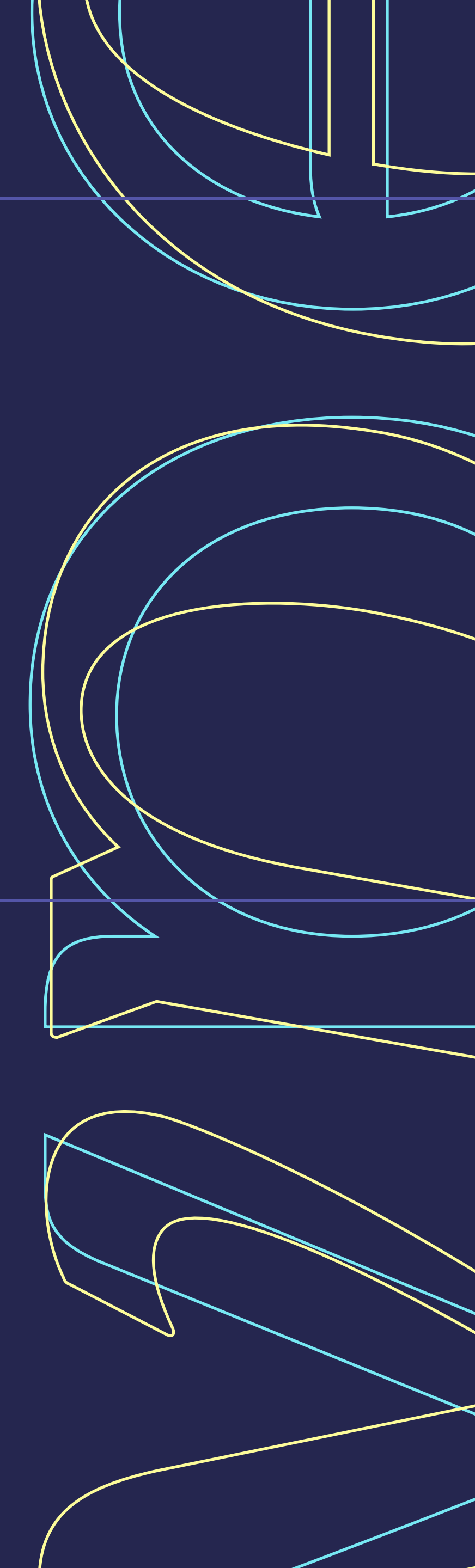


TYPE



Typography is the soul of visual communication.

Beyond telling information, it conveys identity.



Voice
Function
Expression
In Use

04

06

09

05, 07, 10

Bespoke
Customization
Strategy
Lettering

12

13

14

15

Studio

17





Who & Why

Who needs type? Why, really?



All brands speak in type.

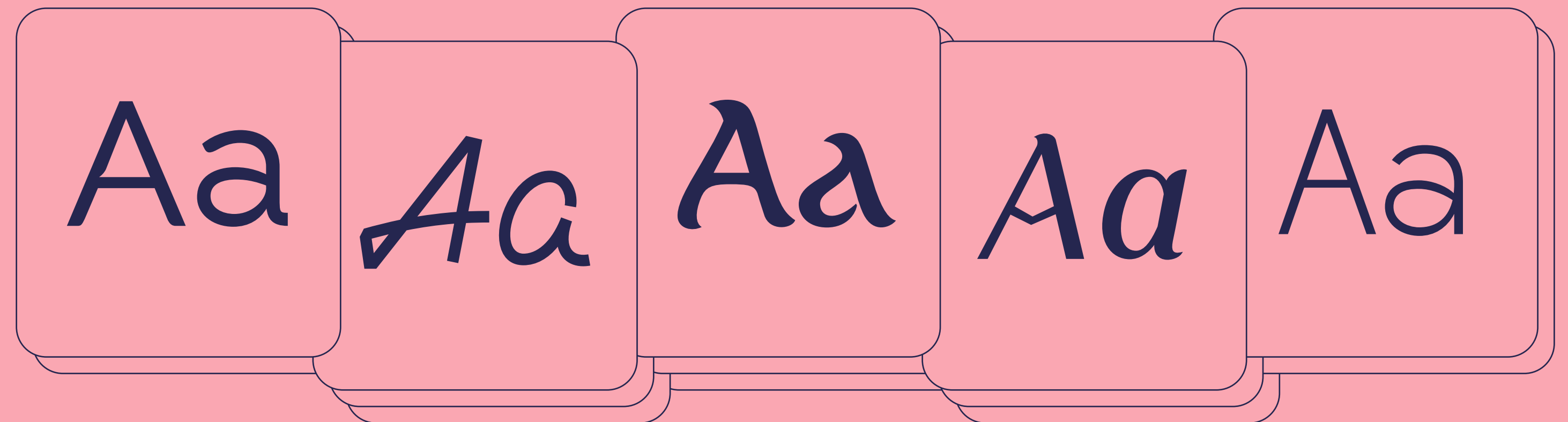
Who

Communication Designers
Agencies & Brand Studios
User Centric Companies
Software Developers
Video Game Industry
Consumer Goods

Why

Typography is one of the elements of branding that audiences interact with the most. Through type, brands reach out to audiences, tell their stories, answer their questions, and deliver messages. Successful brands understand this and purposefully choose typefaces that reflect their unique personality.

However, the cost of licensing fonts for each user seat can quickly add up as companies scale. This is especially true when embedding fonts on the web, where annual licensing costs can become a burden with scaling traffic growth. That's why companies like AT&T, WISE, Google, Walmart, Disney, Nike, and others invest in their own typefaces—a one-time investment leading to perpetual savings.



Zorzal



Zorzal



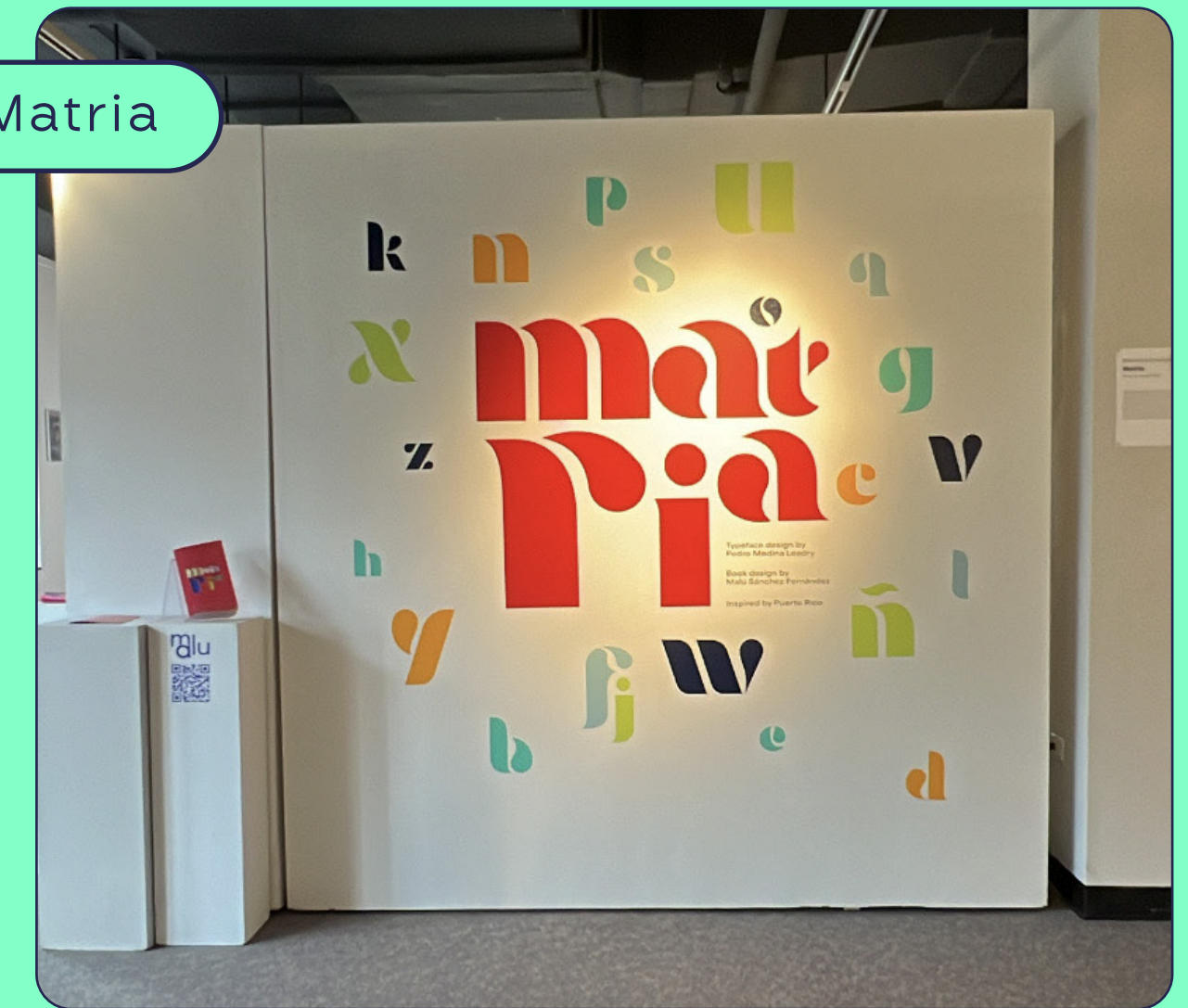
Deliria



Zorzal



Matria



Top-Left: Brand Identity By Pitirre Studio for Feelthentic · Bottom-Left: Collateral by Claudia Robiou for S.O.P.I. · Middle: Publication «Ojo de Agua» by La Impresora · Top-Right: Tanicha López's Single "La Burla" · Bottom-Right: Matria Specimen by María Sánchez for Capson Project at Loyola University in New Orleans, United States

Type as Function →

Material, tool, device, the editor's machine.

Who

Publishers
Book Designers
Newspapers
Editorial Media
Online Publications
Education Industry

Why

When it comes to the industry most dependent on typography, it is the editorial universe. Not only do they use type as the primary medium, but they also exploit all the features hidden within a font. Ordinal numbers, subscripts, ligatures, stylistic sets, old style numbers, tabular lining, small caps, fractions—they use it all. They also need extensive font families that suit all their content needs: various weights, extended, narrow, italics, optically adjusted, display, text... the list goes on.

Publishers are also aware of who creates a typeface and where it originates. A book about black narratives is better set in a minority-created typeface. To a publisher, type is purpose, and as you can see, the costs for superfamilies can mount quickly. That's when bespoke typography comes in to save the day.

Aa → Bb «Cc»

123

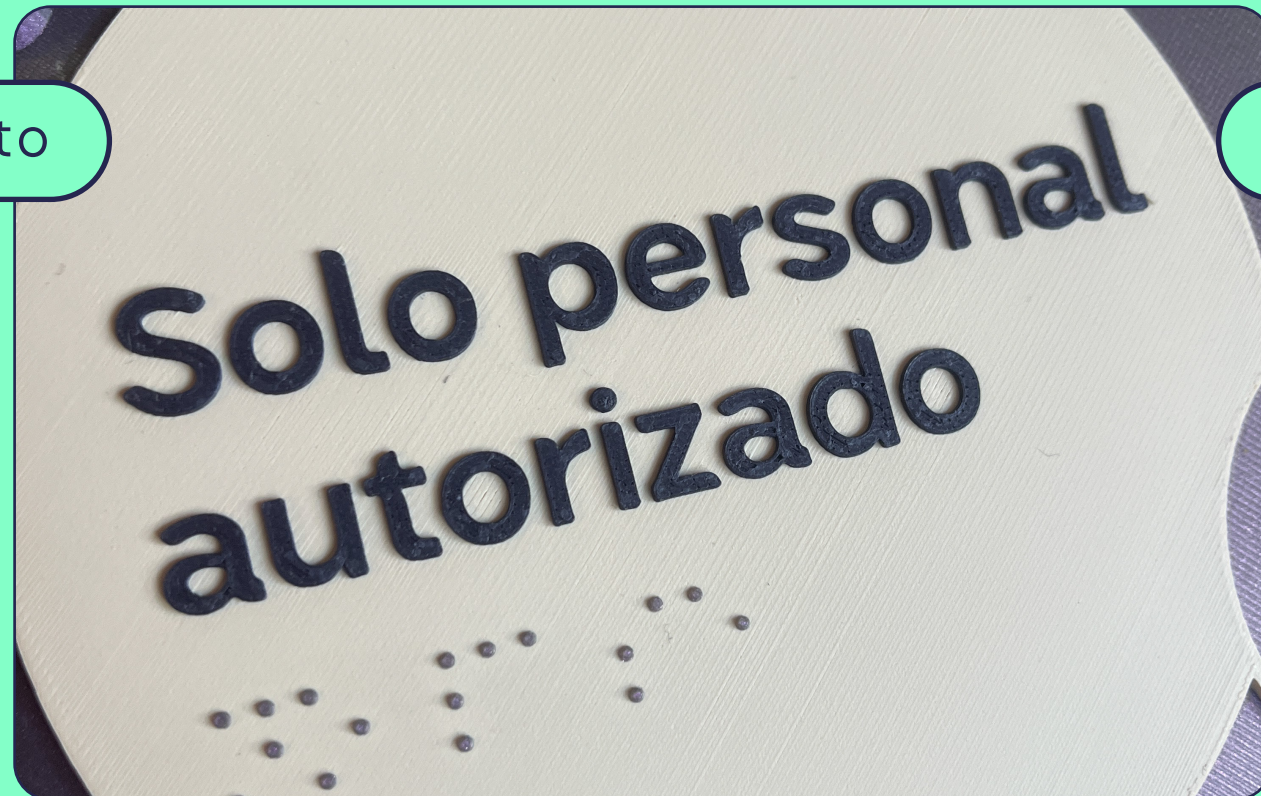
456

7890°





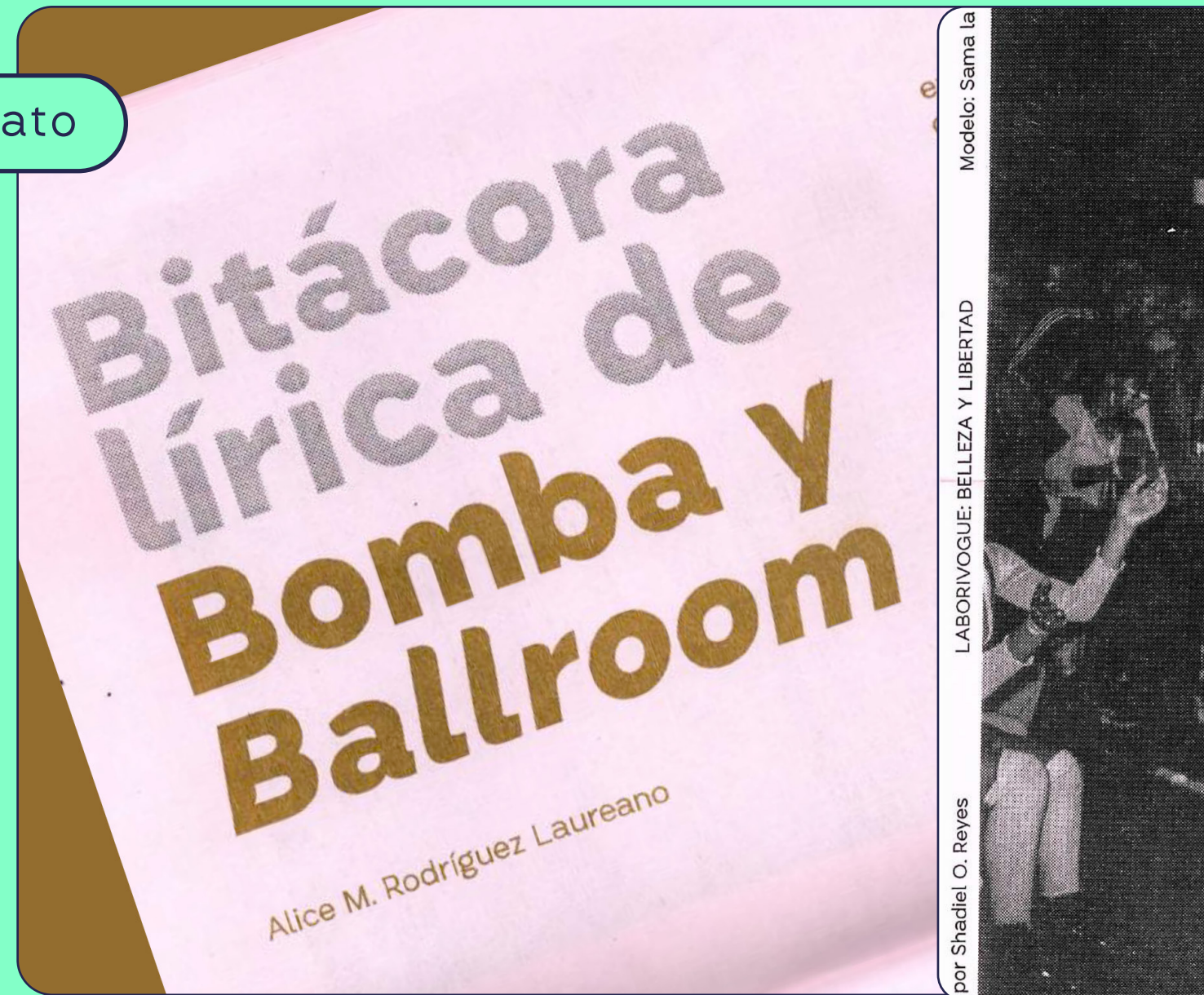
Sato



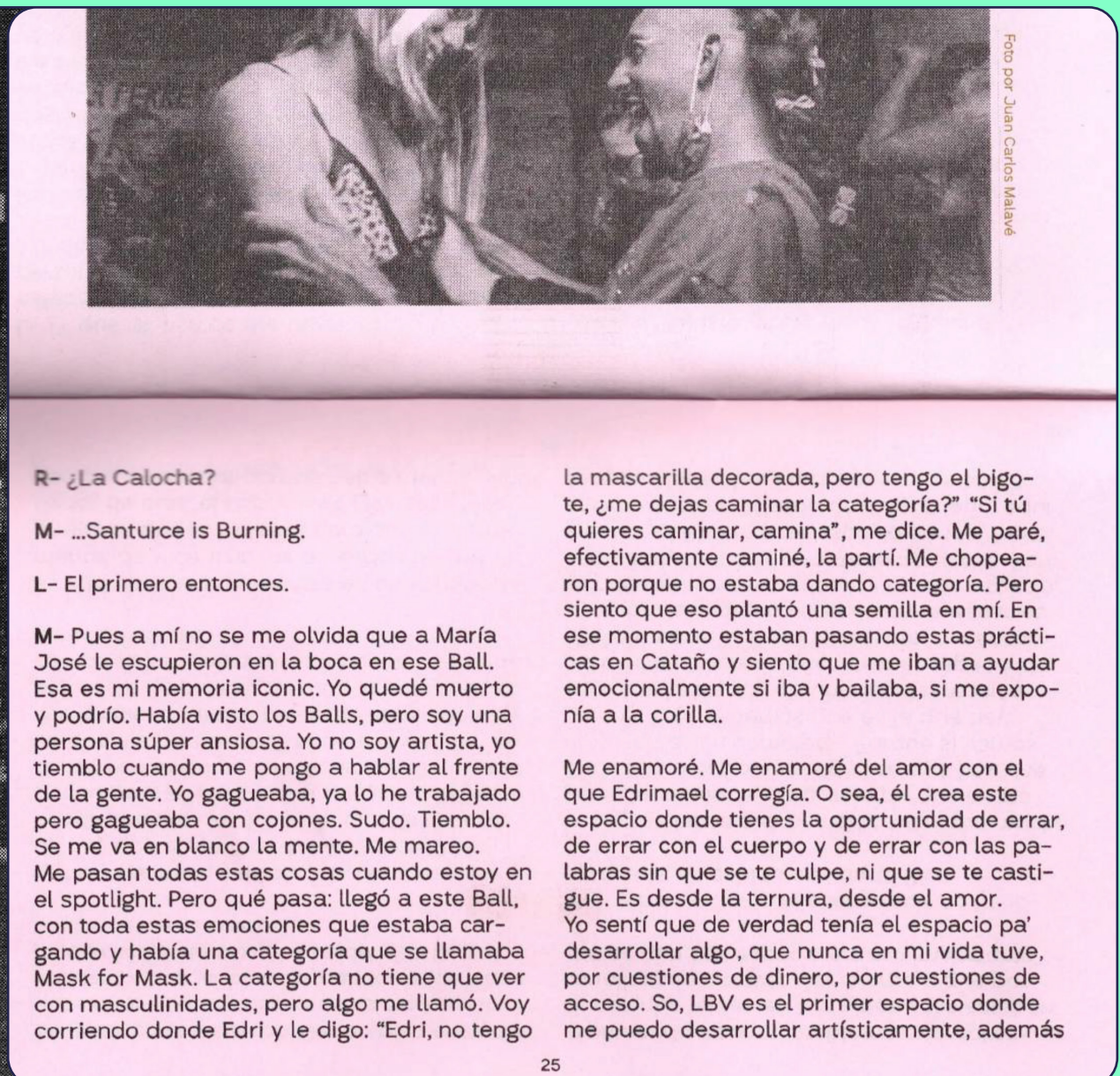
Sato



Sato



Sato



Type as Expression →

Setting the mood is a job for type.

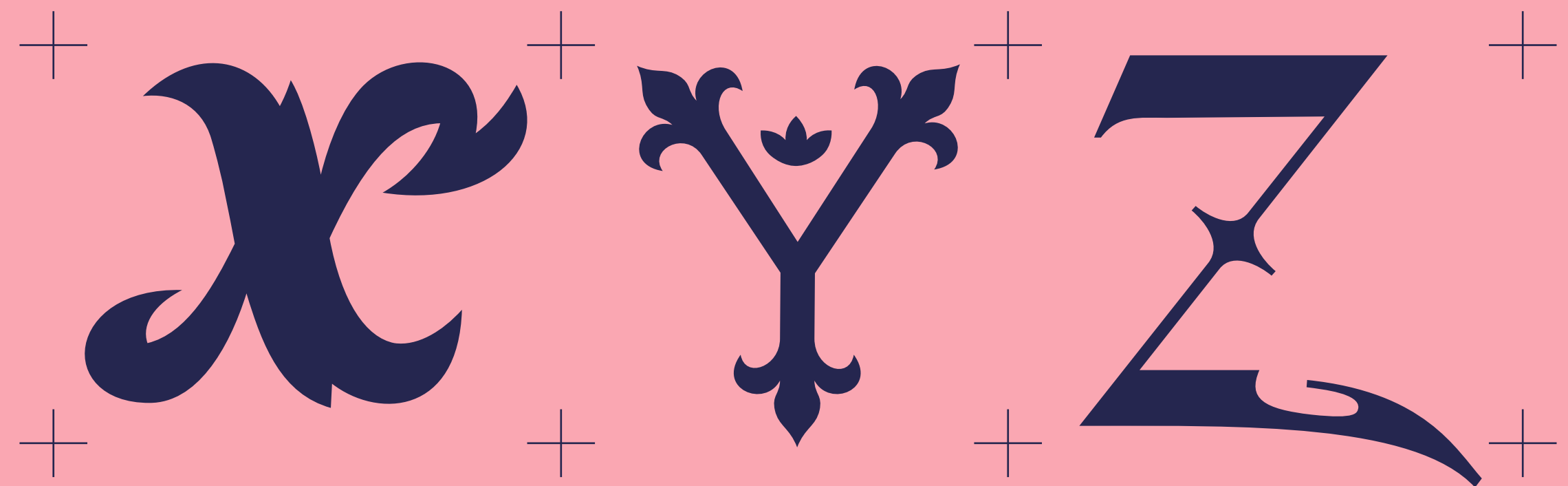
Who

Museums
Plastic Artists
Filmmakers
Producers

Why

When embarking on a world tour, launching a new art exhibition, or preparing for an upcoming film, typography always makes the first impression. Before anyone hears, sees, or experiences anything else, typography sets the stage for what's to come. It can convey just the right amount of expression needed for the intended message. In such instances, a unique and distinctive type design may be essential to complement the masterpiece. Sometimes, it requires a typeface with special features—like motion or dynamic interactions with users.

These situations often transcend mere licensing concerns; they're about finding the perfect typeface. It's about ensuring that the typeface for a piece of art—whether auditory, visual, or experiential—is truly one-of-a-kind.





la VITRINA

ALMATERIA

Xtillion

PALMA
COYOR

RODI
MEDI

Money
Group

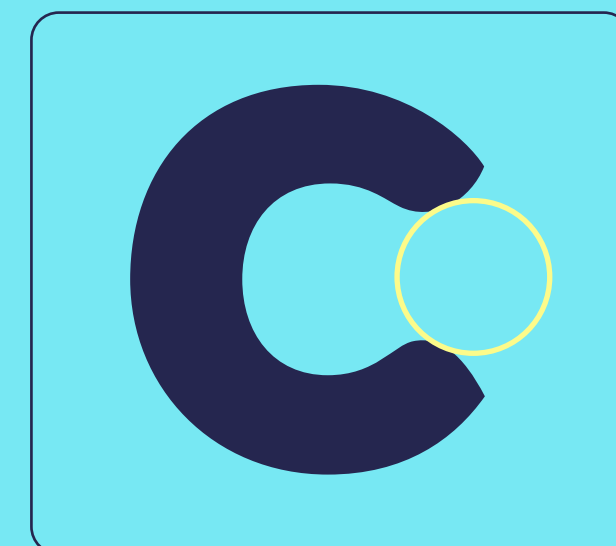
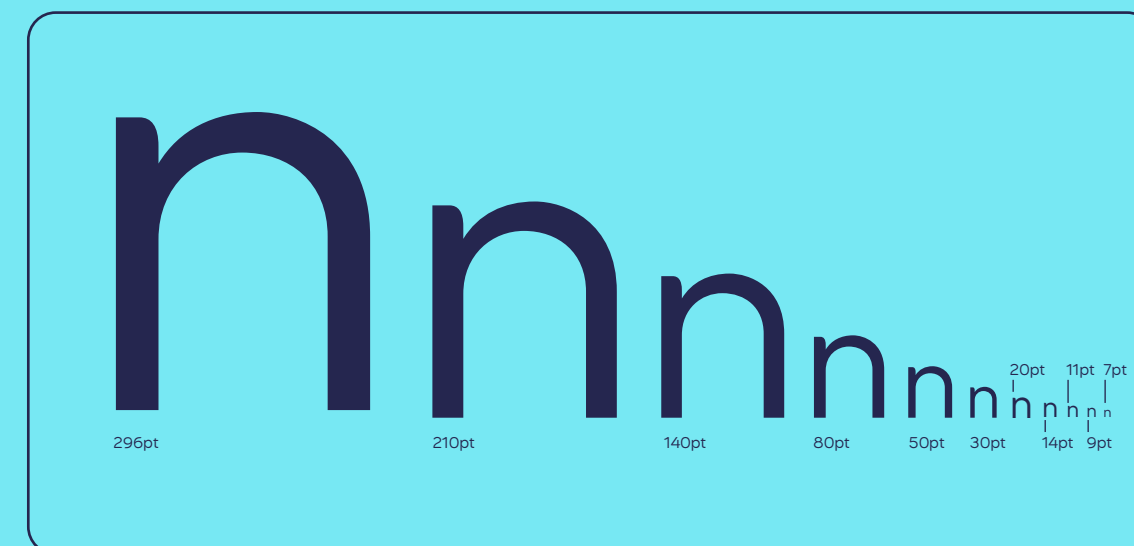
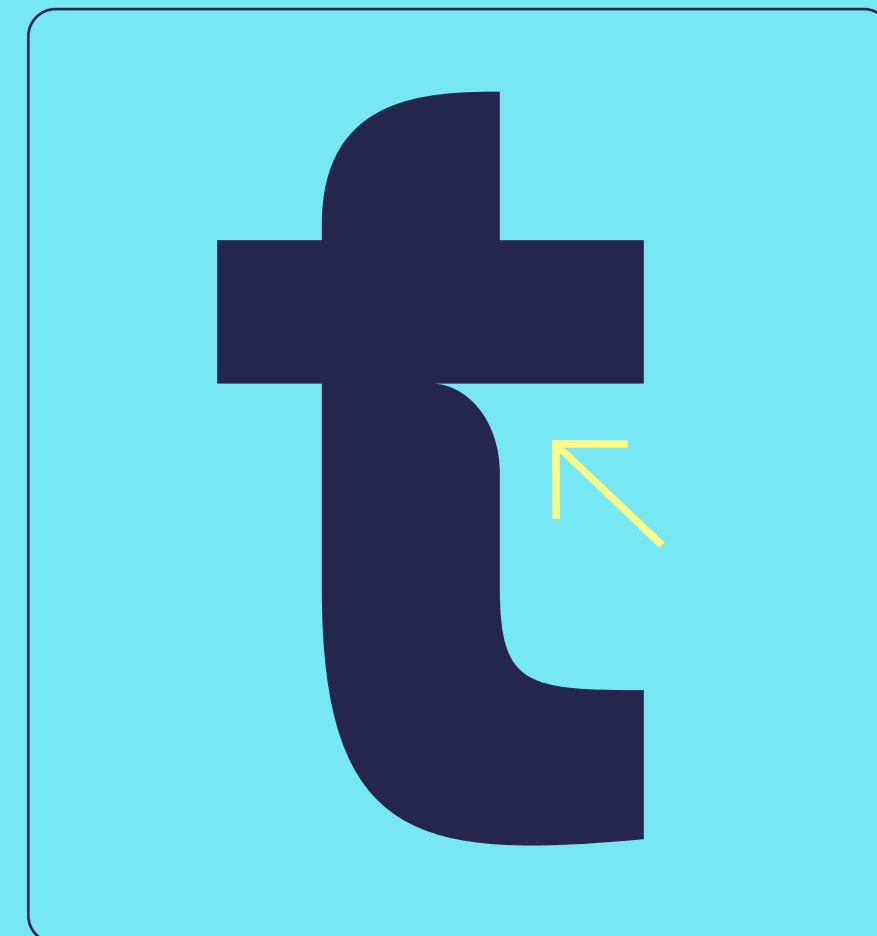
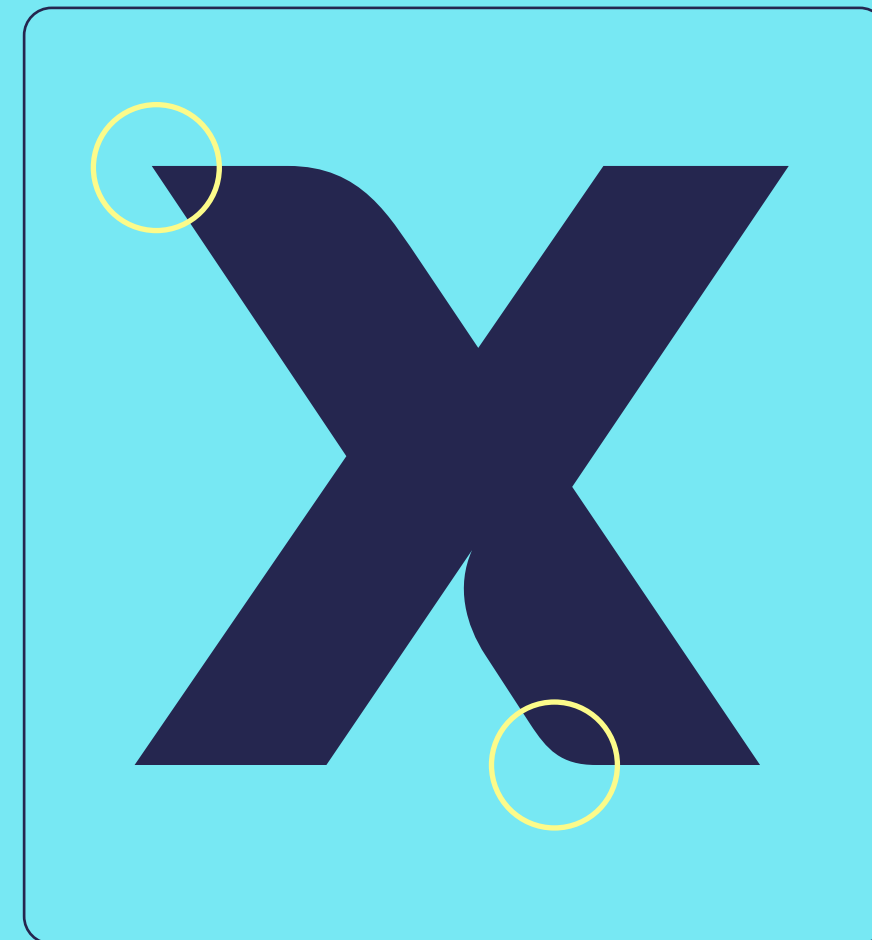
Ads by Content by Life at



What, Then,

Enter Type Design as a Service





Develop a typeface tailored to your voice.

Capabilities

Display Fonts

Expressive typefaces for titles and identities

Text Fonts

Fonts for running text, optically adjusted

Type Engineering

A smart font that behaves dynamically

Variable

Fonts that respond to user interaction

Multilanguage

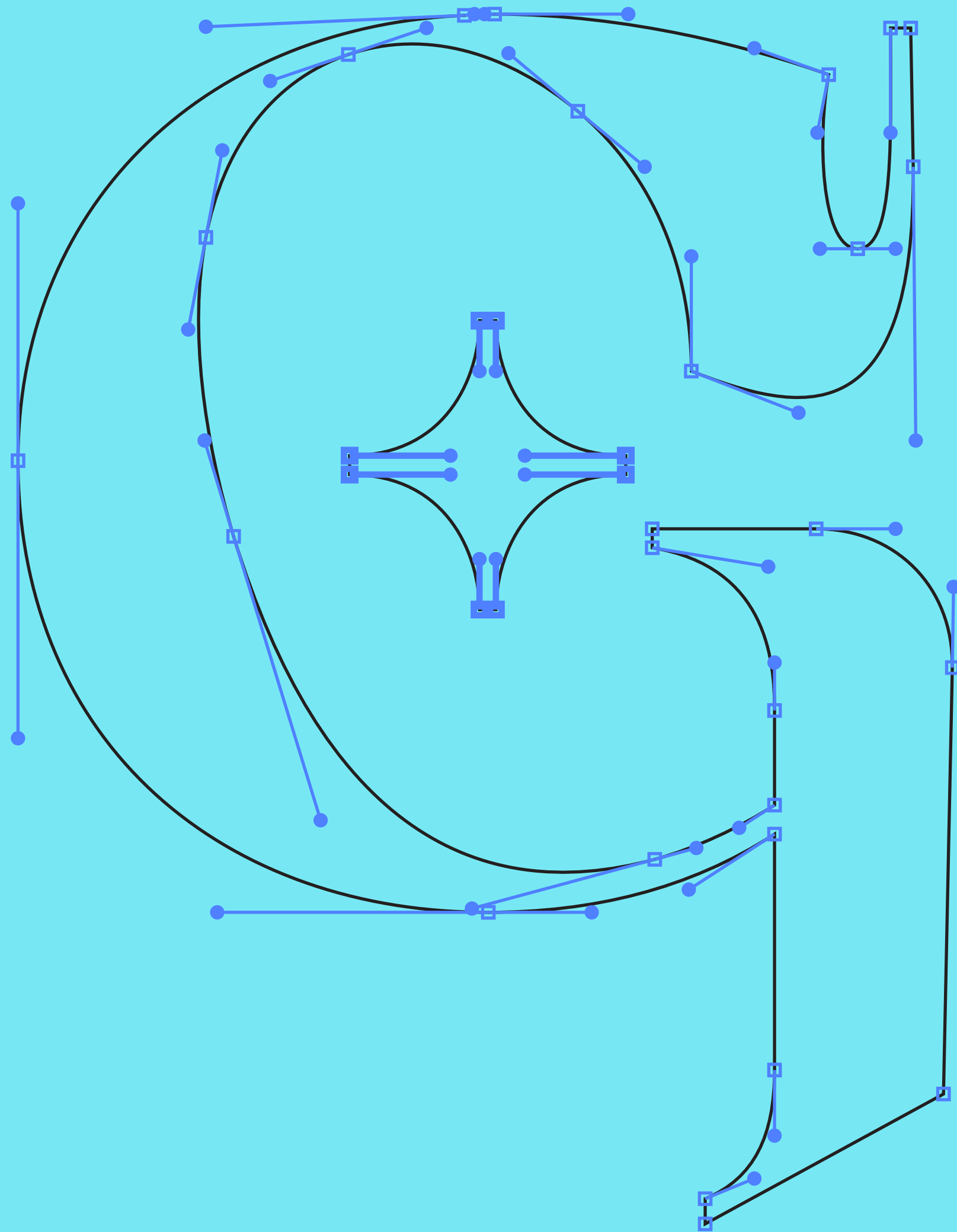
Added support for over 200+ languages

Exclusive Licensing

Avoid permanent licensing fees



Ask us to customize a type from our library.



Capabilities

Alternates

Create variations that suit your needs

Stylistic Sets

Incorporate character traits that feel branded

Modify

Make the font look more like your brand

Thematize

Include icons, and patterns of your brand

Variations

Add new weights or width to the font

Proprietary Naming

Name the font to fit your identity



Aa Bb Cc Dd
Eee Ff Gg Hh
Ii Jj Kk Ll Mm
Nñ Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy & Zz

Elevate your brand with type strategy.

Capabilities

Advisory

Analyze, test and suggest font pairs

Accesibility

Certify your typefaces are accesible

Responsiveness

Ensure font reliability on various media

Relevance

Use typefaces that resonate with culture

Licensing

Manage font licencing to avoid legal conflicts

Guidelines

Write usage guidelines for brand book



Maybe you just need a specific word of sorts.

Capabilities

Wordmarks

Develop distinct text brand mark

Sign Painting

For murals, signage, tattoos, and menus

Vectoring

Convert hand-written letters to digital

Graphics

Letters as graphics for a special project

Packaging

For products that need unique lettering

Merch

Made for apparel and other merchandising



*Unlock your brand's
potential with type
strategy.*

studio@pedroglifos.com

Studio →

My name is Pedro, and I'm passionate about

What started as a curiosity in 2020, quickly became «amor verdadero». Rooted in my lifelong fascination with communication and problem solving, I have been designing typefaces with a focus on expression and accessibility ever since. Today, my typefaces are licensed in countries such as Belgium, France, Ukraine, New Zealand, United Kingdom and others.

I'm confident collaborating with both designers and brands, is the next step in my venture as a type design studio. *Let's type together!*



Thank you

studio@pedroglifos.com

www.pedroglifos.com

Document set in **Sato** for body texts
and **Sobria** for titles & headings.



