



HAMSTER™

WE ARE GETTING SERIOUS – WITH FUN FONTS!

HAMSTER IS A COLORFUL PLAYGROUND FOR DESIGNERS, A CELEBRATION OF JOY AND DELIGHT

DESIGN

Joe Stitzlein

DESIGN

CONTRIBUTIONS

Laurie Schmitt Illustrations

Leslie Stitzlein

Olli Meier

MASTERING, PRODUCTION

Olli Meier

MARKETING

Joe Stitzlein Naming, Copywriting

Snask Artwork, Campaign

Darwood Sound Design

Golden Retriever Photography

Olli Meier Microsite, Artwork

Ivo Gabrowitsch Copywriting,

Specimen

Lucy Beckley English Translation

DESIGN PERIOD;

INITIAL RELEASE

2019–2022; February 21, 2023

LATEST UPDATE

Version 1.00; February 21, 2023

LANGUAGES

305 Latin (see page 7)

GLYPHS PER FONT

518 (see page 8)

STYLES

6 upright weights in 10 color versions (see page 4)

TRADEMARKS

Hamster™ is a trademark of Fontwerk GmbH

FORMATS

Static: OTF, WOFF2

Variable: TTF, WOFF2

Further formats available on request

VARIABLE FONTS

10 variable fonts are included in the Family package at no extra cost; 1 Axis: weight; Web file sizes: 109–158 KB (WOFF2)

LICENSING; PRICING

Trial Free Test license

Standard Combined Print, Web, App and eBook license, starting from €50

Extended Larger license volume and additional Broadcasting, starting from €500

Further types of license available on request

MODIFICATIONS AND EXTENSIONS

Available on request

RECOMMENDED USE

Advertising & Packaging

Editorial & Publishing

Festive Occasions

Film & TV

Logo, Branding & CI

Fashion

Music & Nightlife

Poster & Billboards

Software & Gaming

CONTACT

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Available exclusively from fontwerk.com/fonts/hamster or hamsterfont.com

GAME OVER!

RENDERIZAÇÃO

ALOE PROPOLIS CREME

JACK'S

GRIBETUS

NO ADDED PRESERVATIVES

SOCKERRÖR   

HABITRAILS

SKIN PERFECTOR 3006

CHO-CELLS

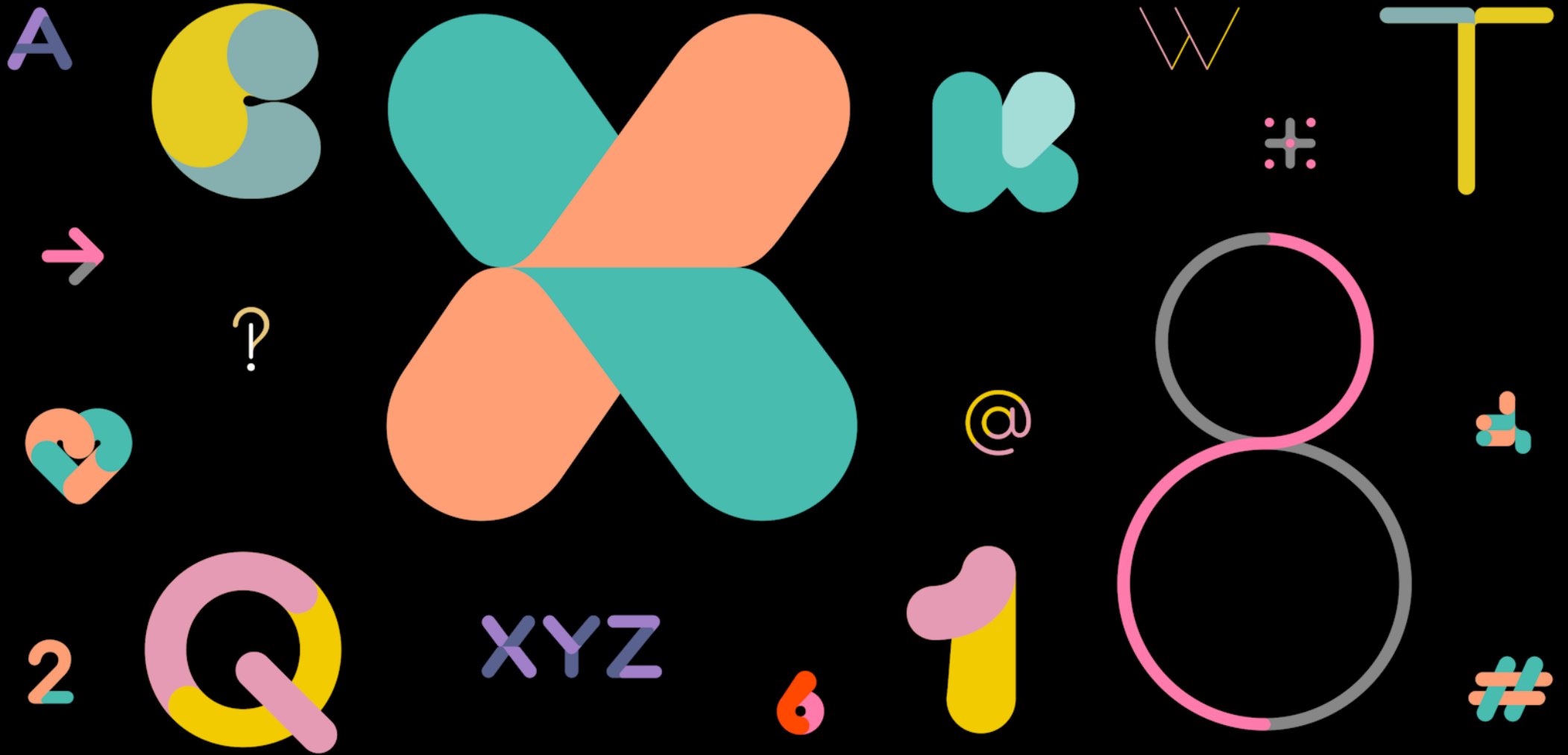
RESONATION

ORTEGA

THURSDAY 8:15 PM

CÉLINE & PAUL

HANS-WILHELM SMOLIK, PHD



HAMSTER THIN

HAMSTER LIGHT

HAMSTER REGULAR

HAMSTER MEDIUM

HAMSTER BOLD

HAMSTER XBLACK

ORIGINAL COLORLESS CORN MINT GRAY PINK
LAVENDER MINT GREEN MINT SALMON ORANGE
PINK PINK RED TAN WHITE

AVAILABLE IN 6 STYLES AND 10 COLORS
(ONE IS FULLY CUSTOMIZABLE AND ONE IS COLORLESS)

BER → CDG ↓
↑ SFO ← EWR

Lavender Medium 80 pt, Light 80 pt, Orange Pink Medium 80 pt, Light 80 pt

Mint Green XBlack 94 pt, XBlack 62.5 pt, Mint Salmon Bold 94 pt



Tan White XBlack 65 pt, Mint Green Bold 280 pt

FES 23



TIVAL

MUSEO
DE ARTE
MODERNO

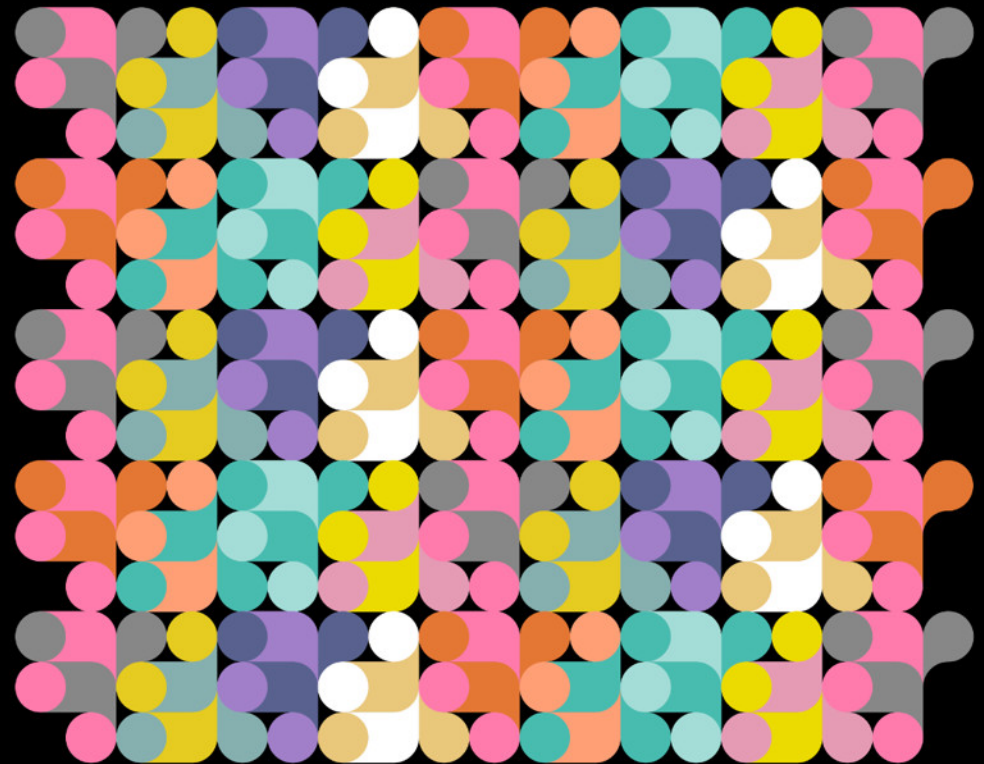
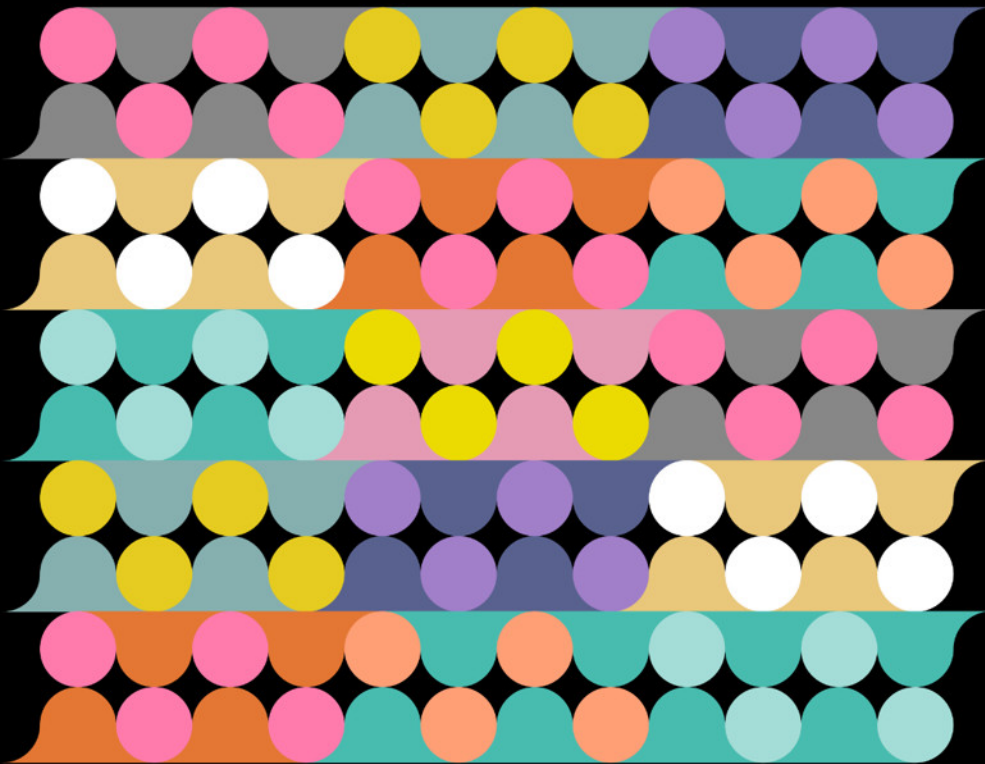
Lavender Thin 80 pt

 **WHOA!** 
**I FEEL NICE, LIKE
SUGAR AND SPICE**
★ JAMES BROWN ★

VERONICA

HAS A FOXY

FAVICON!!



20 MIL LÉGUAS SUBMARINAS

Mint Salmon Bold 52 pt, Português

**THE YEAR 1866 WAS SIGNALIZED BY A
REMARKABLE INCIDENT, A MYSTERIOUS AND
INEXPLICABLE PHENOMENON, WHICH DOUBT-
LESS NO ONE HAS YET FORGOTTEN.**

Colorless Medium 32 pt,
Pink Red Medium 32 pt, English

**NOT TO MENTION RUMORS WHICH AGITATED THE MARITIME POPULATION,
AND EXCITED THE PUBLIC MIND, EVEN IN THE INTERIOR OF CONTINENTS,
SEAFARING MEN WERE PARTICULARLY EXCITED.**

Colorless Regular 20.5 pt, English

KAUFLEUTE, REEDER, SCHIFFSKAPITÄNE, SKIPPER UND MASTER IN EUROPA
UND AMERIKA, OFFIZIERE DER KRIEGSMARINE ALLER LÄNDER UND SCHLIEß-
LICH DIE REGIERUNGEN DER VERSCHIEDENEN STAATEN BEIDER KONTI-
NENTE NAHMEN DIE VORFÄLLE AUßERORDENTLICH ERNST.

Colorless Light 20.5 pt, Deutsch

305 LANGUAGES SUPPORTED

ALL OF FONTWERK'S TYPEFACES SUPPORT ALL LATIN-BASED EUROPEAN LANGUAGES SUCH AS ENGLISH, FRENCH, SPANISH, GERMAN, CZECH, POLISH AND TURKISH. SOME FAMILIES ALSO SUPPORT GREEK, CYRILLIC (E.G. RUSSIAN, BULGARIAN), ARABIC OR HEBREW. IF YOU NEED FURTHER LANGUAGES OR SCRIPT SYSTEMS (ANYTHING FROM CYRILLIC AND GREEK TO HEBREW, ARABIC, THAI AND EVEN CHINESE, JAPANESE, KOREAN (CJK) AND DEVANAGARI), WE CAN MAKE CUSTOM FONTS FOR YOU.

▼ Latin	Batak Dairi	Congo Swahili	Gourmanchéma	Kashubian	Makwe	North Ndebele	Romanian	Sundanese	Vóro
Acheron	Batak Karo	Cook Islands Māori	Guadeloup. Creole French	Kekchí	Malagasy	Northern Kurdish	Romansh	Swahili	Walloon
Achinese	Batak Mandailing	Cornish	Gusii	Kenzi, Mattokki	Malay (Standard)	Northern Qiangdong Miao	Rotokas	Swati	Walsler
Acholi	Batak Simalungun	Corsican	Haitian	Khasi	Malaysian	Northern Sami	Rundi	Swedish	Wangaaybuwan-Ngiyambaa
Achuar-Shiwiar	Batak Toba	Creek	Hani	Kikuyu	Maltese	Northern Uzbek	Rwa	Swiss German	Waarani
Afar	Bemba (Zambia)	Crimean Tatar	Hiligaynon	Kimbundu	Mandinka	Norwegian	Samburu	Tagalog	Waray (Philippines)
Afrikaans	Bena (Tanzania)	Croatian	Ho-Chunk	Kinyarwanda	Mankanya	Nyanja	Samoan	Tahitian	Warlpiri
Aguaruna	Bikol	Czech	Hopi	Kituba (DRC)	Manx	Nyankole	Sango	Taita	Wayuu
Albanian (Arbëreshë)	Bislama	Danish	Huastec	Kongo	Maore Comorian	Occitan	Sangu (Tanzania)	Tedim Chin	Welsh
Albanian (Arvanitika)	Borana-Arsi-Guji Oromo	Dehu	Hungarian	Konzo	Maori	Ojtlán Chinantec	Saramaccan Sardinian	Tetum	West Central Oromo
Albanian (Gheg)	Bosnian	Eastern Abnaki	Icelandic	Kuanyama	Mapudungun	Orma	Scottish Gaelic	Tetun Dili	Western Abnaki
Albanian (Tosk)	Breton	Eastern Arrernte	Iloko	Kven Finnish	Marshallese	Oroqen	Sena Seri	Tiv	Western Frisian
Alekano	Buginese	Eastern Oromo	Inari Sami	Kölsch	Matsés	Páez	Seselwa Creole French	Toba	Wik-Mungkan
Aleut	Candoshi-Shapra	Embu	Indonesian	Ladin	Mauritian Creole	Palauan	Shambala Shawnee	Tok Pisin	Wiradjuri
Amahuaca	Caquinte	English	Irish	Ladino	Meriam Mir	Paluan	Shipibo-Conibo	Tokelau	Wolof
Amarakaeri	Caribbean Hindustani	Ese Ejja	Istro Romanian	Latgalian	Meru	Pampangá	Shona	Tonga (Tonga Islands)	Xavánte
Amis	Cashibo-Cacataibo	Estonian (Standard)	Italian	Latin	Minangkabau	Papantla Totonac	Shuar	Tonga (Zambia)	Xhosa
Anaang	Cashinahua	Faroese	Ixcatlán Mazatec	Latvian (Standard)	Mirandese	Papiamento	Sicilian	Tsonga	Yanesha'
Andaandi, Dongolawi	Catalan	Fijian	Jamaican Creole English	Ligurian	Mohawk	Pedi	Silesian	Tswana	Yao
Anuta	Cebuano	Filipino	Japanese	Lithuanian	Montenegrin	Picard	Slovak	Tumbuka	Yapese
Ao Naga	Central Aymara	Finnish	Javanese	Lombard	Munsee	Pichis Ashéninka	Slovenian	Turkish	Yindjibarndi
Apinayé	Central Kurdish Chachi	French	Jola-Fonyi	Low German	Murrinh-Patha	Piemontese	Soga	Turkmen	Yucateco
Aragonese	Chamorro	Friulian	K'iche'	Lower Sorbian	Mwani	Pijin	Somali	Tzeltal	Záparo
Asháninka	Chavacano	Gagauz	Kabuverdianu	Luba-Lulua	Mískito	Pintupi-Luritja	Soninke	Tzotzil	Zapotec
Ashéninka Perené	Chiga	Galician	Kaingang	Lule Sami	Naga Pidgin	Pipil	South Ndebele	Uab Meto	Zulu
Asu (Tanzania)	Chiltepec	Ganda	Kala Lagaw Ya	Luo (Kenya & Tanzania)	Ndonga	Pohnpeian	Southern Aymara	Umbundu	
Atayal	Chinantec	Garifuna	Kalaallisut	Luxembourgish	Neapolitan	Polish	Southern Qiangdong Miao	Ume Sami	
Balinese	Chokwe	Ga'anda	Kalenjin	Macedo-Romanian	Ngazidja Comorian	Portuguese	Southern Sami	Upper Guinea Crioulo	
Bari	Chuukese	German	Kamba (Kenya)	Makhuwa	Niuean	Potawatomi	Southern Sotho	Upper Sorbian	
Basque	Cimbrian	Gilbertese	Kaonde	Makhuwa-Meetto	Nobiin	Purepecha	Spanish	Venetian	
	Cofán	Gooniyandi	Karelian	Makonde	Nomatsiguenga	Quechua	Sranan Tongo	Veps	

Stylistic Set 1 #SS01 — Alternative Hamsterface 1
 Stylistic Set 2 #SS02 — Alternative Hamsterface 2
 Stylistic Set 3 #SS03 — Dancing Hamster
 Stylistic Set 4 #SS04 — Handstand Hamster



Stylistic Set 5 #SS05 — Alternative Dingbats

▩ ✨ + || included

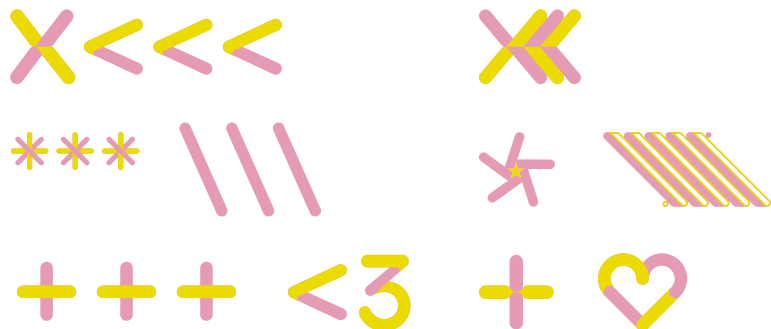


All alternative glyphs are also available via the Access All Alternates #AALT and Stylistic Alternates #SALT features

Contextual Alternates #CALT

♡ (<3) ◀ (<<<) ▶ (>>>) ◀ (<<<<) ▶ (>>>) ◀ (<<<<<)

✂ (X<<<) ▩ (\\\) || (|||) ✨ (***) + (+++) included



Proportional Figures (default) #PNUM, Tabular Figures #TNUM

3714 3714

Fractions #FRAC, Numerators #NUMR, Denominators #DNOM

4/8520 4/8520

Ordinals #ORDN

6A 20 6^A 2^o

Superscript #SUPS

M3 M³

Slashed Zero #ZERO

73808 73808

Localized Forms #LOCL; İı → İi (Turk), L· Ll·l → L· Ll·l (Catalan),
 ÍJ íj → ÍJ íj (Dutch) and Ș ț ș ț → Ș Ț ș ț (Romanian) included

ISMET İSMET

HAMSTER IS A COLORFUL PLAYGROUND FOR DESIGNERS. INSPIRED BY THE PETS OF JOE STITZLEIN'S CHILDHOOD FRIENDS, THE CONSTRUCTION OF THE LETTERFORMS FOLLOWS THE TUBULAR "HABITRAILS" IN WHICH THE CUTE NAMESAKES LIVE.

It was not only the transparent, partly colored plastic tubes and terrariums that made an impression on the designer, but also the animals. Their two-tone fur inspired Joe to design his typeface as a Color Font. The rounded ends and bold font weights are reminiscent of the rodents' distinctive chubby cheeks. The characteristics cuddly and chubby therefore apply equally to both animal and font. The lighter weights appear less playful and would make for a perfect logotype for young fashion brands, for example.

Hamster is a capital display typeface, if you select the lowercase letters they invert the colors for additional variation. The six fonts from Thin to ExtraBlack each contain five hamster characters drawn by illustrator Laurie Schmitt, as well as 19 decorative ornaments. The designer gives this tip: *"The dingbats that lock together to form patterns are elegant and fun, I could see these used as wallpapers or in architecture."* See the magic of the dingbats in

action, with a few specially made wallpapers that are available to download with the trial fonts.

Users can determine the coloring of the fonts individually, for example to reflect the special colors of a brand, an event or a TV series. *"We wanted Hamster to be a celebration of joy and delight,"* explains Joe Stitzlein. Therefore, he had color expert Leslie Stitzlein define an additional eight fixed combinations, some colorful and playful, some subtle and elegant. A non-color font and thus traditionally usable variant rounds off the palette. In total, ten variable fonts and 60 static fonts are available, as a complete package for the price of three individual styles – so even the purchase is fun!

The fonts are based on COLR-V0 technology. In contrast to the newer V1 specification, it works perfectly in all relevant browsers at the time of its release. On our specially created microsite and with the help of the free trial fonts, you can see and have a play for yourself.

As is not unusual for a technology that is still in its infancy, implementation on the program side is proceeding at different speeds. While it has long been supported by applications such as Microsoft Word, the variable desktop font does not yet work as desired in Adobe's Creative Suite. As a workaround, we equipped the static fonts with an additional SVG table. While we await full support of color fonplakat afpubts across all applications, everything still works in a familiar way.

Hamster is a refreshingly playful, fun font full of typographic possibilities. It's the perfect addition to all designers' type palettes, who like this namesake, are keen on collecting, fonts rather than nuts, of course ;) But unlike the cuddly role model, this hamster doesn't even need to be fed ... except with happy ideas.

DESIGNER

JOE STITZLEIN

Retail typefaces by Joe Stitzlein are in fact somewhat of a rarity. After ITC Tactile, which won a TDC award in 1999, Hamster follows a quarter of a century later.

Hamster is a typeface that is simply fun to use and is peppered with all kinds of design and technical subtleties. Usually, Joe can be found creating waves and stirring up dust in the custom font sector. In fact, he has designed fonts for SGI (awarded a D&AD Pencil), Sempra Energy, Cloudera, Glasgow Rangers, Telge and a popular social network, many of which included huge language extensions.

First and foremost, Joe is a designer of brand systems and identities, of which his or other designers' fonts play an integral part. He has left his mark on many household and well-known brands such as



FedEx, Herman Miller, Michelle Obama's Let's Move programme, H2FLY, Helion, P&G and Pixar, and has designed logos for Netflix, Lilly and dwell.

With Steve Jobs, he defined Apple's imagery and packaging standards, as Executive Creative Director at Google he helped them become a global design studio, and for Nike he was Senior Global Creative Director for Nike+ and Nike Running, creating a campaign that resulted in the world's most successful shoes (Nike Free).

In 2016, he joined forces with Leslie Stitzlein to form Stitzlein Studio, a brand identity, type

design and digital environments practice in the San Francisco Bay Area. Drawing on his vast expertise to help brands stand out.

We couldn't be happier that his immense experience is now making its way into the Fontwerk library with Hamster.

📍 San Francisco Bay Area, United States

🌐 stitzstudio.com
in [linkedin.com/in/joestitzlein](https://www.linkedin.com/in/joestitzlein)
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FILE FORMATS AND LICENSING

TRIAL

1 User for testing purposes only

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All our typefaces are provided in OTF (OpenType fonts with PostScript outlines; usually used for desktop, apps, ebooks, and hardware) and WOFF2 (Web Open Font Format; OpenType fonts for the use on the web) formats. Most other formats such as EOT, SVG, WOFF or TTF are not necessary anymore today. However, we can generate those files in case they are really needed.

STANDARD

Print: 1 User

Web: 100,000 Pageviews/month

App: 1,000 Downloads

eBook: 10,000 Downloads

We believe we have one of the simplest licensing models in the industry. If we were sitting in the pub, we could draw it out on a beer mat. It's hard enough to find the right font, so we want to make the licensing as simple as possible. What does this mean? No drop-down-menus, just a LICENSE IN ONE CLICK. You pay just once and that's that as long as you keep within the boundaries of use as stated in the License.

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App: 15,000 Downloads

eBook: 150,000 Downloads

Broadcasting: 1,500,000 Viewers

TRIAL The 'Trial Fonts' contain around $\frac{3}{4}$ of the actual characters and usually no OpenType features. The license allows free use during the test phase. Both desktop and webfonts are

included so that you can design mockups, websites, apps and eBooks etc. and then present to the client without having to commit to the purchase. Only when it is clear that the font fits and the actual projects go live or are produced, will you need to purchase the Standard version.

STANDARD Our most popular license that includes use in Print (desktop) for one user for use on the Web (100,000 pageviews per month), in an App (1,000 downloads) and eBooks (10,000 downloads). If more users, pageviews or downloads are required, either several Standard licenses or an Extended license must be purchased.

EXTENDED This is comparable to a MUL, a multi-user-license. Extended covers use in Print for 15 users with total use on the Web (1.5 million pageviews per month), in Apps (15,000 downloads) and eBooks (150,000 downloads). It is also the right license for use in Broadcasting (1.5 million viewers).

ENTERPRISE For all other situations that are not covered by one of these licenses, an individual agreement is necessary. We strive to deliver them as quickly and easily as possible.

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We work on Central
European time, and
will respond as soon
as we can.

SOCIAL MEDIA

Instagram, Twitter,
LinkedIn: @fontwerk

Colorless Bold 9.5 pt, Pangea
Text Regular 9.5 pt, Colorless
Bold 16.5 pt, Gray Pink 16.5 pt,
Colorless Light 16.5 pt,
Lavender Medium 16.5 pt

WE CRAFT MODERN **TYPEFACES** AND PROVIDE INNOVATIVE **FONT ENGINEERING** AND **TYPE DESIGN SERVICES.**

WE **BELIEVE** THAT CONVINCING
COMMUNICATION IS ONLY POSSIBLE
WITH THE MOST AESTHETICALLY
PLEASING AND MOST TECHNICALLY
SOUND FONTS.

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FASTEST ORDERING PROCESSES
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VALUE ABOVE AND BEYOND THE
ACTUAL COST. THESE FONTS CAN BE
DOWNLOADED DIRECTLY BY DIS-

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PERFECTLY FITTING CUSTOM TYPE
SOLUTION IN ADDITION TO FONT
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SOMETHING BIGGER BY PROMOT-
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AROUND THE WORLD WITH
WHOM WE WORK UNDER THE
FAIREST CONDITIONS.

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LOVE OF GOOD DESIGN. OUT-
STANDING TYPE IS OUR CONTRI-
BUTION TO THAT.



DOWNLOAD
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