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# Platform

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**Platform is the first typeface released by Berton Hasebe. This family is an exploration of how the geometric sans serif, one of the most well-trod genres of 20th century type design, might be approached in a contemporary context.**

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**PUBLISHED**  
2010

**DESIGNED BY**  
BERTON HASEBE

**10 STYLES**  
5 WEIGHTS W/ ITALICS

**FEATURES**  
LINING FIGURES  
FRACTIONS  
NUMERATORS/DENOMINATORS

Rather than aiming for perfection, Platform instead plays with the inherent crudeness in letters that have been reduced to their simplest essence. Platform drew inspiration from a wide variety of geometric sans serifs from around the world, from the quirky Latin alphabets designed to match Japanese typefaces, which informed the large x-height, to the strangely-proportioned early Modernist German and Dutch sans serifs, which informed the interplay between wide and narrow forms in the uppercase, yielding a unique texture in lines of caps.

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Platform Hairline

*Platform Hairline Italic*

Platform Light

*Platform Light Italic*

**Platform Regular**

***Platform Regular Italic***

**Platform Medium**

***Platform Medium Italic***

**Platform Bold**

***Platform Bold Italic***

LITHOGRAPHICS  
Sir Thomas More

PLATFORM HAIRLINE, 70 PT

STRUCTURALISM  
Gloucestershire

PLATFORM HAIRLINE ITALIC, 70 PT

MAAMERKKINÄ  
Bátorove Kosihy

PLATFORM HAIRLINE, 70 PT

ADMINISTRATOR  
Michel Foucault

PLATFORM HAIRLINE ITALIC, 70 PT [ALTERNATE a]

AUTOCHROME  
Characterized

PLATFORM LIGHT, 70 PT [ALTERNATE a]

*MUNICIPALITIES*  
*Epidemiologist*

PLATFORM LIGHT ITALIC, 70 PT

TYPOGRAPHIC  
Schriftgießerei

PLATFORM REGULAR, 70 PT

*VISITEKAARTJES*  
*Agnietenplaats*

PLATFORM REGULAR ITALIC, 70 PT

**AVANT-GARDE**  
**Contemporary**

PLATFORM MEDIUM, 70 PT [ALTERNATE y]

***BUCHDRUCKER***  
***Côtes-d'Armor***

PLATFORM MEDIUM ITALIC, 70 PT

**DOGMATISCH**  
**Représentatifs**

PLATFORM BOLD, 70 PT

***GUSTAV KLIMT***  
***Skudeneshavn***

PLATFORM BOLD ITALIC, 70 PT [ALTERNATE k u]

Województwo podlaskie  
ARTIST RUN ORGANIZATION  
The second rearrangement

PLATFORM HAIRLINE, 40 PT [ALTERNATE a k]

*Lærdalsøyri, Jørpeland, Ørsta*  
GROPIUS AND THE BAUHAUS  
*Figueira de Castelo Rodrigo*

PLATFORM HAIRLINE ITALIC, 40 PT

327 administrative divisions  
GASTON BACHELARD [1958]  
The associate administrator

PLATFORM LIGHT, 40 PT

*Russian Revival Architecture*  
SUBORBITAL FLIGHT TESTING  
*Manned Spacecraft Center*

PLATFORM LIGHT ITALIC, 40 PT

Previously known as Orian  
BORGARFJARÐARHREPPUR  
From Alexandria to Bartlett

PLATFORM REGULAR, 40 PT

*Humid continental climate*  
CHICAGO TRIBUNE TOWER  
*Les Sept péchés capitaux*

PLATFORM REGULAR ITALIC, 40 PT [ALTERNATE a u]

Contemporary geometry  
NIEDERKIRCHNERSTRASSE  
Aleksandr Samokutyayev

PLATFORM MEDIUM, 40 PT

*Over 6,800 people reside*  
LE SAUT À LA COUVERTURE  
*The chief aerodynamicists*

PLATFORM MEDIUM ITALIC, 40 PT

**Giacomo Luigi Ciamician**  
**HELSINGØR, HØRSHOLM**  
**Sobral de Monte Agraço**

PLATFORM BOLD, 40 PT [ALTERNATE a]

***Apollo-Soyuz Test Project***  
**FRIEDRICH OTTO SCHMIDT**  
***Lunar Surface Rendezvous***

PLATFORM BOLD ITALIC, 40 PT

Walter M. Schirra: Mercury & Gemini Astronaut  
TRAVELED FROM GRAND FORKS TO PARKSVILLE  
*2001 saw a 25.2% increase of organic materials*

PLATFORM HAIRLINE, HAIRLINE ITALIC, 24 PT

În fundul lui se vedea sclipind, de limpede  
FLIGHT ENGINEER NIKOLAI RUKAVISHNIKOV  
*Shanghai, São Paulo, Tokyo, New York City*

PLATFORM LIGHT, LIGHT ITALIC, 24 PT [ALTERNATE a k]

The area had a population of 213,056 in 1971  
HARROW & WEALDSTONE, HERON QUAYS  
*Coenraad Johannes van Houten (1801–1887)*

PLATFORM REGULAR, REGULAR ITALIC, 24 PT

**Understood in its totality, the spectacle is  
BÚÐARDALUR, ÞORLÁKSHÖFN, ÁLFTANES  
*Being and Nothingness, published in 1943***

PLATFORM MEDIUM, MEDIUM ITALIC, 24 PT

**Performance endurance of about 14 days  
NEUKIRCHEN BEI SULZBACH-ROSENBERG  
*Sketch for a Theory of the Emotions (1939)***

PLATFORM BOLD, BOLD ITALIC, 24 PT

GOING FROM LAMBETH NORTH TO KING'S CROSS ST. PANCRAS  
 As indispensable embellishment of currently produced theory  
 THE SOCIETY BASED ON MODERN INDUSTRY IS NOT ACCIDENTALLY  
*En disant Dada. D'un geste noble et avec des manières raffinées*

PLATFORM HAIRLINE, HAIRLINE ITALIC, 18 PT

IN ADDITION, 23.6% OF THE STATE'S RESIDENTS SPEAK SPANISH  
 The municipal offices of the City and County of Honolulu on  
 LE DÉBARQUEMENT DU CONGRÈS DE PHOTOGRAPHIE À LYON  
*það var því ekki ólíklegt, að þetta skrímsl hefði hröklast þaðan*

PLATFORM LIGHT, LIGHT ITALIC, 18 PT

ÉG GAT EKKI SKORAST UNÐAN ÞVÍ MEÐ ÖLLU, EN REYNDI ÞÓ  
 October, 1964: Sartre declined the Nobel Prize in Literature  
 IN 2005 THERE WERE 140,337 HOUSEHOLDS IN HONOLULU, HI  
*Public primary and secondary schools in Wicomico County*

PLATFORM REGULAR, REGULAR ITALIC, 18 PT

**EUROPEAN ARRIVAL AND THE KINGDOM OF HAWAII, 1778**  
**In February 2010, she had her first solo exhibition in Prague**  
**HAMMERSMITH & CITY, NOTTING HILL GATE, PADDINGTON**  
**Sartre was drafted into the French army as a Meteorologist**

PLATFORM MEDIUM, MEDIUM ITALIC, 18 PT [ALTERNATE u w y]

**THE GROUP EXHIBITED THROUGHOUT MALAYSIA IN 2001**  
**The Pineapple Isle has an area of 140.57 sq mi (363.91 km<sup>2</sup>)**  
**PRESENTING THE SPECTACULAR AS INACCESSIBLE REALITIES**  
**Speakers of the Hawaiian language totalled 27,160 in 2005**

PLATFORM BOLD, BOLD ITALIC, 18 PT

Neuschwanstein

PLATFORM HAIRLINE, 65 PT [ALTERNATE a]

Gleichmäßigkeit

PLATFORM LIGHT, 65 PT

Palihooukapapa

PLATFORM REGULAR, 65 PT

Transformations

PLATFORM MEDIUM, 65 PT

Developmental

PLATFORM BOLD, 65 PT

*Kunstäußerungen*

PLATFORM HAIRLINE ITALIC, 65 PT [ALTERNATE a]

*Noncontinuance*

PLATFORM LIGHT ITALIC, 65 PT

*Oogenblikkelijk*

PLATFORM REGULAR ITALIC, 65 PT

*Metronomically*

PLATFORM MEDIUM ITALIC, 65 PT

*Conceptualized*

PLATFORM BOLD ITALIC, 65 PT

PLATFORM REGULAR, 16 PT

REGULAR ALL CAPS

REGULAR

BOLD

PROPORTIONAL  
LINING FIGURES

REGULAR ITALIC

BOLD

REGULAR ITALIC

THE SPANISH WAR, which began in 1739, as well as the French war which soon followed it, occasioned a further increase of the debt, which, on the 31st of December 1748, after the war had been concluded by the treaty of **Aix-la-Chapelle**, amounted to £78,293,313. The most profound peace, of 17 years continuance, had taken no more than £8,328,354,17 from it. A war, of less than nine years continuance, added £31,338,689 to it. [Refer to Postlethwaite's *History of the Public Revenue*.] During the administration of Mr. Pelham, the interest of the public debt was reduced to 3%; the sinking fund was increased, and some part of the public debt was paid off. In 1755, **before the late war**, the funded debt of Great Britain amounted to £72,289,675. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted debt to £122,603,336. The unfunded debt has been stated at £13,927,589. But the expense occasioned by the war did not end with the conclusion of the peace; so that, on the 5th of January 1764, the funded debt was increased [partly by a new loan, and partly by funding a part of the unfunded debt] to £129,586,789, there still remained [according to the very well informed author of *Considerations on the Trade and Finances of Great Britain*] an unfunded debt, which was brought to account in that and the following year, of 975,017. In 1764, therefore, the public debt of Great Britain, funded and unfunded together, amounted, according to this author, to £139,561,807:2:4. The annuities





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**OPENTYPE FEATURES**  
 ROMAN & ITALIC
 

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ALL CAPS

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 PROPORTIONAL LINING  
 default figures
 

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 FRACTIONS
 

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 STYLISTIC SET 01  
 a and related
 

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 STYLISTIC SET 02  
 k and related
 

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 STYLISTIC SET 03  
 u w y and related
 

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**DEACTIVATED**

¿For only 14.65?

£34.89 \$47,223.79

2<sup>1</sup>/<sub>7</sub> 9<sup>1</sup>/<sub>13</sub> 5<sup>1</sup>/<sub>4</sub>

Ramen, Ikura Don

Workers, balking

Rule, whom, play

**ACTIVATED**

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Ramen, Ikura Don

Workers, balking

Rule, whom, play

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**STYLES INCLUDED IN COMPLETE FAMILY**

Platform Hairline  
Platform Hairline Italic  
Platform Light  
Platform Light Italic  
Platform Regular  
Platform Regular Italic  
Platform Medium  
Platform Medium Italic  
Platform Bold  
Platform Bold Italic

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**SUPPORTED LANGUAGES**

Afrikaans, Albanian, Asturian, Basque, Breton, Bosnian, Catalan, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Finnish, French, Galician, German, Greenlandic, Guarani, Hawaiian, Hungarian, Ibo, Icelandic, Indonesian, Irish, Gaelic, Italian, Kurdish, Latin, Latvian, Lithuanian, Livonian, Malagasy, Maltese, Maori, Moldavian, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansch, Saami, Samoan, Scots, Scottish Gaelic, Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

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**ABOUT THE DESIGNER**

**Berton Hasebe** (born 1982) moved from Hawaii to study and work in Los Angeles, obtaining a BA from Otis College of Art and Design in 2005. In 2007 he moved to the Netherlands to study type design through the Type and Media Masters course at The Royal Academy of Art in the Hague (KABK). His typeface Alda, designed while attending Type and Media, was awarded the 2008 judges pick from the Type Directors Club in New York. In the same year Alda was also selected by the Tokyo Type Directors Club to be included in its annual publication. Since 2008 he resides in New York and has been working with Commercial Type.

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