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# Druk Collection

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**Druk is a study in extremes, featuring the narrowest, widest, and heaviest typefaces in the Commercial Type library to date. Starting from Medium and going up to Super, Druk is uncompromisingly bold.**

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**PUBLISHED**  
2014 & 2015

**DESIGNED BY**  
BERTON HASEBE

**38 STYLES**  
5 FAMILIES

**FAMILIES**  
DRUK  
DRUK TEXT  
DRUK WIDE  
DRUK TEXT WIDE  
DRUK CONDENSED

Druk was consciously designed without a normal width, nor lighter than medium weights. Berton Hasebe, the designer, wanted to avoid the compromises of forcing the typeface away from its essence for more general-purpose usage. Druk is conceived to offer new possibilities to graphic designers that other typefaces can't. Its initial use as a companion to Neue Haas Grotesk demonstrates that it works equally well with any number of other sans serifs, including Atlas, Graphik and Marr Sans. Its three widths can be mixed together for bold and expressive typographic treatments, and its text versions allow for use at very small sizes, giving structure and visual interest to typography at all scales.

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# Druk

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**The sans serif letterform of the 19th century evolved in many different ways by the end of the century. The first condensed forms, found in the 1830s in Britain, quickly spread all across Europe. Some of the most interesting examples were found in Germany and Switzerland.**

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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

Often flat-sided, these Continental condensed sans serifs allow very tight setting, which was popular for headlines. These later became a staple of sixties headline typography in magazines such as *Twen*, the German style magazine art directed by the legendary Willy Fleckhaus in the 1960s, which is still an enduring influence on editorial design to this day. Berton Hasebe created Druk for Richard Turley at Bloomberg Businessweek, adapting the attitude and roughness of these old condensed sans serifs for contemporary use. After using a staple diet of *Neue Haas Grotesk* and *Publico* for two years, they wanted to add a typeface that would look both exciting and distinctive in and of itself. The result was Druk, which went on to play a major role in many of their iconic covers.

**Druk Medium**

***Druk Medium Italic***

**Druk Bold**

***Druk Bold Italic***

**Druk Heavy**

***Druk Heavy Italic***

**Druk Super**

***Druk Super Italic***

**COMMERCE**  
**Referència**

DRUK MEDIUM, 150 PT

***TAUTOLOGY***  
***Postulated***

DRUK MEDIUM ITALIC, 150 PT

**MECHANIC**  
**Torstraße**

DRUK BOLD, 150 PT

***CRESCERE***  
***Båtsmann***

DRUK BOLD ITALIC, 150 PT [ALTERNATE a]

**EJECTION**  
**Vandtæt**

DRUK HEAVY, 150 PT [ALTERNATE E J]

***PRECIEZE***  
***Sfârșitul***

DRUK HEAVY ITALIC, 150 PT [ALTERNATE a]

**MODERN**  
**Statyba**

DRUK SUPER, 150 PT

**XEMGHA**  
**Yürüyüş**

DRUK SUPER ITALIC, 150 PT [ALTERNATE 1]

**BALLISTOCARDIOGRAPH**  
**Grianghrafadóireachta**

DRUK MEDIUM, 72 PT

***KANSALLISRUNOILIJANA***  
***Ruimtevaartorganisatie***

DRUK MEDIUM ITALIC, 72 PT [ALTERNATE a r]

**NONINTERVENTIONIST**  
**Választókerületekből**

DRUK BOLD, 72 PT

***BUCHDRUCKERKUNST***  
***Partikkelegenskaper***

DRUK BOLD ITALIC, 72 PT



**NEPRIKLAUSOMYBĚ**  
**Microsedimentary**

DRUK HEAVY, 72 PT [ALTERNATE E]

**FRÖNSKUKUNNÁTTA**  
**Wetenschappelijke**

DRUK HEAVY ITALIC, 72 PT

**WYŁADOWAWSZY**  
**Høvudsstaðnum**

DRUK SUPER, 72 PT

**UNABHÄNGIGKEIT**  
**Problematičním**

DRUK SUPER ITALIC, 72 PT [ALTERNATE a]

**THEIR MONUMENTS STOOD—MASSIVE AND RESPLENDENT—OVER 11 DAYS**  
**Cities of common ownership, private property & the sharing economy**  
***DIE NORD-SÜDLICH AUSGERICHTETEN LÄNGSSTRASSEN ERHIELTEN NAMEN***  
***Lățimea maximă (nord-sud) 178 km, este între între Cap Blanc și punctul***

DRUK MEDIUM, MEDIUM ITALIC, 24 PT

**AZ ÉPÜLETBEN IRODÁK MŰKÖDNEK, KÖZTÜK TÖBB KÖNYVKIADÓÉ IS**  
**The glazed umbrella's canopy splendidly carved its arid pathway**  
***DURANT LES HORES QUE VAN SEGUIR, ELS OPERADORS VAN TRACTAR***  
***Á æviferli sínum skrifaði hann meira en 170 bækur sem spanna allt***

DRUK BOLD, BOLD ITALIC, 24 PT

**VAN DEZE LAATSTE KAN VERWACHT WORDEN DAT HIJ OP EEN**  
**Um robô não pode fazer mal a um ser humano e nem, por**  
***QUESTO È STATO IL VIAGGIO PIÙ MERAVIGLIOSO CHE ABBIAMO***  
***Only an hour after the talks, there seemed to be progress***

DRUK HEAVY, HEAVY ITALIC, 24 PT

**ÖRNEK OLARAK, BIYOLOGLAR HANGI GENLERIN GÜÇLÜ**  
**Buldogi wyodrębniły się z mastifów około 1100 lat**  
***IMAGES FROM THAT EVENING IN 2003 CLEARLY SHOWED***  
***Yhdistyneiden kansakuntien peruskirja säädettiin***

DRUK SUPER, SUPER ITALIC, 24 PT

**Kulttuuriperinnönsuojeluun**

DRUK MEDIUM, 60 PT

**Psychopharmacologically**

DRUK BOLD, 60 PT [ALTERNATE a r]

**Normaltidstationerna**

DRUK HEAVY, 60 PT

**Desacostumbrarse**

DRUK SUPER, 60 PT

*Temperaturschommelingen*

DRUK MEDIUM ITALIC, 60 PT

*Salpetersäureherstellung*

DRUK BOLD ITALIC, 60 PT

*Bølgelengdeområdene*

DRUK HEAVY ITALIC, 60 PT [ALTERNATE a]

*Quasquicentennials*

DRUK SUPER ITALIC, 60 PT

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# Druk Text

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**The three Druk display families are a study in extremes: starting from Medium and going up to Super, the family is uncompromisingly bold. Condensed sans serifs for display is a relatively crowded genre, with many well-conceived and executed families available; however, condensed sans serifs intended for use at small sizes are few and far between.**

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2015

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BERTON HASEBE

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4 WEIGHTS W/ ITALICS

**FEATURES**  
PROPORTIONAL LINING FIGURES  
TABULAR LINING FIGURES  
FRACTIONS (PREBUILT AND ARBITRARY)  
SUPERSCRIP/SUBSCRIPT

Druk Text is a display face designed for small sizes, useful for adding structure and personality to a page without requiring any variation in point size. It is ideal for section titles, running heads and running feet, labeling on maps, and thanks to its tabular figures, it can even be used for tables, charts, and infographics. Druk Text also works for short blocks of text, maintaining its legibility all the way down to 6pt. Like its companion display face for large sizes, Druk Text has four weights, from Medium to Super, all with italics.

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**Druk Text Medium**

***Druk Text Medium Italic***

**Druk Text Bold**

***Druk Text Bold Italic***

**Druk Text Heavy**

***Druk Text Heavy Italic***

**Druk Text Super**

***Druk Text Super Italic***

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**COMPARISON OF DRUK & DRUK TEXT**

DRUK, 12 PT

**Every introduction to such problems of aesthetics often begins by acknowledging claims of all these methods of attack: the General, Philosophical, and Deductive—which start from a total metaphysics as well the the Empirical, or Inductive, which seek to disengage this general principle of beauty from**

DRUK TEXT, 12 PT

**An implantation of beauty in its place amongst other great concepts as divorced from beauty of objects of aesthetic experience and fact would allow for aesthetics from above and from below—indeed only**

DRUK, 24 PT

**This first method of aesthetics par excellence can through this desire of “Architectonic” implements designate a theory of knowledge in which thought**

DRUK TEXT, 24 PT

**In such case that few overarching ideas & talks in Kant’s generalized outlook were all the whole system**

DRUK, 60 PT

**Influenced the most  
Prolific actor**

DRUK TEXT, 60 PT

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**Though Druk Text has a decidedly condensed proportion, and feels extremely narrow at small sizes, the family is much wider and sets much looser than Druk. In addition to the change in proportion and tracking, terminals on characters like a, e, and s have been opened up to maintain legibility at small sizes, and small details and punctuation have been exaggerated for clarity.**

**VEIÐAR ALVEG VIÐ STRÖNDINA ERU MJÖG MIKILVÆGAR FYRIR**  
**Przy rozmiarze klatki 9 × 11 cm oznacza to w przybliżeniu**  
**Afterwards master distillers confirmed specific gravity**  
***OVERTLY ALLUDED TO THE MODERNIST IDEOLOGY IN LATE 2001***  
***Célébré comme l'un des peintres figuratifs américains du***  
***Lahtisen baritoni on suuri ja vuolas, voimallinen ja herkkä***

DRUK TEXT MEDIUM, MEDIUM ITALIC, 20 PT

**EIND JAREN 10 ONTWIKKELDE ZICH HET EXPRESSIONISME**  
**Perpetually renewing such hefty tomes was a luxury**  
**Jeho rozloha je 112,91 milionů km<sup>2</sup> a asi 2100 let neslo**  
***EL CANTIDAD DE LOS CRISTALES DE HALOGENURO DE PLATA***  
***I want my own rhythm and vowels and consonants too***  
***Tam olarak Vikinglerden sonra ilk Avrupalı yerleşimin***

DRUK TEXT BOLD, BOLD ITALIC, 20 PT [ALTERNATE J]

**IN JÜNGSTER ZEIT BESCHÄFTIGTE SICH DER KÜNSTLER**  
**It was a few minutes before 1:00 in early February**  
**Nærmeste nabo er Sør-Afrikas sjasjon 1 kilometer**  
***LA ZONA D'ORIGINE DI QUESTI FRUTTI È IL SUD ASIATICO***  
***Operu so Štefanom Kocánom by bola škoda nezažiť***  
***Such a storm surge hadn't been experienced by all***

DRUK TEXT HEAVY, HEAVY ITALIC, 20 PT [ALTERNATE a r]

**INIMA PEȘTILOR ESTE BICAMERALĂ FIIND COMPUSĂ**  
**The most prolific were Texas Everbearing figs**  
**En su catálogo figuran 12 títulos, que incluyen**  
***IN THE EARLY HOURS OF JUNE 27, TWO JOURNALISTS***  
***Picked & roasted on enclaves in Southern Peru***  
***Il-Kamra tal-Kummerç qed tissuggerixxi li jekk***

DRUK TEXT SUPER, SUPER ITALIC, 20 PT [ALTERNATE E F a]



DRUK TEXT MEDIUM, MEDIUM ITALIC, HEAVY, 18/21 PT

MEDIUM ALL CAPS

MEDIUM

HEAVY

MEDIUM ITALIC

PROPORTIONAL  
LINING FIGURES

MEDIUM ITALIC

**THE SPANISH WAR**, which began in 1739, and the French war which soon followed it occasioned further increase of the debt, which, on the 31st of December 1748, after it had been concluded by the **Treaty of Aix-la-Chapelle**, amounted to **£78,293,313**. The most profound peace of the seventeen years of continuance had taken no more than **£8,328,354** from it. A war of less than nine years' continuance added **£31,338,689** to it (Refer to James Postlethwaite's *History of the Public Revenue*). During the administration of Mr. Pelham, the interest of the public debt was reduced from 4% to 3%; or at least measures were taken for reducing it, from four to three per cent; the sinking fund was increased, and some part of the public debt was paid off. In 1755, before the breaking out of the late war, the funded debt of Great Britain amounted to **£72,289,673**. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted to **£122,603,336**, whereas 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 though, 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 **£129,586,782**, 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 fol-

DRUK TEXT MEDIUM, MEDIUM ITALIC, HEAVY, 12/14 PT

### **The Psychology of Beauty**

Every introduction to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the *general, philosophical, deductive*, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the *empirical, or inductive*, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: a prime example of Fechner's "aesthetics from above and from below."

### **Methodologies**

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenth-century philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of *the Beautiful* as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice—why beauty should need for its understanding also an aesthetics "von unten." The answer is not that no system of philosophy is universally accepted, but that *the general aesthetic theories* have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste," as he called it, was possible, while the various definers of beauty as

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 DRUK TEXT MEDIUM, MEDIUM ITALIC, HEAVY, 9/11 PT

### THE PSYCHOLOGY OF BEAUTY

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DRUK TEXT MEDIUM, MEDIUM ITALIC, HEAVY, 8/10 PT

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**DOCTRINE OF TASTE**

Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste," as he called it, was possible, while the various definers of beauty as "the union of the Real and the Ideal"—"the expression of the Ideal to Sense"—have done no more than he. No one of *these* aesthetic systems, in spite of volumes of so-called application of their principles to works of art, has been able to furnish a criterion of beauty. The criticism of the generations is summed up in the mild remark of Fechner, in his "Vorschule der Aesthetik," to the effect that the philosophical path leaves one in conceptions that, by reason of their generality, *do not well fit* the particular cases. And so it was that empirical aesthetics arose, which does not seek to answer those plain questions as to the enjoyment of concrete beauty down to its simplest forms, to which philosophical aesthetics had been inadequate. But it is clear that neither has empirical aesthetics said the last word concerning beauty. Criticism is still in a chaotic state that would be impossible if aesthetic theory were firmly grounded. This situation appears to me to be due to the inherent inadequacy and inconclusiveness of empirical aesthetics when it stands alone; the grounds of this inadequacy I shall seek to establish in the following. Granting that the aim of every aesthetics is to determine the Nature of Beauty, and to explain

DRUK TEXT BOLD, BOLD ITALIC, SUPER, 8/10 PT

**THE PSYCHOLOGY OF BEAUTY**

Every introduction to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the *general, philosophical, deductive*, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the *empirical, or inductive*, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: a prime example of Fechner's "aesthetics from above and from below."

**METHODOLOGIES**

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenth-century philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of *the Beautiful* as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice—why beauty should need for its understanding also an aesthetics "von unten." The answer is not that no system of philosophy is universally accepted, but that *the general aesthetic theories* have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty.

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DRUK TEXT MEDIUM, HEAVY, 7/9 PT  
[TABULAR FIGURES]

NAME	JAN	APR	JUL
ABBO	123,864	104,403	122,231
AHCA	158,778	160,081	170,624
AIRD	245,856	287,968	266,550
ANCA	491,384	458,620	446,182
ATGB	218,342	210,968	199,267
ATHA	164,168	116,164	180,652
ARRO	341,215	420,021	399,981
BANF	126,845	154,861	140,616
BARO	120,103	220,044	190,820
BARR	315,614	351,414	340,156
BHHI	436,493	352,241	389,325
BKIN	355,541	147,581	210,610
BONA	461,656	357,465	295,610
BOWD	155,564	187,912	160,653
BRET	227,298	251,236	266,561
BROO	312,564	284,521	277,155
BRTH	202,799	179,209	304,195
CALG	355,541	147,581	210,610
CAMP	219,102	240,031	156,616
CANM	122,692	162,241	141,155
CARD	158,778	160,081	170,624
CSNH	280,892	266,254	254,251
DATC	112,756	127,375	115,689
DECA	416,452	397,752	400,282
DFOZ	634,432	592,244	615,347
DMOZ	310,012	250,219	265,857
DOVR	236,861	249,765	287,201
DRAT	736,875	700,658	710,456
EACR	148,572	201,368	175,265
ECAV	587,391	561,487	572,138
EIRE	218,342	210,968	199,267
EKEF	491,384	458,620	446,182
FALQ	102,924	113,078	108,912
FBBE	634,432	592,244	615,347
FDOR	387,116	414,278	402,621
FORW	227,298	251,236	266,561
GCMJ	436,493	352,241	389,325
GGMD	123,864	104,403	122,231
GHTR	158,778	160,081	170,624
HGIE	491,384	458,620	446,182
IRRU	245,856	287,968	266,550
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JSGB	236,861	249,765	287,201
KBDE	126,845	154,861	140,616
KSRU	587,391	561,487	572,138
MMGB	736,875	700,658	710,456
MRMX	120,103	220,044	190,820
MRPA	315,614	351,414	340,156
MSPA	436,493	352,241	389,325
PBGB	355,541	147,581	210,610
PCIL	219,102	240,031	156,616
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SCPT	312,564	284,521	277,155
SGCA	122,692	162,241	141,155
TBCA	148,572	201,368	175,265
TLLA	202,799	179,209	304,195
TLOZ	310,012	250,219	265,857
YCTW	355,541	147,581	210,610

DRUK TEXT MEDIUM, 7/9 PT

The sense of constructing situations is to fulfill human primitive desires and pursue a superior passionate quality. From *Internationale Situationiste #1*: "This alone can lead to the further clarification of these simple basic desires, and to the confused emergence of new desires whose material roots will be precisely the new reality engendered by situationist constructions. We must thus envisage a sort of situationist-oriented psychoanalysis in which, in contrast to the goals pursued by the various currents stemming from Freudianism, each of the participants in this adventure would discover desires for *specific ambiances* in order to fulfill them. each person must seek what he loves, what attracts him. Through this method one can tabulate elements out of which situations can be constructed, along with projects to dynamize these elements." The primary obstacle to situations, therefore, is the *culture of the advanced capitalist society*. The first issue of the journal *Internationale Situationiste* defined a situationist as "having to do with the theory or practical activity of constructing situations. One who engages in the construction of situations." The same *defined* situationism as "a meaningless term improperly derived from the above. There is no such thing as situationism, which would mean an of interpretation of existing facts. The notion of situationism is obviously devised by antisituationists." They fought against the *main obstacle* on the fulfillment of such superior passionate living, identified by them in advanced capitalism. Their theoretical work peaked on the highly influential book *The Society of the Spectacle* by Guy Debord. He argued that the *history* of social life can be understood as "the decline of being into having, and having into merely appearing." This condition, according to Debord, is the "historical moment at which the commodity completes its colonization of social life." The spectacle is the inverted image of society in which relations between commodities have *supplanted relations between people*, in which "passive identification with the spectacle supplants genuine activity". "The spectacle is not a *collection* of images," Debord writes, "rather, it is a *social relationship between people that is mediated by images*." In his analysis of the spectacular society, Debord notes that quality of life is impoverished, with such lack of authenticity, human perceptions are

DRUK TEXT BOLD, 7/9 PT

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DRUK TEXT HEAVY, 7/9 PT

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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 r]

**JELÖÖLNI**  
***Attieecibā***

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**  
**Skriřað**

DRUK WIDE SUPER, 100 PT

**MÅDER**  
**Holding**

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

**AS A RESULT OF THE WEATHER THE COIN**  
**Eine vergleichbare großflächige Vereisung**  
**PASTARIEJI DARBAI PADARÉ GANA DIDELEŲ**  
**Ğiet fundata fl-1847 minn Albert Gallatin bħala**

DRUK WIDE MEDIUM, MEDIUM ITALIC, 20 PT

**PRIBLIŹNE 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 ÁR F.KR. ANSÁG 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

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# Druk Text Wide

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**While studying catalogs designed by Willem Sandberg for the Stedelijk Museum, Berton Hasebe noticed frequent use of small sizes of Annonce Grotesk, a very wide and bold sans serif, for running feet, headers within text, and other small navigational elements. Unable to think of a contemporary typeface able to do this job as capably, he was inspired to adapt Druk Wide for small sizes.**

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**PUBLISHED**  
2015

**DESIGNED BY**  
BERTON HASEBE

**8 STYLES**  
4 WEIGHTS W/ ITALICS

**FEATURES**  
PROPORTIONAL LINING FIGURES  
TABULAR LINING FIGURES  
FRACTIONS (PREBUILT AND ARBITRARY)  
SUPERSCRIP/T/SUBSCRIPT

**Druk Text Wide is designed to be useful for structural elements, clarifying typographic hierarchy without forcing dramatic changes in scale on the page. The Super weight was developed for the “Etc” section in *Bloomberg Businessweek*, where it maintains the distinct personality of the display type even in captions and infographics. It can also be used sparingly for short blocks of text, but it is primarily intended for display use at small sizes, maintaining its legibility all the way down to 6pt. Like its related display face, Druk Text Wide has four weights, from Medium to Super, with italics.**

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

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**COMPARISON OF DRUK WIDE & DRUK TEXT WIDE**

DRUK WIDE, 12 PT

**Given their situation in such a late 20th century European avant-garde this framework and experience in life is such**

DRUK TEXT WIDE, 12 PT

**In comparison to her admission of more Capitalist leanings, for the purposes of the concept suggested & experimented**

DRUK WIDE, 24 PT

**On that visit to Paris Magritte produced a few experiments**

DRUK TEXT WIDE, 24 PT

**Multifarious & new aesthetics with myriad facts based in her**

DRUK WIDE, 60 PT

**Statements**

DRUK TEXT WIDE, 60 PT

**Researcher**

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**Though Druk Text Wide appears quite wide and heavy in comparison to a typical text typeface, the family is considerably narrower and lighter than Druk Wide. In addition to the change in weights and proportions, terminals on characters like a, e, and s have been opened up to maintain legibility at small sizes, and the spacing is much looser.**

**A SPATE OF DISCUSSIONS IN INFINITE REGRESS**  
Their new edict raised red flags in several circles  
**EN 1953, UN NOUVEAU DEUIL TOUCHE LE PRINCE**  
**În octombrie 1971 a fost transferat în Bombay India**

DRUK TEXT WIDE MEDIUM, MEDIUM ITALIC, 18 PT

**NEW TASTING: WATTA HILLS 2001 PINOT NOIR**  
Industries saw a rise of \$7 billion year-over-year  
**VON 1770 BIS 1805 WURDEN 615 NEUE HÄUSER**  
**Given Joyce's later work, his critics had to update**

DRUK TEXT WIDE BOLD, BOLD ITALIC, 18 PT [ALTERNATE J a r]

**NORMAL ADAPTATIONS FOR MOST ANIMALS**  
Rozhodný a principionální odpor k tehdejšímu  
**Z NAJLEPSZYCH ZAŁOŻEŃ BUDOWLANYCH W**  
**En el verano de 1976, por cinco días, él escribió**

DRUK TEXT WIDE HEAVY, HEAVY ITALIC, 18 PT [ALTERNATE a]

**INKARIGAT BĤALA MINISTRU MINĤABBA LI**  
Selections of his family's prominent findings  
**A NEW, COMMERCIALLY SUSTAINABLE PATH**  
**Stjórnað af hertogunum frá Búrgund og hann**

DRUK TEXT WIDE SUPER, SUPER ITALIC, 18 PT



DRUK TEXT WIDE MEDIUM, MEDIUM ITALIC, HEAVY, 14/17 PT

MEDIUM ALL CAPS

MEDIUM

HEAVY

MEDIUM ITALIC

HEAVY

PROPORTIONAL  
LINING FIGURES

MEDIUM ITALIC

**THE SPANISH WAR, which began in 1739, and the French war which soon followed it occasioned further increase of the debt, which, on the 31st of December 1748, after it had been concluded by the Treaty of Aix-la-Chapelle, amounted to £78,293,313. The most profound peace of the seventeen years of continuance had taken no more than £8,328,354 from it. A war of less than nine years' continuance added £31,338,689 to it (Refer to James Postlethwaite's *History of the Public Revenue*). During the administration of Mr. Pelham, the interest of the public debt was reduced from 4% to 3%; or at least measures were taken for reducing it, from four to three per cent; the sinking fund was increased, and some part of the public debt was paid off. In 1755, before the breaking out of the late war, the funded debt of Great Britain amounted to £72,289,673. On the 5th of January 1763, at the conclusion of the peace, the funded debt amounted to £122,603,336, whereas 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 though, 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 £129,586,782, there**

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 DRUK TEXT WIDE MEDIUM, MEDIUM ITALIC, HEAVY, 10/12 PT

### **The Psychology of Beauty**

Every introduction to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the *general, philosophical, deductive*, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the *empirical, or inductive*, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: a prime example of Fechner’s “aesthetics from above and from below.”

### **Methodologies**

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenth-century philosopher, Baumgarten, to round out his “architectonic” of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of “clear,” logical thought. Kant, Schelling, and Hegel, again, made use of the concept of *the Beautiful* as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice—why beauty should need for its understanding also an aesthetics “von unten.” The answer is not that no system of philosophy is universally accepted, but

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DRUK TEXT WIDE BOLD, BOLD ITALIC, 10/12 PT [ALTERNATE a r]

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DRUK TEXT WIDE BOLD, BOLD ITALIC, 10/12 PT [ALTERNATE E F]

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DRUK TEXT WIDE BOLD, BOLD ITALIC, 10/12 PT [ALTERNATE J]

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DRUK TEXT WIDE BOLD, BOLD ITALIC, 10/12 PT [ALTERNATE a]

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 DRUK TEXT WIDE MEDIUM, MEDIUM ITALIC, HEAVY, 9/11 PT

### **THE PSYCHOLOGY OF BEAUTY**

Every introduction to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack—the *general, philosophical, deductive*, which starts from a complete metaphysics and installs beauty in its place among the other great concepts; and the *empirical, or inductive*, which seeks to disengage a general principle of beauty from the objects of aesthetic experience and the facts of aesthetic enjoyment: a prime example of Fechner’s “aesthetics from above and from below.”

### **METHODOLOGIES**

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenth-century philosopher, Baumgarten, to round out his “architectonic” of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of “clear,” logical thought. Kant, Schelling, and Hegel, again, made use of the concept of *the Beautiful* as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not suffice—why beauty should need for its understanding also an aesthetics “von unten.” The answer is not that no system of philosophy is universally accepted, but that *the general aesthetic theories* have not, as yet at least, succeeded in answering the plain questions of “the plain man” in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or “Doctrine of Taste,” as he called it, was possible, while the various definers of beauty as

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### **THE PSYCHOLOGY OF BEAUTY**

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 DRUK TEXT WIDE MEDIUM, MEDIUM ITALIC, HEAVY, 8/10 PT

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DRUK TEXT WIDE MEDIUM, HEAVY, 7/9 PT  
[TABULAR FIGURES]

TICKER	JAN	APR
ABBO	123,864	104,403
AHCA	158,778	160,081
AIRD	245,856	287,968
ANCA	491,384	458,620
ATGB	218,342	210,968
ATHA	164,168	116,164
ARRO	341,215	420,021
BANF	126,845	154,861
BARO	120,103	220,044
BARR	315,614	351,414
BHHI	436,493	352,241
BKIN	355,541	147,581
BONA	461,656	357,465
BOWD	155,564	187,912
BRET	227,298	251,236
BROO	312,564	284,521
BRTH	202,799	179,209
CALG	355,541	147,581
CAMP	219,102	240,031
CANM	122,692	162,241

DRUK TEXT WIDE MEDIUM, MEDIUM ITALIC, 7/9 PT

The sense of constructing situations is to fulfill human primitive desires and pursue a superior passionate quality. From *Internationale Situationiste #1*: "This alone can lead to the further clarification of these simple basic desires, and to the confused emergence of new desires whose material roots will be precisely the new reality engendered by situationist constructions. *We must thus envisage a sort of situationist-oriented psychoanalysis in which, in contrast to the goals pursued by the various currents stemming from freudianism, each of the participants in this adventure would discover desires for specific ambiances in order to fulfill them. each person must seek what he loves, what attracts him. Through this method one can tabulate elements out of which situations can be constructed, along with projects*

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DRUK TEXT WIDE MEDIUM, HEAVY, 6/8 PT  
[TABULAR FIGURES]

TICKER	JAN	APR
ABBO	123,864	104,403
AHCA	158,778	160,081
AIRD	245,856	287,968
ANCA	491,384	458,620
ATGB	218,342	210,968
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BROO	312,564	284,521
BRTH	202,799	179,209
CALG	355,541	147,581
CAMP	219,102	240,031
CANM	122,692	162,241
CARD	158,778	160,081
CSNH	280,892	266,254
DATC	112,756	127,375

DRUK TEXT WIDE MEDIUM, MEDIUM ITALIC, 6/8 PT

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# Druk Condensed

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**Of the families in the Druk collection, Druk Condensed is the most explicit homage to Willy Fleckhaus. Originally designed for the 2011 “Year in Review” issue of *Bloomberg Businessweek*, its flat sides make letters and words snap together in a clean and satisfying way.**

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**PUBLISHED**

2014

**DESIGNED BY**

BERTON HASEBE

**6 STYLES**

3 WIDTHS W/ ITALICS

**FEATURES**PROPORTIONAL LINING FIGURES  
FRACTIONS (PREBUILT AND ARBITRARY)  
SUPERSCRIPIT/SUBSCRIPT

Druk Condensed features three widths in the same Super weight. The Condensed and X Condensed are very graphic, and the XX Condensed can appear almost abstract. Designer Berton Hasebe introduced a purposeful and subtle change to the texture of the typeface by preventing terminals and crossbars from lining up too often on the horizontal axis. This keeps an emphasis on the verticality of the letterforms and prevents words and headlines from becoming monotonous. The maximum point size for this family is limited only by the size of the page; however, minimum sizes should be respected. The Condensed does not work well below 40pt; X Condensed should be used only at 48pt and above; and XX Condensed is limited to 72pt and above.

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**Druk Condensed Super**  
***Druk Condensed Super Italic***  
**Druk X Condensed Super**  
***Druk X Condensed Super Italic***  
**Druk XX Condensed Super**  
***Druk XX Condensed Super Italic***



**ELECTROJETS**  
**Atomorbital**

DRUK CONDENSED SUPER, 150 PT [ALTERNATE E J]

***KÖNIGSBERG***  
***Semnificații***

DRUK CONDENSED SUPER ITALIC, 150 PT

**VIÐSKIPTAFRÆÐI**

**Satunnnaískulku**

DRUK X CONDENSED SUPER, 150 PT [ALTERNATE a]

***ULTIMOGENITURE***

***Juxtapositional***

DRUK X CONDENSED SUPER ITALIC, 150 PT

KOMPRIMERINGSPROGRAMMET

Proto-Ethnographic Projects

DRUK XX CONDENSED SUPER, 150 PT [ALTERNATE a r]

*LES CONDITIONS D'UTILISATION*

*Verfassungsschutzabteilung*

DRUK XX CONDENSED SUPER ITALIC, 150 PT

**Všetky veličiny však  
GRAND & FORTHRIGHT  
Contexto fisiológico**

DRUK CONDENSED SUPER, 90 PT

***Massively shortened  
TECHNIQUES ADDITIVES  
Johdannaisyksiköitä***

DRUK CONDENSED SUPER ITALIC, 90 PT [ALTERNATE a r]

Elegante kjoler og fine vin!  
IN THE RECESSES OF MEMORY  
Pægilegt er að sanna hana

DRUK X CONDENSED SUPER, 90 PT [ALTERNATE a]

*Yalnızca kullanım amacıyla*  
*UNTER DEN IM GROSSHANDEL*  
*Zjawisko komodyzacji oraz*

DRUK X CONDENSED SUPER ITALIC, 90 PT

The grand ceilings of the library echoed aghast  
 DEZENAS DE EVENTOS CULTURAIS DURANTE O VERÃO  
 Frægasta framlag Fermats til stærðfræðinnar

DRUK XX CONDENSED SUPER, 90 PT

*De prijs komt tot stand door vraag en aanbod op*  
 TOWARDS THE ROLLING SOUNDSCAPE APPROACHING  
 Desemnează o individualitate conștientă de sine

DRUK XX CONDENSED SUPER ITALIC, 90 PT

**Legierungsbestandteil**

DRUK CONDENSED SUPER, 80 PT

**Prijestolonasljednikovićevice**

DRUK X CONDENSED SUPER, 80 PT

**Vaðlaheidarvegavinnuverktæragæymsluskúraútidyr**

DRUK XX CONDENSED SUPER, 80 PT

***Täysjyväviljavalmisteteet***

DRUK CONDENSED SUPER ITALIC, 80 PT

***Antidiseestablishmentarianism***

DRUK X CONDENSED SUPER ITALIC, 80 PT

***Afyonkarahisar ilaştırabildiklerimizdenmişsinizcesine***

DRUK XX CONDENSED SUPER ITALIC, 80 PT



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**INCLUDED FAMILIES**

**Druk**  
**Druk Text**  
**Druk Wide**  
**Druk Text Wide**  
**Druk Condensed**

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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 (Castillian), 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 ATypl, 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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