

INTERNAL TOOLKIT

DESIGN
INDABA
2015

1. THE ICON
2. THE FONTS
3. SHAPES
4. COLOURS
5. EXTRAS
6. MUSIC
7. ANIMATION TAG

1. THE ICON



**MAKE.
CHANGE.**

2. THE FONTS

MAKE.CHANGE.

THIS FONT FAMILY HAS BEEN CREATED FOR UPPER CASE ONLY.

**WHEN TYPING IN LOWER CASE YOU WILL STILL BE GIVEN
AN UPPER CASE CHARACTER, EXCEPT IT WILL BE AN ALTERNATIVE TO
THE ONE YOU WILL FIND WHEN TYPING IN UPPER CASE.
THIS IS FOR VARIATION, TO ALLOW THE FONT TO FEEL HAND DONE,
BUT WITH THE EASE OF TYPESETTING.**

**THIS IS PARTICULARLY FOR WHEN TYPING DOUBLE CHARACTERS
OR WHEN THE SAME CHARACTER IS IN CLOSE PROXIMITY TO ANOTHER.**

**PLEASE FEEL FREE TO ADJUST KERNING AND LEADING
AND MAKING USE OF SUPERScript FOR FURTHER VARIATION.**

MAKE.CHANGE.



THERE ARE FOUR “WEIGHTS” TO THIS FONT.

LAYER-1-SHADOW

WILL GIVE YOU THE SHADOW TO THE FONT.

LAYER-2-BASE

**WILL GIVE YOU THE FONT PROPER. THIS CAN BE USED ALONE,
OR WITH SOME OR ALL OF THE OTHER “WEIGHTS”.**

LAYER-3-COUNTERSHADOW

WILL GIVE YOU THE SHADOW TO THE COUNTER.

LAYER-4-COUNTER

WILL GIVE YOU THE COUNTER, OR THE KNOCKOUT TO THE MAIN FONT.

Λ 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
Λ 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
0 1 2 3 4 5 6 7 8 9
(" ' / . , ; : ? ! * - + ± = \ ' ' ')
@ _ # % &

LAYERED ON TOP OF EACH OTHER AS FOUR SEPARATE FONTS YOU SHOULD GET THE ABOVE EFFECT.
SOME KERNING AND INDIVIDUAL SHIFTING MAY BE REQUIRED.
(THESE ARE ALL THE CHARACTERS AVAILABLE.)



THIS IS LAYER-4-COUNTER.



**THIS IS LAYER-3-COUNTERSHADOW.
(THERE ARE NO RULES AS YET, BUT I FIND IT BEST TO USE THIS
AT 80% BLACK AND ON MULTIPLY.)**

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
0 1 2 3 4 5 6 7 8 9
(" ' / . , ; : ? ! * - + = \ ' ' ')
_ # % &

THIS IS LAYER-2-BASE.

Handwritten: $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$

THIS IS LAYER-1-SHADOW.

FOR BODY COPY IT IS BEST TO RESORT TO THE NORMAL DESIGN INDABA FONT.

MAKE.CHANGE. REGULAR

THIS IS JUST ANOTHER “WEIGHT” TO THE FONT FAMILY
THAT WORKS ON ITS OWN.

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
0 1 2 3 4 5 6 7 8 9
(" ' / . , ; : ? ! * - + = \)
@ _ # % &

THIS IS REGULAR.
(THESE ARE ALL THE CHARACTERS AVAILABLE.)

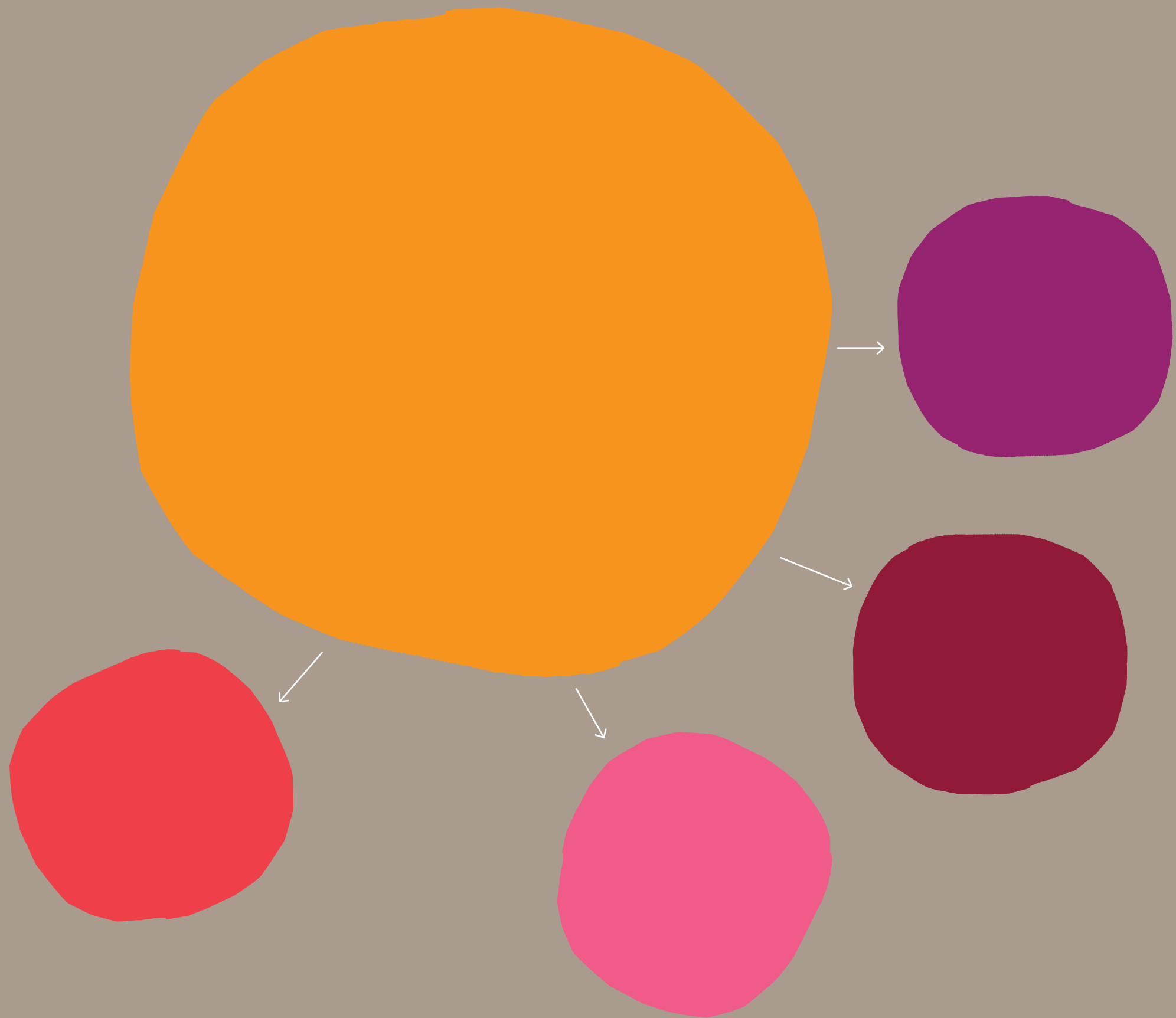
MAKE.CHANGE. SOLID

THIS IS JUST ANOTHER “WEIGHT” TO THE FONT FAMILY.
FOR MORE VARIATION.

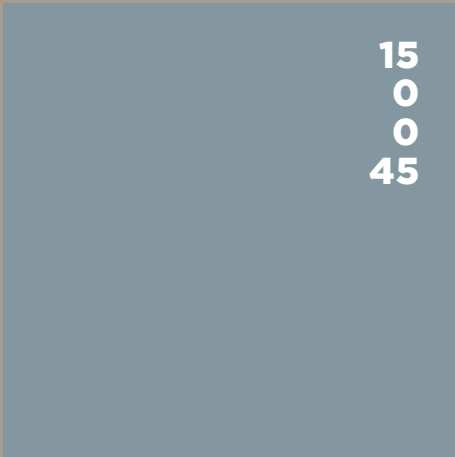
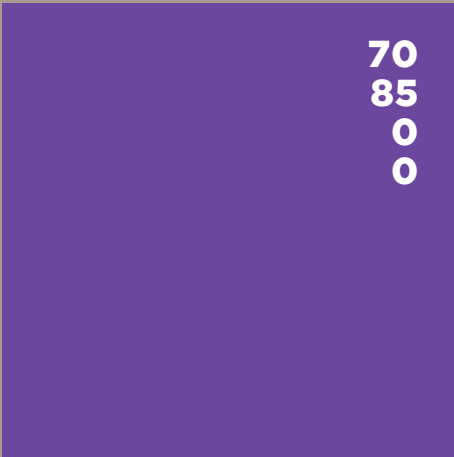
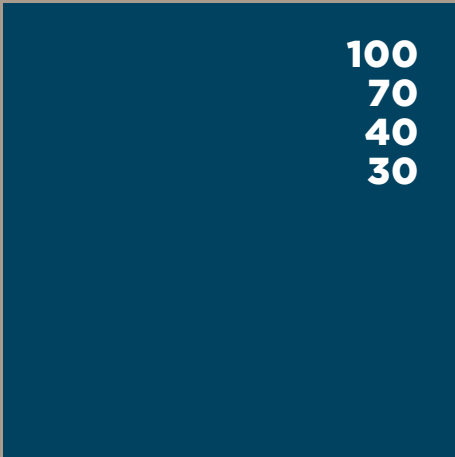
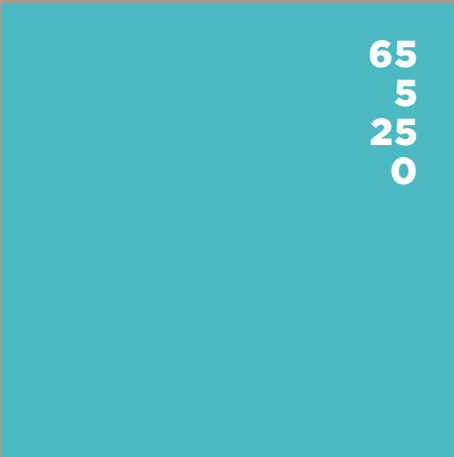
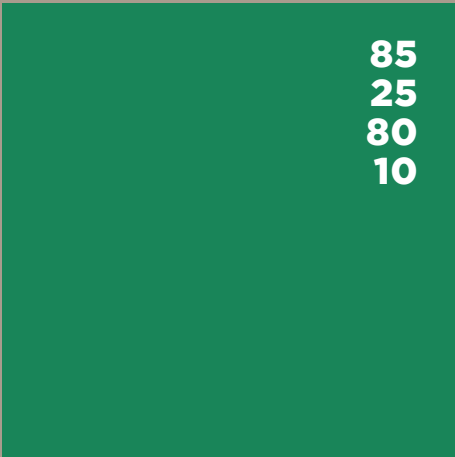
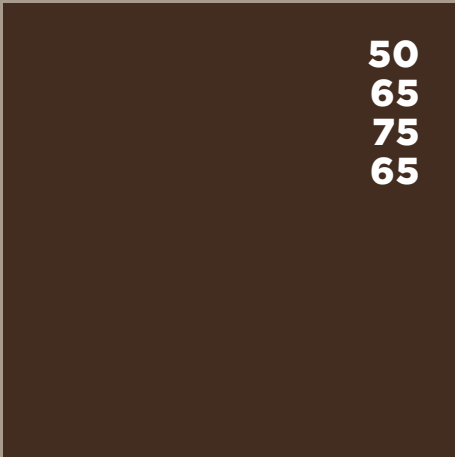
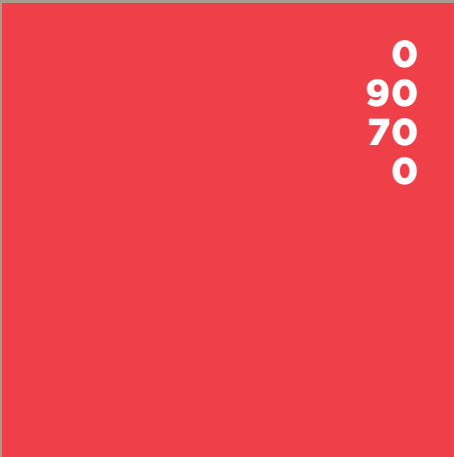
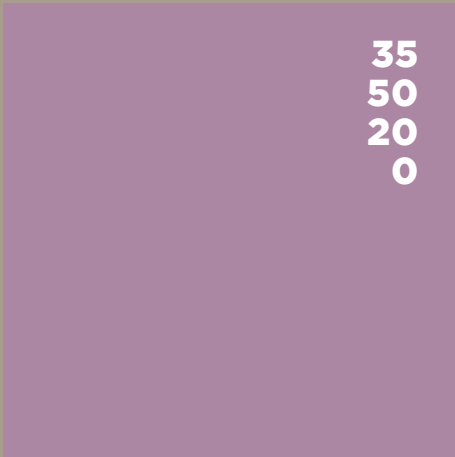
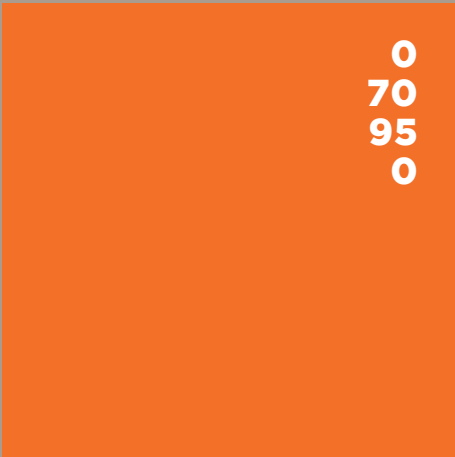
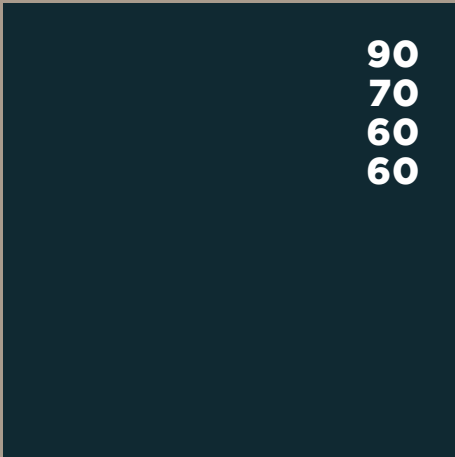
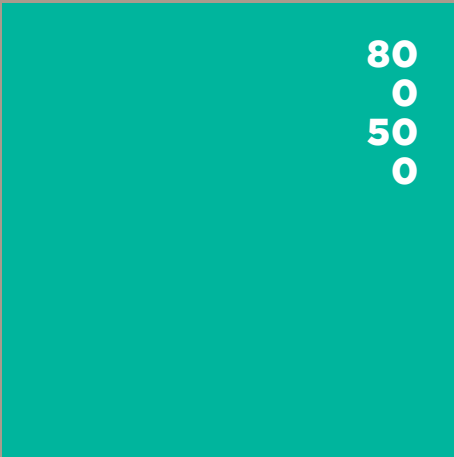
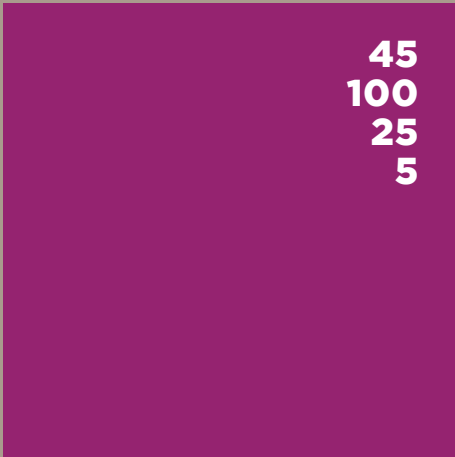
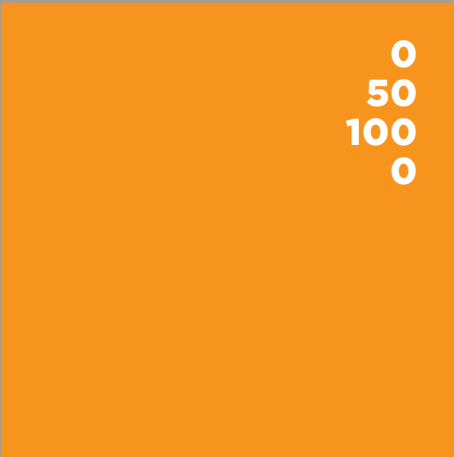
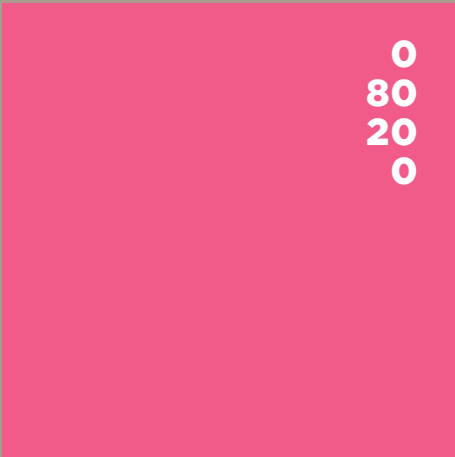
ABCDEFGHIJK
LMNOPQRSTUVWXYZ
ABCDEFGHIJK
LMNOPQRSTUVWXYZ
“”/.,;:?!-+\\’”

THIS IS SOLID.
(THESE ARE ALL THE CHARACTERS AVAILABLE.)

3. SHAPES



4. COLOURS



5. EXTRAS



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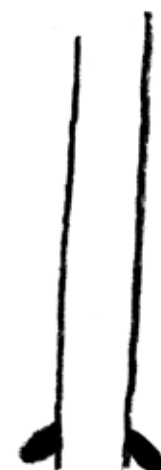
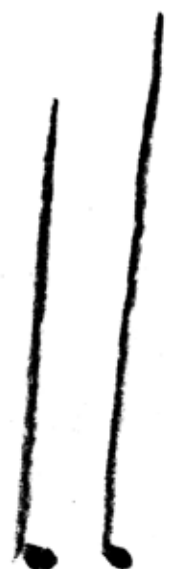
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6. MUSIC

(STILL TO COME)

7. ANIMATION TAG

(STILL TO COME)



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