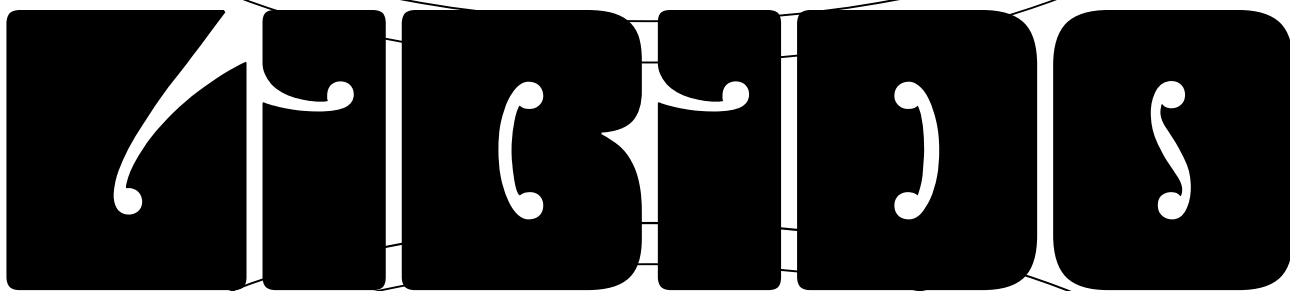


THIS IS A SPECIMEN BY THE

# Herzberg *Design Co*

OF THE TYPEFACE NAMED



AND REMEMBER

“FORTUNE FAVORS THE GOOFY”

## INDEX

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## ABOUT

**Name:** *Libido*

**Styles:** 56

**Year Released:** 2021

**Genre:** *Display, Psychedelic*

**Formats:** *Variable TTF, OTF, TTF, WOFF, WOFF2*

**Designer:** *Matthijs Herzberg*

Libido is a unicaser typeface inspired by the work of 1960's psychedelic poster artist Wes Wilson, who himself took a note from early 1900's Viennese artist Alfred Roller.

Each letter is a rectangle, with a few elegant cut-outs that give it the shape of a letter. Their minimal exteriors allow for the letters to easily be stretched, warped, and distorted.

Before Libido, the only way to achieve this look was custom hand-lettering. Now, thanks to the magic of variable fonts and some hard work by yours truly, it can be as easy as pie!

Libido's width axis turns letters from narrow to extremely wide, and its optical sizing axis allows each letter to look (relatively) legible both big and small. But more importantly, when combining these axes together, the width axis will allow each line to be as wide as the next, and the optical sizing axis will help you to achieve even contrast, by ensuring the white space in each letter is uniform. Wes Wilson couldn't have done it better!

However, Libido goes further than imitating the work of artists past. Besides the traditional "Smooth" style, Libido has a "ragged" style which

removes all curves. The ragged style is a unique take on the genre, and has a rather different vibe from the smooth cut. While it carries the same technological benefits—fully variable width and optical sizing—it doesn't carry the psychedelic connotations of its counterpart, and can therefore be employed in new and interesting situations.

If variable fonts aren't your thing, simply pick from one of the 4 preset optical sizes, or 7 widths. Combined with the two styles, smooth and ragged, that comes out to 56 static fonts!



A poster designed by Wes Wilson ↑

## FAMILY OVERVIEW — 7 weights

Extra Condensed

**A B C**

Condensed

**A B C**

Semi Condensed

**A B C**

Regular

**A B C**

Semi Expanded

**A B C**

Expanded

**A B C**

Extra Expanded

**A B C**

## FAMILY OVERVIEW — 4 optical sizes

Huge



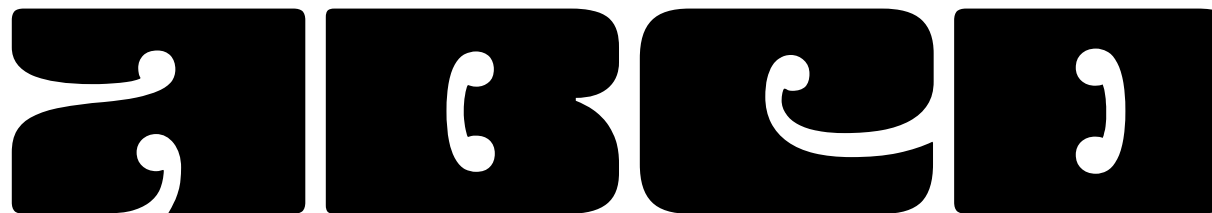
Large



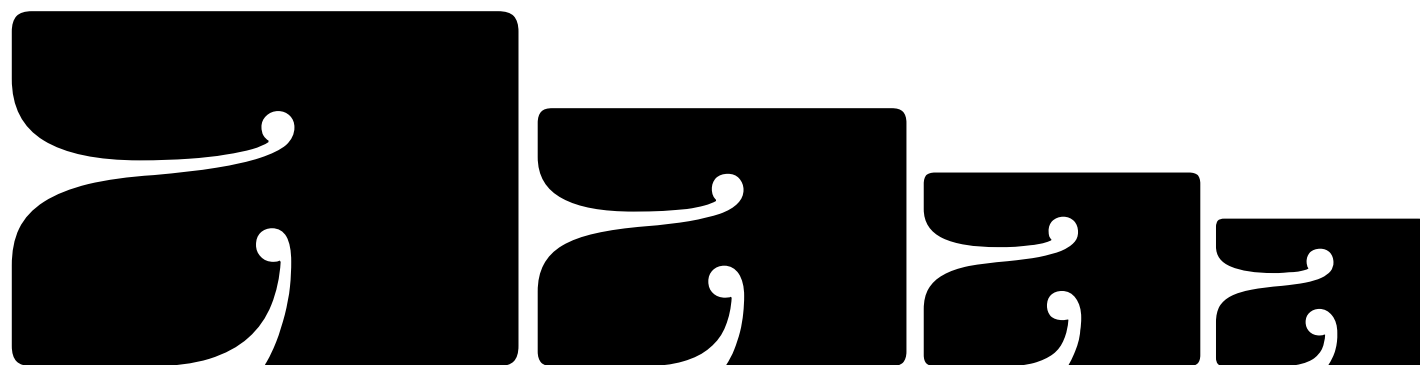
Medium



Small



The optical sizing makes the negative space inside letters larger, and also increases spaces between letters.



Huge

Large

Medium

Small

Optical sizes adjusted to intended relative point size. There is room for leeway, but generally the cut-out counterspaces (specifically, the little balls in the center of the letter) should match in appearance for optimal balance.

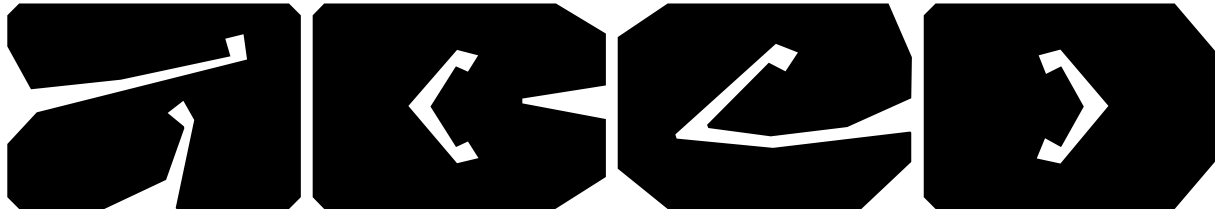


## FAMILY OVERVIEW — 2 cuts

Smooth



Ragged



The ragged style removes all curves and exaggerates proportions.



Combine width and optical sizing (preferably through the variable version of Libido) to set perfect Wes Wilson style paragraphs.

Naming Convention:



**STYLES** smooth extra condensed huge 60pt

MICROHYDRODYNAMICS

INTERCOMMUNICATION

SPECTROPHOTOMETRY

BEVÖLKERUNGSKUNDEN

WEIHGOTTESDIENSTES

**STYLES** smooth condensed huge 60pt

ERKLIMMENDES

HINEINGEHETZT

WOOLY-HAIRED

VORSCHWEBEND

STABILISANTES



**STYLES** smooth semi condensed huge 60pt

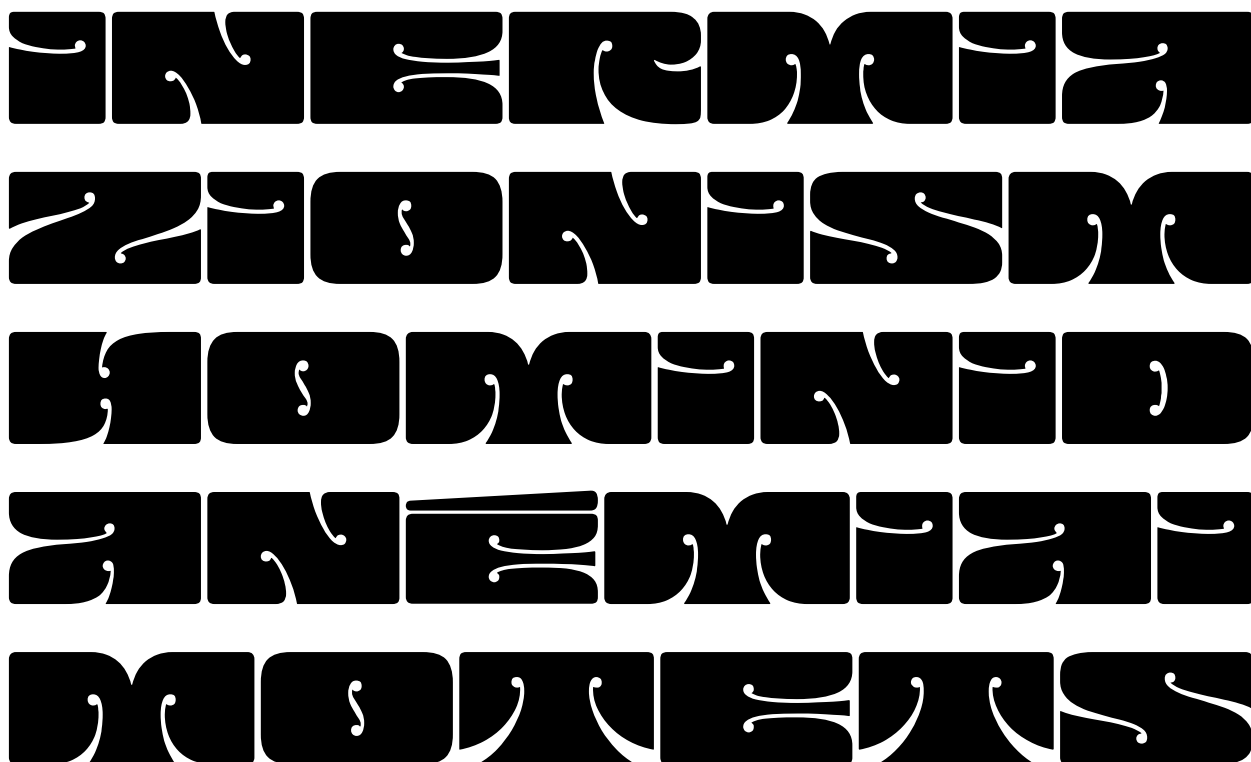
SOUZARUUM  
MURASSENA  
NEWSCASTS  
RENTAMES  
GENSEMGO

**STYLES** smooth regular huge 60pt

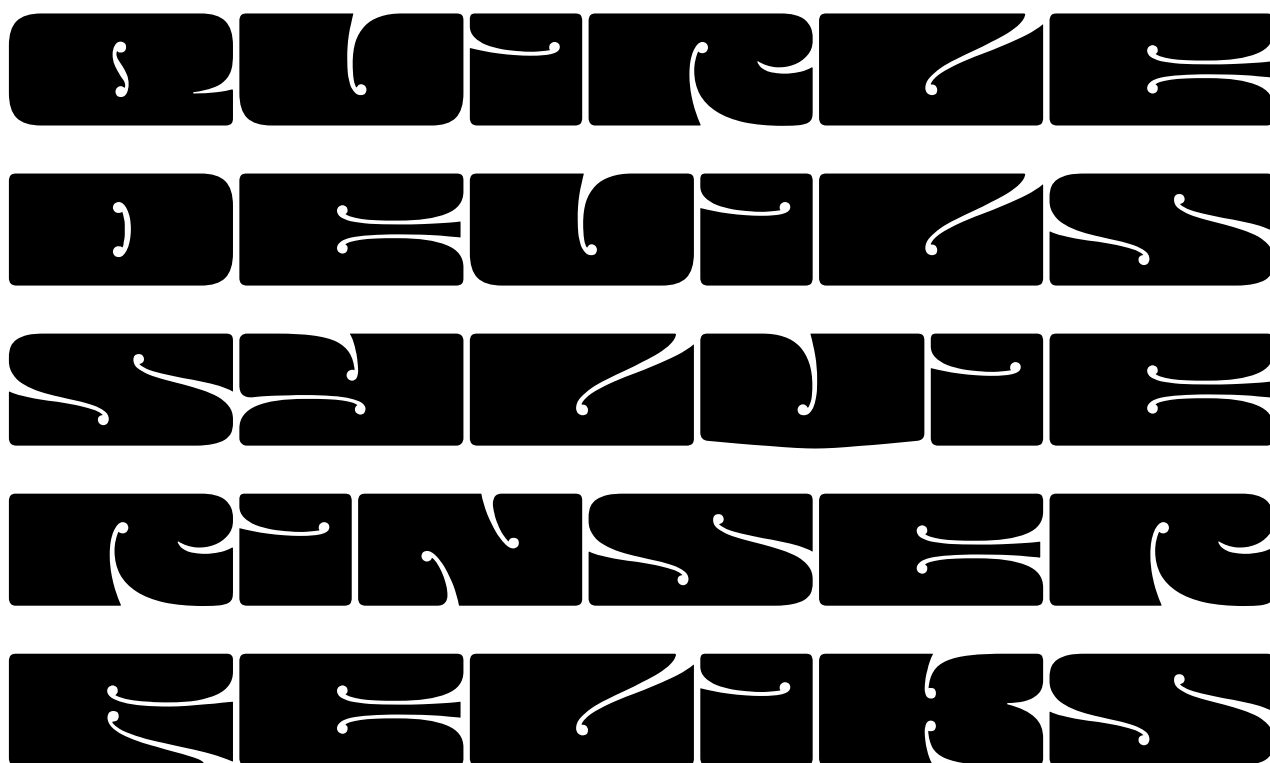
ROOZARS  
EDBULM  
ZUFIEEN  
REDMERS  
GROBKIND



**STYLES:** smooth semi expanded huge 60pt



**STYLES** smooth expanded huge 60pt





**STYLES** smooth extra expanded huge 60pt

S S C U M  
 W N C B  
 C S W T  
 C Z R M  
 M H R C

**STYLES** smooth extra condensed large 60pt

MICROHYDRODYNAMICS  
 INTERCOMMUNICATION  
 SPECTROPHOTOMETRY  
 BEVÖLKERUNGSKUNDEN  
 WEIHCOTTESDIENSTES

**STYLES** smooth condensed large 60pt

ERKLIMMENDES  
 HINGEGEHEN  
 WOLLEN-HAIRED  
 VORSCHWEBEND  
 STABILISIEREN

**STYLES** smooth semi condensed large 60pt

SOLARURM  
 MURASSENA  
 NEWSSTAS  
 RANNADES  
 GÄNSEMAD



**STYLES** smooth regular large 60pt

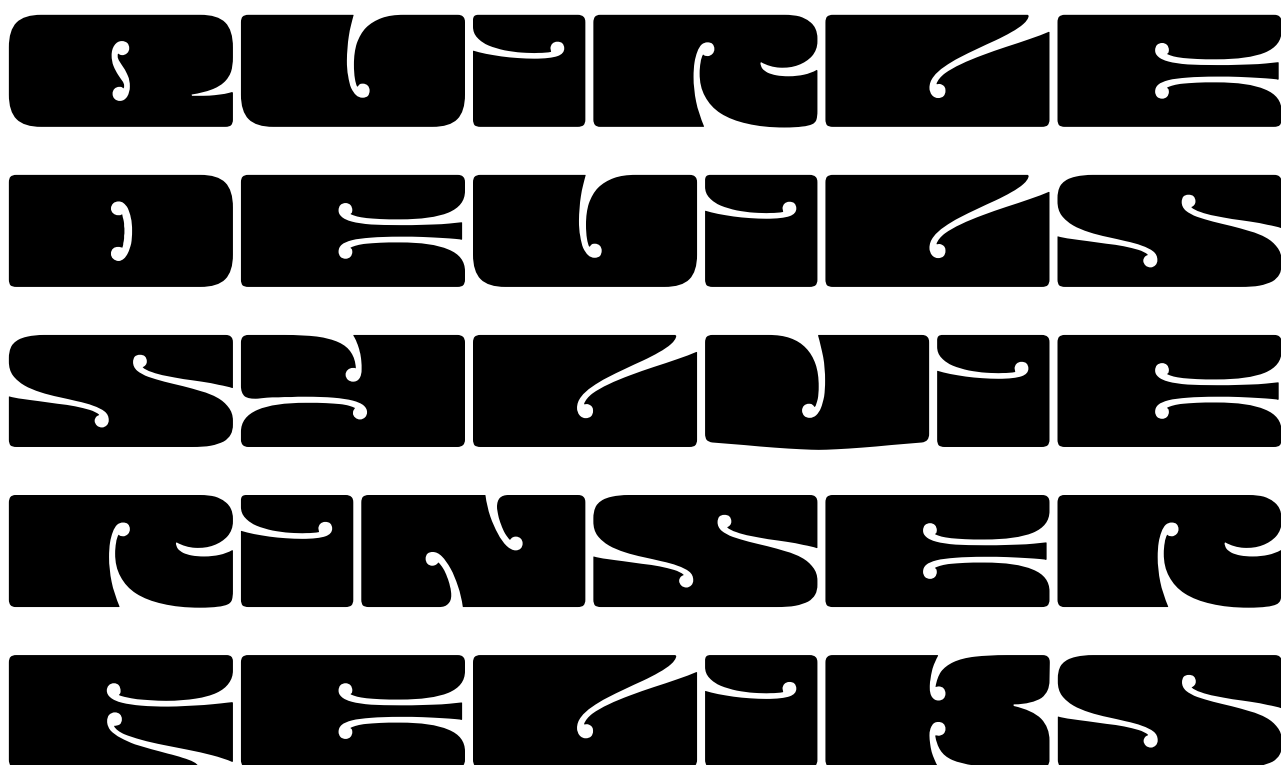
A S O S L U T S S  
 E M B Z U M A  
 Z U F H E L E N  
 R E M M E R S  
 G R O B I N D

**STYLES** smooth semi expanded large 60pt

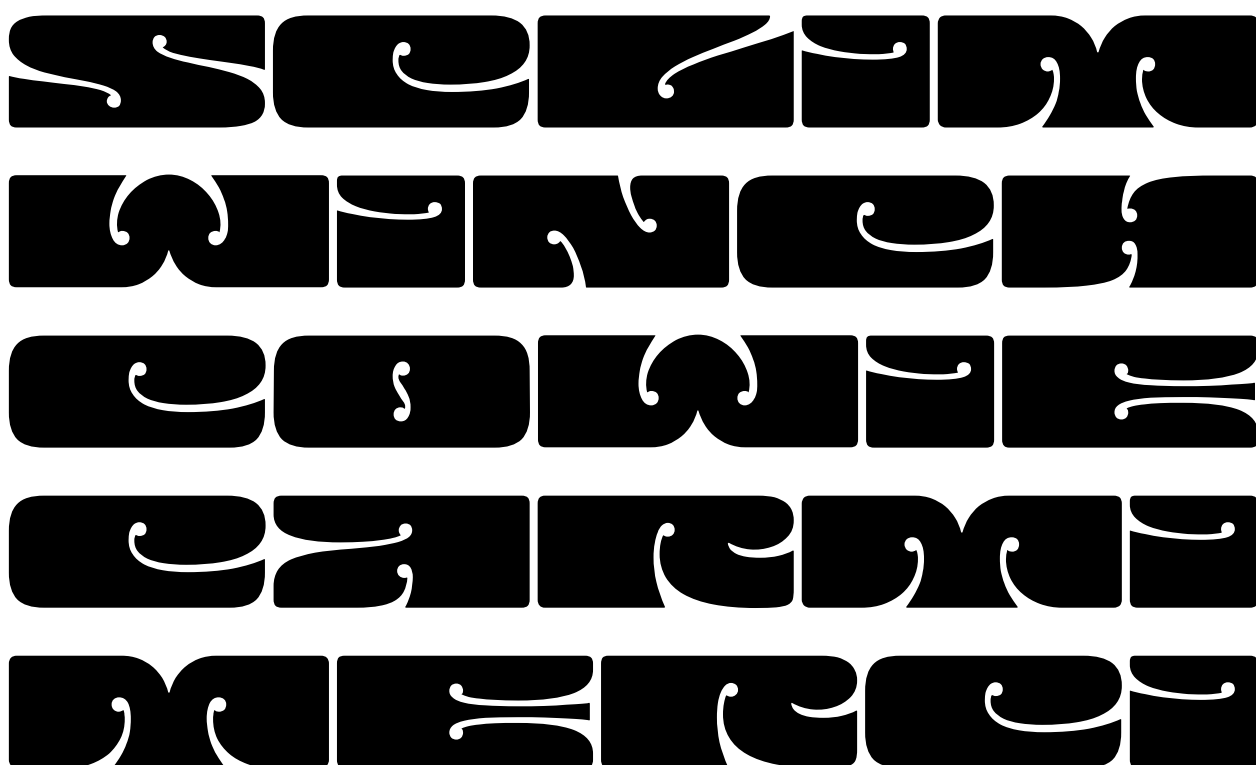
F N E R M A  
 Z O N S S M  
 B O M A N O  
 Z A N E M A T  
 M O A R E S



**STYLES** smooth expanded large 60pt



**STYLES** smooth extra expanded large 60pt



**STYLES** smooth extra condensed medium 60pt

MICRODYNAMICS  
 INTERCOMMUNICATION  
 SPECTROPHOTOMETRY  
 BEVÖLKERUNGSKUNDE  
 WEIßGOTISCHES

**STYLES** smooth condensed medium 60pt

ERKLIEMENDES  
 HINGEGEHEN  
 WOLLEN-HAIRE  
 VORSCHWEBEND  
 STABILISANDES



**STYLES** smooth semi condensed medium 60pt

SOLARLUM  
 MURASSENA  
 NEWSSEAS  
 PLANAMES  
 GENSEMO

**STYLES** smooth regular medium 60pt

ROOLRS  
 EMBLMA  
 ZULER  
 REEMERS  
 GROBINO



**STYLES** smooth semi expanded medium 60pt

UNRECORDED  
ZONANSOR  
MODERN  
UNRECORDED  
MODERN

**STYLES** smooth expanded medium 60pt

UNRECORDED  
ZONANSOR  
MODERN  
UNRECORDED  
MODERN



**STYLES** smooth extra expanded medium 60pt

S S C C Z Z M M  
 W W N N O O B B  
 C C S S W W T T  
 C C Z Z R R M M  
 W W H H R R C C

**STYLES** smooth extra condensed tiny 60pt

MIEREYDORODYHAMEES  
 INTERCOMMUNICATION  
 SREYRORRHSOTOMERY  
 BEUÖLKERUNGSKUNDEH  
 WEIßGOTTESDIENSTES





**STYLES** smooth condensed tiny 60pt

ERKUNNENDES  
 HANDELGEHETZ  
 WOLLEN-HAARE  
 VORSCHWEBEN  
 STABILISIERES

**STYLES** smooth semi condensed tiny 60pt

SOLARURM  
 MURSSSEN  
 NEWSSTAS  
 RANZIMES  
 GENSSEM



**STYLES** smooth regular tiny 60pt

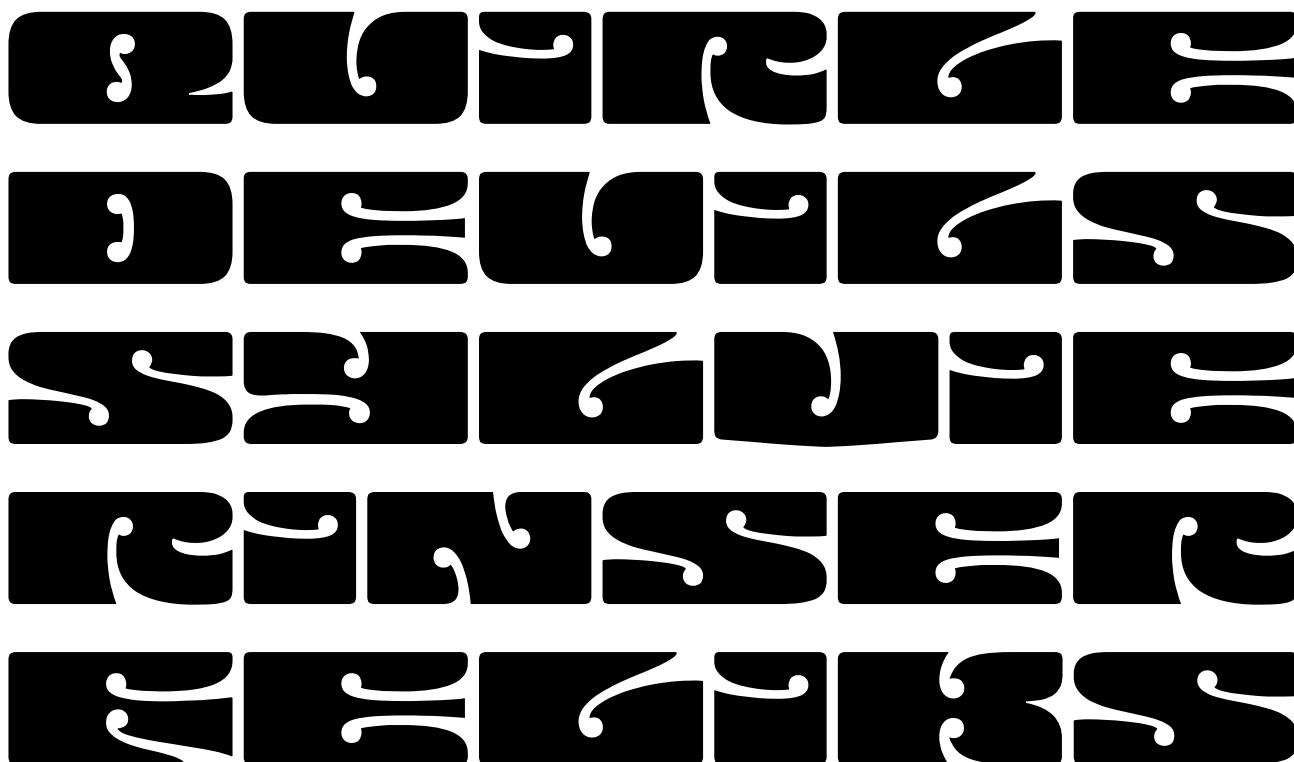
A B C D E F G H  
 I J K L M N O P  
 Q R S T U V W X Y Z  
 [ a b c d e f g h  
 i j k l m n o p q

**STYLES** smooth semi expanded tiny 60pt

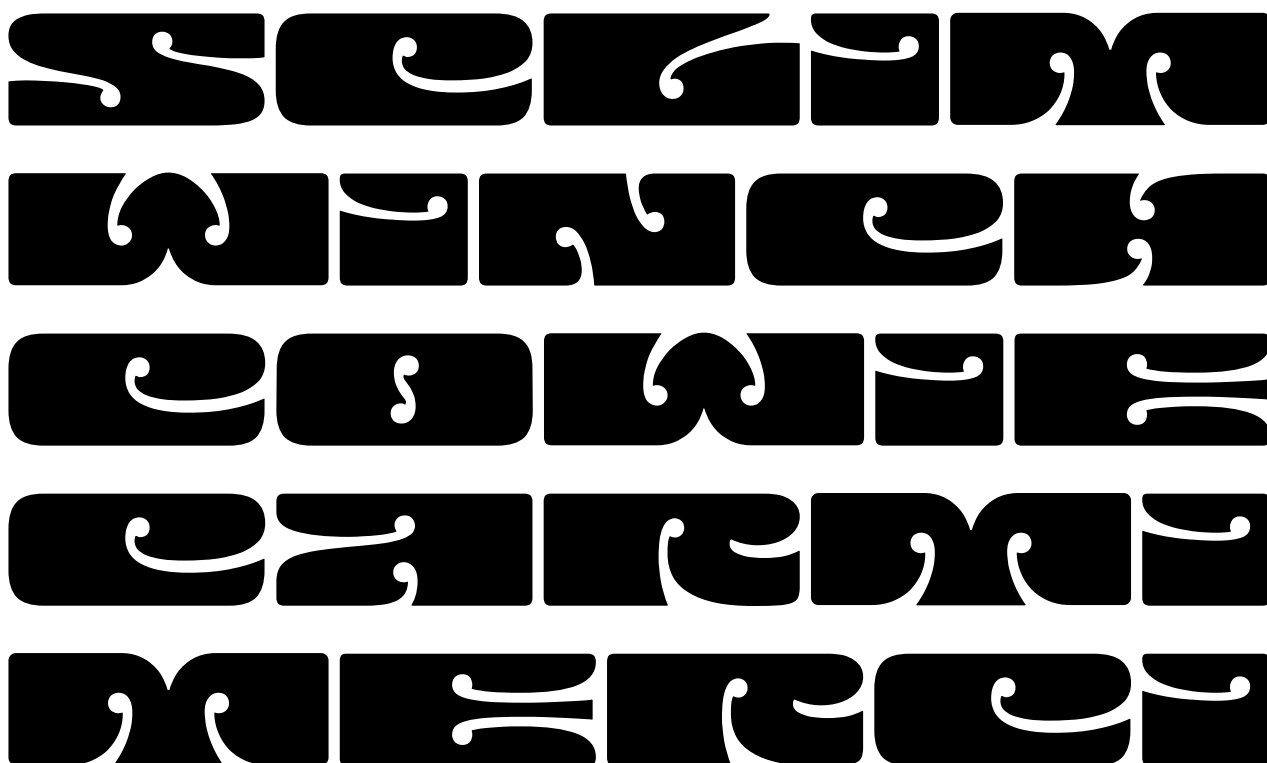
A B C D E F G H  
 I J K L M N O P  
 Q R S T U V W X Y Z  
 [ a b c d e f g h  
 i j k l m n o p q



**STYLES** smooth expanded tiny 60pt



**STYLES** smooth extra expanded tiny 60pt



**STYLES** ragged extra condensed huge 60pt

MICROHYDRODYNAMICS

INTERCOMMUNICATION

SPECTROPHOTOMETRY

BEVÖLKERUNGSKUNDEN

WEIHGOTTESDIENSTES

**STYLES** ragged condensed huge 60pt

ERKLIMMENDES

HINEINGEHETZT

WOOLLY-HAIRED

VORSCHWEBEND

STABILISANTES



**STYLES** ragged semi condensed huge 60pt

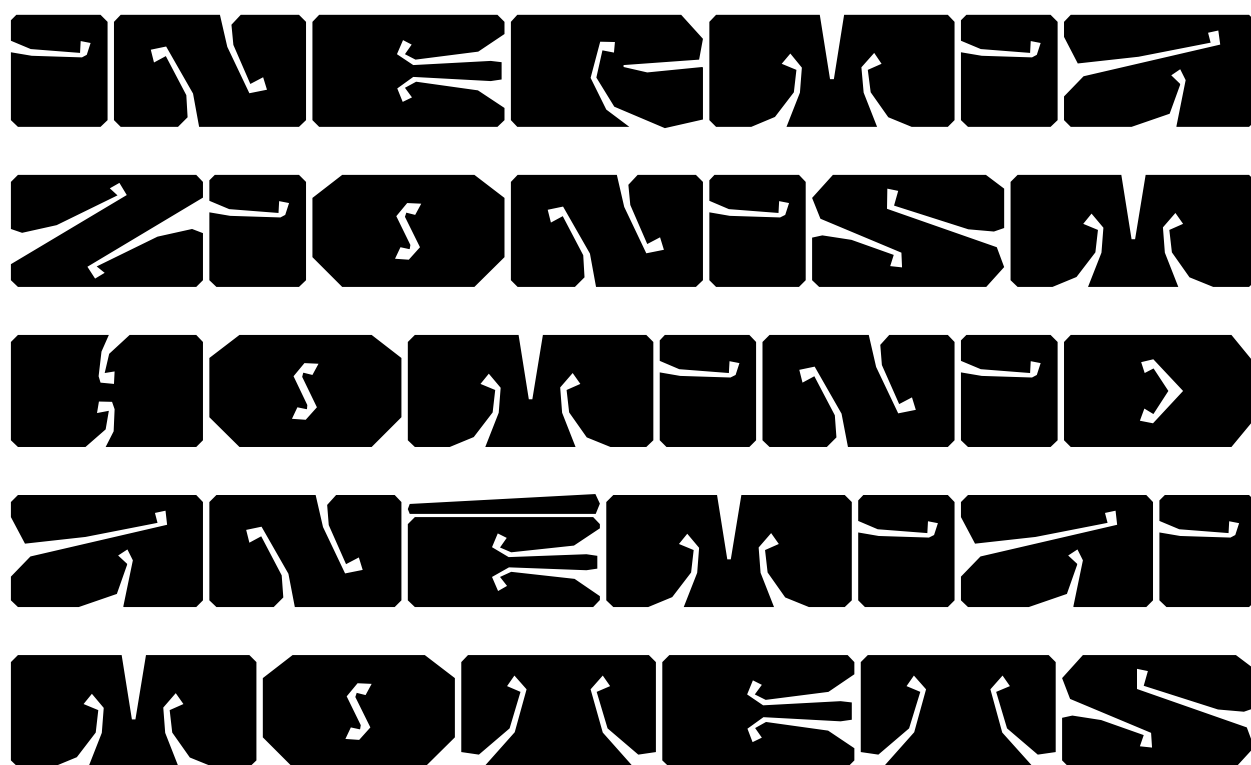
SOURTALUM  
MURASSENA  
NEWSSEAS  
PLANNAMES  
GANSSENGO

**STYLES** ragged regular huge 60pt

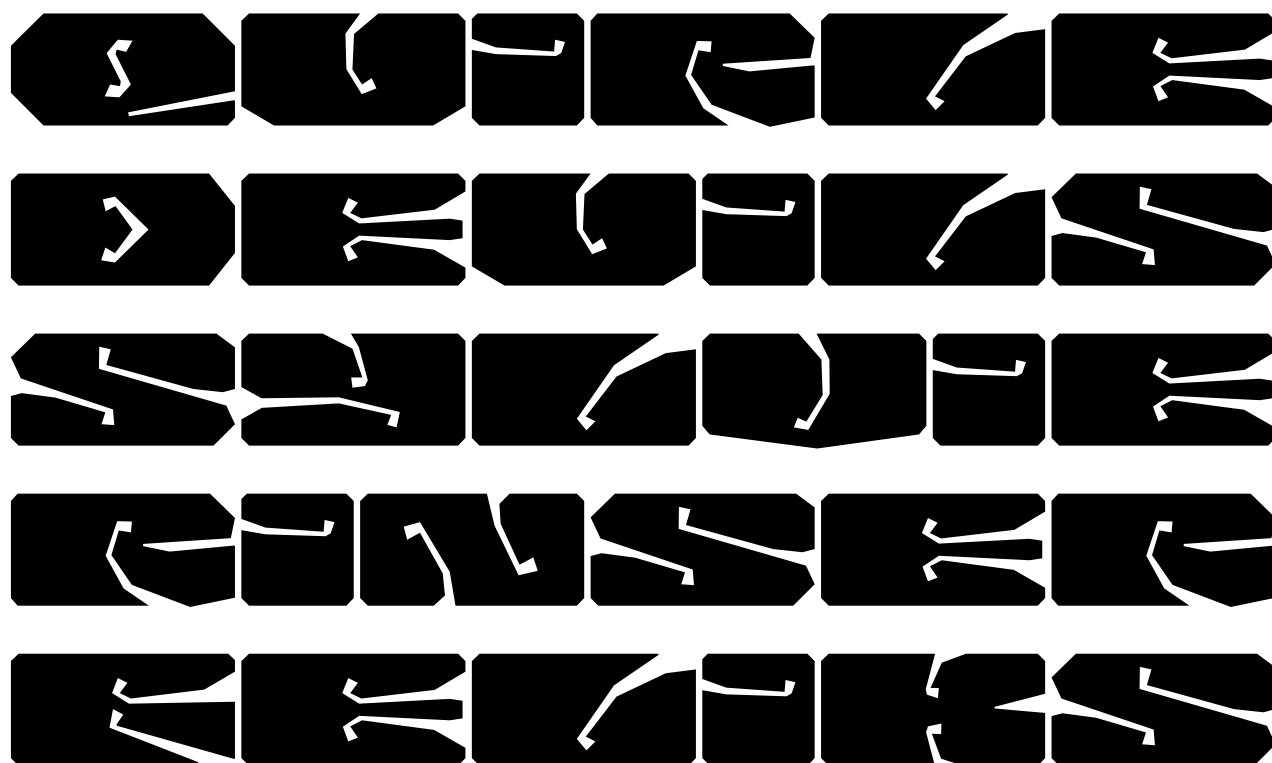
ROORRS  
EBCALRE  
ZURERER  
RENNERS  
GROBENGO



**STYLES** ragged semi expanded huge 60pt



**STYLES** ragged expanded huge 60pt



**STYLES** ragged extra expanded huge 60pt

S C U M  
 W V C B  
 C S W T  
 C U M T  
 W T C U

**STYLES** ragged extra condensed large 60pt

MICROHYDRODYNAMICS  
 INTERCOMMUNICATION  
 SPECTROPHOTOMETRY  
 GEBÜHREKUNDEN  
 WEIHGOTTESDIENSTES



**STYLES** ragged condensed large 60pt

ERKLÄRMENDES  
 HINGEGEHEN  
 WOOLLY-HAIRED  
 VORSCHWEBEND  
 STABILISANDES

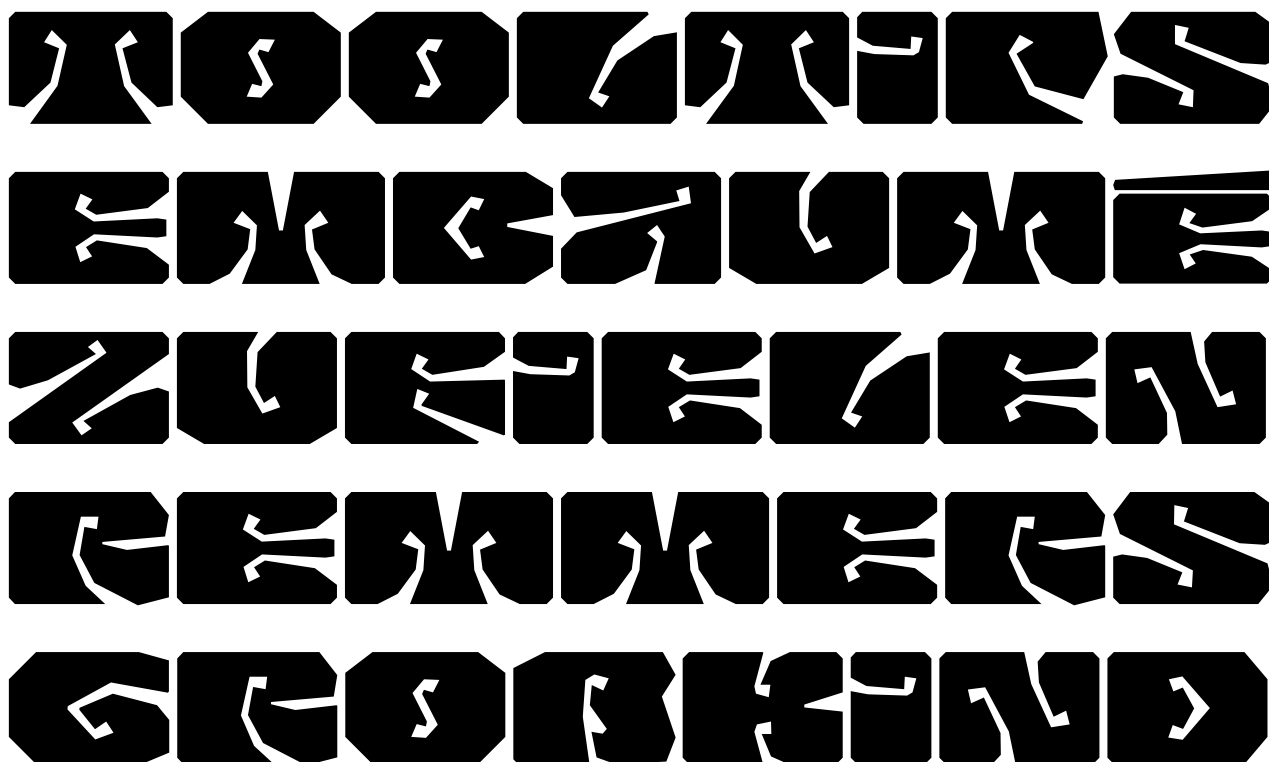
**STYLES** ragged semi condensed large 60pt

SOLARUM  
 MURASSENA  
 NEWSSTAS  
 PLANNES  
 GÄNSEM

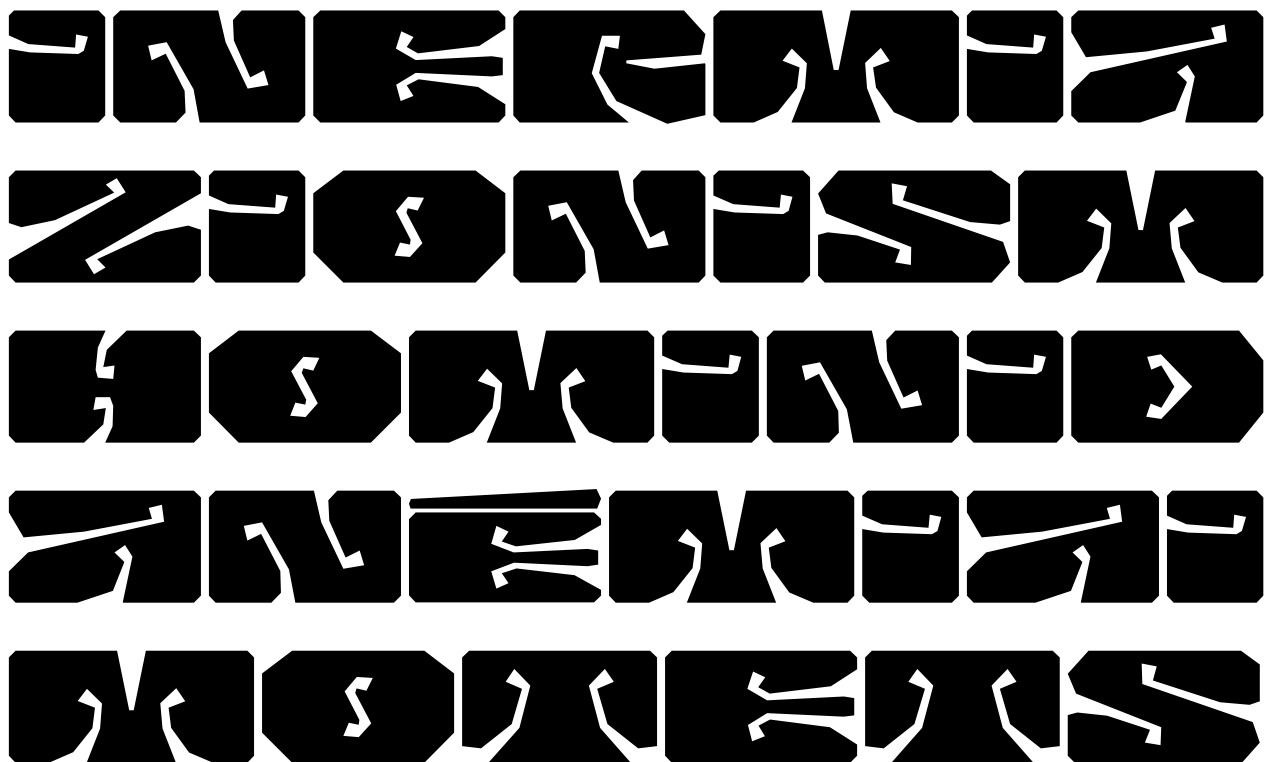




**STYLES** ragged regular large 60pt

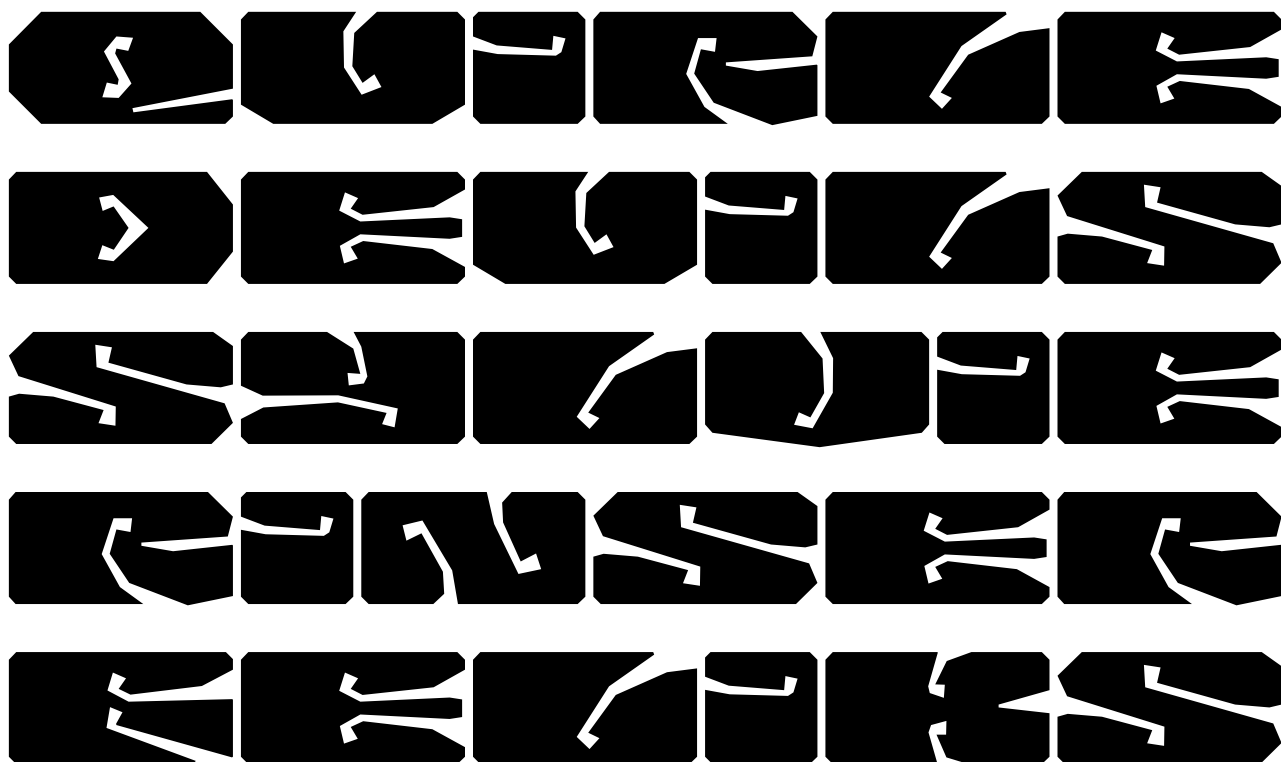


**STYLES** ragged semi expanded large 60pt





**STYLES** ragged expanded large 60pt



**STYLES** ragged extra expanded large 60pt



**STYLES** ragged extra condensed medium 60pt

MIKROHYDRODYNAMIKES  
 INTERKOMMUNIKATION  
 SEKTORRISIKOTOMENTEN  
 GEWÜHRERUNGSKUNDEN  
 WEIHGOTTESDIENSTES

**STYLES** ragged condensed medium 60pt

ERKLIMMENDES  
 HINZINGEHEN  
 WOODS-HARTER  
 VORSCHWEBEND  
 STABILISANDES



**STYLES** ragged semi condensed medium 60pt

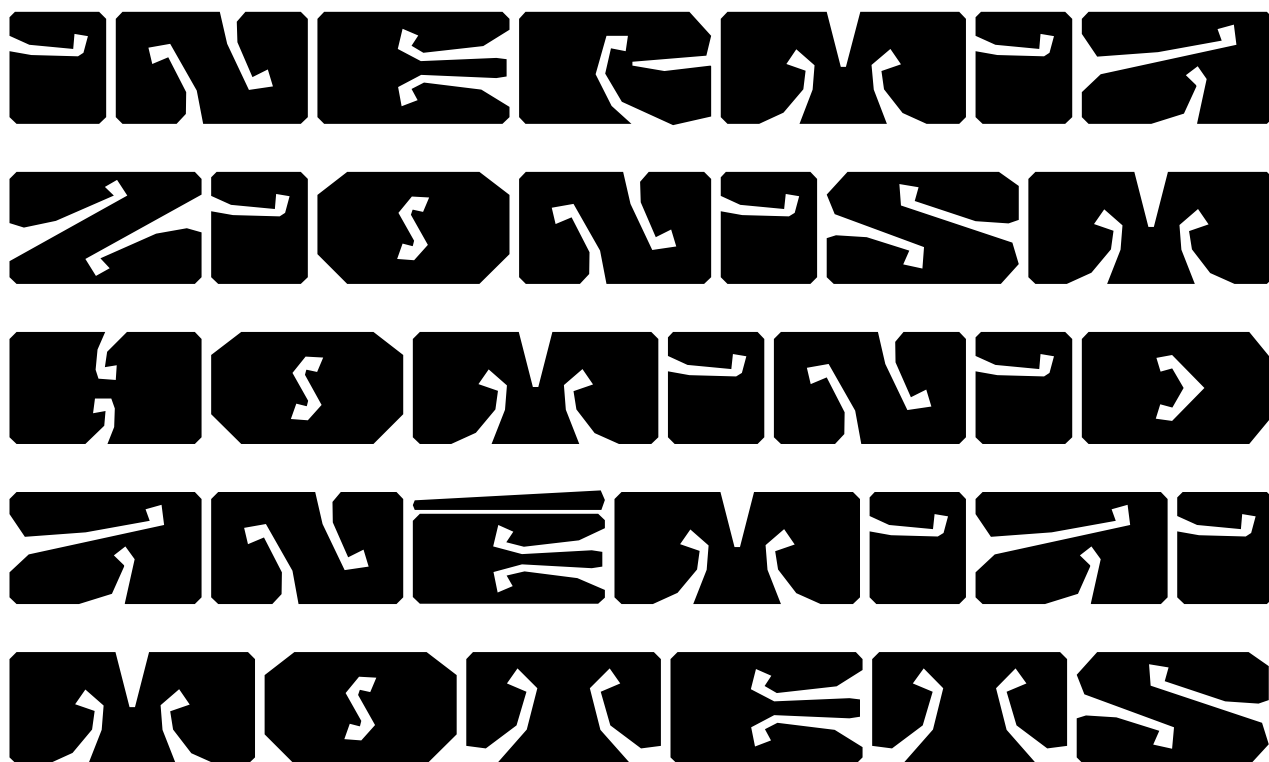
SOLGALURUM  
 MURSSSENK  
 NEWSSESTSS  
 RLANRAMES  
 GANSSEMMGO

**STYLES** ragged regular medium 60pt

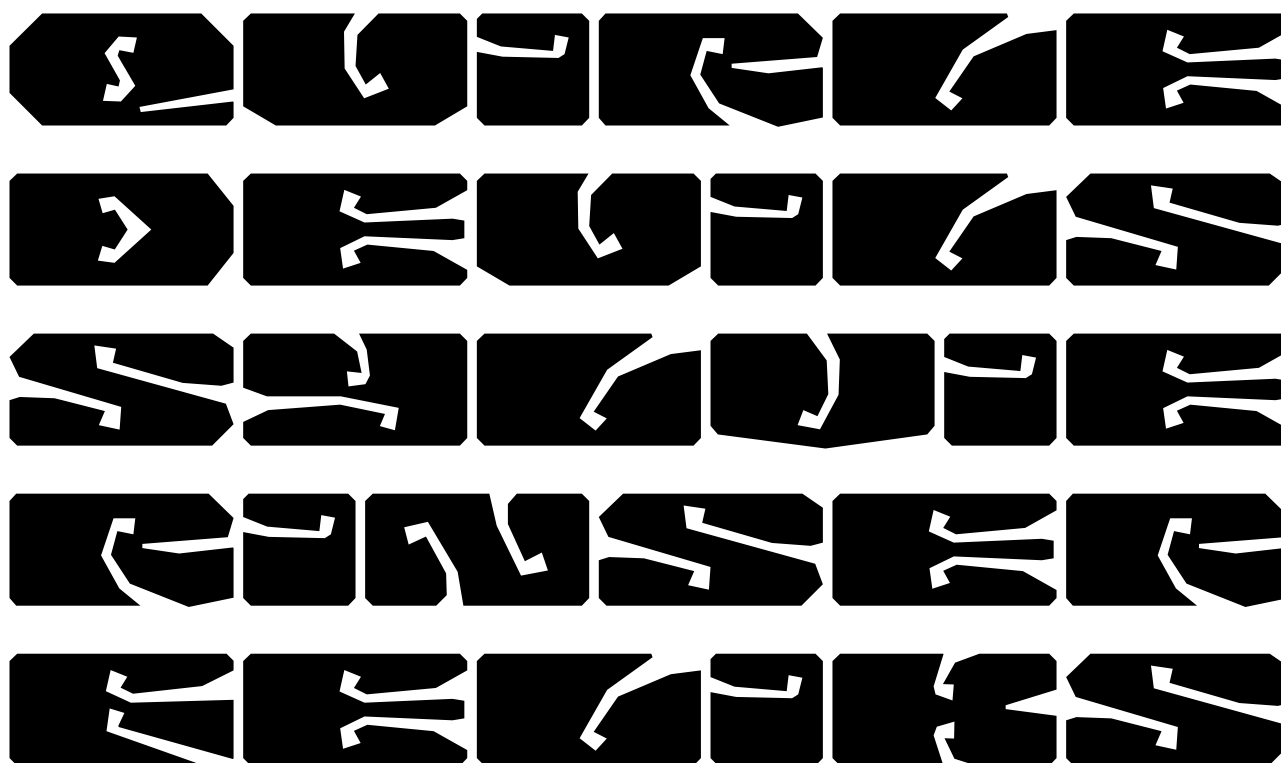
ASOLGALURUM  
 MURSSSENK  
 NEWSSESTSS  
 RLANRAMES  
 GANSSEMMGO



**STYLES** ragged semi expanded medium 60pt



**STYLES** ragged expanded medium 60pt





**STYLES** ragged extra expanded medium 60pt

S E R T M  
 W U V C H  
 E S A T R  
 E T M T  
 M H C E

**STYLES** ragged extra condensed tiny 60pt

MIKROHYDRODYNAMIKES  
 INTERKOMMUNIKATION  
 SOZIALPSYCHOLOGIE  
 BEWÜSSTSEINSGRUNDEN  
 WEIHEGOTTESDIENSTES



STYLES ragged semi condensed tiny 60pt

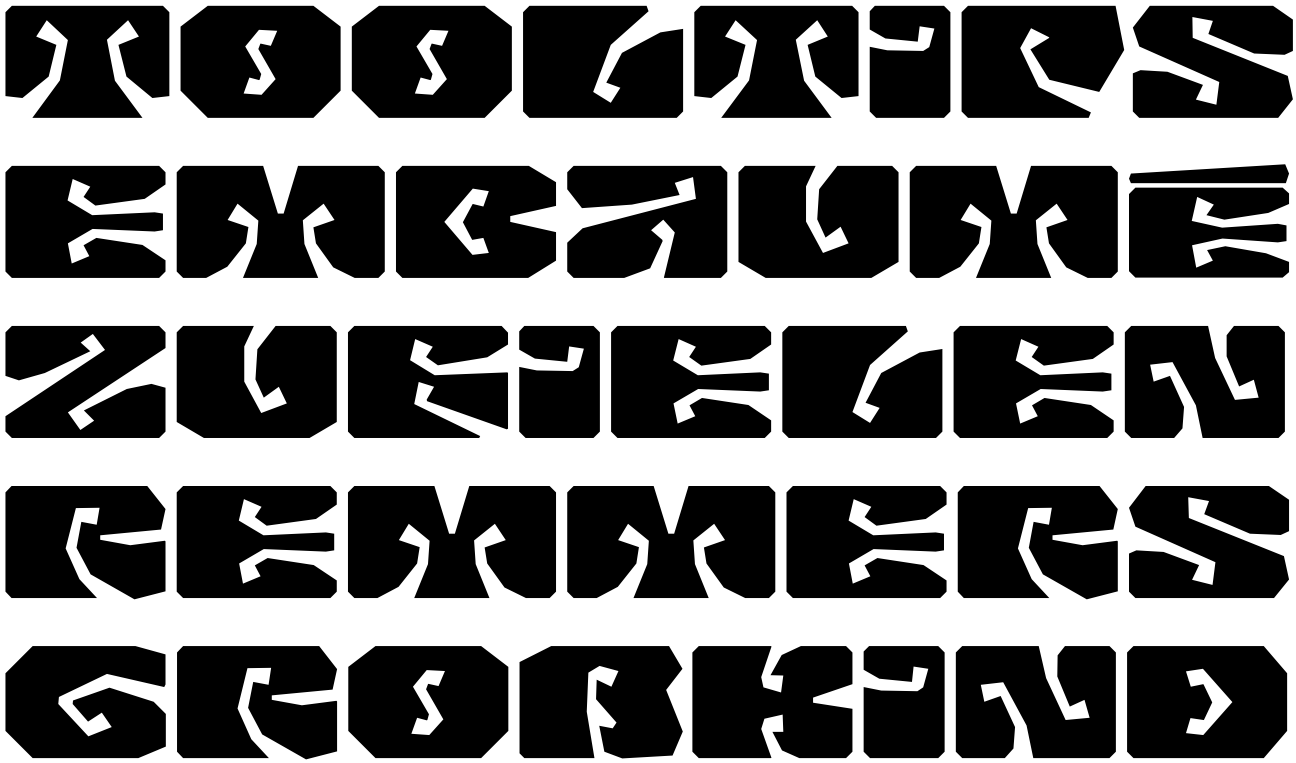
ERKLÄMMENDES  
 HINGEGEHEN  
 WOLLEN-HÄREN  
 VORSCHWEBEN  
 STABILISIEREN

STYLES ragged condensed tiny 60pt

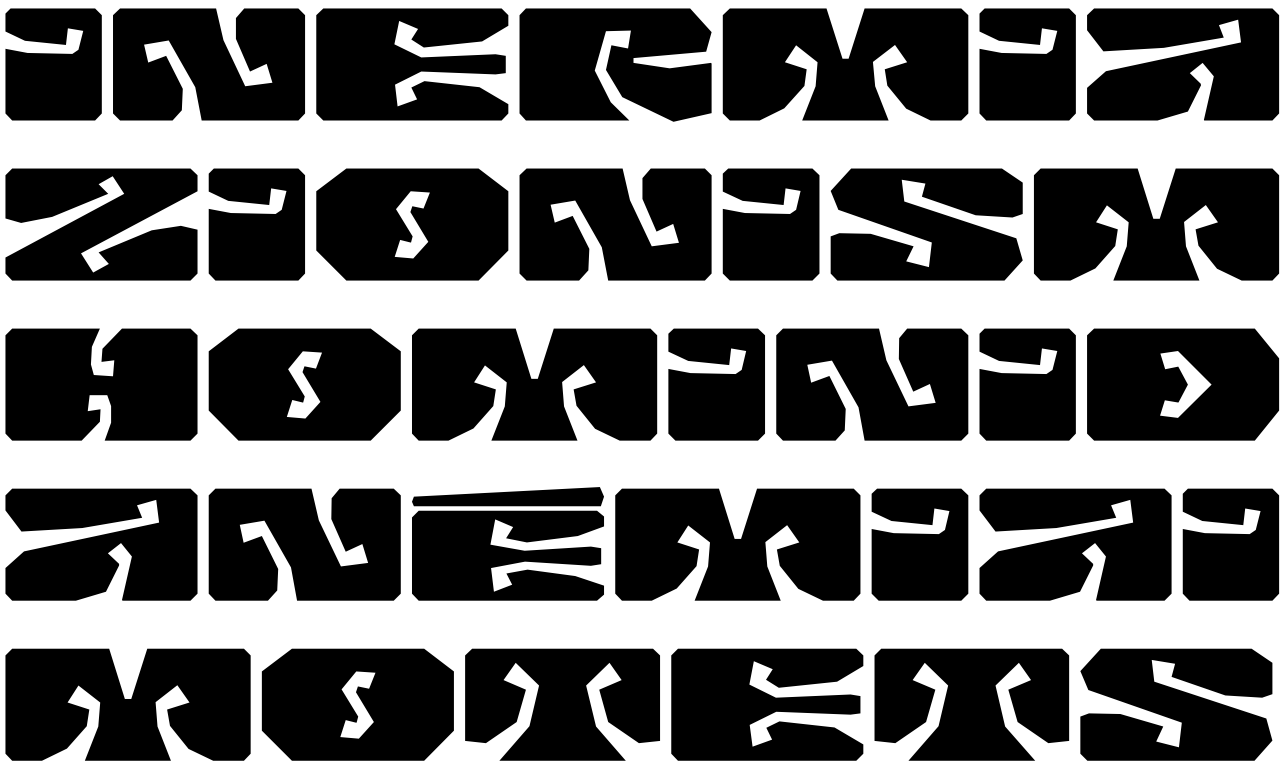
SOLARUM  
 MURASSENA  
 NEWSSTAS  
 PLANNEN  
 GÄNSEM



STYLES ragged regular tiny 60pt



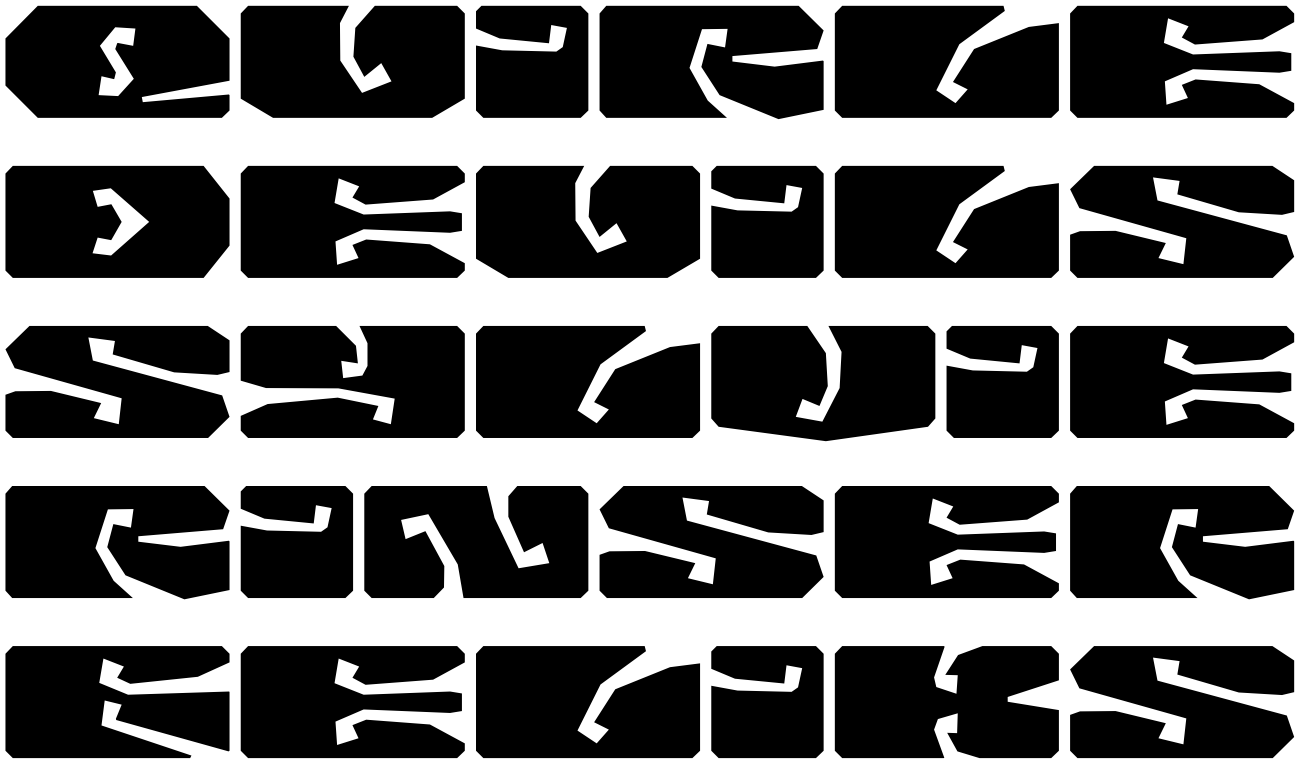
STYLES ragged semi expanded tiny 60pt



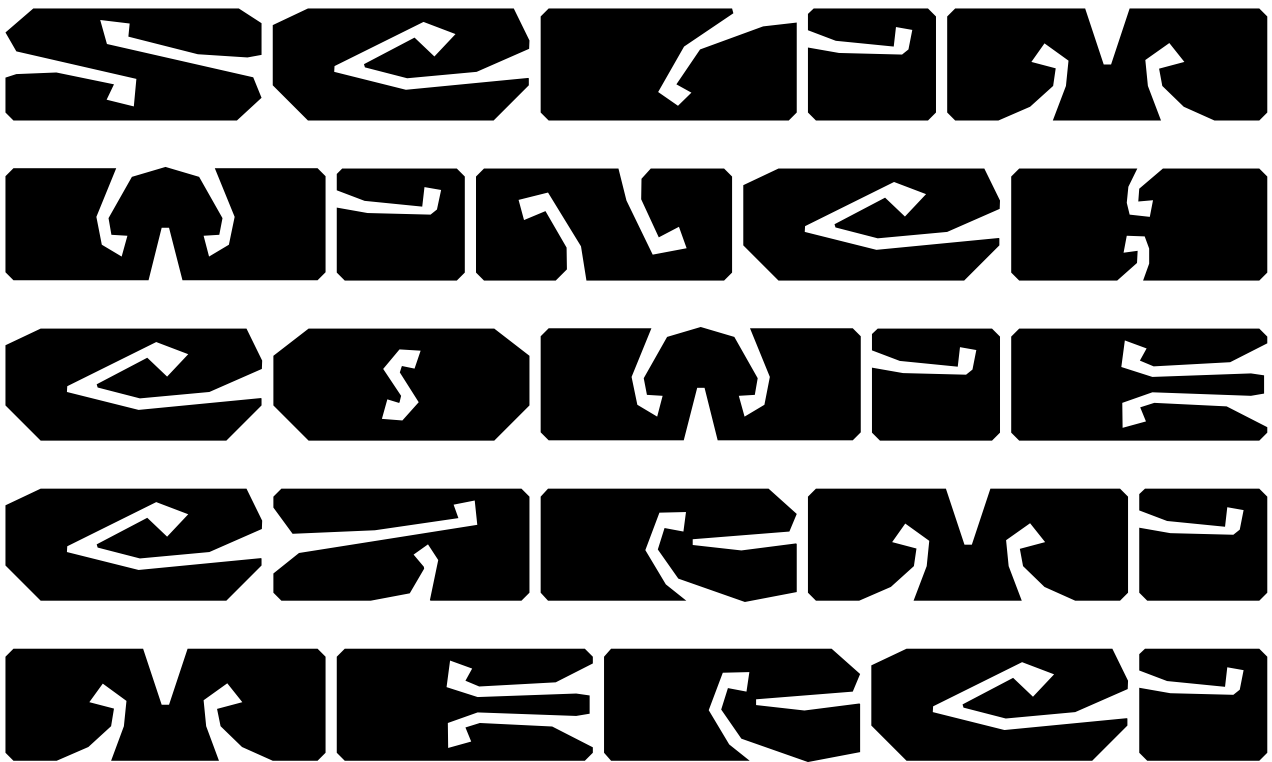




**STYLES** ragged expanded tiny 60pt



**STYLES** ragged extra expanded tiny 60pt





STYLES COMBINATIONS smooth huge & small

WINDING  
 PROFESSIONALISATION  
 COUSES  
 MISPLACEMENT  
 COME  
 ILLUSTRATIONS

BRANDS  
 GORRER MÖRDER MÄNN  
 SAUL  
 GELMANNSSIE  
 MANUS  
 MANUS



STYLES COMBINATIONS ragged huge & small

W W W W W W W W W W  
 P P P P P P P P P P  
 C C C C C C C C C C  
 M M M M M M M M M M  
 G G G G G G G G G G  
 I I I I I I I I I I

E E E E E E E E E E  
 D D D D D D D D D D  
 S S S S S S S S S S  
 B B B B B B B B B B  
 M M M M M M M M M M  
 L L L L L L L L L L





## OPENTYPE FEATURES

### SS01: Centered Dot Spaces

IT IS SO ➔ IT·IS·SO

### SS02: Double Line Spaces

IT IS SO ➔ IT||IS||SO

### Precomposed Fractions

2/2 ➔ ½

### Localized Forms

USRRNS ➔ USRRŃS  
 SNAZEL ➔ SNAZEL  
 RNANL·LEL ➔ RNANLLEL



## LANGUAGES SUPPORTED

Abenaki	Frisian	Makhuwa	Sicilian
Afaan Oromo	Friulian	Malay	Silesian
Afar	Gagauz (Latin)	Maltese	Slovak
Afrikaans	Galician	Manx	Slovenian
Albanian	Ganda	Māori	Slovio (Latin)
Alsatian	Genoese	Marquesan	Somali
Amis	German	Megleno-Romanian	Sorbian (Lower Sorbian)
Anuta	Gikuyu	Meriam Mir	Sorbian (Upper Sorbian)
Aragonese	Gooniyandi	Mirandese	Sotho (Northern)
Aranese	Greenlandic (Kalaallisut)	Mohawk	Sotho (Southern)
Aromanian	Guadeloupean Creole	Moldovan	Spanish
Arrernte	Gwich'in	Montagnais	Sranan
Arvanitic (Latin)	Haitian Creole	Montenegrin	Sundanese (Latin)
Asturian	Hän	Murrinh-Patha	Swahili
Atayal	Hawaiian	Nagamese Creole	Swazi
Aymara	Hiligaynon	Nahuatl	Swedish
Azerbaijani	Hopi	Ndebele	Tagalog
Bashkir (Latin)	Hotçak (Latin)	Neapolitan	Tahitian
Basque	Hungarian	Ngiyambaa	Tetum
Belarusian (Latin)	Icelandic	Niuean	Tok Pisin
Bemba	Ido	Noongar	Tokelauan
Bikol	Igbo	Norwegian	Tongan
Bislama	Ilocano	Novial	Tshiluba
Bosnian	Indonesian	Occidental	Tsonga
Breton	Interglossa	Occitan	Tswana
Cape Verdean Creole	Interlingua	Old Icelandic	Tumbuka
Catalan	Irish	Old Norse	Turkish
Cebuano	Istro-Romanian	Oshiwambo	Turkmen (Latin)
Chamorro	Italian	Ossetian (Latin)	Tuvaluan
Chavacano	Jamaican	Palauan	Tzotzil
Chichewa	Javanese (Latin)	Papiamento	Uzbek (Latin)
Chickasaw	Jèrriais	Piedmontese	Venetian
Cimbrian	Kaingang	Polish	Vepsian
Cofán	Kala Lagaw Ya	Portuguese	Volapük
Cornish	Kapampangan (Latin)	Potawatomi	Võro
Corsican	Kaqchikel	Q'eqchi'	Wallisian
Creek	Karakalpak (Latin)	Quechua	Walloon
Crimean Tatar (Latin)	Karelian (Latin)	Rarotongan	Waray-Waray
Croatian	Kashubian	Romanian	Warlpiri
Czech	Kikongo	Romansh	Wayuu
Danish	Kinyarwanda	Rotokas	Welsh
Dawan	Kiribati	Sami (Inari Sami)	Wik-Mungkan
Delaware	Kirundi	Sami (Lule Sami)	Wiradjuri
Dholuo	Klingon	Sami (Northern Sami)	Wolof
Drehu	Kurdish (Latin)	Sami (Southern Sami)	Xavante
Dutch	Ladin	Samoan	Xhosa
English	Latin	Sango	Yapese
Esperanto	Latino sine Flexione	Saramaccan	Yindjibarndi
Estonian	Latvian	Sardinian	Zapotec
Faroese	Lithuanian	Scottish Gaelic	Zarma
Fijian	Lojban	Serbian (Latin)	Zazaki
Filipino	Lombard	Seri	Zulu
Finnish	Low Saxon	Seychellois Creole	Zuni
Folkspraak	Luxembourgish	Shawnee	
French	Maasai	Shona	

