

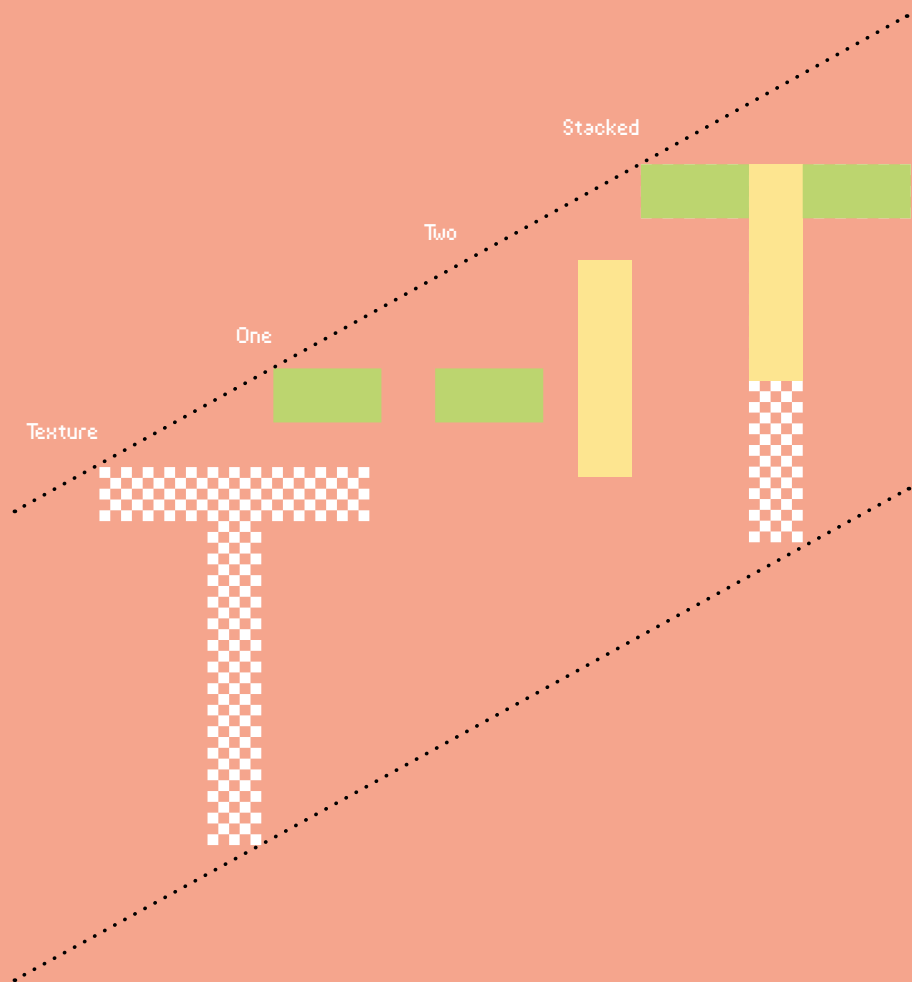


Transformer

A layered font system, Transformer, designed by
Jan Erasmus, Circa 2018

RELEASED AND DISTRIBUTED BY:
www.cybergraphics.bz

Design: Jan Erasmus
Circa: 2018
Format: TrueType only
Styles: 6 styles



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< BRAND NEW >

+++ >>> TRANSFORMER <<< +++ FONT SYSTEM

\\ A MULTILAYER FONT SYSTEM FOR THE ///
NEO-MODERN MOVEMENT
{{{ OpenType: TTF format only }}}

.....

[A new display typeface]

@>>>----- designed by Jan Erasmus at Cyber Graphics -----<@

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Circa 2018

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TRANSFORMER

A MULTILAYER FONT SYSTEM FOR THE NEO-MODERN MOVEMENT

Inspiration and conceptual core.

In the 18th century the Ndzundza Ndebele people of South Africa created their own tradition and style of house painting. Until the late 1900s, the Ndebele people were very fierce warriors and large landowners. In the autumn of 1883, they went to war with the neighbouring Boer workers. The loss of the war brought on a harsh life and horrible punishments for the Ndebele. Through those hard times the suffering people expressing their grief generated expressive symbols. These symbols were the beginning of the African art known as Ndebele house paintings done by the women. Often the tradition carriers and the main developer of the wall art of their home and in the beginning it was based on Ndebele's beadwork.

These expressive symbols were used for communication between sub-groups of the Ndebele people. They stood for their continuity and cultural resistance to their circumstances. The Boer farmers did not understand the meaning and viewed it as cultural art that was not harmful, so it was allowed to continue. The wall paintings done by the women, was their secret code to their people, disguised to anyone but the Ndebele. In other words, it was encrypted and very advanced for its time. It also doubled up as decoration. I used these aspects as part of the concept that is then expressed in colour and not just black.

The patterns and symbols can be seen today with a rich black outline and a vivid colour inside. Choosing our own colour combinations for the fonts is where we depart from the five main colours represented: red and dark red, yellow to gold, a sky blue, green, and sometimes pink.

During my effort to design a Ndebele tribal font, Kurt Campbell pointed out that the font is a lot more than a tribal font. It is a cross-cultural constructionist tool that can be used for construction and deconstruction. That is why I then chose the name, Transformer for the font set. It became a combination of functionality like info, decoration and tone. Consisting of 6 Basic Latin + Latin 1 – Supplement fonts for a Layered Type System. The font set enables the user to do the multi-colour-layered words, sentences and paragraphs. Each layer can be colourised and up to the user and the tone they want to set. To the best of my knowledge, this font falls neatly in the Neo-Modernist movement definition.

Designed for branding applications

Custom typefaces, a big trend in the design industry, can be the most important vehicle for a corporate identity as it carries the brand in a truly unique way. Every company or organisation would benefit from engaging a type designer to produce their own typestyle used to emulate it's company's appearance and brand culture. A type family can be far

Ndebele

more than just a glue used to stick together a branding system, it can slowly take over the role of a logo to become the memorable element of the brand as it happened with Nando's

How to use the font set

The fonts consist out of 6 fonts, Transformer Regular, Texture, Outline, One, Two and Three. Click your text cursor on a blank page in Illustrator, return shift and start on the 2nd line. Alternatively draw a text box in InDesign and set the copy with Transformer Regular, and make it black. Then you duplicate the layer and select the text and scroll to select Transformer One. Highlight it and make it a colour. Repeat the process using different colours for each font until the entire word is formed with the bits and pieces from the 3 fonts. Now you can delete the first layer that was Transformer Regular. Flatten the artwork layers and group so that you can place it elsewhere. The outline font can also be added if required. Various other combinations are illustrated in this booklet.

System Requirements:

TTF (TrueType outlines): Mac OS 8.6, Mac OS X, or higher.

TTF (TrueType outlines): Microsoft Windows 95, 98, ME, NT4, 2000, XP, Vista or higher.

OpenType features includes:

Ligatures, Discretionary Ligatures, Fractions and Ordinals.

Webfonts: Transformer Regular (.woff+.eot+.svg)

Enterprise License: It is supplied for outright purchase and your client gets ownership of the software and design. It wont ever be released as a Commercial Font for sale on the web to guarantee uniqueness. An Enterprise license is for a font with print, iPad and all mobiles, TV broadcasting, web font, e-book and commercial pdf rights where applicable. Enterprise license gives you Unlimited Global user rights and can be used on as many computers as you like at different locations worldwide. The client then owns the Software. A lot of custom shops worldwide double the price for ownership.

The 2nd option is to rent the 6 font applications set for between 1-3 years for a advertising campaign on a exclusive basis.

Price: to be discussed when you contact me at jan@cybergraphics.bz or landline 011 624 1711 and cell 072 395 1259.

The contrast of:

saturation

light and dark

extension

complements

Simultaneous contrast

hue

hue - primaries

warm and cool

Itten's Colour Contrasts

Johannes Itten was one of the first people to define and identify strategies for successful colour combinations. Through his research he devised seven methodologies for coordinating colors utilizing the hue's contrasting properties. These contrasts add other variations with respect to the intensity of the respective hues; i.e. contrasts may be obtained due to light, moderate, or dark value.

Transformer
Regular

Transformer

Transformer
One + Two +
Three

Transformer

Transformer
Regular + Outline

Transformer

Transformer
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Transformer

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capitals

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math symbols

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legal & reference

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legal & reference

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diacritic marks

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