1

Specimen Name:

LUST

Adobe Fonts
Designed by Neil Summerour. From Positype.
fonts.adobe.com/fonts/lust

Description:
Elegant and detailed, there is high contrast in the thickness of the strokes throughout. Best used as a display font, such as larger headlines and sizes. Inspired by the Didone Typefaces. There are some unique qualities to the lowercase characters in this typeface. The elaborate slopes and dramatic ball terminals makes this typeface feel very custom and illustrious.

regular

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
1 2 3 4 5 6 7 8 9 10 ? : " " { } @ ! $

italic

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
1 2 3 4 5 6 7 8 9 10 ? : " " { } @ ! $

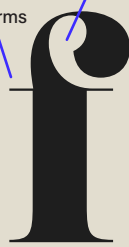## Unique Characteristics

Unique teardrop tail
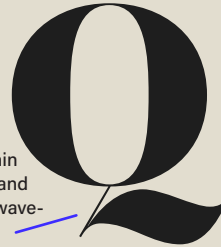
Thin Arms
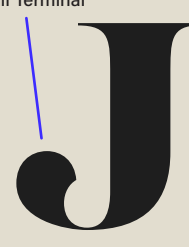
Negative Space tear drop

Super thin strokes and curved wave-like tail

Unique Teardrop Ball Terminal
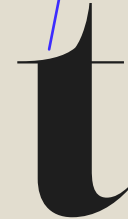
Dramatic sloping curves

Lowercase G   *Lowercase F*   *Uppercase Q*   *Uppercase J*   *Lowercase T*

Practical Application

brilliant at being *great*

Amazing at being one of a kind
1
est. 2022

2022 IS THE YEAR OF EXPRESSIVE TYPE
style is fun

Use in short bursts with shorter phrases

Looks and reads great when curved

Pairs well with another sans-serif typeface
In this example Avenir Next

2

Specimen Name:

EPITAPH

REGULAR

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
1 2 3 4 5 6 7 8 9 10 ? : " " { } ◇◇ ! $

Adobe Fonts
From Frere-Jones Type.
fonts.adobe.com/fonts/epitaph

Description:
Being unique is part of standing out in the future of typography. This typeface does just that and features very custom qualities. It has sharper points and lines in its slab serifs, arms and crossbars. This only comes in one font style, regular, so it does not lend itself well outside of larger headlines, phrases and names. This typeface does a good job at setting itself apart from others, giving you a unique twist to your headlines or logos.

Unique Characteristics

Distinct dot (diacritic mark) under the lowercase O is inspired by an older Latin presentation of O (or in some cases other languages) to denote a certain vowel pronunciation.

An upward sloping Arm

Pointed arrow-like crossbar in the A

Geometric consistent serifs

Concaved Curved Serifs

Lowercase O

Uppercase F

Uppercase A

Lowercase L

Lowercase T

Practical Application

Using cap lock

Not using cap lock

IT GETS AWESOME FROM HERE

78

All characters in this typeface are uppercase but each character comes in two different looks.

Try typing one character with lowercase and then uppercase and combine the characters you like the best. For instance, I like this version of the E with the slant better than the second version.
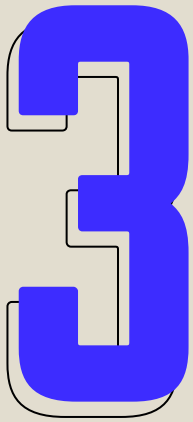
Feel free to use warp and envelope distort to add curves to this typeface. It has a very chunky quality to it which allows you to bend and curve it while maintaining readablity.

Don't forget about numbers. Sometimes when creating infographics or designs using larger numbers we need to find a bold unique number set.

3

Specimen Name:

MEMORIAM PRO
HEADLINE

regular

abcdefghijklmnepqrsturwxyz
1234500010?:""?a!$

Adobe Fonts
Designed by Patrick Griffin. From Canada Type.
fonts.adobe.com/fonts/memoriam

Description:
This typeface features a lot of contrast in the stroke throughout the letters and this one exaggerates just about everything. It includes the use of curvy tails that are great for overlapping to create a calligraphy style effect.

The uppercase here is a little tough to use but try experimenting with the lowercase characters.

Unique Characteristics

Lowercase f

Very curvy details

Lowercase W

exaggerated swash ascenders with rounded ball terminals

Lowercase L

A rare "Spur" on the bottom

Lowercase k

Practical Application

beauty and the beast

The tails on this typeface make it special. Try overlapping the tails to make the words feel more together and united.

I also paired this with LUST for the "and the" words to tone the smaller words down. This typeface works best when used in small doses.

dang that's Spicy

Super illustrative, this typeface works great for t-shirts and other wearable content.

doo

Balance out your ascenders (the stuff that extends out the top) and your descenders (the stuff that extends down below your average baseline).

This makes sure your letters do not look too heavy to the top, bottom, left or right.

4

Specimen Name:

CARILOS

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567891O?:"˝{}@!$
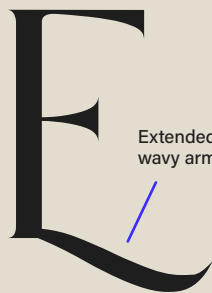
Description:
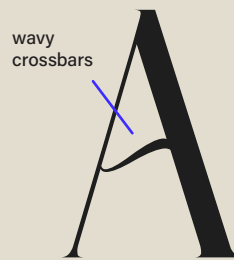A luxurious typeface that features consistent wavy features throughout its characters. Like a lot of detailed typefaces featured in this document, it is best to use this sparingly as a display headline font or logo and not to overwhelm the design with too much typographic details.
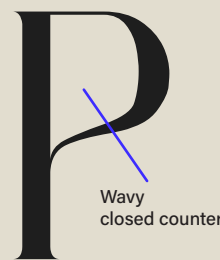It has a feminine but playful quality and makes a bold statement with its daring curves.
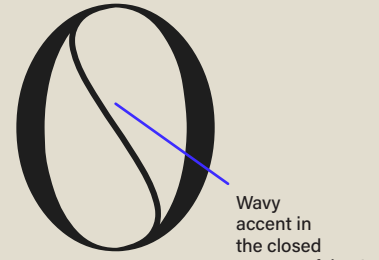
Unique Characteristics

Extended wavy arm — **Uppercase E**

wavy crossbars — **Lowercase A**

Wavy closed counter — **Uppercase P**

Wavy accent in the closed counter of the O — **Lowercase O**

Practical Application

WHAT COMES NOW

High-end brands may benefit from a smooth expressive typeface like this. The characters are a design unto themselves, so pair this with a simple photo for some stunning results.

FRIENDS OF ORGANIC COTTEN
EST. 2022

This typeface stands out well in logo design. The unique wave inside of the O makes this design look more custom.

AB PAIRING

You can easily overuse this detailed typeface. It also can work well as abbreviations.

5

Specimen Name:

WORK SANS

Regular

Also comes in thin, extra light, bold, extra bold and black

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
1 2 3 4 5 6 7 8 9 10 ? : " " { } @ ! $

fonts.google.com
by Wei Huang
fonts.google.com/specimen/Work+Sans

Description:
The name is very fitting because you can really put this typeface to work. It features every single font weight you could ever want, including thin all the way to the super thick ultra weight.

Nothing fancy about this typeface but it has a consistent super low contrast weight throughout giving it super readability at smaller sizes. Great for smaller or larger type.

Unique Characteristics

Consistent steady stroke widths

Right leg extends down from the top arm instead of at the left stem

simple rounded tittle

g a K i

*Lowercase G
(Semi Bold weight)*

*Lowercase A
(Extra Bold)*

*Uppercase K
(Light)*

*Lowercase I
(Thin)*

Practical Application

a little bit
good & bold

Smaller size goes here
Your body font goes right here in this area. This font is super readable and very flexible.

Make sure to utilize the full flexibly of the different font weights available to establish a nice typographic system.

**good
great
powerful
greedy
humble**

It is harder to overwhelm with this more simple typeface. Feel free to be a bit more liberal with its usage and the length of phrases it is used on.

simple.

Sometimes you do not want to draw attention to your typography style but to the message and words.

6
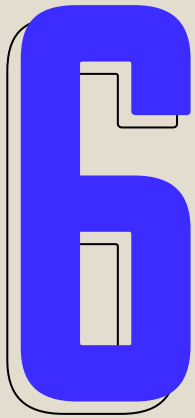
Specimen Name:

ITALIANA

Regular

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
1 2 3 4 5 6 7 8 9 10 ? : " " { } @ ! $
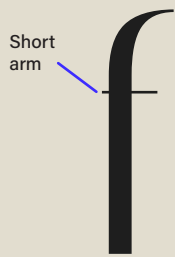
Description:
Italiana is inspired by the calligraphy of the Italian masters. This sophisticated typeface is another display typeface best used for headlines. Another Didone type font, it has high contrast in its strokes.

Unique Characteristics

Short arm

Super thin strokes

Shortened curved terminals

Unique curved terminal

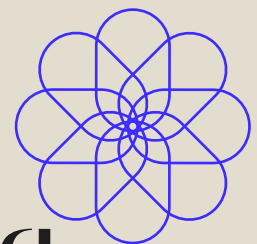*Lowercase F* *Number 4* *Uppercase J* *Uppercase*

Practical Application

too small will not work as well

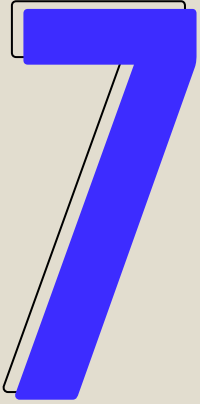Make sure to use this for larger sized text. Used with smaller text it will be unreadable.

It is harder to overwelm with this more simple typeface. Feel free to be a bit more liberal with its usage and the length of phrases it is used on.

est. 2022

Company branding can benefit from the unique qualities of your typeface choice. Distinction is an asset.

7

Specimen Name:

OTR TYPE

Bastien Tessanne
fontesk.com/otr-type-font

Description:
OTR Type is a geometric sans-serif grotesque typeface that pushes the envelope of normal. The wide version is especially interesting and post modern. It can be a show stopper if used correctly.
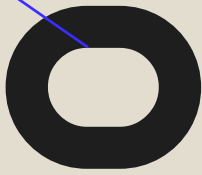
ReguLar

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
1 2 3 4 5 6 7 8 9 10 ? : " " { } @ ! $

WIDE

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
1 2 3 4 5 6 7 8 9 10 ? : " " { } @ ! $

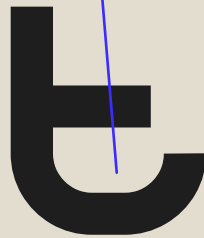## Unique Characteristics

Closed counters that have an oval shape

Wide curved bowl

The wide version is super exaggerated lending itself to attention grabbing text

Cutoffs at the ends of the legs

Lowercase O

Lowercase T
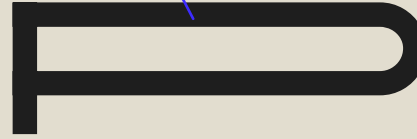
Upper case P (Wide version)

Uppercase A

Practical Application

Wide version

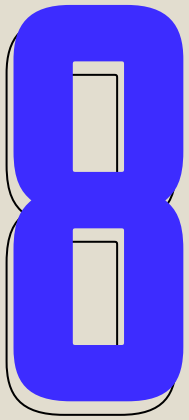# SMALL
GOOD
GREAT

pushing for something different

Regular

The wide version used with all caps can add a touch of Sci-Fi intrigue to any project.
The regular non extended version has very unpredictable widths and cutoffs lending itself to be used for future forward projects.

8

Specimen Name:

DAMN Regular

Regular

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
1 2 3 4 5 6 7 8 9 10 ? : " "   @ ! $

Designed by: Daria Fisko
fontesk.com/damn-font

Description:

Damn is a contemporary geometric sans-serif typeface. It has extra extended characters and is very condensed. You can pack a lot of letters in a narrow space.

It has almost a grotesque-like appearance with nonparallel arms and legs with slightly various widths. Those characteristics give it a little bit of "different" and "interesting". Best used for a modern boundary-pushing brand.

Unique Characteristics

Tall elongated closed counters

Pointed sharp non parallel edges

Subtle changing stroke widths

Unique skinny join points

O
Uppercase O

E
Uppercase E

M
Uppercase M

X
Uppercase X

b
lowercase B

Practical Application

WILD + TALL

This typeface shines in all caps. Warped, broken or scattered text, which I talked about back in my 2019 trends, is still a thing. Because this is a chunky thick typeface it can withstand this warping, stretching and bending and still maintain readability.

WARPED
WARPED
WARPED
WARPED