



AN INTERACTIVE TYPE SYSTEM
BY ELENA SCHÄDEL AND JAKOB RUNGE



2012

- I AM DIFFERENT
- I AM UNIQUE
- I AM INDEPENDENT
- I AM IMPASSIONED
- I AM INTELLIGENT
- I AM ALTERNATIVE
- I AM DIVERSE
- I AM QUIRKY
- I AM UNPREDICTABLE
- I AM UNCONVENTIONAL
- I AM RELEVANT
- I AM SOPHISTICATED
- I AM SLEEK
- I AM SPONTANEOUS
- I AM FLEXIBLE
- I AM UNSETTLED



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SOMETIMES A SURPRISE,
SOMETIMES AS EXPECTED



AN INTERACTIVE TYPE SYSTEM WITH A
WIDE RANGE OF INDIVIDUAL PERSONALITIES



D E S I G N E R Elena Schädel & Jakob Runge

R E L E A S E 2012

P U B L I S H E R 26+

F O R M A T Cross platform OpenType

W E I G H T S One weight including 629 glyphs & four styles



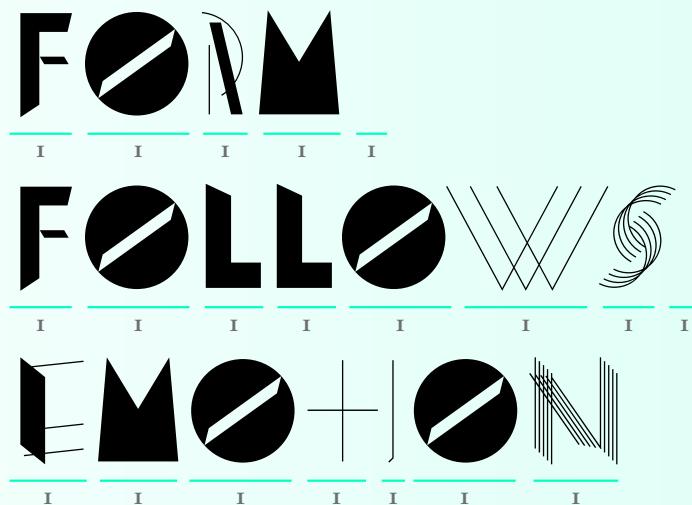
. 1 .

S H U F F L E U P Y O U R T Y P E

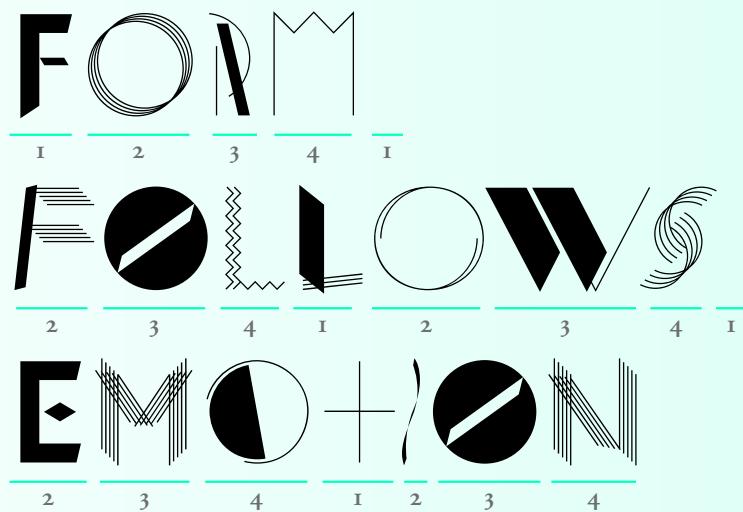
An automatic shuffle principle rotates
the four alternate letters in all common design software to
make sure no letter will repeat too soon.



STATIC SHUFFLE ≈ RANDOM BY KEYBOARD ≈ {LESS IMPRESSIVE SOFTWARE, MS WORD, ETC.}



DYNAMIC SHUFFLE ≈ OPENTYPE FEATURE ≈ {ADOBE CREATIVE SUITE, ETC.} ≈ MONSTERSHUFFLE



STYLISTIC ALTERNATES

OpenType is the kicker, it not only shuffles the letters; it makes them easy to handle via the Stylistic Alternates: bolder and lighter letters can be used separately, or you can even strip down MeM to the four single weights. This gives you a powerful command over the artistic qualities of this unique font. From a complete random shuffle to careful selection of every character, the choice is all yours.

FOUR WEIGHTS ≈ IMPULSIVE, VIBRANT, MOODY, DELICATE PERSONALITIES

I'M IMPULSIVE!

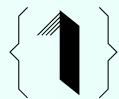
I'M VIBRANT!

I'M MOODY

I'M DELICATE



OPENTYPE FEATURES ≈ INDESIGN ≈ {ADOBE CREATIVE SUITE, ETC.}



MONSTERSHUFFLE

{LIGATURES}

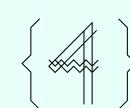
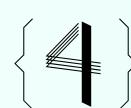


SETS

{SWASH ALTERNATES}

SETS

{TITLING ALTERNATES}



WEIGHTS WEIGHTS WEIGHTS WEIGHTS

{STYLISTIC SET 01} {STYLISTIC SET 02} {STYLISTIC SET 03} {STYLISTIC SET 04}

LIGATURE FEATURE ≈ MONSTERSHUFFLE ≈ RANDOM LETTERS {DEFAULT IN ADOBE CREATIVE SUITE}

The screenshot shows the Adobe Character panel with various font settings like font name (MeM), size (12 pt), and spacing. A context menu is open over the ligatures section, with 'Ligatures' selected. Other options in the menu include Hide Options, OpenType, All Caps, Small Caps, Superscript, Subscript, Underline, Strikethrough, Underline Options..., Strikethrough Options..., and No Break.

{1}
MONSTERSHUFFLE

FORM FOLLOWS EMOTION
▼

FORM FOLLOWS emotion

{ extreme letterspacing deactivates the ligature feature! }

STYLISTIC ALTERNATES ≈ BOLDER STYLES

The screenshot shows the Adobe Character panel with the OpenType section expanded. Under 'Swash', the 'Titling Alternates' option is selected. Other options in the OpenType menu include Discretionary Ligatures, Fractions, Ordinal, and Contextual Alternates. The main panel shows various font styles like All Caps, Small Caps, Superscript, Subscript, Underline, and Strikethrough.

{2}
SETS

FORM FOLLOWS emotion
▼

FORM FOLLOWS EMOTION

STYLISTIC ALTERNATES ≈ LIGHTER STYLES

The screenshot shows the Adobe Character panel with the OpenType section expanded. Under 'Titling Alternates', the 'Titling Alternates' option is selected. Other options in the OpenType menu include Discretionary Ligatures, Fractions, Ordinal, and Contextual Alternates. The main panel shows various font styles like All Caps, Small Caps, Superscript, Subscript, Underline, and Strikethrough.

{2}
SETS

FORM FOLLOWS emotion
▼

FORM FOLLOWS EMOTION

STYLISTIC SETS ≈ SINGLE WEIGHTS

Hide Options

OpenType

- All Caps ⌘K
- Small Caps ⌘H
- Superscript ⌘+
- Subscript ⌘⌃+
- Underline ⌘U
- Strikethrough ⌘⌃#
- Ligatures ✓
- Underline Options....
- Strikethrough Options....
- No Break

{4} WEIGHTS

{4} WEIGHTS

{4} WEIGHTS

{4} WEIGHTS

FORM FOLLOWS EMOTION



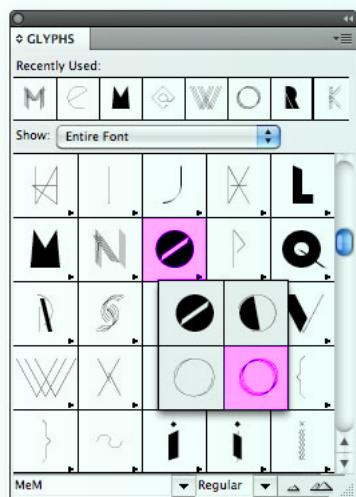
FORM FOLLOWS EMOTION

FORM FOLLOWS EMOTION

FORM FOLLOWS EMOTION

FORM FOLLOWS EMOTION

GLYPHS PALETTE ≈ PICK LETTERS INDIVIDUALLY



FORM FOLLOWS EMOTION

S P E C I M E N

The Font supports over 300 characters. Latin character sets from Western, Central and Southeast Europe and with the additional alternates, around 630 glyphs are rotating in the OpenType carousel.

IMPULSIVE

BOLD I

VIBRANT
BOLD 2

MOODY
LIGHT I

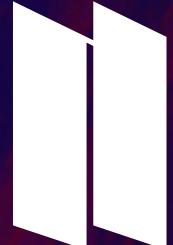
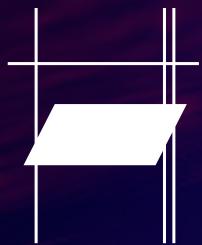
A Á Ä Å Ä À Á Ä Å Á Å B Ç Ç Ş Ç D Ð Ð Ð Ð Ð Ð Ð Ð
Ê Ë Ë Ë Ë Ë Ë F G Ç Ç Ç H H I I Ï Ï Ï Ï Ï Ï Ï Ï Ï
L E K M N N N N N N Ñ Ñ Ñ Ñ Ñ Ñ Ñ Ñ Ñ Ñ Ñ Ñ Ñ Ñ Ñ
Ö Ø P Þ Q R R R R S S S S S S S S T F T J T J T U Ú Ú Ú
Ü Ü Ü Ü Ü Ü V W W W W W W X Y Y Y Y Y Y Z Z Z Z

DELICATE LIGHT 2

FIGURES

ⓧ 1 2 5 4 5 6 7 8 9 ⓧ 1 2 3 4 5 6 7 9 9
ⓧ 1 2 3 4 5 6 7 0 9 ⓧ 1 2 3 4 5 6 7 8 9

PUNCTUATION & SYMBOLS



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