

**IOFU** 

## Story

### **Inspiration & Process**

If you're reading this it likely means you're already familiar with the annual 36 Days of Type event. If you're unfamiliar, however, it is self-described as "... a project that invites designers, illustrators and visual artists to express their unique interpretation of the letters and numbers of the Latin alphabet."

My take on this year's event was to base each glyph on a predetermined album from my music library. The record would play in the background while I took an hour(ish) to explore, refine, and vectorize the letterforms in a design-sprint fashion. This method of working set forth interesting expectations that I hadn't foreseen. Having music to interpret directly into a visual design felt like having a client who refused to communicate via speech, and would sing instead, having the designer interpret the sounds and instruments. It also refined the design and forced me to scrap my initial ideas when it wasn't suitable for the work.

Other factors like an established artist's complete legacy of work and promotional artwork included in the release campaigns would sometimes subconsciously inform decisions—something I discovered after looking at the final piece closer. Sometimes my final letterform would closely mirror the type from the actual record cover. This trend was initially discouraging because the point of the process was to create something new. Eventually, I realized that both I and the original designer were simply agreeing on the solution, albeit with slightly different Bézier curves.

The final family is an awkward mixture of clashing characters—similar to the diverse characters that can be found in our own families. Some words work surprisingly well when typed out and others are a complete mess with no cohesion. That's just what happens you design a collection of beautiful letters instead of a beautiful collection of letters, eh? The font doesn't work because it was never meant to. However, it is available to download for free and any brave souls who feel they can use it in a project are welcome to do so—commercial work included.

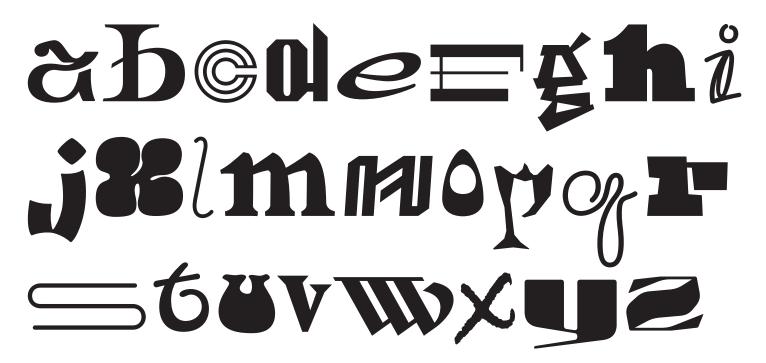
Lastly, if you want to read the short two-sentence rationales for each letter, they can be found on the Tofu Instagram where each letter was originally posted. Maybe next year there will be an exciting new iteration of this idea.

## Musical References

- A · AM by Arctic Monkeys
- B The Altar by BANKS
- C · Mosaik by Camo & Krooked
- D · GRAND CARNIVAL by Dynamic Duo
- E Eclipse by EXID
- F · Dance Fever by Florence + The Machine
- G · Demon Days by Gorillaz
- H The House That Dirt Built by The Heavy
- I · LILAC by IU
- J The Blueprint by JAY-Z
- K Cuphead OST by Kristofer Maddigan
- L Silver by Late Night Alumni
- M · A Black Mile to the Surface by Manchester Orchestra
- N Welcome Reality by Nero
- O · Real Love by OH MY GIRL
- P King Push Darkest Before Dawn: The Prelude by Pusha T
- $Q \cdot Songs$  for the Deaf by Queens of the Stone Age
- R Run The Jewels 3 by Run The Jewels
- S · Mirror's Edge OST by Solar Fields
- T Twicetagram by TWICE
- U · Unknown Mortal Orchestra by Unknown Mortal Orchestra
- V · Big Fish Theory by Vince Staples
- W · Anomaly by What So Not
- X pretty sad by XYLØ
- Y · Soul Lady by YUKIKA
- Z · Northern Lights by Zeds Dead
- 0 · Modul Soul by Nujabes
- 1 · BLOOM\*IZ by IZ\*ONE
- 2 · All the Little Lights by Passenger
- 3 The Return of House Music by Moksi
- 4 · come out. you're hiding by flor
- 5 · Telefone by Noname
- 6 Friends In the Corner by Foxes
- 7 Twin Falls by Dawn Wall
- 8 · CRASH by Charli XCX
- 9 · Young Heart by Birdy

Glyph Set: Limited

Letters 72/86pt



Figures (Proportional)

0123456789

# OpenType Features N/A Figures Oldstyle (Proportional) Glyph Set Limited

**Credits** 

Latin by Reese Lee

#### Language Support

Afaan Oromo, Afar, Amis, Anuta, Arrernte, Bikol, Bislama, Cebuano, Dholuo, English, Fijian, Gooniyandi, Hiligaynon, Hopi, Ido, Ilocano, Interglossa, Interlingua, Jamaican, Javanese (Latin), Kapampangan (Latin), Kikongo, Kinyarwanda, Kiribati, Kirundi, Klingon, Latin, Latino sine Flexione, Lojban, Malay, Manx, Mohawk, Murrinh-Patha, Nagamese Creole, Ndebele, Ngiyambaa, Novial, Oshiwambo, Palauan, Q'eqchi', Quechua, Rotokas, Samoan, Seychellois Creole, Shawnee, Shona, Slovio (Latin), Somali, Sotho (Southern), Sranan, Sundanese (Latin), Swahili, Swazi, Tagalog, Tok Pisin, Tokelauan, Tshiluba, Tsonga, Tumbuka, Tzotzil, Uzbek (Latin), Warlpiri, Wik-Mungkan, Wiradjuri, Xhosa, Yindjibarndi, Zulu.