

# Hammer

# v1.0

Modern Slab-Serif  
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# 1. Intro

**T**his font started as a need to find a font that is condensed, thin and a slab-serif at the same time. The first application was as a logo-type for a steampunk-themed film production company based in Mexico called Urdian. The logo ended up having a different font but I didn't give up on finish-

ing what I started.

The idea was to create something industrial but modern at the same time, as the steam-punk genre dictates.

A font that could portray elegance but also have a robust feel to it. The curves contrast with the sharp angles to simultaneously give the sense of modernism and unpredictability.

I named the font Hammer because the slab of the letters makes them look a bit like nails. It was purposely done to create a bit of contradiction with the feel of

the font but again if I called it 'elegance' it would not have the same impact.

This assignment was a good opportunity to finalize the font that I have had in my mind for a long time. I am also planning to add some additional weights in the future.

## 2. The Typeface

Aa Bb Cc Dd Ee Ff Gg  
 Hh Ii Jj Kk Ll Mm Nn  
 Oo Pp Qq Rr Ss Tt Uu  
 Vv Ww Xx Yy Zz  
 1234567890  
 !?.,{}|~'@#\$\$%^&\* \_

## 3. Usability

36pt Hammer

24pt Hammer

18pt Hammer

14pt Hammer

12pt Hammer

9pt Hammer

8pt Hammer

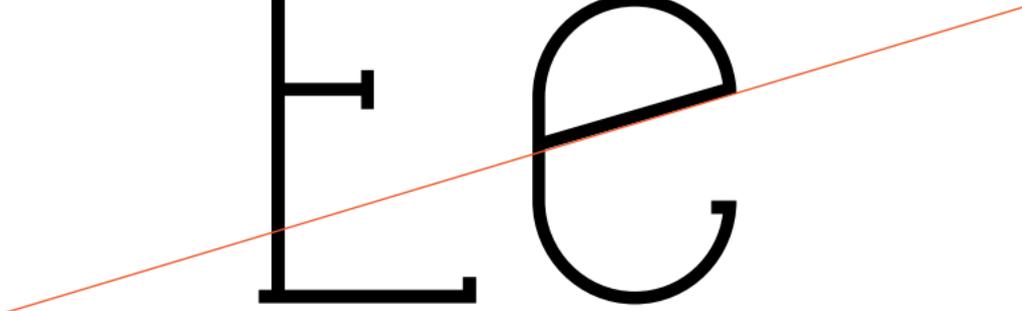
## 4. Remarkable glyphs

On the oncoming pages there will be a showcase of the glyphs I think are the one that define the identity of this font.

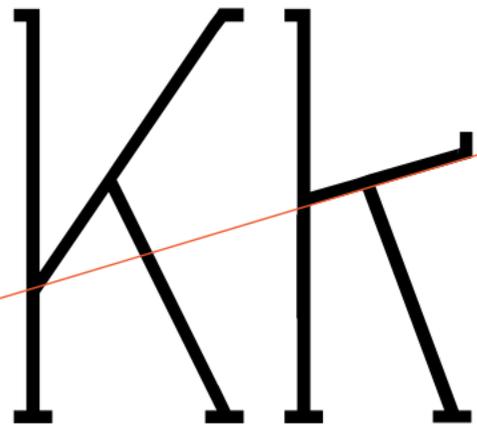
Aa



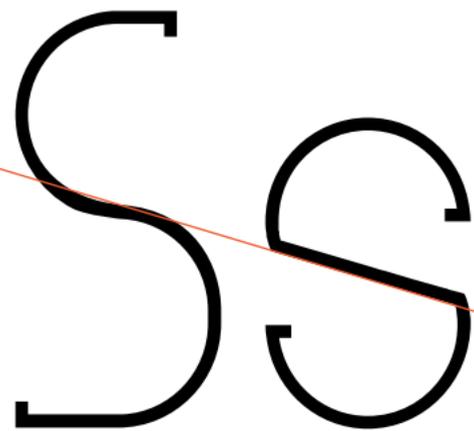
Ee



Kk

The image shows the uppercase 'K' and lowercase 'k' in a bold, black, sans-serif font. A thin red diagonal line runs from the bottom-left to the top-right, passing through the center of both letters.

Ss

The image shows the uppercase 'S' and lowercase 's' in a bold, black, sans-serif font. A thin red diagonal line runs from the top-left to the bottom-right, passing through the center of both letters.

Rr

Qq



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