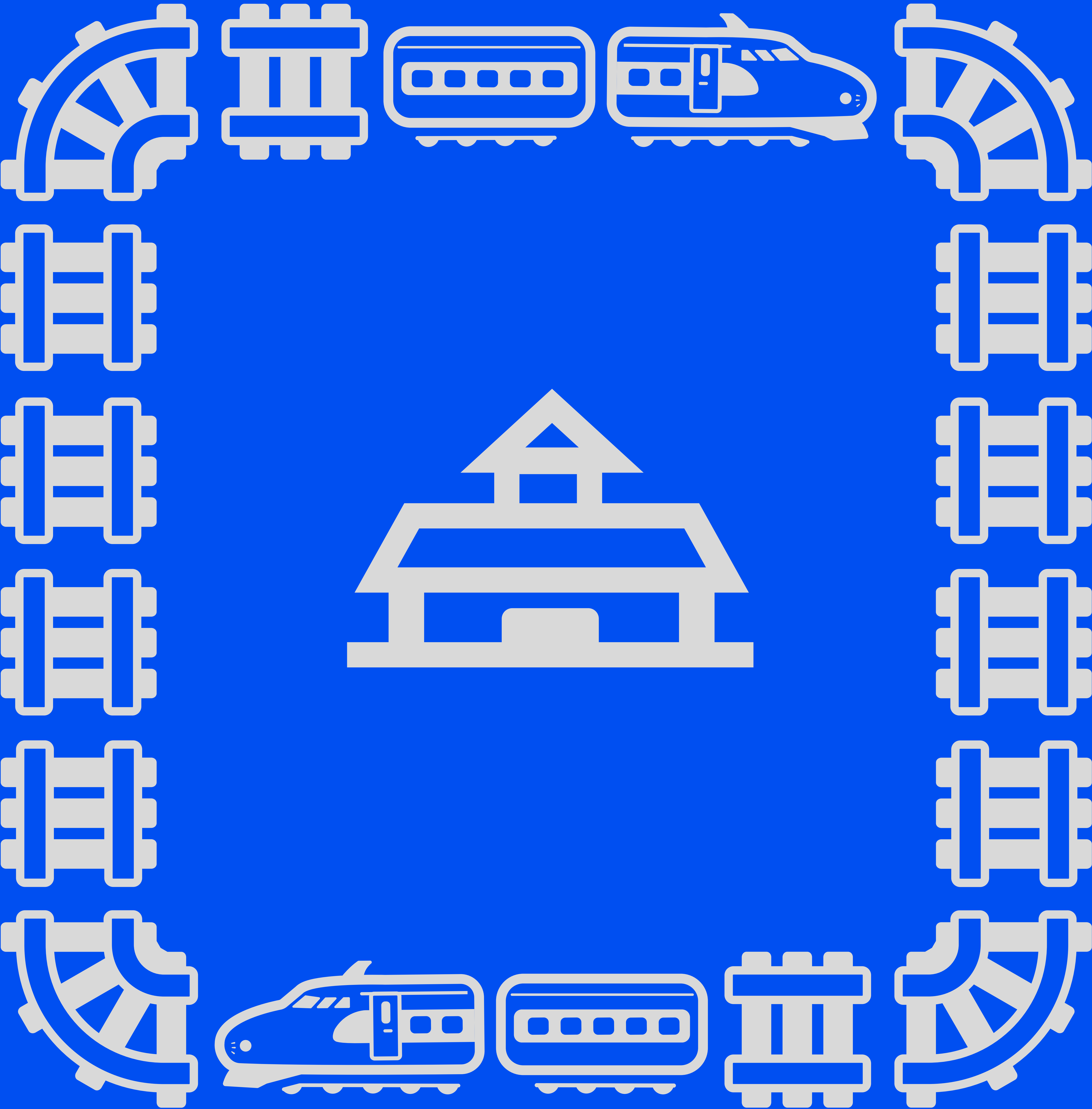
NISSAN

SUZUKI



QUARRY POWER EXCHANGE REALTIME WIRING

Tetsudō comes with a set of icons and dingbats, illustrating, literally, its close roots with the visual language of Japanese rail companies. The wide variety of images included make Tetsudō a typographical trainset, allowing for rich decorative possibilities.



Glyphs



TETSUDŌ
IS A WORK IN
PROGRESS

Numerals, lowercase & ligatures

COMING
SOON

