

# SANITY

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# S A N I T Y

## 5 PRINCIPLES OF TYPE GRID

СЕСЛАВИНСКАЯ АННА  
2012

This publication contains the recommendations on the use of font Sanity, and demonstrates its basic stylistic guidelines. This information is designed to help in creating graphic compositions using Sanity. Image of the font is on pages 20-21 of this publication. You can purchase it by contacting the designer, or by downloading it from the link provided in the presentation and on our official website.

# A B O U T

The stylistic ideas for the creation of this font were inspired by classical principals in writing, first to be adapted and reinterpreted by Giambattista Bodoni.

Traditionally, the production of written text was accomplished by the use of feather pens, pencils, paint brushes or by making carvings out of stone. Having been developed from classical written forms, the Bodoni style is recognized by its high contrast between thick and thin strokes, pure vertical stress, and hairline serifs.

SANITY reflects those stylistic principles in a very basic minimalist form. We borrowed inspiration from a high stroke contrast which the Bodoni font-family is best known for, and took it to an even more extreme conclusion.

The letter design is modernized by abandoning of any characteristics associated with hand writing, such as curved lines or elaborate corner details. The design is based on a rigid geometric grid and radiates confidence with its daring contrasts and provocative style.

In large amounts of text the font “Sanity” can be hard to read due to a «dazzle» effect caused by alternating thick and thin strokes, particularly as the thin strokes are hardly visible at small point sizes. Due to this quality, the “Sanity” font-family is best suitable for titles or large print advertisements.

There are five key stylistic principles taken as a main framework for the creation of the “Sanity”:

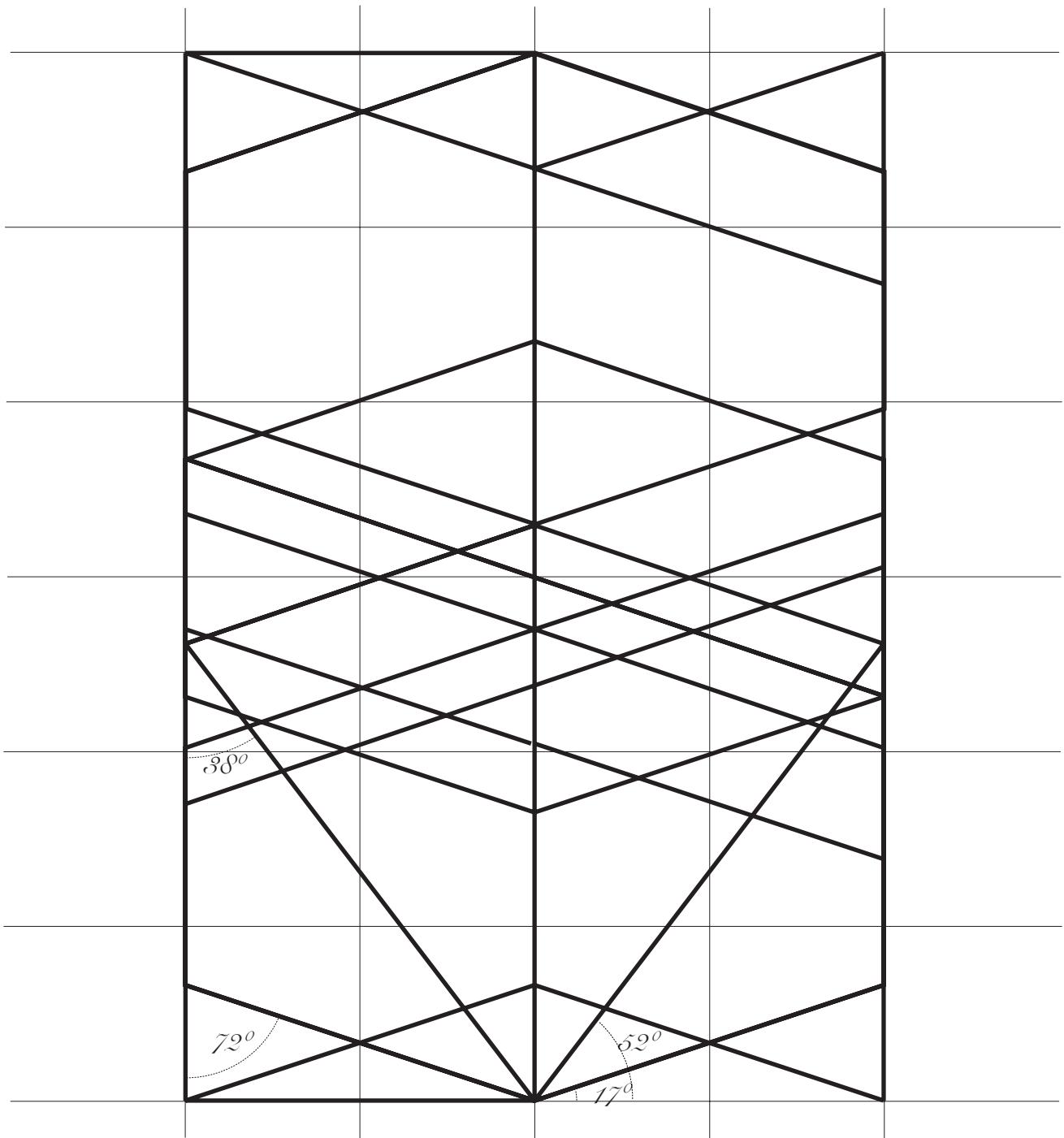
- symmetry
- contrast
- sanity is the monospaced type
- geometry
- artificiality

Demonstration of these key principles is the main purpose of this publication.





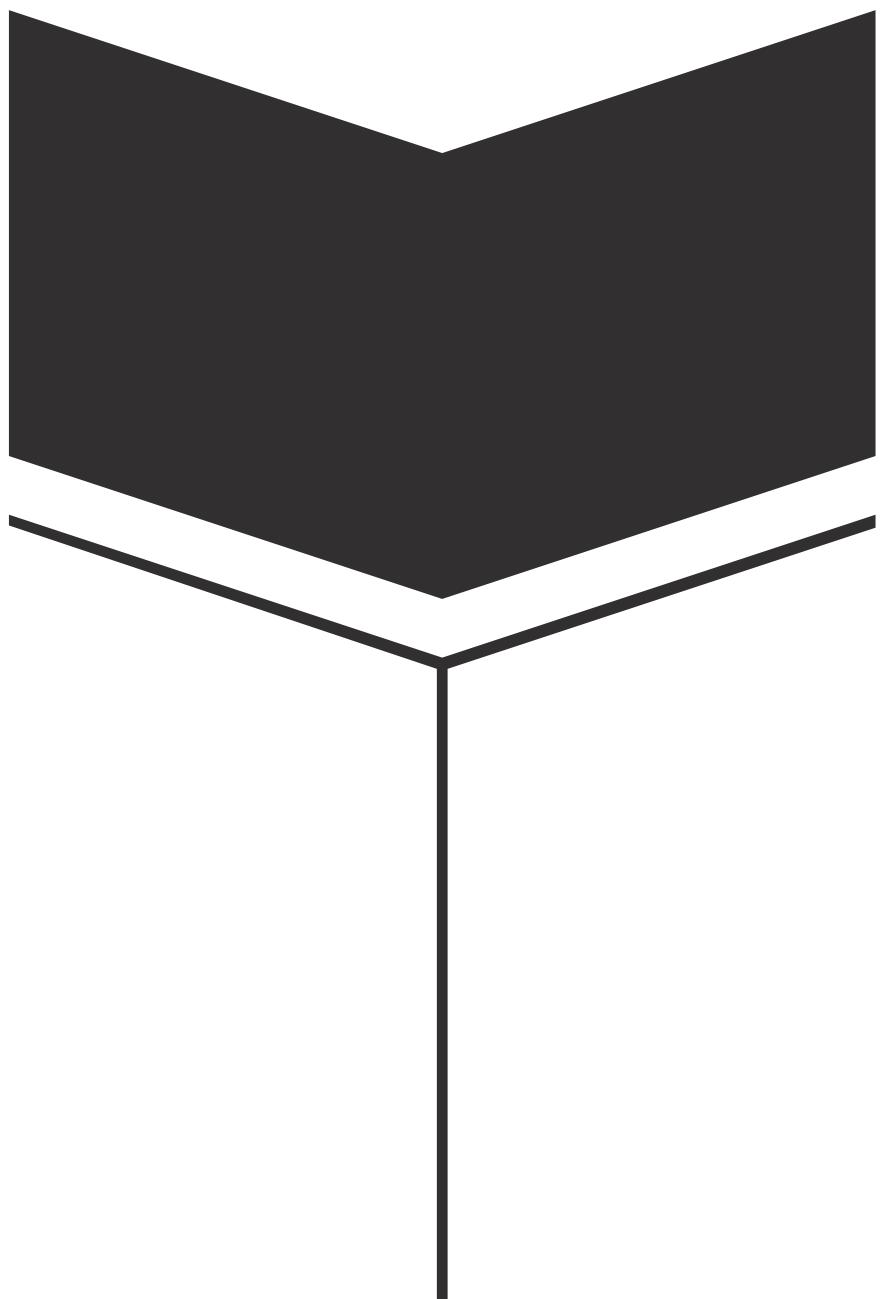
A BEAUTIFUL MONUMENTAL EXPERIMENTAL FONT WITH A COLD ICELANDIC SPIRIT.



# S Y M M E T R Y

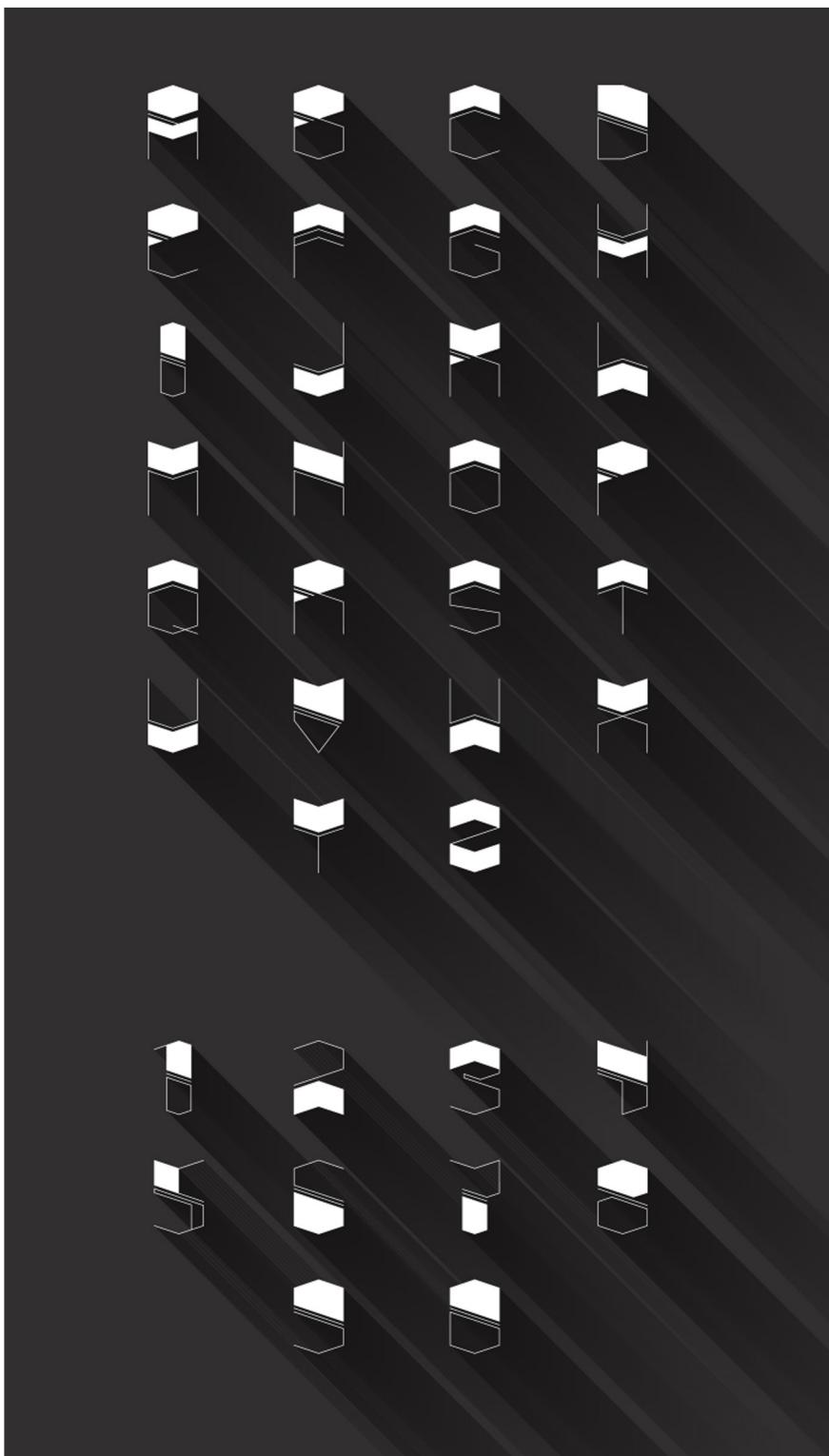
The Geometric grid used for this font looks very technical and is continuous throughout all the entire font style. It looks more like a technical engineering drawing, rather than just a digital font. Symmetry becomes even more apparent in the final version of letter designs.

The informative part of each symbol is conveyed through added subtle touches of thin lines. Thick and thin strokes intertwine in accordance with their own internal logic. Each letter can be recognized intuitively.



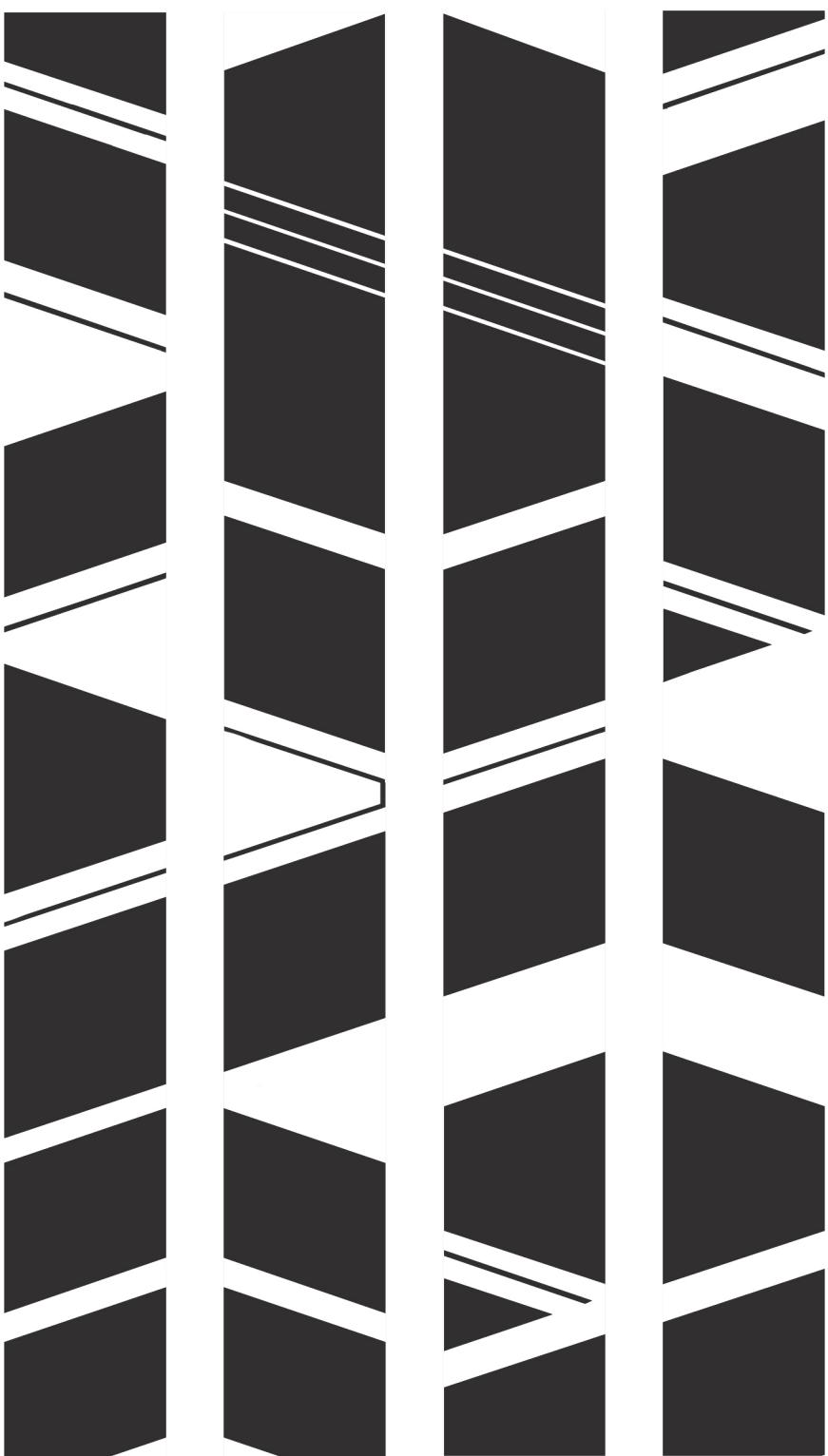
# CONTRAST

A hexagon was chosen as the main shape for creating the letter designs, as a heavy monumental figure contrasting with delicate details. Hexagons are very functional from the point of a compositional approach (a good example is the way hexagons are used as a LAYER MASK in Photoshop).



# MONOSPACED TYPE

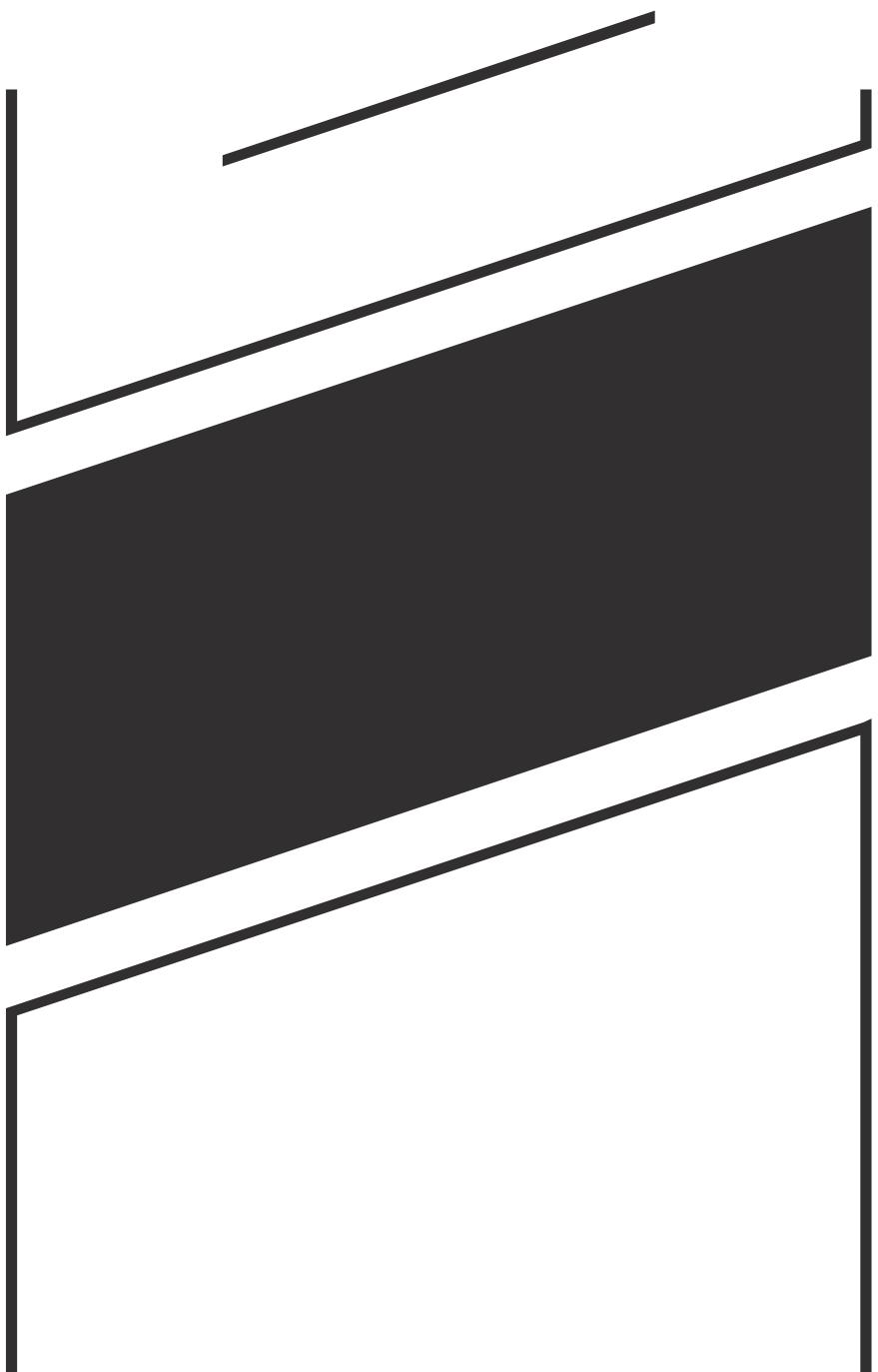
The proportions of latin symbols are constant throughout this font. However, in the Cyrillic version of this font there is a deviation from this principle, due to a difference in the features of the alphabet..



# G E O M E T R Y

Sanity reveals itself in a most spectacular light when paired with calligraphy or nature themed designs, such as mountains, flora or fauna. Using this font in the context of urban backgrounds or busy art installations is not recommended.

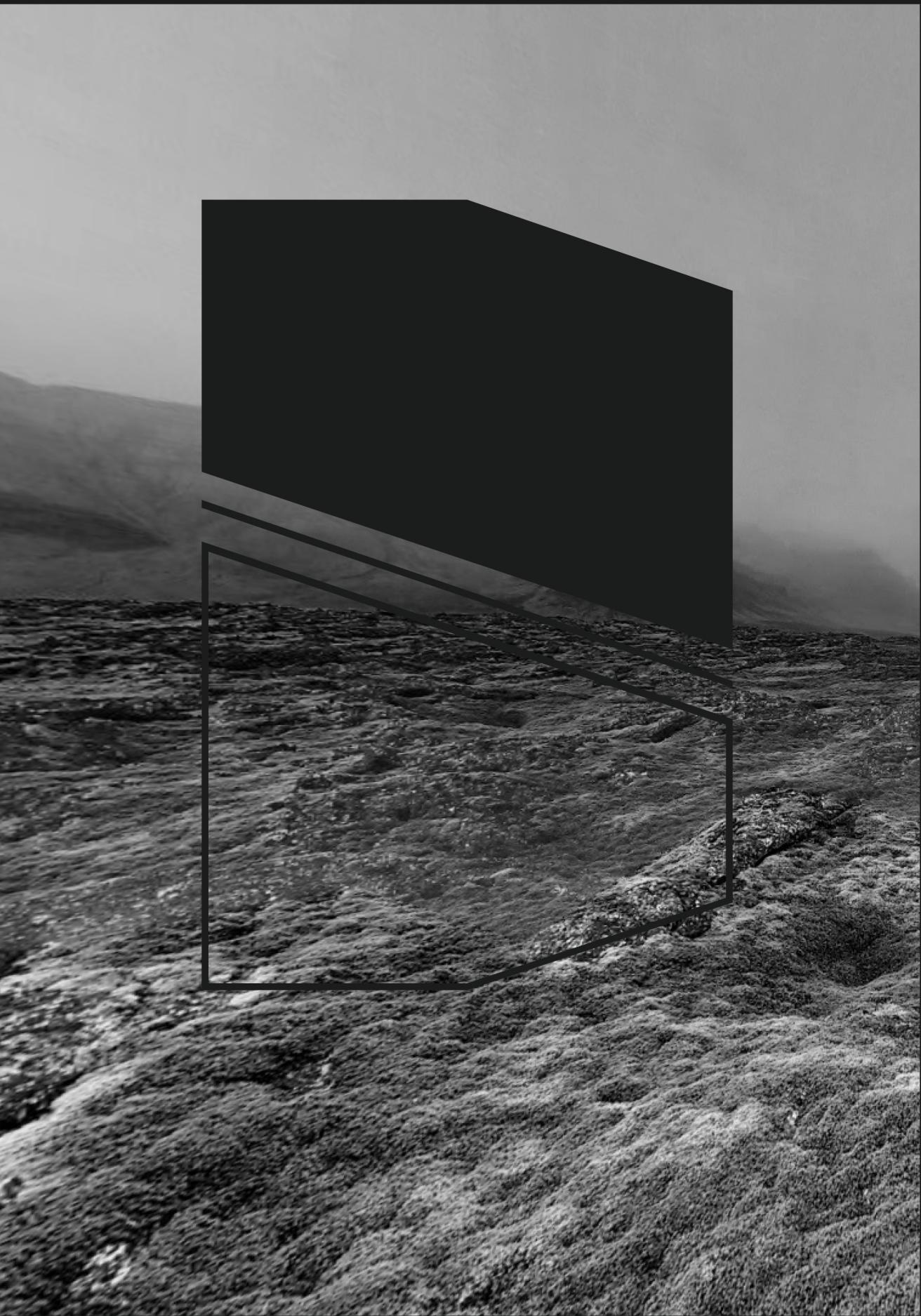
Due to its dashing design and daring proportions, the font “Sanity” is most appropriate for logo designs, advertising art, large-scale banners or creative digital installations. The best application of the font “Sanity” is by taking advantage of the creative design of individual symbols.



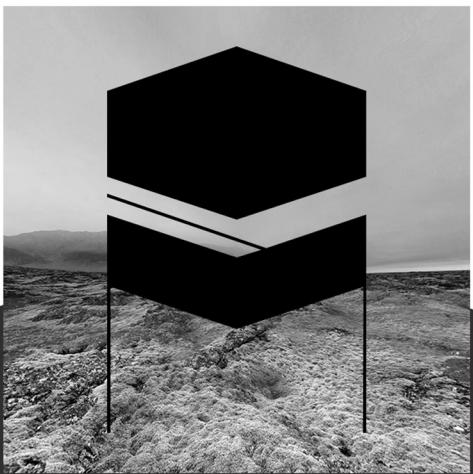
# ARTIFICIALITY

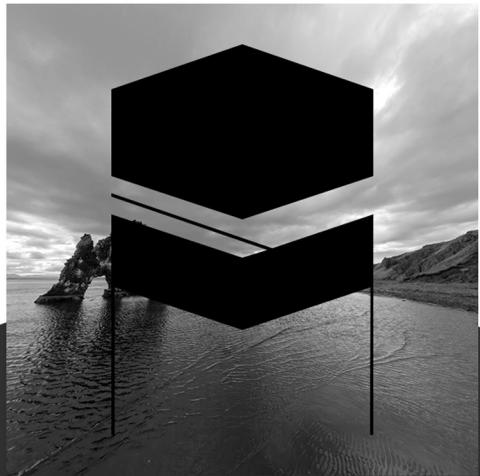
Brokenness and absence of compensation in the corners as well as counterintuitive and unstable structures define each symbol.

One may wonder, why is this font called Sanity? In our understanding, sanity is a sense of harmony and stability. It is a state of meditative confidence and consistency. Sanity is a combination of brute force, hidden inside a fragile soul.









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