

# Serif



Miguel Santos

Tiana McRae

Melanie Albanez

Gregory Ortiz

# Josefin Slab



Santiago Orozco  
Principal Designer

Inspired by geometric typefaces, he started simple with Josefinsans. Combined Kabel and Memphis, and added modern details.

Diverse, consisting of various styles, including:

- Four bold weights (great for display)
- Two thin weights
- Multiple added glyphs

# Josefin Slab

Thin  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Light-Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Semi-Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Thin-Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Semi-Bold Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Josefin Slab

"It also has some typewriter style attributes, because I've liked the Letter Gothic typeface since high school, thus I decided to make a Slab version of Josefin Sans." - Santiago Orozco



"Design is everything"

# Harriet



**Jackson Cavanaugh**

Released through Okay Type in 2012

Harriet's design drew inspiration from both  
Transitional serifs like Baskerville and Modern  
serifs like Century.

The series is available in:

- Six display weights
- Four text weights

# Harriet

Light

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Light-Italic

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Italic

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Medium

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Medium-Italic

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

*Bold Italic*

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

**Bold**

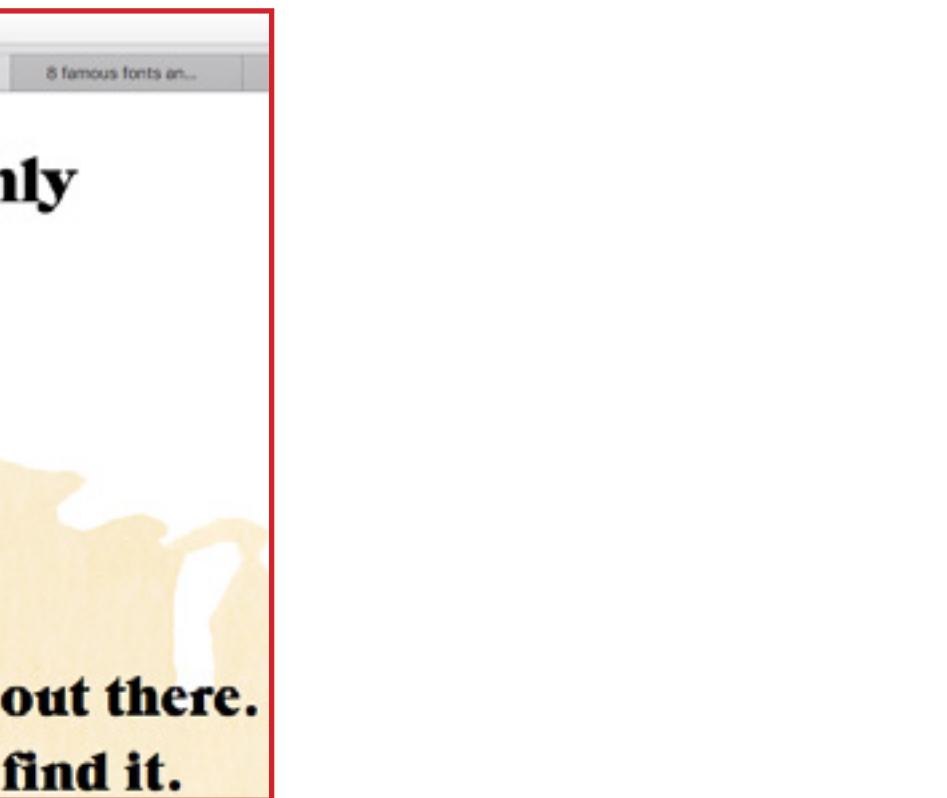
**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

# Harriet

Collaborative Fund is a leading source of capital for entrepreneurs pushing the world forward.

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Collaborative Fund: Cooper Hewitt & Harriet



The Highly: Harriet

"Form follows function."

# Butler



## Computer Arts Magazine Awarded Butler font of the month

Butler is a free serif typeface inspired by a mix between both Dala Floda & the amazing Bodoni family. Using curves Modernism was merged with classical serif fonts

### The Butler family contains:

- 334 characters, text figures, ligatures, & fractions
- 7 regular weights and 7 stencil weights
- In different languages with its added glyphs.

# Butler

Ultra Light  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Medium  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Black  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**1234567890**

Light  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Bold  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Regular  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Extra Bold  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**1234567890**

# Butler

Great for posters, very big titles, books & fancy stuff. The highly contrasted butler typeface is pleased to be at your service.



Eagle Films Studio: Butler

Three examples of design projects using the Butler typeface. From left to right: 1. A fashion catalog page titled 'FALL HIGHLIGHTS' featuring 'Everyday sweaters'. The text is in a serif font. 2. A digital health app interface titled 'Digital Health' with the subtitle '2015 + APP'. It includes a short description of the project and two colored rectangular buttons at the bottom. 3. A book cover with a minimalist design featuring a large, bold title and a small image of a person's face.

“Less is more.”