

What is the display style? How can the display style be created within type design? Furthermore, how does the display style have an influence on type design practice? The focus of our lecture is the display style as an extreme; both the very light and the very bold for Indic scripts. In order to give the audience a better understanding of the challenges behind display in type design, we will focus our presentation on two projects we have been involved in: Nokia Pure and HP Simplified. The case study of these two ventures will provide answers to the questions above.

Nokia Pure is arguably one of the most ambitious typographic undertakings in recent years. The family consists of three User Interface and five Headline weights, across fifteen scripts. The entire process required a collaborative effort of expertise and comprehension, with each script posing different design and technical challenges. During this presentation, we will discuss more specifically the design and development of Nokia Pure Headline Ultra Light and Extra Bold for Devanagari, Bengali, Gujarati, Tamil, Kannada, Malayalam, Sinhala and Thai. We will describe the required design research that ensured the font's acceptance, along with the additional work undertaken with advice from external consultants. We will explain how we approached the design of the Headline family and the challenges in drawing and developing the Ultra Light and Extra Bold display weights.

HP Simplified was designed to be part of Hewlett Packard's new identity, that they established together with Siegel+Gale. The font has been developed in three weights, with the Bold weight being close to an Ultra Bold one and fulfilling headline functions. The family has been extended to cover many scripts, Devanagari and Thai amongst others. The font needed to fulfill certain requirements. Firstly it needed to be "ownable" by HP to strengthen its new brand and be immediately recognisable. It also needed to be functional. HP is a vast global company and they required a font that would work in User Interface and other on-screen environments, as well as in print and advertising. This case study will explain the journey behind the HP Simplified project, paying particular attention to Devanagari and Thai in Light and Bold. We will explain how we achieved a distinctive and ownable solution while also satisfying the technical requirements of a multi-purpose font.

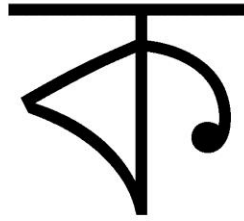
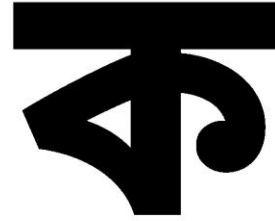
By discussing the challenges in creating these two multi-script families, we will shed light on the different processes and collaborations required between clients, designers, engineers and consultants. We will also illustrate the mistakes we made and how we learnt from them. Moving away from the practice of type design itself, we will be able to assess the scope of display and how this versatile style interacts with typography on a larger scale. Designing a typeface at a regular width and weight raises well-known questions, which designers are acquainted with. Yet designers face new challenges, and find new solutions, by exploring extreme situations. Display in typography is helping to stop the uniformity of typefaces and could be considered as a creative trigger in that respect. Display typefaces keep the type design field alive and innovative.

520 words

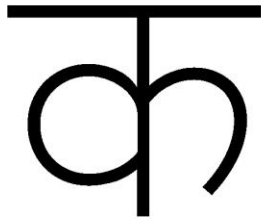
a
dalton
mag
a

Typeface
Nokia Pure

Weights
Ultra Light
Extra Bold

The image shows the Bengali character 'ক' (Ka) in the Ultra Light weight of the Nokia Pure typeface. The character is thin and elegant, with a horizontal top bar and a curved bottom that tapers to a point.The image shows the Bengali character 'ক' (Ka) in the Extra Bold weight of the Nokia Pure typeface. The character is very thick and heavy, with a wide horizontal top bar and a rounded, blocky bottom.

Nokia Pure Bengali 'Ka'

The image shows the Devanagari character 'क' (Ka) in the Ultra Light weight of the Nokia Pure typeface. The character is thin and elegant, with a horizontal top bar and a circular bottom that tapers to a point.The image shows the Devanagari character 'क' (Ka) in the Extra Bold weight of the Nokia Pure typeface. The character is very thick and heavy, with a wide horizontal top bar and a rounded, blocky bottom.

Nokia Pure Devanagari 'Ka'



Typeface
Nokia Pure

Weights
Ultra Light
Extra Bold

க க

Nokia Pure Tamil 'Ka'

ਖ ਖ

Nokia Pure Thai 'Kho Khon'



Typeface
HP Simplified

Weights
Bold

घ ढ

HP Simplified Devanagari 'Gha' & 'Ddha'

क स

HP Simplified Devanagari 'Ka' & 'Ssa'