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# Portrait

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Portrait started out as an experiment in drawing a display typeface that manages to be both beautiful and brutal, and both classical and modern in its minimalism. While its lighter weights are quietly elegant, the heavier weights show the influence of chiseled woodcut forms.

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**PUBLISHED**  
2013

**DESIGNED BY**  
BERTON HASEBE

**12 STYLES**  
6 WEIGHTS W/ ITALICS

**FEATURES**  
PROPORTIONAL OLDSTYLE/LINING FIGURES  
SMALL CAPITALS (ROMANS)  
FRACTIONS  
SUPERScript/SUBSCRIPT

Portrait draws its primary inspiration from the Two-line Double Pica Roman, equivalent to 32pt in contemporary sizes, attributed to the French punchcutter Maître Constantin (known as the ‘Estienne Master’) around 1530 for the printer Robert Estienne in Paris. This was the earliest Roman typeface with a lowercase to be cut in such a large size, and its light, delicate forms were a major influence on the large types cut by many punchcutters of the era, including Augereau and his apprentice Garamont. Portrait replaces the delicately modeled serif treatment of Constantin’s original with simple, triangular Latin serifs, reimagining the Renaissance forms in a contemporary light. The italic is a departure from the historical models, touching on hallmarks of the style, like the slightly ascending *p* and looped *k*, while remaining minimalist in nature, turning hooks into triangles and regularizing the slope angle.

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Portrait Light

*Portrait Light Italic*

Portrait Regular

*Portrait Regular Italic*

Portrait Regular No.2

*Portrait Regular No.2 Italic*

Portrait Medium

*Portrait Medium Italic*

**Portrait Bold**

***Portrait Bold Italic***

**Portrait Heavy**

***Portrait Heavy Italic***

Absolutizes  
UPSCALE  
Shuttle 274

PORTRAIT LIGHT 100 PT [LINING FIGURES]

*Earflappings*  
*KINGDOM*  
*Radiocarbon*

PORTRAIT LIGHT ITALIC 100 PT [STYLISTIC 1: K, LIGATURE: fl]

Cabin boys  
BOUNCE  
Macédoine

PORTRAIT REGULAR 100 PT

*Łódź & Kęty*  
OBESITIES  
*Fired Games*

PORTRAIT REGULAR ITALIC 100 PT

Girouettes  
ÉTROITS  
Backfilling

PORTRAIT REGULAR NO.2 100 PT [LIGATURE: fi]

*Weißwürstel*  
*HALLOWS*  
*Joie de Vivre*

PORTRAIT REGULAR NO.2 ITALIC 100 PT [STYLISTIC 3: W]

Dandelion  
YAWNEN  
Porquerías

PORTRAIT MEIDUM 100 PT

*Tuscan Sun*  
*EQUINOX*  
*N'est-ce pas*

PORTRAIT MEDIUM ITALIC 100 PT [SWASH: Q]

**Ultimates  
X-RATED  
Tabulator**

PORTRAIT BOLD 100 PT

***Affiliations  
MÖGÖTT  
Littérateur***

PORTRAIT BOLD ITALIC 100 PT [LIGATURE: ffi]

**Irrelevant**  
**CEUVRES**  
**Zoophilic**

PORTRAIT HEAVY 100 PT

***Valediction***  
**QUINTET**  
***Des Mêlées***

PORTRAIT HEAVY ITALIC 100 PT [SWASH: Q]



VALIDATION  
Antihistamínico  
TÜZÉRÜTEG  
Jackson Heights

PORTRAIT LIGHT 72 PT

LAMBSWOOLS  
*Ma Raison D'être*  
CORPÚSCULO  
*Højtidelige Sætte*

PORTRAIT LIGHT ITALIC 73 PT

JUDGEMENT  
Chinese Dinner  
HURRICANE  
Baguette Noire

PORTRAIT REGULAR 72 PT

*ROW 42 SEAT 1*  
*Archaic Medicine*  
INKWELL PEN  
*Düzelme deęişmiş*

PORTRAIT REGULAR ITALIC 72 PT [STYLITIC 1: K, STYLISTIC 3: W, LINING FIGURES]

NEIGHBORS  
Baby Back Ribs  
GATHERING  
 $\frac{2}{3}$  Cup of Sugar

PORTRAIT REGULAR NO.2 72 PT

*PEDAGÓGICO*  
*To Study in Paris*  
*RADIOACTIVE*  
*New Commission*

PORTRAIT REGULAR NO.2 ITALIC 72 PT

ILLUSTRATE  
Aggravated lab  
FRANKFURT  
Organic Fruits

PORTRAIT MEDIUM 72 PT [STYLISTIC 2: K, LIGATURE: gg]

*GORGEOUSLY*  
*Encyclopedically*  
*POSTSCRIPTS*  
*Urgroßmutter*

PORTRAIT MEDIUM ITALIC 72 PT

**MOROCCAN**  
**Area Code (31)**  
**KOCHAJĄCY**  
**Thermometer**

PORTRAIT BOLD 72 PT [LINING FIGURES]

**ÍERFÐASKRÁ**  
***7 Jewel Thieves?***  
**INNER DRIVE**  
***Secret Admirers***

PORTRAIT BOLD ITALIC 72 PT [OLDSTYLE FIGURES]

**QUESTIONS**  
**User Friendly**  
**ZOOLOGIST**  
**Saint-Étienne**

PORTRAIT HEAVY 72 PT [SWASH: Q]

***CARPE DIEM!***  
***Ménage à Trois***  
***ICE BREAKER***  
***Longitudinally***

PORTRAIT HEAVY ITALIC 72 PT

REALISTICALLY HAPPIER  
La Belle Époque Oubliée à Lille  
Þar Tíðindamenn Stórblaðanna

PORTRAIT LIGHT 36 PT

PROFESSIONAL EXCELLENCE  
*Performance artists do become rich*  
*¿Por qué no me cuentas tu historia?*

PORTRAIT LIGHT ITALIC 36 PT

CONCENTRATED VALUE  
Go to the Quarantine Grounds  
A unique body of literary work

PORTRAIT REGULAR PT 36 PT [SWASH: Q]

GREATEST CONTRIBUTIONS  
*L'anxiété est une émotion profonde*  
*Watching a Philharmonic Orchestra*

PORTRAIT REGULAR ITALIC 36 PT

NO STRINGS ATTACHED  
CAFÉ AU LAIT, in light-browns  
The Renaissance hermit artist

PORTRAIT REGULAR NO.2 36 PT

*NET WORTH OF \$1.3 BILLION*  
*Very volatile effervescent chemicals*  
*Facebook (Nasdaq: FB) Stock Dies*

PORTRAIT REGULAR NO.2 ITALIC 36 PT [LIGATURE: ff, LINING FIGURE]

BUSINESS TAX REFORMS  
Visite des Pyrénées-Orientales  
Late-night rooftops gathering

PORTRAIT MEDIUM 36 PT

*LØSNING PÅ KONFLIKTENE*  
*Superhighways reparation budget*  
*Hipster High-Art on Display Now*

PORTRAIT MEDIUM ITALIC 36 PT



**DESCONGESTIONANTES**  
**This is an extraordinary skill**  
**What you see is what you get**

PORTRAIT BOLD 36 PT

***FURNITURE LIQUIDATION***  
***Zwieback und Wurst Frühstück***  
***Inhouse Motorcycle Repair Shop***

PORTRAIT BOLD ITALIC 36 PT [SWASH: Q]

**WATERMELON DESSERT**  
**Made in the Czech Republic**  
**This must be our lucky day!**

PORTRAIT HEAVY 26 PT

***FAKE IT TILL YOU MAKE IT***  
***Is 40% chance of rain too high?***  
***Shuffle the deck & Roll the dice***

PORTRAIT HEAVY ITALIC 36 PT [LIGATUREF ffi, OLDSTYLE FIGURES]

PAPIER-MÂCHÉ DES CHAMPS-ÉLYSÉES  
At the end of the meal, the alcohol was brought  
It's a beautifully written and deeply vague book  
*THE ARTICLE, MONDAY, 15 FEBRUARY, 2001*  
*Fornemmede denne forfærdelige ting denne umådelige*

PORTRAIT LIGHT, LIGHT ITALIC 24 PT [LINING FIGURES]

PALÆONTOLOGISTS' CLAIM TO FAME  
Nunca sabré por qué me dejaste, ni lo pretendo  
Blinded by essentialism & PLATONIC ideal text  
*A FIVE-EYED NOZZLE-TOTING FLY SPECIES*  
*The human race is the result of survival of the fittest*

PORTRAIT REGULAR, REGULAR ITALIC 24 PT

95% NITROHYDROCHLORIC ACIDITY  
The National Institute of Health decodes DNA  
Neo-Darwinian synthesis was “effectively dead”  
*DIE ÄUSSERST SCHNELLER MÖBELTRÄGER*  
*Vestvågøy is a village in Nordland county in Norway*

PORTRAIT REGULAR NO. 2, REGULAR NO. 2 ITALIC 24 PT [LIGATURE: ff, LINING FIGURES]

I, HOWEVER, WILL BE GIVING €50,000  
 The first 33⅓ book was published in February  
 Conveyed by the 17-word message still unclear  
 ÅNGSTRÖM TO BE USED IN THE SCIENCES  
*Adaptive evolution must be gradual and cumulative*

PORTRAIT MEDIUM, MEDIUM ITALIC 24 PT [OLDSTYLE FIGURES, LINING FIGURES]

**(\$18) SONOMA COAST CHARDONNAY**  
**Monument to Oregon's Football Ambitions**  
**U.S. adds 62,000 jobs as growth remains idle**  
**IS SHE OPTIMISTIC ABOUT OUR ABILITY?**  
*"Don't cross your bridges before you come to them"*

PORTRAIT BOLD, BOLD ITALIC 24 PT [LINING FIGURES, OLDSTYLE FIGURES]

**ANDRZEJ CHŁODNO PRZYJĘŁA KSIĄŻKĘ**  
**In the STUDIO, the work had several sizes**  
**The pre-cast word is known as stereotype**  
**REGION PROVENCE-ALPES-CÔTE D'AZUR**  
*¿Qué crees que debo hacer? Tú sabrás, dijo ella*

PORTRAIT HEAVY, HEAVY ITALIC 24 PT [STYLISTIC 2: k]

Acknowledgement

POTRAIT LIGHT 60PT

Backward-looking

POTRAIT REGULAR 60PT [STYLISTIC 2: k, STYLISTIC 4: w]

Chromatographie

POTRAIT REGULAR NO.2 60PT

Décentralisateurs

POTRAIT MEDIUM 60PT

Enigmatography

POTRAIT BOLD 60PT

Familiarizations

POTRAIT HEAVY 60PT

*Galvanomagnetically*

POTRAIT LIGHT ITALIC 60PT

*Hebdomadairement*

POTRAIT REGULAR ITALIC 60PT

*Immunofluorescence*

POTRAIT REGULAR ITALIC NO.2 60PT [LIGATURE: fi]

*Jarðeðlisfræðingum*

POTRAIT MEDIUM ITALIC 60PT

*Kalcium-karbonát*

POTRAIT BOLD ITALIC 60PT

*Leiomyosarcomas*

POTRAIT HEAVY ITALIC 60PT

UPPERCASE ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE abcdefghijklmnopqrstuvwxyz

SMALL CAPS ABCDEFGHIJKLMNOPQRSTUVWXYZ

STANDARD PUNCTUATION ;!?:.,;...- -- ()[]{}|\/&\* @“”‘ ’.,,«»‹› §•¶†‡©®™

ALL CAP PUNCTUATION i; -- -- ()[]{}|\/@«»‹›&

SMALL CAP PUNCTUATION i!;?&“”‘

LIGATURES fb fh fi fj fk fl ff ffb ffh ffi ffj ffk ffl ß gg

PROPORTIONAL LINING \$£€¥1234567890¢ƒ%‰°ª«»¼½¾¿

PROPORTIONAL OLDSTYLE default figures \$£€¥1234567890%‰°ª«»¼½¾¿

PROPORTIONAL SMALL CAP \$£€¥1234567890%‰°

PREBUILT FRACTIONS ½ ⅓ ⅔ ¼ ¾ ⅛ ⅝ ⅞

NUMERATORS & DENOMINATORS H<sup>1234567890</sup>/<sub>1234567890</sub>

SUPERSCRIPT & SUBSCRIPT H<sup>1234567890</sup> H<sub>1234567890</sub>

STYLISTIC ALTERNATES KWQ KWQ kw ꝀꝁꝂꝃ ꝀꝁꝂꝃ ꝀꝁꝂꝃ

ACCENTED UPPERCASE Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ø ù ú û ü ý þ ß

ACCENTED LOWER CASE á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ø ù ú û ü ý þ ß

ACCENTED SMALL CAPS Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß



**OPENTYPE FEATURES**  
FAMILY WIDE

ALL CAPS  
substitutes Q with longer tail,  
opens up spacing, moves  
punctuation up

PROPORTIONAL OLDSTYLE  
default figures

PROPORTIONAL LINING

FRACTIONS  
ignores numeric date format

SUPERSCRIPT/SUPERIOR

SUBSCRIPT/INFERIOR

DENOMINATOR  
for making arbitrary fractions

NUMERATOR  
for making arbitrary fractions

LANGUAGE FEATURE  
Polski (Polish) kreska accent

LANGUAGE FEATURE  
Română (Romanian) s accent

**OPENTYPE FEATURES**  
ROMAN

SMALL CAPS

ALL SMALL CAPS

STYLISTIC SET 01  
alternate K

STYLISTIC SET 02  
alternate k

STYLISTIC SET 03  
alternate W

STYLISTIC SET 04  
alternate w

STYLISTIC ALTERNATES  
Illustrator/Photoshop

**OPENTYPE FEATURES**  
ITALIC

STYLISTIC SET 01  
alternate K

STYLISTIC SET 03  
alternate W

STYLISTIC ALTERNATES  
Illustrator/Photoshop

**DEACTIVATED**

Quality hi-fi (for) [sale]

Population 4,923,157,836 in 2010

Population 4,923,157,836 in 2010

21/03/10 and 2 1/18 to 5 460/920

x<sup>158</sup> + y<sup>23</sup> × z<sup>18</sup> - a<sup>4260</sup>

x<sub>158</sub> ÷ y<sub>23</sub> × z<sub>18</sub> - a<sub>4260</sub>

0123456789 0123456789

0123456789 0123456789

ŹRÓDŁA Ślady możliwości rozliczeń

ÎNSUȘI CONȘTIINȚA științifice

**DEACTIVATED**

Quality Hi-Fi (for) [sale] \$2.99

Quality Hi-Fi (for) [sale] \$2.99

KICKBOXER PICKING SLICKER

Kinked pack mackerel kit wicked

WESTERN AWARDS WOWED

Howling unwavering power claws

WESTERN PICKED WICKEDLY

**DEACTIVATED**

KICKBOXER PICKING SLICKER

WESTERN AWARDS POWERED

WESTERN PICKING WICKEDLY

**ACTIVATED**

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0123456789 0123456789

0123456789 0123456789

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**ACTIVATED**

KICKBOXER PICKING SLICKER

WESTERN AWARDS POWERED

WESTERN AWARDS POWERED



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STYLES INCLUDED IN COMPLETE FAMILY

Portrait Light  
Portrait Light Italic  
Portrait Regular  
Portrait Regular Italic  
Portrait Regular No. 2  
Portrait Regular No. 2 Italic  
Portrait Medium  
Portrait Medium Italic  
Portrait Bold  
Portrait Bold Italic  
Portrait Heavy  
Portrait Heavy 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 (Castillian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

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CONTACT

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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 and later published by digital type pioneers Émigré, 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 for inclusion in their annual publication. Since 2008 he resides in New York, where he was a staff designer with Commercial Type before founding his own studio in 2013.