

don't believe the **TYPE**

Prototype Font Design

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Australian National Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the National Library of Australia

ISBN 0 646 30553 0

Film and separations by Digital Colour.

Printed in Melbourne, Australia by Digital Colour Printing.

ISBN

The following pages are samples of our ever growing
portfolio, created by our typo nutcases



Some of these fonts
have already scored big-time
in the major leagues,
while others are waiting to swing at the next
big-pitch.

Academy [™]

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 1 2 3 4 5 6 7 8 9 0

9pt Academy

Our desire for an elegant
yet fun font necessitated
some mods to an existing
one. This font has been
used for subjects ranging
from serious medical
research to greeting cards!

angel
face

Amish ^{LP}

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
@abcdefghijklmn
opqrstuvwxyz
1234567890

9pt Amish

Is this the product of a disturbed mind? We once had this very strange guy come in for work experience. He drew this font in total seclusion with minimum supervision. Then he just disappeared. Like that. We think he was religious, or something. Where are you Leon?

Baseline ^{TB}
ABCDEFGHIJKM
NOPQRSTUVWXYZ
Z@abcdefghijklm
nopqrstuvwxyz
1234567890

12pt Baseline

A proposed design for a ~~store~~ ^{retail outlet,} ~~that needed.~~

A ~~need for~~ a bold streamlined font to be used on all branding and Merchandise.



Image for Myer sporting department composed by Casa Forte

Anorexia

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Z@abcdefghijklmnopqrstuvwxyz
1234567890

Catwalk

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Z@abcdefghijklmnopqrstuvwxyz
1234567890

Anorexia



Catwalk
Not recommended for use at
point sizes less than 36pt.



Bauer Bodoni Roman



TB

9pt Anorexia

After finishing Catwalk, I realised that Bodoni is a very frequent choice when it comes to fashion projects, that's why I called it Catwalk. Then I thought if Bodoni was to become a Supermodel, it would need to really lose some weight. The funny thing is, I always thought that Anorexia was some type of diet.

9pt Catwalk

One of our clients wanted a very fine cut of Bodoni to use on a fashion spread. "You know what I mean, mate; lighter than Fabian Barons' one for European Vogue". Different stroke weights for different folks? As it turned out this font is one of our most popular cuts.

Burnum TG

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZabc
defghijklmno
pqrstuvwxyz
1234567890

9pt Burnum
This font was inspired by the role natural processes have played in shaping the landscape of Australia, and the debilitating effects that journeys into the outback have had on my body and mind...

Empyre AB

ABCDEFGHIJKLMNO
PQRSTUVWXYZ@
abcdefghi
jklmnopqrst
vwxyz
1234567890

12pt Empyre
This font was developed as part of a logo for an exclusive football bar within the Southbank precinct; part of the brief was to reconcile classic English pub elements with modern architecture and high-tech.



Supervixen

Fat Neon Inline (TB)

ABCDEFGHIJKL
 MNOPQRSTUVWXYZ
 WXYZ@abcdef
 ghijklmnopqrst
 uvwxyz
 1234567890

9pt Fat NeonInline

When I was thirteen, my first part-time job was to peel potatoes at a bad 'Fish-N-Chip' shop owned by a big Greek guy called Johnny. He got his cousin, a house painter, to signwrite the window. This man had no training in typography, yet he produced an incredibly gutsy and stylish set of letterforms. His design stood the test of time, I noticed it being scrapped of the window in 1993 when I went back home to visit my folks. This font was produced to honor big Johnny's cousin, a typographic hero from the golden age of fish-n-chips.

WELCOME TO

JOHNNY'S
FISH SHOP

FB.EK ^{NW}

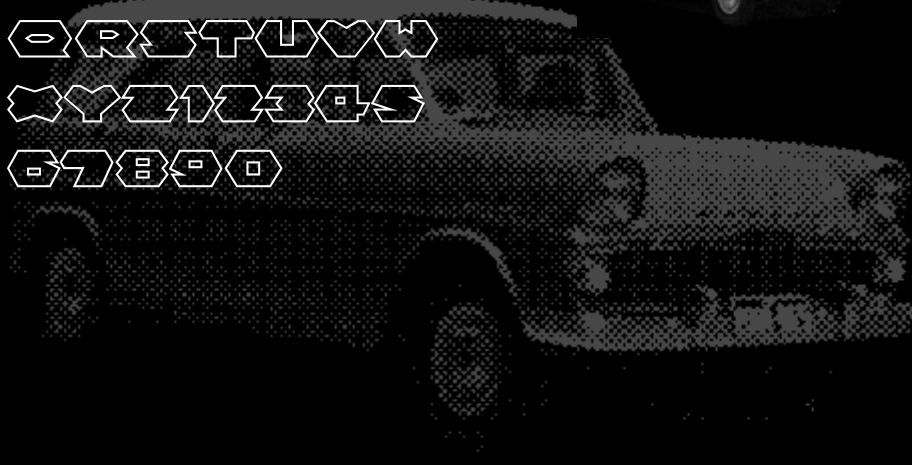
A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z 1 2 3 4 5
6 7 8 9 0

FB.EK
OUTLINE

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 1 2 3 4 5
6 7 8 9 0

9pt FB-EK

AN AUSTRALIAN
 CULTURAL ICON,
 THE EK HOLDEN
 WITH ITS NEARLY
 INDESTRUCT-
 IBLE LOOKING
 TYPE, LIVES
 AGAIN,
 REMINDING US
 OF A TIME WHEN
 HITTING THE
 OPEN ROAD
 REALLY DID SEEM
 LIKE THE ONLY
 THING TO DO.



Flanger ^(TB)

ABCDEFGHIJKLMNOPQRSTUVWXYZ@abcdef
ghijklmnopqrstuvwxyz
1234567890

9pt Flanger

How would your fave typeface sound if you put it through one of these classic guitar effects pedals? These few are the result of a late-night audio-visual jam we recently had in the studio...

The sky-scraping sound of a great flanger meets a sans-serif classic in this one from our stack of rarities.

Funky Reverb ^(TB)

ABCDEFGHIJKLMNOPQRSTUVWXYZ@abcdefg
hijklmnopqrstuvwxyz
1234567890

9pt Funky Reverb

See what can happen when you get a letterform to reverberate like a church-bell hit by a 9-pound hammer; Definitely the product of an eight-track mind. Funk it up...



FuzzBoxTM

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
 1 2 3 4 5 6 7 8 9 0

12pt Fuzz Box

Stomp on that 'box and crank up a fat font in grungy Low-Fi... If your neighbors don't like it, that's their problem.

Fresno East

RG

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
 1 2 3 4 5 6 7 8 9 0

Fresno West

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
 1 2 3 4 5 6 7 8 9 0

9pt Fresno East

These 2 fonts were inspired by the decaying city of New York, depicted in 'Escape from New York' starring Kurt Russel as the infamous Snake Plissken (pictured below).



9pt Fresno West

"You know what they did to Bob?"
 A classic line from a classic B Grade 80's flick. Fresno Bob was a protagonist that certainly made a lasting impression on moi.

Galley[®]

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
YZ@abcdefghijklmnopqrstuvwxyz
1234567890

gnt Galley

Classically inspired, but with user friendly proportions for easier readability, Galley is the text font I'd like to be reading my annual report in.

Galley Roman
Galley Bold
Galley Roman Italic
Galley Bold Italic

Perhaps a new
one to add
to the classics?

Gimp[®]

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

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

1 2 3 4 5 6 7 8 9 0

9pt Gimp

Once again inspiration comes from the movies. I thought it would be great to have a font that looked as deviant as The Gimp in Pulp Fiction. After crossdressing Gill with Bodoni the Gimp was born. But there's no escaping sibling rivalry; before long, Gimp's brother and sister wanted in on the act too.

Gimp's Brother

A B C D E F G H I J K L

M N O P Q R S T U V W

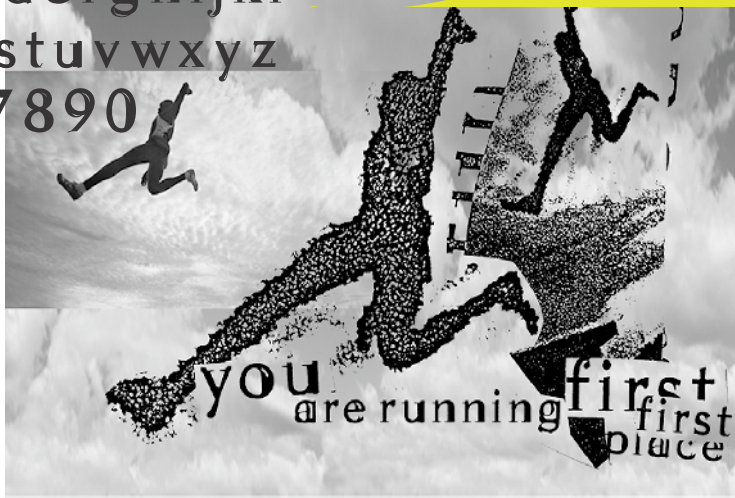
X Y Z a b c d e f g h i j k l

m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

9pt Gimp's Brother

Prototype fonts were used on larger-than-life backlit panels and wallpaper for MYER's (Australia's largest retail outlet) new sporting department.



Gimp's Sister

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
 1 2 3 4 5 6 7 8 9 0

I can C right
thru U

Goofy Foot

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
 1 2 3 4 5 6 7 8 9 0

gpt Goofy Foot

This one came to
 me one perfect
 morning, yesterday
 on early plane. A
 meeting at one hour
 made in on the
 back of a light
 airplane tree...
 and pitched me
 into a one-foot
 airplane.

Go Deeper...

Hardware Kth Ⓓ

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
1 2 3 4 5 6 7 8 9 0

10pt Hardware

This font was created
Simon de Winter socks,
and was used in
packaging and
advertising.

Hardware Sth

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
1 2 3 4 5 6 7 8 9 0



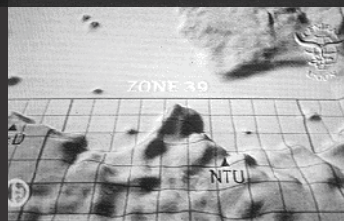
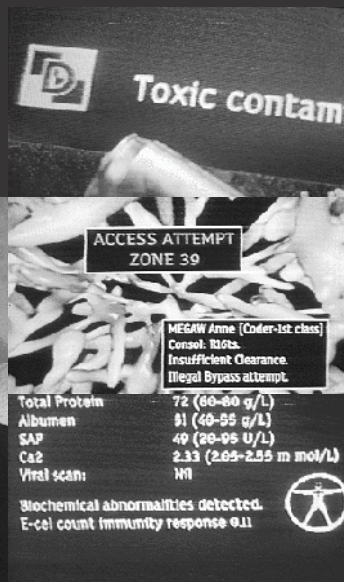
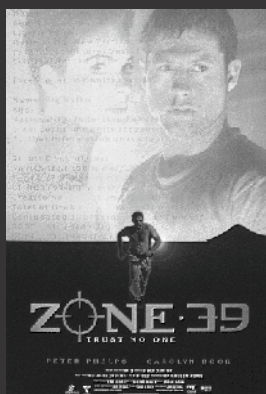
Interface ^{AB}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 RSTUVWXYZ@abcdefghijklmnopqrstuvwxyz
 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 RSTUVWXYZ@abcdefghijklmnopqrstuvwxyz
 1234567890

10pt Interface

Interface was specially designed for use in the Australian feature film 'ZONE 39'. The type was used exclusively as part of a futuristic computer interface, hence the name.



LOST CITY ^{TG}

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 @

1 2 3 4 5 6 7 8 9 0

gpl Lost City

DESIGNED FOR LOGO, SIGNAGE AND POINT OF SALE WITHIN A THEMED ARCADE SECTION OF 'INTENCITY' INTERACTIVE ENTERTAINMENT COMPLEX, THIS FONT REFLECTS THE ARCADE'S THEME OF LEGENDARY LOST CITIES OF ANCIENT HISTORY.

M A C H I P I K H I



Mezzo[®]

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

9pt Mezzo

Cross breeding between two of our favourite fonts resulted in this exotic hybrid specimen, which displays the classic features of both its parents, but has an attitude all its own.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Monster®

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 1 2 3 4 5 6 7 8 9 0

12pt Monster
 This monster was created out of a desire for a typeface with a hand-made feel. A return to ocean and earth, and an appeal to the primitive inside us all.



Godzilla

Next Century

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopq

rstuvwxyz

1234567890

TB

gpt Next Century

We've taken one of the most-used, classic text fonts of the last 100 years and pointed it at the future; sometimes, to know where something's going, you need to know where it's come from.

Next

19

ZONE 39

Next Century was used as the main title for the 1996 Australian film **ZONE 39**, a psycho sci-fi thriller set amongst the outback desert and a futuristic decaying city. (See page 27 for more details).

Next Time [®]

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
1 2 3 4 5 6 7 8 9 0

9pt Next Time

If over familiarity with the
standard text fonts is breeding
contempt, make a left turn
onto the road less travelled.
We don't need to tell you
when to use it...

actnow

Nife Sharp [®]

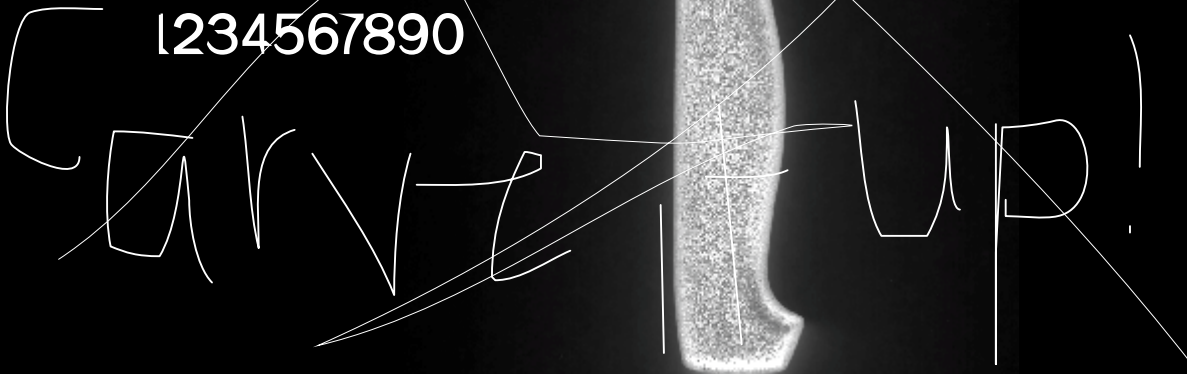
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Z@abcdefghijklm
nopqrstuvwxyz
1234567890

gpt Nife Sharp

This was something that I began back in design school; however, it ended up resembling nothing of the original concoction. So far it has proven to be rather popular amongst design and advertising circles.

Nife Blunt

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Z@abcdefghijklm
nopqrstuvwxyz
1234567890



Nippon AB

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
1 2 3 4 5 6 7 8 9 0

12pt Nippon

Nippon is a face that started out being based on some letterforms I noticed on a defective LED read-out at my local petrol station. It ended up looking like something from the hard-edge Japmerican future I dream of living in when I watch Blade Runner.



Omit AM

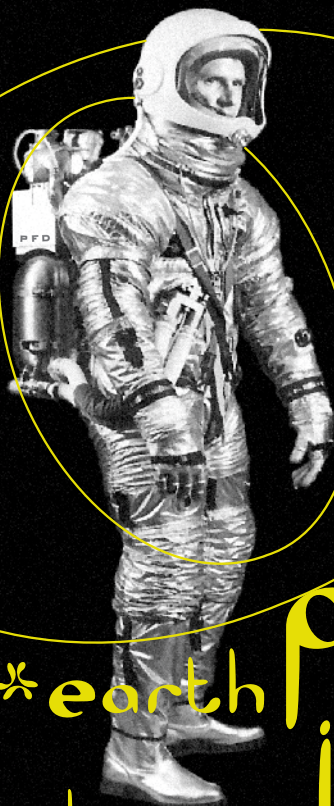
A B C D E F G H I J K L M
N O P Q R S T U V W X
Y Z @ a b c d e f g h i j k l
m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

9pt Omit

Sometimes when we are using one of our clients' corporate typefaces, we stop and see if we can develop a new design based on traditional letterforms.

orbit^{CL}

abcdefghijklmnopqrstuvwxyz
 1234567890



*earth people
 i was born on jupiter

9pt Orbit
 earth people, this font was
 conceived on the planet
 jupiter, in the bubbling
 cavernous springs deep
 below the planet's crust.
 men in chrome have been
 assigned operations directly
 from the prototype mother
 ship and are reportedly
 making continuous journeys
 between jupiter and earth,
 working to send you into
 orbit...

Special Deluxe^{AB}

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
1 2 3 4 5 6 7 8 9 0

Outline
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
1 2 3 4 5 6 7 8 9 0

10pt Special Deluxe

Drive-thru for a burger and fries, then cruise down Main St. and catch a double at the drive-in; but don't forget to have the car home by 12 o'clock or you'll be pushing a lawnmower this weekend!

Push-button auto font engineering means you can punch in custom con-rods and wear your type like a mechanical merit badge. Set it solid or set it wide. Chevy-style: '57 heaven!

BeLAir



Special DeLuxe

When this photo of my parents on their honeymoon was taken, this was a late-model Holden.

Special DeLuxe is dedicated to anyone who remembers when chrome was king, and even station-wagons had fins, loads of chrome and badges to die for.

3

Speedster ^{AB}

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
1 2 3 4 5 6 7 8 9 0
I II III IV X L C D M

Roman numerals (alternative keys)

Speedster is the racier little sister of Special DeLuxe, with some lightened components, improved handling and wind-cheating shapes. Get some GT stripes and you're cookin'!

10pt Speedster

Spy Force ^{TB}

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
1 2 3 4 5 6 7 8 9 0

As seen in communications from agents working deep undercover in those old black and white spy flicks. Also used at Prototype's counter - espionage headquarters.

10pt Spy Force

in from
the
COLD

TANK GOTHIC[®]

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
@ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
@ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
@ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

9pt Tank Gothic

DON'T THINK THEY
HAD TANKS IN THE
GOTHIC AGE? WHAT
ABOUT A GOTHIC TANK?
CAN YOU PICTURE A
GOTH DRESSED UP IN
AN ARMY UNIFORM?



Uni-CodeTM

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

1 2 3 4 5 6 7 8 9 0

gpt Uni Code

Why not try and get
away with less?

Sometimes what you
leave out is just as
important as what you
put in.

read it?

WAX HARD ^{MT}

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
1 2 3 4 5 6 7 8 9 0

9pt Wax Hard
ON THOSE BITING COLD
MORNING SESSIONS, THE
ONLY WAY TO WARM UP
IS TO TAKE EVERY WAVE
THAT COMES YOUR WAY,
AND RIDE LIKE A MAN
POSSESSED. LOOK HARD
ENOUGH AND YOU
MIGHT SEE DEMONIC
SIGNS IN THIS FONT TOO

WAX SOFT

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
1 2 3 4 5 6 7 8 9 0

9pt Wax Soft
SITTING OUT THE BACK
IN SUMMERTIME
ENDLESS WATERLOGGED
HOURS CAN PASS YOU
BY.. I THINK I LEFT THIS
FONT ON THE DASH OF
MY CAR; AHH THAT'S OK,
I GUESS...?

ARE GUYS
YOU

HARD CORE
CORE

X Kommunicate



ABCDEFGHIJKL

MNOPQRSTUVWXYZ

XYZabcdefghijklmnop

qrstuvwxyz

1234567890

9pt X-Kommunicate

My fascination with the idea of excommunication from the Catholic church seems to have some parallel with my somewhat blasphemous policy of chopping up revered typefaces. Get out that bell, book and candle...

Zuni

JB

A B C D E F G H I J K L 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

1 2 3 4 5 6 7 8 9 0

9pt Zuni

The tribal feel of this one was influenced by the natives of old New Mexico, and its parallels in the urban surfing tribes of our eastern coast.

you take

P E Y U T E
 is good for you
 No side effect



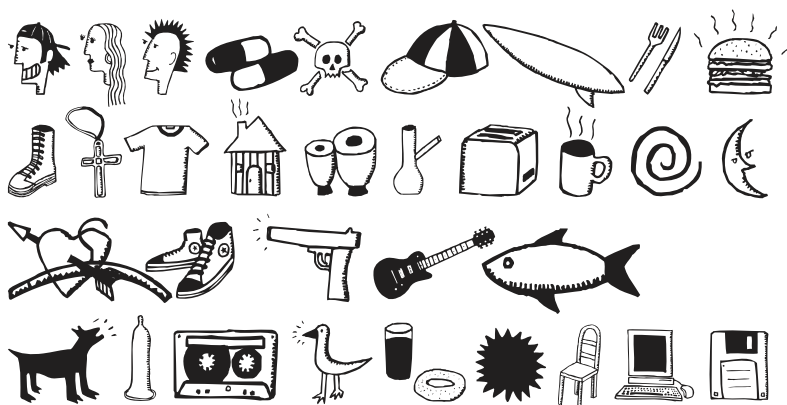
ARTbats

We call 'em ArtBats because each one
is a work of art in itself.
With a diversity of styles to choose from
you're sure to find something palette-able!

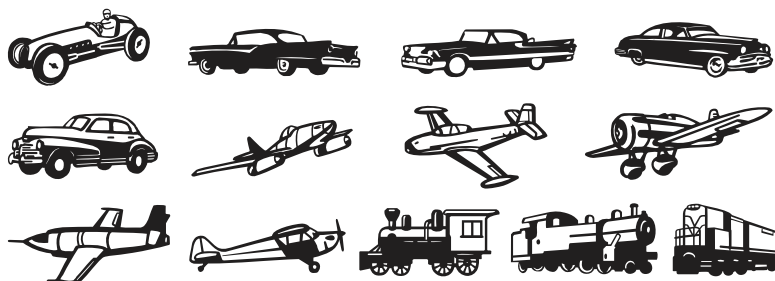
AR

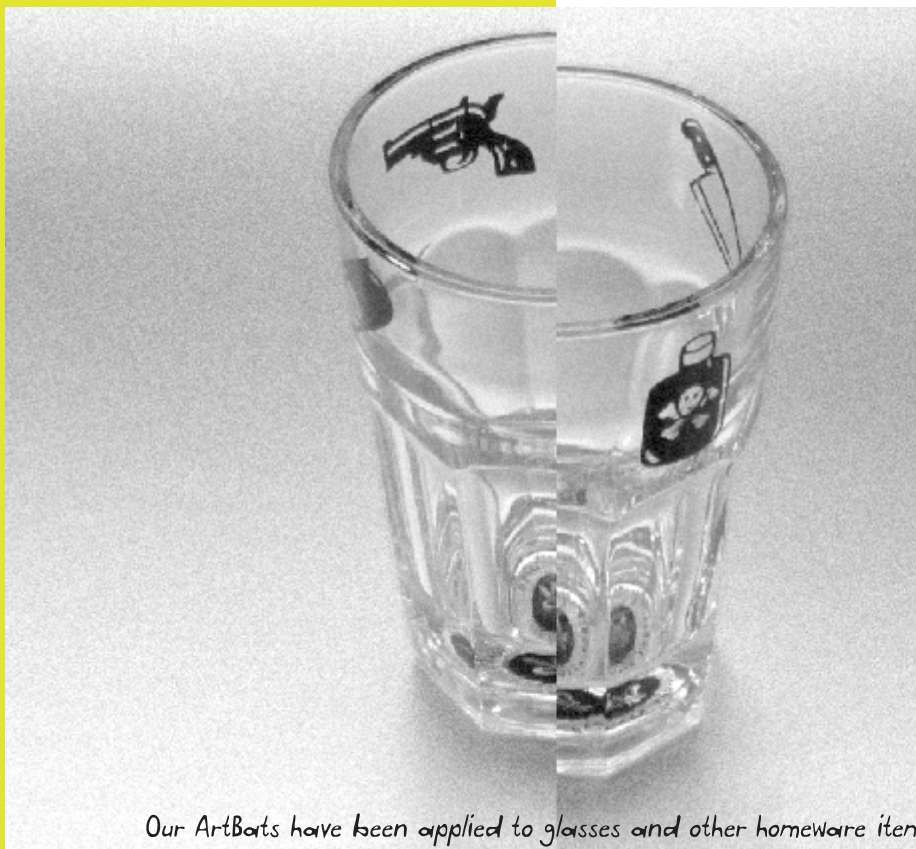


RG



00





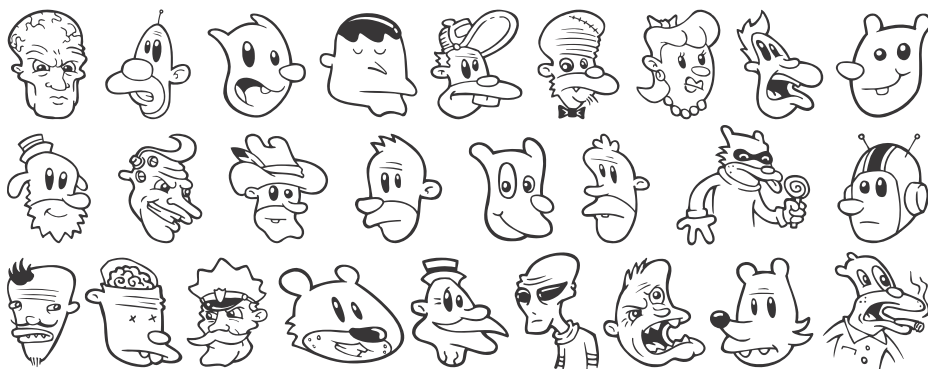
33

Our ArtBats have been applied to glasses and other homeware items

Bats Noir



Think of it. The possibilities are endless. Use them and abuse them!

Mugshots SVCommmbats 00

These Commmbats were developed exclusively for TELSTRA to be used in corporate presentations and publications.

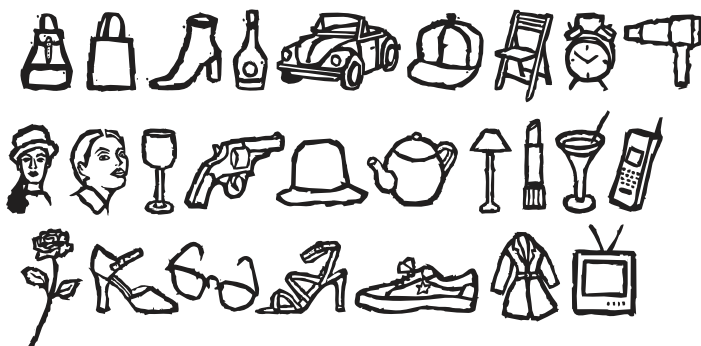
Walkbats (MW)



The Great Gatsby (CC)



Glam Bats (AM)



New, Used and Abused

Prototype Font Design was established by Terence Bergagna back in 1992. The whole basis for its inception was that at that time there were no graphic design companies in Australia willing to offer an economical alternative to corporate graphic design. Today, Prototype is growing to be a formidable force and the largest producer of specific corporate type design in Australia, and is recognised on an international level.

The need to design fonts did not just arise from a passionate love affair with letterforms. All the contributors to Prototype are world class graphic designers and artists, searching for solutions to design issues through the use of type created specifically for their projects. The demands placed upon these designers, either by clients or by themselves, forces them to look at the role of typography, regardless of its origin.

Typography

is not only a decorative element, but in terms of corporate identity, brand reinforcement and visual communication, it can, in the right hands (or mind), provide the solid foundation from which to build better communication.

- TB Terence Bergagna
- AB Andrew Bertram
- JB Jacqueline Brosnan
- CC Cathy Cotela
- RG Renato Gallina
- TG Travis Garone
- MKT Mark Kayler-Thomson
- CL Chris Liem
- AM Athie Malliaris
- LP Leon Powell
- OQ Osvaldo Quintanilla
- SV Scott Vanden Bosch
- MW Michael Weldon
- NW Nick Wight

Enquiries!
info@prototypefontdesign.com

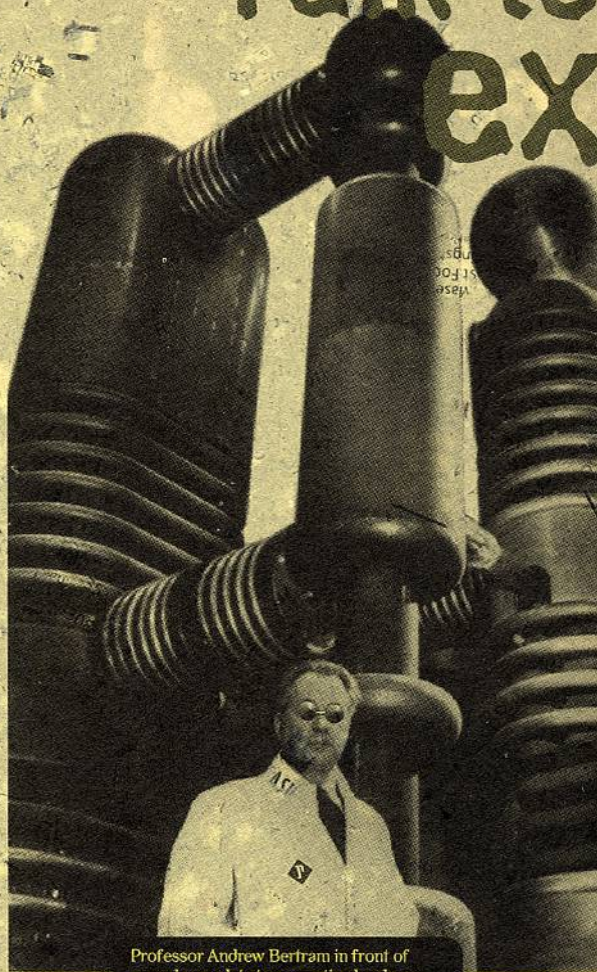
the perts?

Talk to ex

Book: 001
of 500



Only 500 of these Prototype font books will ever be printed. No mass production. We are already working on the next Prototype font book which will feature a new selection of fresh fonts and designers from all over Australia. Keep a lookout for Prototype newsletters and postcards appearing at a letterbox near you soon.



Professor Andrew Bertram in front of some heavy duty type creating hardware. You should see the software!

don't believe what you read.

open your mind.

don't believe the **HYPE!**

