
Druk Wide

Designed for the 2013 retooling of the style and culture-focused Etc. section of *Bloomberg Businessweek*, Druk Wide is first and foremost an homage to the way Dutch graphic designers of the early- to mid-20th century commonly used wide, bold sans serifs to add a strong typographic hierarchy to their work, including Willem Sandberg's catalogs for the Stedelijk Museum in Amsterdam.

PUBLISHED
2014

DESIGNED BY
BERTON HASEBE

8 STYLES
4 WEIGHTS W/ ITALICS

FEATURES
PROPORTIONAL LINING FIGURES
FRACTIONS (PREBUILT AND ARBITRARY)
SUPERSCRIP/T/SUBSCRIPT

Like many typefaces, Druk has its roots in typefaces from the past: the sans serifs created in the 19th century onwards and popularised in the 20th century for expressive display typography. These were mainly used for posters and editorial design, and were often the loudest voices in the typographic spectrum. Unlike many new typefaces, Druk's forms are inspired by the ways in which type was used in the past, rather than the way the typefaces themselves were drawn or cut.

Druk Wide Medium
Druk Wide Medium Italic
Druk Wide Bold
Druk Wide Bold Italic
Druk Wide Heavy
Druk Wide Heavy Italic
Druk Wide Super
Druk Wide Super Italic

VERSED
Metrisen

DRUK WIDE MEDIUM, 100 PT [ALTERNATE f]

JELÖLNİ
Attiecībā

DRUK WIDE MEDIUM ITALIC, 100 PT

ESPACE
Unívoca

DRUK WIDE BOLD, 100 PT [ALTERNATE a]

MĚSÍCŮ
Výrazná

DRUK WIDE BOLD ITALIC, 100 PT

TEKOJA
Pflaster

DRUK WIDE HEAVY, 100 PT [ALTERNATE J a r]

BLAUW
Akişkan

DRUK WIDE HEAVY ITALIC, 100 PT

RANGE
Skriřfað

DRUK WIDE SUPER, 100 PT

MÅDER
Holdiņg

DRUK WIDE SUPER ITALIC, 100 PT

**Clocksmiths
POBJEDOM
Uzskaitījumā**

DRUK WIDE MEDIUM, 70 PT

***Précisément
NATUURLIJK
Wavelengths***

DRUK WIDE MEDIUM ITALIC, 70 PT [ALTERNATE a r]

Curvatures
UTILIZZATE
Filzüberzug

DRUK WIDE BOLD, 70 PT

Lanzándose
RYCHLOSTI
Pienemmillä

DRUK WIDE BOLD ITALIC, 70 PT

Deixadinha
POLITICAS
Bevægelse

DRUK WIDE HEAVY, 70 PT

Kinematica
LEGIBILITY
Bølgefasen

DRUK WIDE HEAVY ITALIC, 70 PT [ALTERNATE a]

**Mezzotints
GULOSITY
Suprafetei**

DRUK WIDE SUPER, 70 PT

**Recidivism
EMERGING
Geliştirilen**

DRUK WIDE SUPER ITALIC, 70 PT

ANTHROPOGENESIS
Psychothérapeutique
MEDFERÐARADFERÐ
Reinigungsvalidierung

DRUK WIDE MEDIUM, MEDIUM ITALIC, 40 PT

CUESTIONAMIENTO
Satamakauptunkkiinsa
ULTRACREPIDARIAN
Cyroanthropological

DRUK WIDE BOLD, BOLD ITALIC, 40 PT

J A A R G E M I D D E L D E
Straordinariamente
CHREMATOPHOBIA
Antiferromagnetism

DRUK WIDE HEAVY, HEAVY ITALIC, 40 PT [ALTERNATE a r]

PANDICULATIONS
Dekonstruksijskog
UWZGLĘDNIENIEM
Referenzelektrode

DRUK WIDE SUPER, SUPER ITALIC, 40 PT

AS A RESULT OF THE WEATHER THE COIN
Eine vergleichbare großflächige Vereisung
PASTARIEJI DARBAI PADARĖ GANA DIDELEĖ
Ğiet fundata fl-1847 minn Albert Gallatin bħala

DRUK WIDE MEDIUM, MEDIUM ITALIC, 20 PT

PRIBLIŽNE 5 MILIÁRD LUDÍ NA SVETE SA
The drunkship of comiconomenclaturists
DEN SIMPLESTE TYPE KULHYDRAT ER ET
Humans often find they are at the mercy of

DRUK WIDE BOLD, BOLD ITALIC, 20 PT

OMKRING 10000 ÅR F.KR. ANSÅG DEN
El rigor es una condición indispensable
HE JABBED A TEASPOON DIRECTLY ON
Nombreuses ondes monochromatiques

DRUK WIDE HEAVY, HEAVY ITALIC, 20 PT [ALTERNATE a]

DURANTE O PERÍODO DE 1999 – 2013
Durante la spedizione Nimrod guidata
POČETKOM 20. STOLJEĆA, U OKOLICI
Acestea se desfășoară după alte reguli

DRUK WIDE SUPER, SUPER ITALIC, 20 PT

Mästerskapen

DRUK WIDE MEDIUM, 60 PT

Blaðgrænuna

DRUK WIDE BOLD, 60 PT

Expostulated

DRUK WIDE HEAVY, 60 PT

Gongoozling

DRUK WIDE SUPER, 60 PT

Differenzjabbli

DRUK WIDE MEDIUM ITALIC, 60 PT

Pandiculatory

DRUK WIDE BOLD ITALIC, 60 PT

Nejdůležitější

DRUK WIDE HEAVY ITALIC, 60 PT

Multiloquous

DRUK WIDE SUPER ITALIC, 60 PT

OPENTYPE FEATURES
FAMILY WIDE

ALL CAPS
opens up spacing, moves
punctuation up

PROPORTIONAL LINING
default figures

FRACTIONS
ignores numeric date format

SUPERSCRIPT/SUPERIOR

SUBSCRIPT/INFERIOR

DENOMINATOR
for making arbitrary fractions

NUMERATOR
for making arbitrary fractions

LANGUAGE FEATURE
Română (Romanian) s accent

LANGUAGE FEATURE
Nederlands (Dutch) IJ glyph

OPENTYPE FEATURES
ROMAN

STYLISTIC SET 01
alternate a r

STYLISTIC SET 02
alternate J

STYLISTIC SET 04
alternate a (single story)

STYLISTIC ALTERNATES
Illustrator/Photoshop

DEACTIVATED

Sale @ [Only] \$90 & €50!

\$1,234 €5,678 ¥90,234

21/03/10 and 2 460/920

x¹⁵⁸ + y²³ × z¹⁸ - a⁴²⁶⁰

x₁₅₈ ÷ y₂₃ × z₁₈ - a₄₂₆₀

0123456789 0123456789

0123456789 0123456789

CONȘTIINȚA științifice

VRIJDAG IJsselmeer

DEACTIVATED

Carried arduously forward

EJECTED Jokingly Justified

2^a Pluralization alternative

Juxtaposes wider letters

ACTIVATED

SALE @ [ONLY] \$90 & €50!

\$1,234 €5,678 ¥90,234

21/03/10 and 2⁴⁶⁰/₉₂₀

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STYLES INCLUDED IN COMPLETE FAMILY

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Druk Wide Medium Italic
Druk Wide Bold
Druk Wide Bold Italic
Druk Wide Heavy
Druk Wide Heavy Italic
Druk Wide Super
Druk Wide Super Italic

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, Serbian (Latin), 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 BFA 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 (KABK) in The Hague. Berton has resided in New York since 2008, and was a staff designer with Commercial Type from 2008 to 2013, when he left to start his own studio.

Berton's typefaces have been awarded by the New York and Tokyo Type Directors Club, the ATypI, and the BRNO Biennial. In 2012 he was awarded Print Magazine's 20 Under 30 Award. Berton currently teaches typography at Parsons and type design at The University of the Arts in Philadelphia.

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