

OKAASAN[®]

SERIF

Okaasan® Serif is a text font which distinguishes by the elegance of its characters. Inspired by the 1800’s rational mood of the Enlightenment thinking,

Okaasan® presents a high contrast between thick and thin elements, fitting a Didone style. This typeface is a high contrast modern typeface which characteristics offer a contemporary look. Due to its wide range of weights – Light, Regular, Medium, Bold and ExtraBold – Okaasan® Serif is an elegant choice for editorial design projects, applying perfectly both for headlines as well as short pieces of text.

It includes Vietnamese diacritics for greater versatility and dynamics in a typographic composition.

Okaasan Serif®

Family Name: **Okaasan**

Sub-family name: **Normal**

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

Character Sets: **Basic Latin / Uppercase / Lowercase / Numerals / Diacritics / Punctuation / Ligatures / Symbols**

Opentype Features: **Kerning / Ligatures**

Supported Languages: **Western European / Central European / Vietnamese / South Eastern European / Pinyin**

Designer: **Brígida Guerreiro**

Release Date: **2020**

CHARACTER MAP

UPPERCASE

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 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 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 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 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

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 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 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 r s t u v w x y z

DIACRITICS

Á Ă Ą Ȧ Ȧ Ȧ Ȧ Â Ǻ Ȧ Ȧ Ȧ
 Ä Å À Å Å Å Æ Ȧ Ć Ć Ć Ć Đ Ď
 Đ É Ě Ě Ě Ě Ě Ě Ě Ě Ě Ě Ě Ě
 Ğ Ğ Ğ Ğ Ğ Ğ Ğ Ğ Ğ Ğ Ğ Ğ Ğ
 Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ
 Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ Ĭ
 Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō
 Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō
 Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō Ō
 Ů Ů Ů Ů Ů Ů Ů Ů Ů Ů Ů Ů Ů Ů Ů
 Ů Ů Ů Ů Ů Ů Ů Ů Ů Ů Ů Ů Ů Ů Ů
 Ẁ ẁ Ẃ ẃ Ẅ ẅ Ẇ ẇ Ẉ ẉ

á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ø ù ú û ü ý ÿ
ā Ḃ Ā Ą Ċ Č Ć Ĉ Đ É Ė Ħ Ê Ë Ě Ğ Ġ Ģ Ĵ İ Į Ì Ī Ĭ Í Ĳ
Ł ł Ń Ņ Ň Ó ő Ô õ Ö ø Ù Ú Û Ü Ý Ŷ ŷ Ÿ Š š Ś ś Ş ş T t' t
Ů ů Ú ŭ Ũ ū Ū ū Ů ů Ő ő Œ œ Œ œ Œ œ Œ œ Œ œ Œ œ Œ œ
Ÿ ž Ž ž

NUMERALS

0123456789
0123456789
0123456789
0123456789
0123456789

PUNCTUATION AND SYMBOLS

.,:;...!i?¿·*#/\(){}[]-,,,"""'«»<>
'+-×÷≠><≥≤±≈~¬^∅%%
¢\$€ƒ£¥∞∫∏Σ√μ∂@&
¶ΔπμΩ^{ao}
↑↗→↘↓↙←↖◇©[®]™○||✦✧

GRAPHEME AND LIGATURES

ÆÐŊŸŒƆßæđħ
œμπ№fffflthfifl

100pt

The mother
is the most
plastic of all
creatures.

80pt

The mother
is the most
plastic of all
creatures.

60pt

The mother
is the most
plastic of all
creatures.

40pt

The mother is
the most plastic
of all creatures.

25pt

The mother is
the most plastic
of all creatures.

Primal Fertility

—WOMAN—

The Venus of Willendorf is estimated to have been made in 30,000 BCE.

She depicts the goddess of fertility and the worship of motherhood.

The Venus of Willendorf, a mystic mother, was our inspiration for Okaasan typeface.

Like a mother breeds a rough diamond in her velvet womb and gives birth to a purposeful blast of elements, so does the meticulous process of giving birth to a typeface.

Mother

Okaasan
Extra Bold

The mother is the cradle of primal fertility, the original boulder from which flowers blossom eagerly towards a glimmer of hope. A mother is a beacon, a compass, the restless candle valiantly illuminating the darkish of the darkest nights.

Okaasan
Bold

The mother is the most plastic of all creatures. She curls and whorls and dismembers herself to protect the fruit of her labour. A mighty strength arises in her from the moment of conception, bestowing her the most graceful superpower of all: cosmic, timeless, ubiquitous Love.

Okaasan
Medium

A mother's perception is instinctive, prescient... as if divinatory. A mother guides her offspring to overcome all obstacles and through the safest path. Like an omnipotent all-seeing eye.

Mother

Okaasan
Regular

The mother is the cradle of primal fertility, the original boulder from which flowers blossom eagerly towards a glimmer of hope. A mother is a beacon, a compass, the restless candle valiantly illuminating the darkish of the darkest nights.

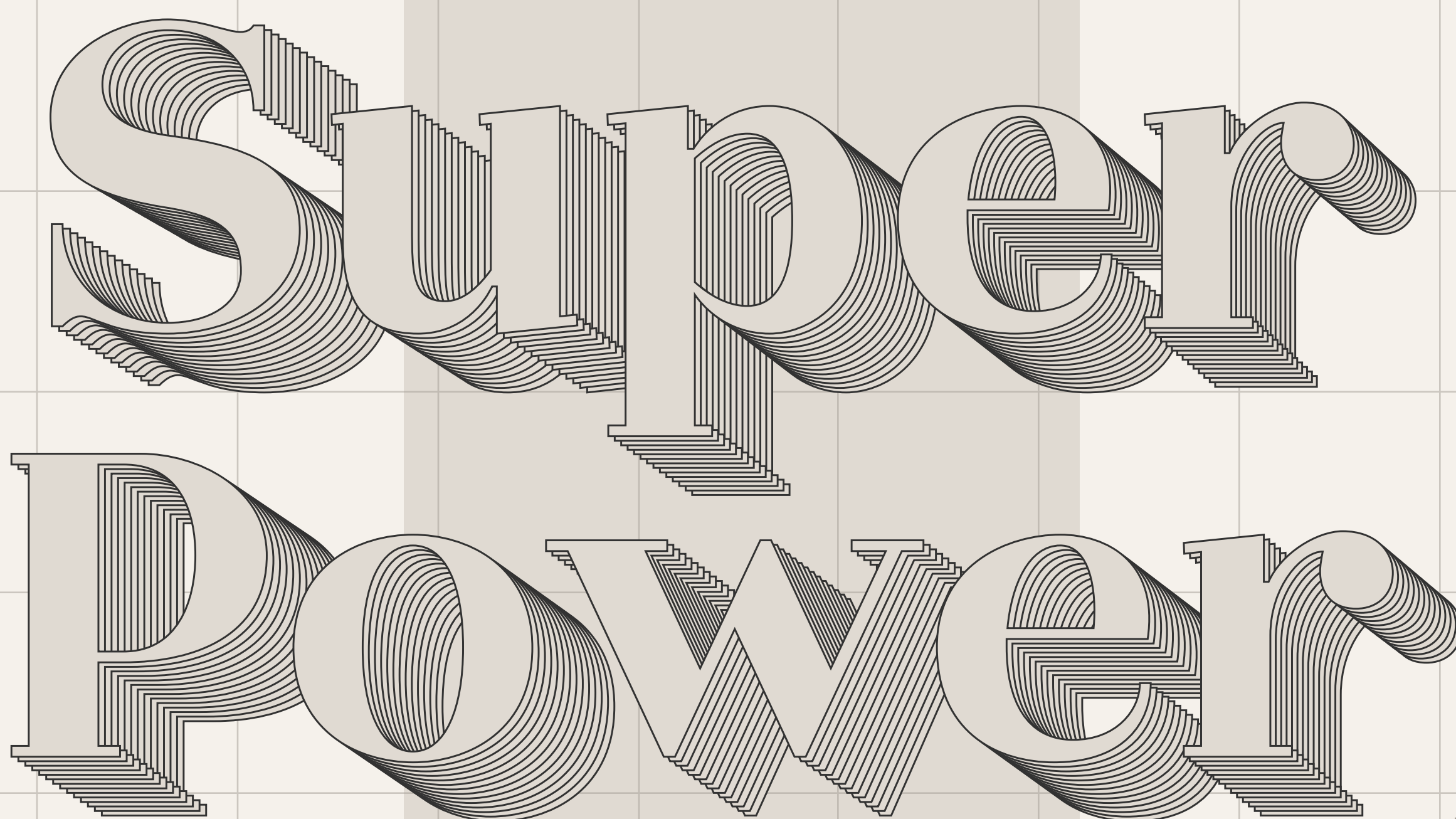
Okaasan
Light

The mother is the most plastic of all creatures. She curls and whorls and dismembers herself to protect the fruit of her labour. A mighty strength arises in her from the moment of conception, bestowing her the most graceful superpower of all: cosmic, timeless, ubiquitous Love.

KOBU AGENCY

KOBU Creative Digital Agency is a brand laboratory – we love to develop brands from scratch. Our method lies on an experimental approach guided by a mindful and comprehensive strategy. Exploring new fields is what we like most and our best ideas come from embracing the challenge of doing the impossible.

We specialize in brand identities, content creation (video, photography & copywriting), vegan diet counselling, social strategy, giraffe trivia, web development and skating. Also, we are working on a plan to conquer the world... from our couch.



Super
Power

KOBU FOUNDRY

KOBU Foundry is born from our passion for typography.

Our main focus is to develop customised fonts, as we love to grasp the feeling of a project and bring it to life. We always work to deliver the best suited typographic projects, completely designed for their purpose. We believe in learning from our heritage while unravelling new paths, so we like to take inspiration from the past and speed to the future.

If you are looking for an inspired type work, we are your team.

TYPE MASTER

Brígida Guerreiro is a portuguese graphic designer but only for a small part of the day. Mostly, she is a typography geek who masters the art of drawing letters and breathes inspiration from all around.

Brígida gives her best attention to every detail and meaning behind every line when crafting each type character. Her aim is to achive perfectly fitted and exquisite works to exceed clients’ purposes. And that’s why dedication and passion are what best describe our type project results.

