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.

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.

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2014

DESIGNED BY
BERTON HASEBE

8 STYLES
4 WEIGHTS W/ ITALICS

FEATURES
PROPORTIONAL LINING FIGURES
FRACTIONS (PREBUILT AND ARBITRARY)
SUPERSCRIPT/SUBSCRIPT
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
ESPACE
Unívoca

MĚSÍCŮ
Výrazná

DRUK WIDE BOLD, 100 PT  (ALTERNATE a)

DRUK WIDE BOLD ITALIC, 100 PT
TEKOJA
Pflaster

BLAUW
Akışkan

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

DRUK WIDE HEAVY ITALIC, 100 PT
Clocksmiths
POBJEDOM
Uzskaitījumā
Précisément
NATUURLIJK
Wavelengths
Mezzotints
GULOSITY
Suprafeței
Recidivism
EMERGING
Geliştirilen
ANTHROPOGENESIS
Psychothérapeutique
MEDÆFERÐARADFERÐ
Reinigungsvalidierung

CUESTIONAMIENTO
Satamakaupunkiinsa
ULTRACREPIDARIAN
Cyroanthropological
JAARGEMIDDELDE

Straordinariamente

CHREMATOPHOBIA

Antiferromagnetism

PANDICULATIONS

Dekonstrukcijskog

UWZGLĘDNIENIEM

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

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

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

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

Blaðgrænuna

Expostulated

Gongoozling
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.

ABOUT THE DESIGNER

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