



THE  
NEW  
FURIOUS  
TYPEFACE FAMILY



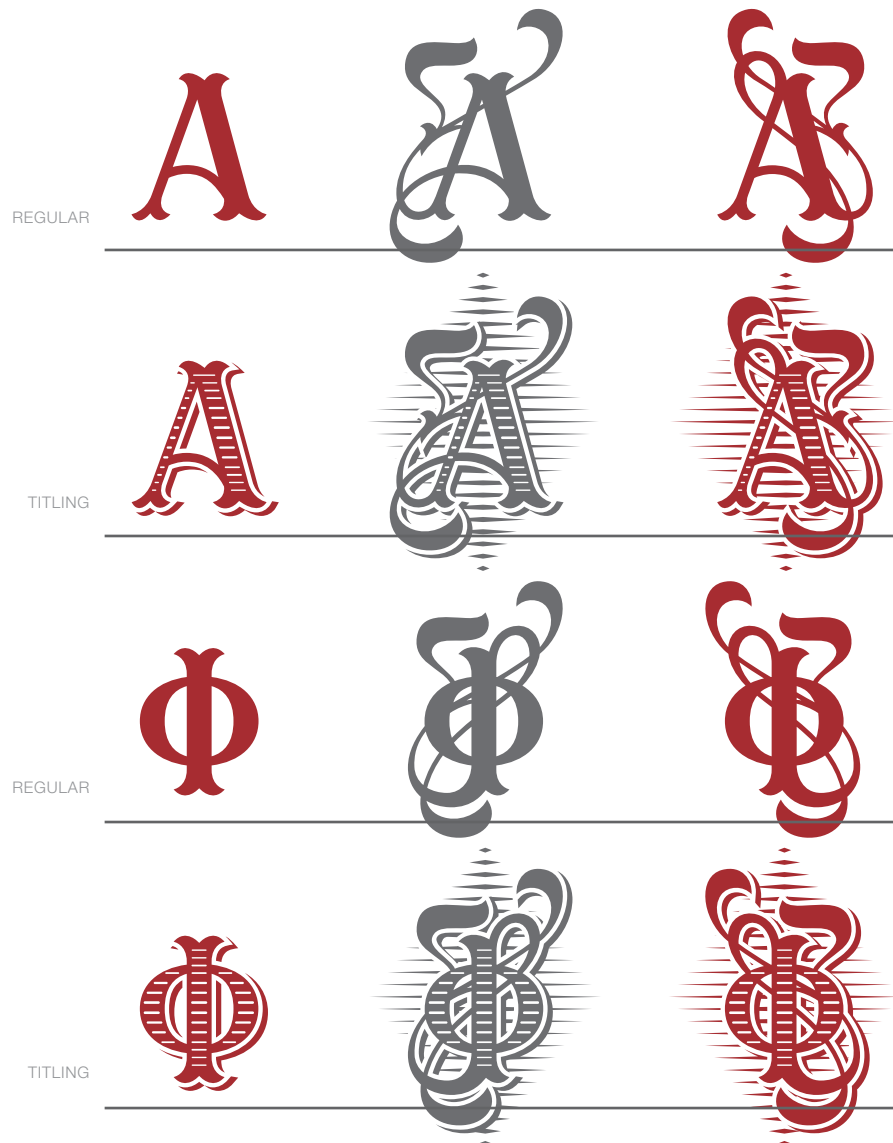
## Inspiration

The Furius typeface was inspired by a typeface choice on record cover that used a very decorative, nearly floral style of serif letters. I was intrigued by both the forms but also the choice of style, split serifs, or Tuscan serifs as some call them, that I associated more with a circus or american western. Being a style that I had truly explored, I started to research some basic ideas for letterforms. A surprising source was looking into the original serif styles, developed in 300-400AD that used a split serif style, especially evident in the stroke terminals. Rather than being a stylistic feature, these original form seems to simply be the result of the tool, a chisel, that when used to sculpt the straight lines would flair at the bottom as a means of ending the line. Even the Trajan column, with it's curved baseline, displays a remnant of this effect.

Probably due to it's decorative, and therefore less clear or legible style, these terminals would lose popularity in favor of the straight baseline strokes through the renaissance and later transitional forms, yet would remerge in certain type explorations of the victorian era, notably gaining use in the emerging american market. This later use seems to have sealed the connection between split serifs and entertainment, either in rolling trade shows or various circus shows, with the flamboyant style suiting the wilder themes of these shows.

I therefore decided to embark on a new typeface creation, one that would be principally aimed at display use, and that would mix, like I had done with the Halja typeface, a more regular form with a more flamboyant and decorative capital style for use in titles or other large sizes. My original source gave me a few clear solutions for some letters like the L or O, but the real exploration was in creating the lowercase forms that had not been used or available in the original style.

Having completed the base letters, I started to get to work on the decorative capitals that I imagined using to start words, yet as soon as I started applying the design, I just could not ignore the fact that an ending capital form would also be a good solution. This would allow not only an illuminated style at the beginning of words, but could also add on a terminal letterform that would be useful in setting titles or logo situations.



Whilst working on the design and doing some initial tests, I felt that I could expand the style even further by creating an even more decorative form, closer to the shadow styles found in certain woodcut letters of the last century. By adopting this approach, I could offer a typeface with a regular form, a decorative alternate for each letter but equally a more detailed and illustrated style that could be matched with the regular family. Therefore one single typeface could present a large range of forms and styles that would work together in a common theme.

Many of my recent designs have explored foreign scripts, firstly as a pure design exploration into other forms that I find very interesting but equally as a means of offering a new visual solutions to other languages that are a bit less explored. The display typeface field has been heavily explored in the basic latin script but a bit less in other scripts, maybe down to local styles or maybe simply because the larger foundries only offer more commercially viable styles. Having already started to explore the alternative letter solution on the base script, I also wanted to expand the idea to include all covered languages of the typeface, so all the offered features work both in latin or cyrillic forms.

### Weights

This typeface contains only one real weight but plays with the idea of styles by offering either a regular cut or a second, Title style that displays a 3d shadow style directly in the design. While the regular weight can be used with some flair in smaller point sizes, the Title weight is clearly better suited to large applications due to the fine details inside each letter. Both weights are then further complemented by the Opentype alternates features that offers a further two alphabets directly in the design by simply clicking on the feature.



MR

BILL  
PICKETT

December 5, 1870 - April 2, 1932

Regular *AND* CAPITALS

LOWERCASE AND SMALL CAPITALS

STANDARD *OR* TITLES

STANDARD OR TITLE STYLE

LATIN *WITH* КИРИЛЛИЦА

FULL LATIN AND CYRILLIC SUPPORT

ALTERNATE ENDINGS

ALTERNATE FEATURE

*OPEN* DESIGN

ALTERNATE FEATURE IN TITLE STYLE

## Features

Furius is packed with features! The goal was to really play with the OpenType options and offer a whole host of solutions within a same font. The first feature is the use of Alternate letters to offer a different letter form at the start and ending of each capital word. These letterforms are more decorative and floral than the regular forms and were conceived as an added bonus to the basic characters. They exist in both the regular and title weight and equally in the cyrillic character set for a complete typeface.

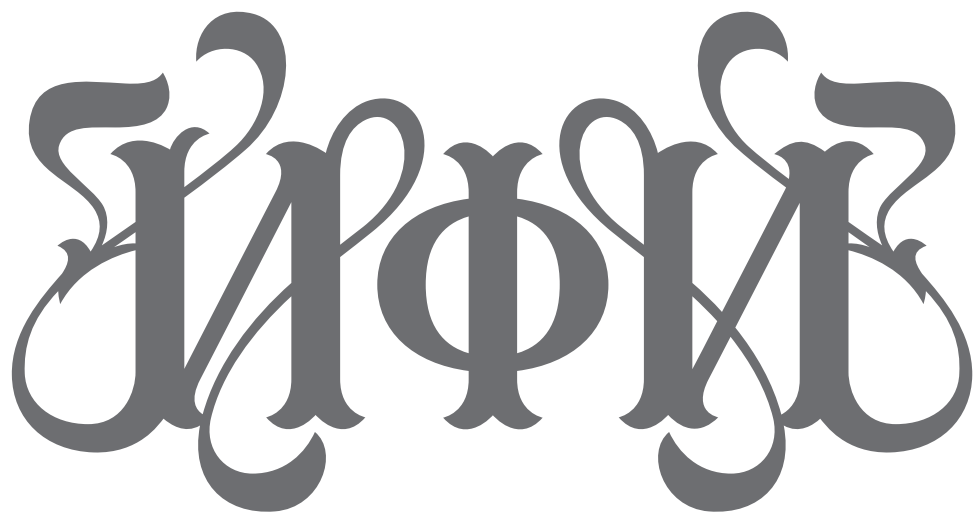
A second feature was the addition of both standard and discretionary ligatures in the lowercase forms principally. These glyphs were created to compensate for certain clashing glyphs or conflicting junctions, so feel free to apply them in text settings.

I also wanted to add some small capital letters that are balanced in weight with the other forms and can therefore be mixed into any combination of letters or heights.

Then a last fun feature was the creation of a series of catch words in english, french, german and russian as a basic aid in type setting. Due to the retro feel of the typeface, I felt it was a pity not to play with the retro, western style. They offer a fun and lively alternative to the composition of certain layouts, play at will! A final small hidden feature is the 2 hand styles that are in the less and greater positions, these two hands offer either a clean, more refined version or then an engraved inspired form that features shading for added depth.



REGULAR



TITLING

# CAPITALS

REGULAR CAPITAL LETTERS

CYRILLIC POD WARUNKIEM

# CAPITALS

ALTERNATE CAPITAL LETTERS

CYRILLIC POD WARUNKIEM

# CAPITALS

TITLING CAPITAL LETTERS

CYRILLIC POD WARUNKIEM

# CAPITALS

ALTERNATE TITLING CAPITAL LETTERS

CYRILLIC POD WARUNKIEM

# officials

LOWERCASE AND SMALL CAPITALS



ALTERNATE ARROW

TITLING FEATURE

SWASH ARROW

# 05-1963

OLDSTYLE NUMBERS

# 05-1963

TABULAR NUMBERS

# 43/295 LT.

FRACTIONS

## Features numbers

This typeface features all the required styles of numbers, these range from Oldstyle forms, to Tabular digits, numbers that are aligned on the capital height, that can be accessed through the Opentype panel. Due to their flowing alignment, the Oldstyle numbers are recommended for text based settings, however the Tabular forms will work better in capital settings. To accompany the small capital glyphs, there is also a lowercase Tabular style that fits the alignment of the smaller letters. Any designer can easily switch through each style to see what suites your layout the best.

Finally, there is the Fraction feature that can be used to easily compose any sequence of numbers into full equations. This feature also uses the superscript or subscript numbers that can be selected to layout exponential elements.

## Language support

Continuing a recent trend in my designs, I wanted to expand the typeface for a larger language support including a full latin set, for languages like turkish or polish, plus a full cyrillic character set for languages like russian or ukrainian. Having already explored some options in letterforms during the base creation, I enjoyed the added challenge that especially the cyrillic letters offer. The language support covers not only the basic glyphs but equally the extended Alternate features for the word divisions.

## Uses

Furius was created as a versatile, complete display typeface, so principally aimed at titles or logo work. With it's legible forms but string personality, this family can be used to evoke a retro feel or for a striking text layout. The best solution is obviously to combine both styles to be able to play between the intricate detail of the Title weight but balanced with the more legible, calm form of the Regular weight.

Thanks to it's large character set, Furius will allow any designer to cover a large range of languages from english to danish, from russian to turkish, all while maintaining a large selection of features to play with in your composition.

MR

JESSE  
GUSHOLM  
1806 - March 4, 1868





REGULAR Some of the farmers are even already going out into the fields. It must be getting rather hot down there in Southern California by now. I wonder if you ever got a chance to get out and see how many people showed up for the March 20 Rainbow gathering there at the hot springs. It sounds like it might have been a lot of fun, but I don't think you really understand

CYRILLIC Некоторые из фермеров даже уже выйдя в своих областях. Это должно быть, очень жарко там в Южной Калифорнии в настоящее время. Интересно, если вы никогда не получили шанс выйти и посмотреть, как много людей собрались для мартского Радуга сбора там в горячих источниках. Это звучит как это могло бы быть очень весело, но я не думаю, что вы

## TITLING STYLE

SMALL CAPITALS SOME OF THE FARMERS ARE EVEN ALREADY GOING OUT INTO THEIR FIELDS. IT MUST BE GETTING RATHER HOT DOWN THERE IN SOUTHERN CALIFORNIA BY NOW. I WONDER IF YOU EVER GOT A CHANCE TO GET OUT AND SEE HOW MANY PEOPLE SHOWED UP FOR THE MARCH 20 RAINBOW GATHERING THERE AT THE HOTSPRINGS. IT SOUNDS LIKE IT MIGHT HAVE BEEN A LOT OF FUN, BUT I DON'T THINK YOU REALLY UNDERSTAND

ALTERNATES Some of the farmers are even already going out into the fields. It must be getting rather hot down there in Southern California by now. I wonder if you ever got a chance to get out and see how many people showed up for the March 20 Rainbow gathering there at the hot springs. It sounds like it might have been a lot of fun, but I don't think you really understand

CYRILLIC TITLING

НЕКОТОРЫЕ ИЗ ФЕРМЕРОВ ДАЖЕ УЖЕ ВЫЙДЯ В СВОИХ ОБЛАСТЯХ. ЭТО ДОЛЖНО БЫТЬ, ОЧЕНЬ ЖАРКО ТАМ В ЮЖНОЙ КАЛИФОРНИИ В НАСТОЯЩЕЕ ВРЕМЯ. ИНТЕРЕСНО, ЕСЛИ ВЫ НИКОГДА ПОЛУЧИЛИ ШАНС ВЫЙТИ И ПОСМОТРЕТЬ, КАК МНОГО ЛЮДЕЙ СОБРАЛИСЬ ДЛ

TITLING

SOME OF THE FARMERS ARE EVEN ALREADY GOING OUT INTO THEIR FIELDS. IT MUST BE GETTING RATHER HOT DOWN THERE IN SOUTHERN CALIFORNIA BY NOW. I WONDER IF YOU EVER GOT A CHANCE TO GET OUT AND SEE HOW MANY PEOPLE SHOWED UP FOR THE MARCH 20 RAINBOW GATHERING



CAPITALS 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

LOWERCASE 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

REGULAR [ @ § & ® % ]

CYRILLIC CAPITALS А Б В Г Д Е Ж И К Л М Н О  
П Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы  
Ь Э Ю Я Ѓ Є І Ј Љ Њ Ћ Ц

CYRILLIC LOWERCASE а б в г д е ж з и к л м н о  
п р с т у ф х ц ч ш щ ъ ы  
ь э ю я ѓ є і ј љ њ ћ ц

REGULAR 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

TABULAR 0 1 2 3 4 5 6 7 8 9

OLDSTYLE 0 1 2 3 4 5 6 7 8 9

EXPONENTIAL 0 1 2 3 4 5 6 7 8 9  
/ 0 1 2 3 4 5 6 7 8 9

LIGATURES Æ Œ æ œ ll fi fj ff ffi ffj fl  
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SYMBOLS & SIGNS \$ ¢ £ ¥ € ™ № ® © ¶ §

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LETTERS  
AND ALTERNATES

MR

JOHN

BOZEMAN

January 1835 - April 20, 1867



OPEN

TITLING

AND BUY OPEN CLOSED MR MS MISS  
MRS NEW WITH OR PRESENTS TO THE

DAS DER DIE MIT NEU ODER UND  
EST FROM

AVEC DE DES DEPUIS ET LA LE LES  
NOUVEAU OU

ЖЕ ИЛИ ИЗ КУПИТЬ МИСТЕР МИССИС  
МИСС НОВЫЙ К И С В

REGULAR Some of the farmers are even already going out into their fields. It must be getting rather hot down there in Southern California by now. I wonder if you ever got a chance to get out and see how many people showed up for the March 20 Rainbow gathering there at the hot springs. It sounds like it might have been a lot of fun, but I don't think you really understand these kinds of things.

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REGULAR Некоторые из фермеров даже уже выйдя в своих областях. Это должно быть, очень жарко там в Южной Калифорнии в настоящее время. Интересно, если вы никогда не получили шанс выйти и посмотреть, как много людей собрались для мартского Радуга собрания там в горячих источниках. Это звучит как это могло бы быть очень весело, но я не думаю, что вы действительно понимаете эти вещи.

CYRILLIC Некоторые из фермеров даже уже выйдя в своих областях. Это должно быть, очень жарко там в Южной Калифорнии в настоящее время. Интересно, если вы никогда не получили шанс выйти и посмотреть, как много людей собрались для мартского Радуга собрания там в горячих источниках. Это звучит как это могло бы быть очень весело, но я не думаю, что вы действительно понимаете эти вещи.

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REGULAR SOME OF THE FARMERS ARE EVEN ALREADY GO  
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 SEE HOW MANY PEOPLE SHOWED UP FOR THE I  
 20 RAINBOW GATHERING THERE AT THE HOTSPE  
 SOUNDS LIKE IT MIGHT HAVE BEEN A LOT OF FU  
 I DON'T THINK YOU REALLY UNDERSTAND THESE  
 OF PEOPLE VERY WELL. I WILL NOT BE HERE I  
 DAKOTA VERY MUCH LONGER. MY FRIEND, WAY  
 WANTS ME TO STAY WORKING AT THE GRAIN EL  
 THROUGH MAY AND THEN GO COMBINING WITH  
 ENTIRE SUMMER, BUT I HAVE MY SOUL SET ENT  
 ON MY ALASKAN ODYSSEY AND HOPE TO BE ON  
 WAY NO LATER THAN APRIL 15. THAT MEANS I Y  
 LEAVING HERE BEFORE VERY LONG, SO I NEED Y  
 SEND ANY MORE MAIL I MAY HAVE RECEIVED TO  
 RETURN ADDRESS LISTED BELOW.  
 RON, I REALLY ENJOY ALL THE HELP YOU HAVE  
 ME AND THE TIMES THAT WE SPENT TOGETHER  
 HOPE THAT YOU WILL NOT BE TOO DEPRESSED  
 PARTING. IT MAY BE A VERY LONG TIME BEFORI  
 SEE EACH OTHER AGAIN. BUT PROVIDING THAT I

НИКТО НЕ ПЕРЕСЕЧНО, ЕСЛИ ВЫ  
НИКОГДА ПОЛУЧИЛ Ш  
ВЫИТИ И ПОСМОТРЕТ  
МНОГО ЛЮДЕЙ СОБРА  
ДЛЯ 20 МАРТА РАДУГ  
АМ В ГОРЯЧИХ ИСТО  
ТО ЗВУЧИТ, КАК ЭТО



MR

TEXAS  
JACK

VERMILLION

1842 - 1911



ые из фермеров  
областях. Это до  
жарко там в Южн  
ящее время. Инте  
огда получил шан  
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REGULAR НЕКОТОРЫЕ ИЗ ФЕРМЕРОВ ДАЖЕ УЖ  
В СВОИХ ОБЛАСТЯХ. ЭТО ДОЛЖНО БЬ  
ЖАРКО ТАМ В ЮЖНОЙ КАЛИФОРНИИ  
ВРЕМЯ. ИНТЕРЕСНО, ЕСЛИ ВЫ НИКОГ  
ШАНС ВЫЙТИ И ПОСМОТРЕТЬ, КАК М  
СОБРАЛИСЬ ДЛЯ 20 МАРТА РАДУГА С  
В ГОРЯЧИХ ИСТОЧНИКОВ. ЭТО ЗВУЧИ  
МОГЛО БЫ БЫТЬ ОЧЕНЬ ВЕСЕЛО, НО  
ЧТО ВЫ ДЕЙСТВИТЕЛЬНО ПОНИМАЕТ  
РОДА ЛЮДЕЙ ОЧЕНЬ ХОРОШО. Я НЕ Е  
В ЮЖНОЙ ДАКОТЕ ОЧЕНЬ ДОЛГО. МС  
УЭЙН, ХОЧЕТ, ЧТОБЫ Я ОСТАЛСЯ РАБ  
ЭЛЕВАТОР ПО МАЙ, А ЗАТЕМ ПЕРЕЙТИ  
С НИМ ВСЕ ЛЕТО, НО У МЕНЯ ЕСТЬ М  
УСТАНАВЛИВАЕТСЯ ПОЛНОСТЬЮ НА М  
ODYSSEY И НАДЕЮСЬ, НЕ БУДЕТ НА М  
НЕ ПОЗДНЕЕ 15 АПРЕЛЯ. ЭТО ОЗНАЧА  
БУДУ УЕЗЖАТЬ ЗДЕСЬ ПРЕЖДЕ ОЧЕН  
ТАК ЧТО МНЕ НУЖНО, ЧТОБЫ ВЫ ОТ  
ЛЮБОЕ БОЛЬШЕ ПОЧТЫ Я, ВОЗМОЖН  
ОБРАТНОМ АДРЕСУ, УКАЗАННОМУ НИ

ENGLISH

SOME OF THE FARMERS ARE EVEN ALREADY GOING  
INTO THEIR FIELDS. IT MUST BE GETTING RATHER

HUNGARIAN

NÉHÁNY A GAZDÁK MEGMÁRKIMENT A SAJÁT  
TERÜLETÉN. MEGKELT EGYRE INKÁBB FORRÓ OTT

SERBIAN

НЕКИ БОЈАНОПРИВРЕДНИЦИ ЧАК ВЕЋИДЕ НА  
У СВОЈИМ ОБЛАСТИМА. МОРА СЕ БИ ПРИЛИЧНО

NORWEGIAN

NOEN AV BONDENE ER SELV ALLEREDE GARDE I  
FELT. DET MA VÆRE Å FA GANSKE VARMT DERNE

ESTONIAN

MÕNE PÕLLUMEHE ON SEGI JUBA LÄHE ARVESS

POLISH Mój przyjaciel, Wayne, chce, żebym pracował w elewatorach, a następnie przejść z nim łączy całe lato, ale dusza moja mam ustawione całkowicie na mojej Alaskan Odyssey mam nadzieję, że na mojej drodze, nie później niż do 15 kwietnia br. oznacza to, że będę tu przed opuszczeniem więc musisz wysłać więcej wiadomości i może otrzymam.....

BULGARIAN Моят приятел, Wayne, иска да остане на работа в асансори през май и след това да се комбинира с него цялото лято, но имам душата ми зададете изцяло на Аляска Odyssey и се надявам да бъде по моя начин не от 15 април. Това означава, че ще се остави тук преди много дълго, така че имам нужда от теб, за да изпре.....

TURKISH Arkadaşım, Wayne, beni Mayıs'a kadar tane asansör çal bırakmak ve daha sonra tüm yaz onunla birleştirerek gitmek istiyorum, ama ruhum Alaska Odyssey tamamen kurmak ve geç 15 Nisan daha yoluma olmayı umuyoruz var. Ben şu zaman önce burada bırakarak anlamına gelir, o yüzden aşağıda listelenen iade adresine almış olabilir daha fazla.....

UKRAINIAN Мій друг, Уейн, хоче, щоб я залишився працювати в елеваторів по травень, а потім перейти в поєднанні з ним все літо у мене є моя душа встановлюється повністю на моїй / Odyssey і сподіваюся, не буде на моєму шляху не пізніше квітня. це означає, що я буду їхати тут перш дуже довго так що мені потрібно, щоб ви відправити будь-яке біли.....

**Furius Typeface**

by Michael Parson

2 weights

Display / Text

[www.tyrogama.com](http://www.tyrogama.com)

Specimen Layout: Michael Parson

Text & visuals: Michael Parson

Font used: Furius

Longer text & notes set in

Helvetica Neue.

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Tyrogama / Parson Research

