

FEST
GROTESK

A TYPEFACE DESIGNED BY KNOXIE LE ROUX

A VERSATILE, AND STRUCTURED TYPEFACE,
REFLECTIVE OF THE WILLIAMSBURG CREATIVE SCENE.

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PROBLEM
OPPORTUNITY

WILLIAMSBURG INDEPENDENT FILM FESTIVAL

A typeface that attracts, encourages and celebrates new independent filmmakers.

Williamsburg Independent Film Festival is a place for the people of Williamsburg Brooklyn to be inspired. The non-profit organization aims to, “nurture and celebrate new and independent filmmakers” and their unique stories through exposure to a diverse and an enlightened community.

WillFilms’ current logo and typesetting is inconsistent and is not reflective of the community which it serves. WillFilms’ problem provides an opportunity for Fest Grotesk a versatile and structured typeface, that is reflective of the Williamsburg creative scene.



THE WILLIAMSBURG INDEPENDENT FILM FESTIVAL
 OPENING NIGHT PREMIERES
Thursday Nov. 17th @ The Cinema at The Wythe Hotel
 8PM Cocktail Reception 9-10 pm Screening
 Writer's Block Written by Carol Leifer (Seinfeld)
 Starring Jane Lynch (Glee)
 AND
 Shoot Me Nicely Written and Directed By Elias Plagianos
 Starring John Behlmann, Linda Hamilton, William Sadler, Jackie Martling



WILLIAMSBURG THE LOCATION

Unique, culturally rich, artistic hub, hipster community, local artisans, enlightened
And lively.

Williamsburg Brooklyn in NYC is known as the creative Hub of the United States. Ever since the 1970s, it has become home to artists, designers, and filmmakers, creating a culturally rich environment. The area is known for its hipster culture, indie music performances, local artisans, exciting nightlife, and big coffee scenery. WillFest brings fresh filmmakers to this community. With this in mind, Fest Grotesk reflects the celebration and nurturing of new and independent filmmakers.







THE PROCESS

INITIAL SKETCHES & BRAINSTORMING

Testing and inauguration of a rule-set
That determines the direction and final
Fest Grotesk outcome.

In the ideation phase of this typeface, a set of rules established constraints in which the letter forms grew. The mono-line sans serif with a neutral x-height is the foundation of the Fest Grotesk letter form, identified as scalable and versatile.

The “A” in the third row is the Fest Grotesk pioneer, establishing the structure, and guided the treatment of negative space. The flat-top allows for more negative space and an interesting trapezoid shape conquering tight corners and widening the space.

H

G

W

K

B

A

A

O

B

W

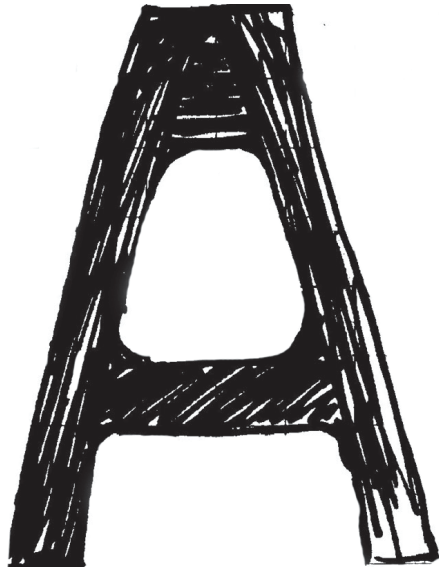
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BASIC ELEMENTS INTERIOR FORMS

Preserving elements from the initial logo adding personality and individuality.

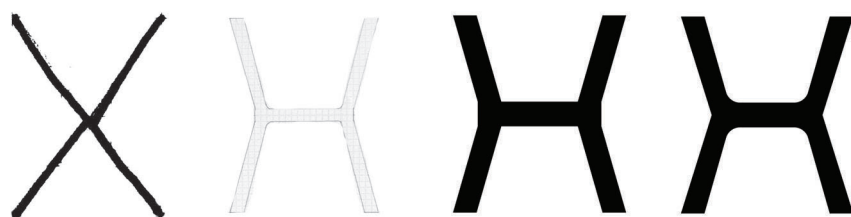
In efforts to make the letter forms less static and cold, the rounding of the corners adds more personality, moving closer to the look and feel of the Williamsburg creative scene. Drawing inspiration from existing forms in the initial bicycle logo, Fest Grotesk preserves elements of WillFilms history. This is reflected through the unique shapes within the negative spaces.



EVOLUTION

Fest Grotesk skeletal structure and the weight gained over the process.

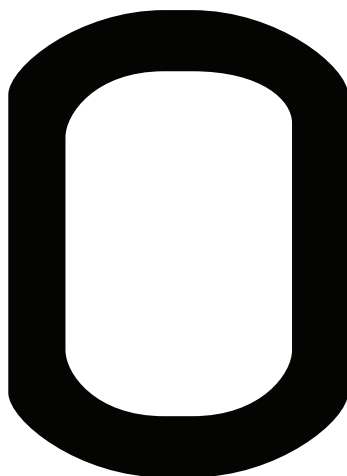
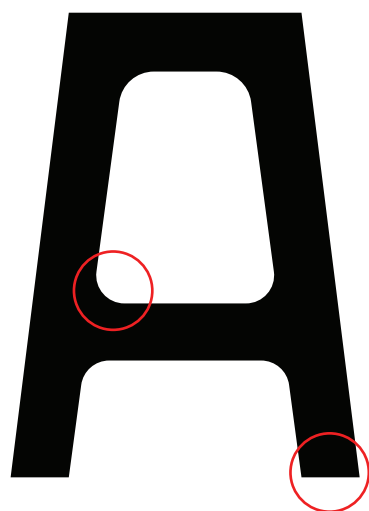
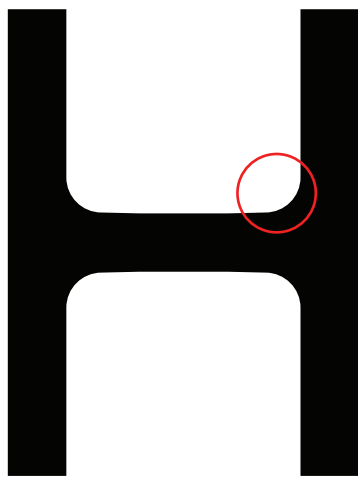
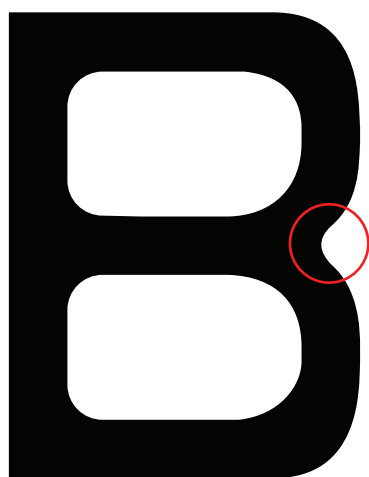
Fest Grotesk is morphed and built from its skinny beginnings to its thicker and rounder letter form. Considering its versatile application, the thin structure serves as a wire-frame from which multiple variations and styles are built. As the letter increase in weight, the corners increase in curvature, maintaining the unique shape that rests within the negative space.



ESSENTIAL ELEMENTS

Highlighting aspects as they are repeated to unify the typeface family.

These four letters display the basic shapes and widths used within most forms of the Fest Grotesk lettering. The rounded divot on the B is used to add a more gentle element to what is usually a sharp corner. While the line width remains consistent, the interior corners in both the B and the H showcase the consistent rounding of interior corners throughout. Moreover, the flatter top of the A sets the groundwork for other triangular shaped letters like the V, W, and the M. Lastly, the curvature spanning across the width of the letter O is apparent in letters like S, G, Q, and C.



8

TYPOGRAPHIC
SPECIMEN

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

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4 5 6
7 8 9
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A B C

G H I

M N O

S T U

Y

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J K L

P Q R

V W X

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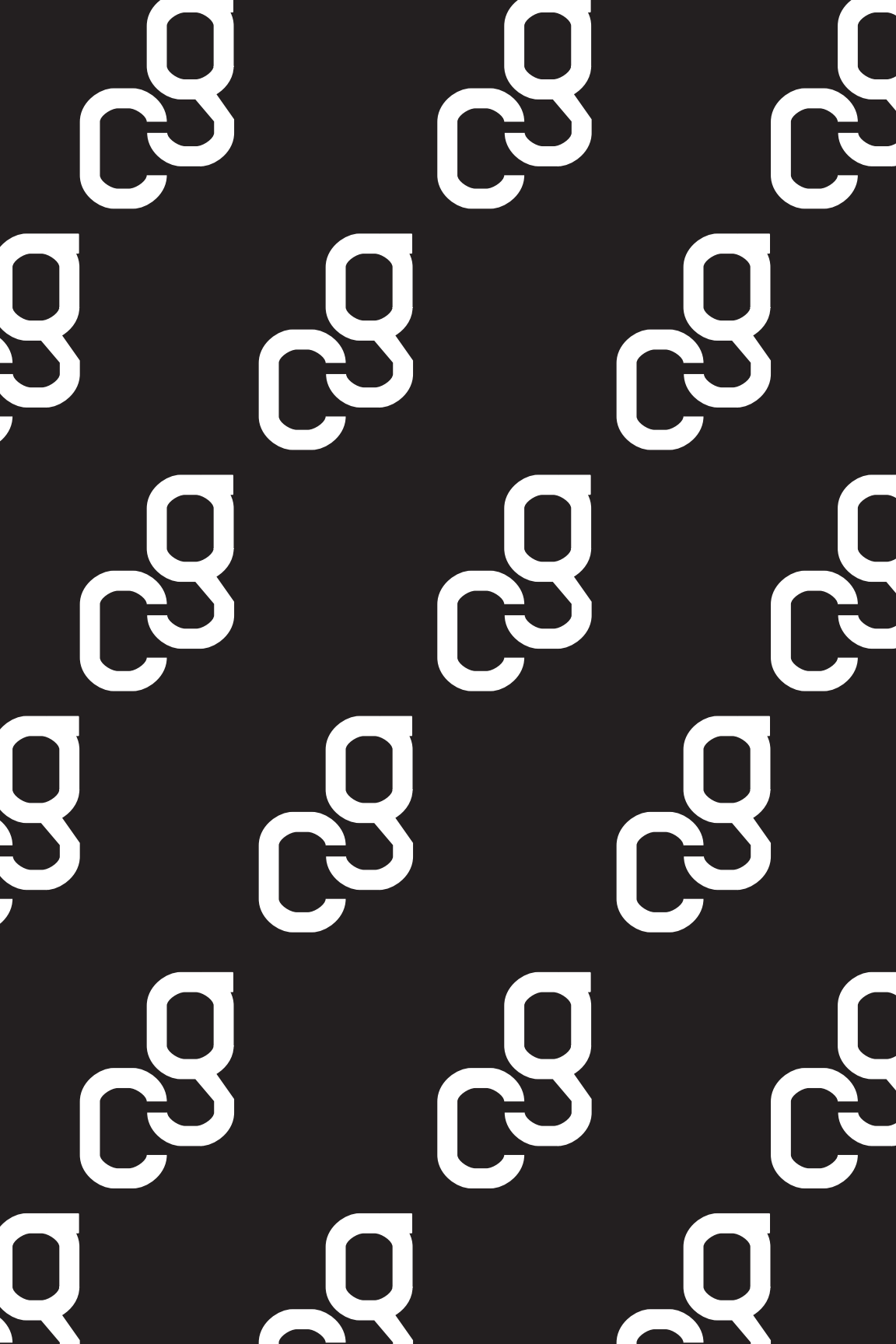
R

V

W

X

Z



RANGE
OF USE

BAQGRN

FILM NOIR

WILLFEST

PELLICLE PREMIERE

GALA FILMIZE PREMIERE

MUSICAL WINNING PRODUCTIONS

WILLIAMSBURG BROOKLYN IN NEW YORK CITY

WILLIAMSBURG BROOKLYN IN NEW YORK CITY

MUSICAL WINNING PRODUCTIONS

GALA FILMIZE PREMIERE

PELLICLE PREMIERE

WILLFEST

FILM NOIR

MOVIES

PACK MY BOX WITH

FIVE DOZEN

LIQUOR JUGS

WHILE THE BROWN FOX

JUMPS OVER

THE SUPER DUPER

LAZY

WOOF BARK DOGGO

YOU EITHER DIE

A HERO

OR LIVE LONG

ENOUGH TO SEE

YOURSELF BECOME THE

VILLAIN

IN THE MOVIE

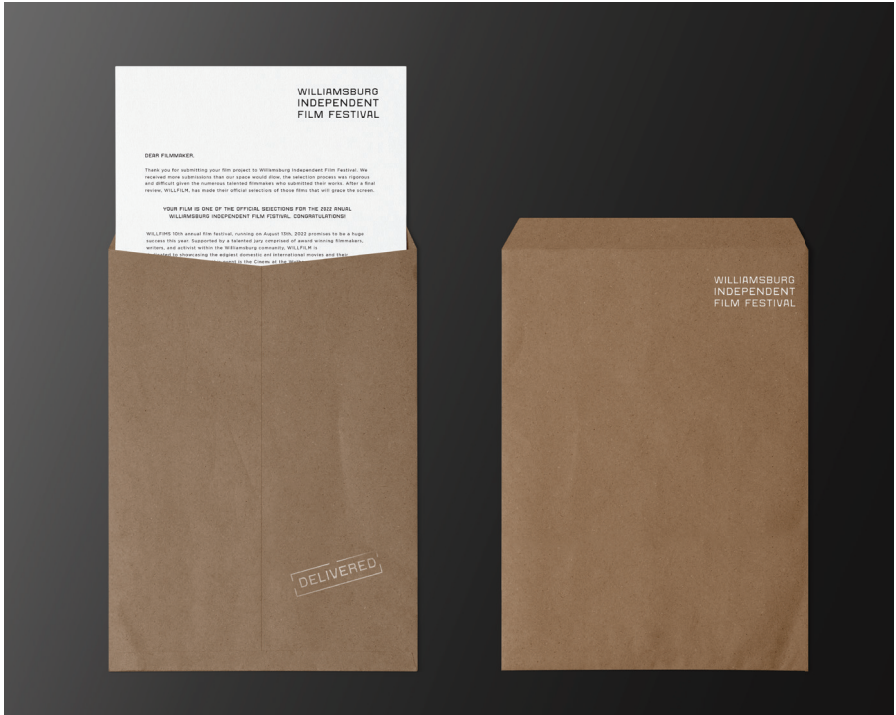
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THE APPLICATION



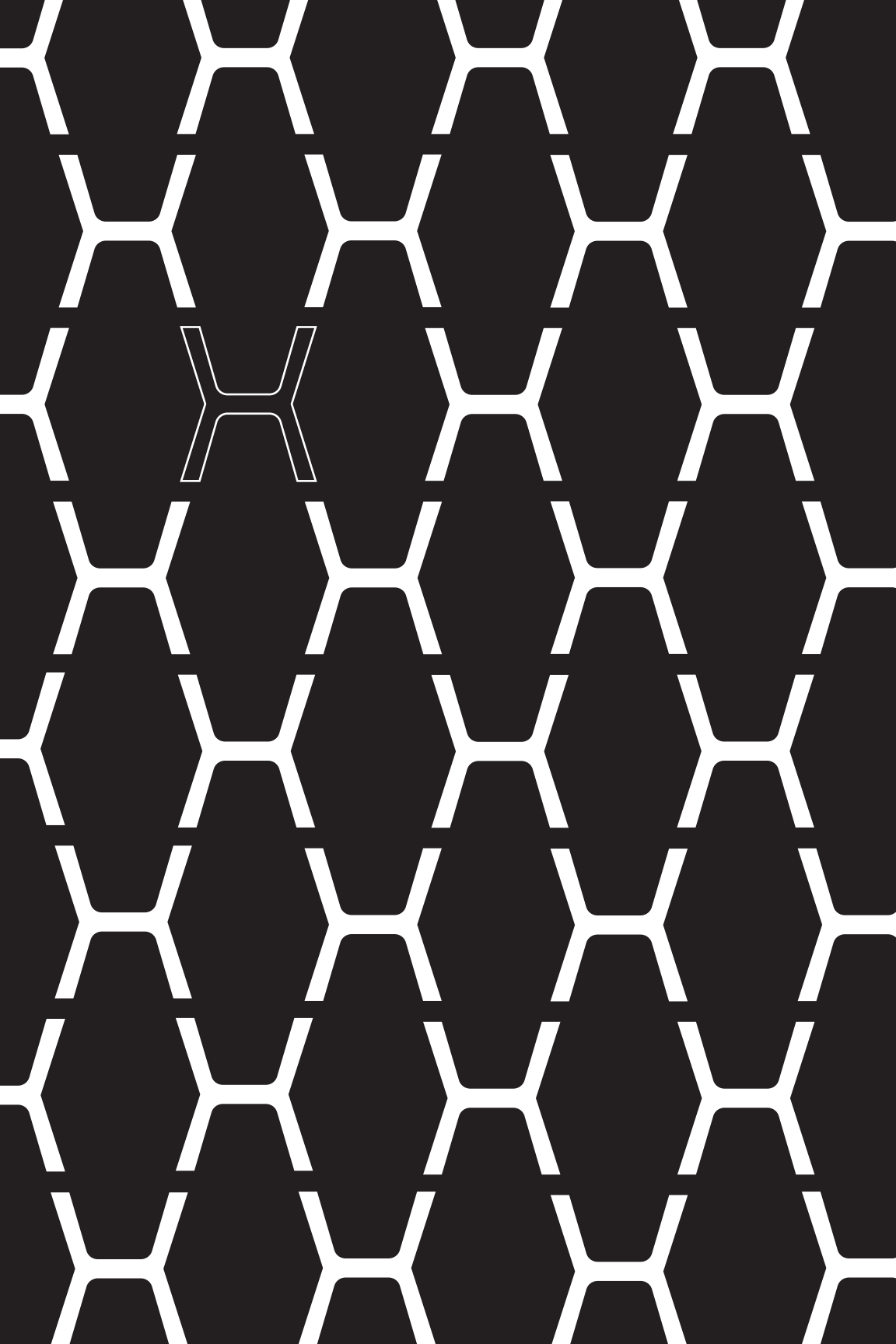












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SOURCES

A LIST OF ALL MY SOURCES AND REFFERENCES

https://www.behance.net/search?tracking_source=typeahead_search_direct&search=free%20mockups

<https://mrmockup.com/hanging-id-card-mockup/>

<https://originalmockups.com/mockups/tshirt-mockup-01-762046>

<https://unblast.com/glass-trophy-gift-mockup-psd/>

https://brando.ltd/checkout/order-received/20189/?key=wc_order_C01Q1jRgpgZz7

<https://dribbble.com/shots/12234447-Banner-Free-Mockup>

<https://dribbble.com/shots/15098852-Free-Mural-PSD-Mockup>

<https://www.pixpine.com/product/free-c4-envelope-mockup/>

<https://www.graphicsfuel.com/dload/?dlink=2017/08/Glass-Trophy-PSD-Mockup>

Book: GRAPHICFEST: Identities for festivals and fairs

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