
Druk

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.

PUBLISHED

2014

DESIGNED BY

BERTON HASEBE

8 STYLES

4 WEIGHTS W/ ITALICS

FEATURES

PROPORTIONAL LINING FIGURES
FRACTIONS (PREBUILT AND ARBITRARY)
SUPERScript/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]

Kullanılmaktadır
MULTISENSORIAL
Xanthocyanopsy

DRUK MEDIUM, 100 PT [ALTERNATE a]

Zakonodavstvom
JUGLANDACEOUS
Accidentalmente

DRUK MEDIUM ITALIC, 100 PT

**Transliteration
KUNSTVANDING
Organizzazione**

DRUK BOLD, 100 PT

***Unconventional
CARTHAGINOISE
Pääkaupunkina***

DRUK BOLD ITALIC, 100 PT

Shromáždění
TARDIVEMENT
Desaparèixer

DRUK HEAVY, 100 PT [ALTERNATE E a r]

Znanstvenike
NONDESCRIPT
Pasitikėjimas

DRUK HEAVY ITALIC, 100 PT

**Secundaire
ELECTRODES
Vergrößert**

DRUK SUPER, 100 PT

***Növekedhet
AWANGARDA
Glødelampe***

DRUK SUPER ITALIC, 100 PT

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]

**Tíðni hljóðsins ákvarðast af því hversu oft
LA COSMOS 1286 ERA DOTATA DEL SISTEMA
Socrates Sculpture Park, Long Island City**

DRUK MEDIUM, 40 PT

***Karmaşık analizdeki sonuçlar birkaç gruba
EVEN THE MOST DIE-HARD SUPPORTERS HAD
Mot sør finnes det høytliggende stepper og***

DRUK MEDIUM ITALIC, 40 PT

**An onerous political & economic battle
MAJALAH IKI NYITHAK 9-AN ÈKSEMPLAR
In der Greenwich Street auf Nummer 4**

DRUK BOLD, 40 PT [ALTERNATE a r]

***Conta com aproximadamente 1 milhão
SUBWAY DOORS JAMMED ON THE J-TRAIN
De Engelse naam Amy gaat terug op het***

DRUK BOLD ITALIC, 40 PT [ALTERNATE J]

Gastrotypographicalassemblage
EFFECTIVE FUTURE-PROOF FAÇADES
Las señales de tránsito en Europa

DRUK HEAVY, 40 PT [ALTERNATE E F]

Tanganjika itsenäisty vuonna 1961
POCZĄTKOWO NAJEŹDŹCY ODNOSILI
The Druk is the 'Thunder Dragon' in

DRUK HEAVY ITALIC, 40 PT

Mezi lety 1989 a 1996 prodělal
LES COULEURS SONT RÉPARTIES
Visa Japonija buvo padalinta į

DRUK SUPER, 40 PT

La llum d'arc elèctric tenia dos
NIZOZEMSKA ISTOČNOINDIJSKA
Tu se nalazi 100% svih aktivnih

DRUK SUPER ITALIC, 40 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

OPENTYPE FEATURES
FAMILY WIDEALL CAPS
opens up spacing, moves
punctuation upPROPORTIONAL LINING
default figuresFRACTIONS
ignores numeric date format

SUPERSCRIPT/SUPERIOR

SUBSCRIPT/INFERIOR

DENOMINATOR
for making arbitrary fractionsNUMERATOR
for making arbitrary fractionsLANGUAGE FEATURE
Română (Romanian) s accentLANGUAGE FEATURE
Nederlands (Dutch) IJ glyph**OPENTYPE FEATURES**
ROMAN & ITALICLIGATURE
em dash converted to extra-long
variant when typed twiceSTYLISTIC SET 01
alternate a rSTYLISTIC SET 02
alternate JSTYLISTIC SET 03
alternate E FSTYLISTIC SET 04
alternate a (single story)STYLISTIC ALTERNATES
Illustrator/Photoshop**DEACTIVATED**

¡Condensada y [muy] bonita!

\$1,234 €5,678 £9,012 ¥3,456

21/03/10 and 2 1/18 460/920

 $x^{158} + y^{23} \times z^{18} - a_{4260}$ $x_{158} \div y_{23} \times z_{18} - a_{4260}$

0123456789 0123456789

0123456789 0123456789

ÎNSUȘI conștiința științifice

VRIJDAG IJsselmeer IJmuiden

DEACTIVATED

His help—much appreciated

Carrying arduously forward

EJECTIONS Jokingly Justified

FEIGN EFFORTLESS AFFABILITY

2^a Pluralization alternatives

Just very extremely narrowed

ACTIVATED

¡CONDENSADA Y [MUY] BONITA!

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STYLES INCLUDED IN COMPLETE FAMILY

Druk Medium
Druk Medium Italic
Druk Bold
Druk Bold Italic
Druk Heavy
Druk Heavy Italic
Druk Super
Druk Super 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, Serbian (Latin), Slovak, Slovenian, Spanish (Castilian), 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 ATypI, and the BRNO Bien-nial. 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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