
Platform

Platform is the first typeface released by Berton Hasebe. This family is an exploration of how the geometric sans serif, one of the most well-trod genres of 20th century type design, might be approached in a contemporary context.

PUBLISHED
2010

DESIGNED BY
BERTON HASEBE

10 STYLES
5 WEIGHTS W/ ITALICS

FEATURES
LINING FIGURES
FRACTIONS
NUMERATORS/DENOMINATORS

Rather than aiming for perfection, Platform instead plays with the inherent crudeness in letters that have been reduced to their simplest essence. Platform drew inspiration from a wide variety of geometric sans serifs from around the world, from the quirky Latin alphabets designed to match Japanese typefaces, which informed the large x-height, to the strangely-proportioned early Modernist German and Dutch sans serifs, which informed the interplay between wide and narrow forms in the uppercase, yielding a unique texture in lines of caps.

Platform Hairline

Platform Hairline Italic

Platform Light

Platform Light Italic

Platform Regular

Platform Regular Italic

Platform Medium

Platform Medium Italic

Platform Bold

Platform Bold Italic

LITHOGRAPHICS
Sir Thomas More

PLATFORM HAIRLINE, 70 PT

STRUCTURALISM
Gloucestershire

PLATFORM HAIRLINE ITALIC, 70 PT

MAAMERKKINÄ
Bátorove Kosihy

PLATFORM HAIRLINE, 70 PT

ADMINISTRATOR
Michel Foucault

PLATFORM HAIRLINE ITALIC, 70 PT [ALTERNATE a]

AUTOCHROME
Characterized

PLATFORM LIGHT, 70 PT [ALTERNATE a]

MUNICIPALITIES
Epidemiologist

PLATFORM LIGHT ITALIC, 70 PT

TYPOGRAPHIC
Schriftgießerei

PLATFORM REGULAR, 70 PT

VISITEKAARTJES
Agnietenplaats

PLATFORM REGULAR ITALIC, 70 PT

AVANT-GARDE
Contemporary

PLATFORM MEDIUM, 70 PT [ALTERNATE y]

BUCHDRUCKER
Côtes-d'Armor

PLATFORM MEDIUM ITALIC, 70 PT

DOGMATISCH
Représentatifs

PLATFORM BOLD, 70 PT

GUSTAV KLIMT
Skudeneshavn

PLATFORM BOLD ITALIC, 70 PT [ALTERNATE k u]

Województwo podlaskie
ARTIST RUN ORGANIZATION
The second rearrangement

PLATFORM HAIRLINE, 40 PT [ALTERNATE a k]

Lærdalsøyri, Jørpeland, Ørsta
GROPIUS AND THE BAUHAUS
Figueira de Castelo Rodrigo

PLATFORM HAIRLINE ITALIC, 40 PT

327 administrative divisions
GASTON BACHELARD [1958]
The associate administrator

PLATFORM LIGHT, 40 PT

Russian Revival Architecture
SUBORBITAL FLIGHT TESTING
Manned Spacecraft Center

PLATFORM LIGHT ITALIC, 40 PT

Previously known as Orian
BORGARFJARÐARHREPPUR
From Alexandria to Bartlett

PLATFORM REGULAR, 40 PT

Humid continental climate
CHICAGO TRIBUNE TOWER
Les Sept péchés capitaux

PLATFORM REGULAR ITALIC, 40 PT [ALTERNATE a u]

Contemporary geometry
NIEDERKIRCHNERSTRASSE
Aleksandr Samokutyayev

PLATFORM MEDIUM, 40 PT

Over 6,800 people reside
LE SAUT À LA COUVERTURE
The chief aerodynamicists

PLATFORM MEDIUM ITALIC, 40 PT

Giacomo Luigi Ciamician
HELSINGØR, HØRSHOLM
Sobral de Monte Agraço

PLATFORM BOLD, 40 PT [ALTERNATE a]

Apollo-Soyuz Test Project
FRIEDRICH OTTO SCHMIDT
Lunar Surface Rendezvous

PLATFORM BOLD ITALIC, 40 PT

Walter M. Schirra: Mercury & Gemini Astronaut
 TRAVELED FROM GRAND FORKS TO PARKSVILLE
2001 saw a 25.2% increase of organic materials

PLATFORM HAIRLINE, HAIRLINE ITALIC, 24 PT

În fundul lui se vedea sclipind, de limpede
 FLIGHT ENGINEER NIKOLAI RUKAVISHNIKOV
Shanghai, São Paulo, Tokyo, New York City

PLATFORM LIGHT, LIGHT ITALIC, 24 PT [ALTERNATE a k]

The area had a population of 213,056 in 1971
 HARROW & WEALDSTONE, HERON QUAYS
Coenraad Johannes van Houten [1801–1887]

PLATFORM REGULAR, REGULAR ITALIC, 24 PT

Understood in its totality, the spectacle is
BÚÐARDALUR, ÞORLÁKSHÖFN, ÁLFTANES
Being and Nothingness, published in 1943

PLATFORM MEDIUM, MEDIUM ITALIC, 24 PT

Performance endurance of about 14 days
NEUKIRCHEN BEI SULZBACH-ROSENBERG
Sketch for a Theory of the Emotions (1939)

PLATFORM BOLD, BOLD ITALIC, 24 PT

GOING FROM LAMBETH NORTH TO KING'S CROSS ST. PANCRAS
 As indispensable embellishment of currently produced theory
 THE SOCIETY BASED ON MODERN INDUSTRY IS NOT ACCIDENTALLY
En disant Dada. D'un geste noble et avec des manières raffinées

PLATFORM HAIRLINE, HAIRLINE ITALIC, 18 PT

IN ADDITION, 23.6% OF THE STATE'S RESIDENTS SPEAK SPANISH
 The municipal offices of the City and County of Honolulu on
 LE DÉBARQUEMENT DU CONGRÈS DE PHOTOGRAPHIE À LYON
það var því ekki ólíklegt, að þetta skrímsl hefði hröklast þaðan

PLATFORM LIGHT, LIGHT ITALIC, 18 PT

ÉG GAT EKKI SKORAST UNÐAN ÞVÍ MEÐ ÖLLU, EN REYNDI ÞÓ
 October, 1964: Sartre declined the Nobel Prize in Literature
 IN 2005 THERE WERE 140,337 HOUSEHOLDS IN HONOLULU, HI
Public primary and secondary schools in Wicomico County

PLATFORM REGULAR, REGULAR ITALIC, 18 PT

EUROPEAN ARRIVAL AND THE KINGDOM OF HAWAII, 1778
In February 2010, she had her first solo exhibition in Prague
HAMMERSMITH & CITY, NOTTING HILL GATE, PADDINGTON
Sartre was drafted into the French army as a Meteorologist

PLATFORM MEDIUM, MEDIUM ITALIC, 18 PT [ALTERNATE u w y]

THE GROUP EXHIBITED THROUGHOUT MALAYSIA IN 2001
The Pineapple Isle has an area of 140.57 sq mi (363.91 km²)
PRESENTING THE SPECTACULAR AS INACCESSIBLE REALITIES
Speakers of the Hawaiian language totalled 27,160 in 2005

PLATFORM BOLD, BOLD ITALIC, 18 PT

Neuschwanstein

PLATFORM HAIRLINE, 65 PT [ALTERNATE a]

Gleichmäßigkeit

PLATFORM LIGHT, 65 PT

Palihooukapapa

PLATFORM REGULAR, 65 PT

Transformations

PLATFORM MEDIUM, 65 PT

Developmental

PLATFORM BOLD, 65 PT

Kunstäußerungen

PLATFORM HAIRLINE ITALIC, 65 PT [ALTERNATE a]

Noncontinuance

PLATFORM LIGHT ITALIC, 65 PT

Oogenblikkelijk

PLATFORM REGULAR ITALIC, 65 PT

Metronomically

PLATFORM MEDIUM ITALIC, 65 PT

Conceptualized

PLATFORM BOLD ITALIC, 65 PT

PLATFORM REGULAR, 16 PT

REGULAR ALL CAPS

REGULAR

BOLD

PROPORTIONAL
LINING FIGURES

REGULAR ITALIC

BOLD

REGULAR ITALIC

THE SPANISH WAR, which began in 1739, as well as the French war which soon followed it, occasioned a further increase of the debt, which, on the 31st of December 1748, after the war had been concluded by the treaty of **Aix-la-Chapelle**, amounted to £78,293,313. The most profound peace, of 17 years continuance, had taken no more than £8,328,354,17 from it. A war, of less than nine years continuance, added £31,338,689 to it. [Refer to Postlethwaite's *History of the Public Revenue*.] During the administration of Mr. Pelham, the interest of the public debt was reduced to 3%; the sinking fund was increased, and some part of the public debt was paid off. In 1755, **before the late war**, the funded debt of Great Britain amounted to £72,289,675. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted debt to £122,603,336. The unfunded debt has been stated at £13,927,589. But the expense occasioned by the war did not end with the conclusion of the peace; so that, on the 5th of January 1764, the funded debt was increased [partly by a new loan, and partly by funding a part of the unfunded debt] to £129,586,789, there still remained [according to the very well informed author of *Considerations on the Trade and Finances of Great Britain*] an unfunded debt, which was brought to account in that and the following year, of 975,017. In 1764, therefore, the public debt of Great Britain, funded and unfunded together, amounted, according to this author, to £139,561,807:2:4. The annuities

OPENTYPE FEATURES
 ROMAN & ITALIC

ALL CAPS

 PROPORTIONAL LINING
 default figures

 FRACTIONS

 STYLISTIC SET 01
 a and related

 STYLISTIC SET 02
 k and related

 STYLISTIC SET 03
 u w y and related

DEACTIVATED

¿For only 14.65?

£34.89 \$47,223.79

2¹/₇ 9¹/₁₃ 5¹/₄

Ramen, Ikura Don

Workers, balking

Rule, whom, play

ACTIVATED

¿FOR ONLY 14.65?

£34.89 \$47,223.79

2¹/₇ 9¹/₁₃ 5¹/₄

Ramen, Ikura Don

Workers, balking

Rule, whom, play

STYLES INCLUDED IN COMPLETE FAMILY

Platform Hairline
Platform Hairline Italic
Platform Light
Platform Light Italic
Platform Regular
Platform Regular Italic
Platform Medium
Platform Medium Italic
Platform Bold
Platform Bold Italic

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, Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

ABOUT THE DESIGNER

Berton Hasebe (born 1982) moved from Hawaii to study and work in Los Angeles, obtaining a BA 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 in the Hague (KABK). His typeface Alda, designed while attending Type and Media, was awarded the 2008 judges pick from the Type Directors Club in New York. In the same year Alda was also selected by the Tokyo Type Directors Club to be included in its annual publication. Since 2008 he resides in New York and has been working with Commercial Type.

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