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# Druk Wide

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**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.**

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**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.

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**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]

**JELÖÖLNI**  
**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**  
**Holdiing**

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**  
**Satamakauptunkiinsa**  
***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]

**P A N D I C U L A T I O N S**  
**Dekonstruksijskog**  
**UWZGLEŚDNIENIEM**  
**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**  
**Ġiet 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****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****CONȘTIINȚA științifice****VRIJDAG IJsselmeer**

## DEACTIVATED

**Carried arduously forward****EJECTED Jokingly Justified****2<sup>a</sup> Pluralization alternative****Juxtaposes wider letters**

## ACTIVATED

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## ACTIVATED

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**STYLES INCLUDED IN COMPLETE FAMILY**

**Druk Wide Medium**  
**Druk Wide Medium Italic**  
**Druk Wide Bold**  
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**Druk Wide Heavy Italic**  
**Druk Wide Super**  
**Druk Wide Super 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, 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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