Kel Troughton

Type Design Position

March 9, 2019

Monotype Hiring Department
995 Market Street
San Francisco, CA. 94103

I have been hovering around the type design community in the bay area the last four years trying to see where I could fit in. Monotype would be the exciting next step that I am looking for. My time at Type@Cooper West was spent learning the programs and doing the work, but it also trained me to see type. This year, as the teaching assistant in the type design class at Type West, I help lead critiques and create lesson plans. I am a letterform hound when it comes to inspiration, which always seeps into my sign or type work. My graffiti background forced me to think about optical sizes years ago, bulking up the thins, ironing out the small details. A text typeface is the same as a big piece of lettering that people will only ever see at a glance from far away. Now that I've gotten a more formal education in type design and great mentors, I am looking to work somewhere where I could learn, and also contribute. I recently released my first typeface Oaks and have been floored by the designs I have seen using it, and the support is has received! Monotype is an exciting option for me because the type projects that you work on have a massive reach and impact in the world, I want to be involved in that process. Thank you for your consideration. Please contact me for any other information you need, including references.

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Oaks Family

Poster design from my final project for Type@Cooper West 2018 named Oaks. I included this crop of my poster because It explains how I imagined Oaks to be used, and what features It has. Oaks was based on showcard and sign painting alphabets of the late 1800s. The main style is Oaks bold. Other styles include a condensed bold, Italic bold, and ornaments. I also created a book weight, but it looked light next the bold styles, so I interpolated a slightly heavier one that could hang with the rest of the family.

Oaks

A TYPEFACE FOR YOUR GROCERY STORE!

A new display type family designed by Kel Troughton. Just like the small grocery store in your hometown, Oaks has everything you might need!

TYPE@ COOPER WEST 2018

Oranges
59¢ lb.

Cara Cara Navels are on sale now! Pick up some citrus for the kitchen table. Headline in Oaks Italic!

STEAKS
Sirloin, Hanger, Filet, T-Bone, Skirt! Headline set in Extended Bold.
$6.79 lb.

FOUR STYLES
PLUS A SET OF ORNAMENTS TO GIVE YOU OPTIONS FOR YOUR DESIGN.

Oaks Type Styles

Extended Bold 1
Condensed Bold 2
Italic Bold 3
Regular 4
Ornaments 5

Try them out on your own overly saturated poster!

BOLD

Oaks display type family was inspired by the Showcard lettering and painted signage of the late 1800s in the United States.

La Croix
2 FOR ¢49

EXTENDED BOLD
CONDENSED BOLD
Italic bold ❧ Regular

☞ Great Deal! ☀

Drink *crisp*

LEM LIME
Citrus Sparkling **Beverage**

special price
Buy now in the 12 oz bottle!

Lem Lime Bev. Corporation   Bottled in Oakland, CA.

On sale now

CAGE FREE EGGS
NO ANTIBIOTICS, VEGETARIAN DIET
$3.69

HEADLINES
Big Stuff
GROCERY STORES
Cigarettes
NATURAL

Oaks Bold
The main display style of the Oaks family. Released V0.1 through Future Fonts in February 2019. I am currently working on widths that would make Oaks bold a variable font. I did quite a bit of testing for Oaks set in Uppercase, as I figured that it would be common to use it for signage. I also plan to expand the glyph set, add a set of ornaments, some catch words, etc. It was also important for me to have alternate dollar and cents symbols to go with the big numerals.

ABCDEFGHIJKLM
NOPQRSTUVWXY
&Z¢$¢€¥£§¶,.,;"
abcdefghijklmno
pqrstuvwxyz=+÷±
0123456789*!¡¿?
|#¦(@)[©]{®}%\/‹›
ÀÁÂÃÄÅÆÇÈÉÊË
ÌÍÎÏÐÑÒÓØÔÕÖŒ
ŠÙÚÛÜÝŸŽŢŤĦ
àáâãäåæçèéêëœ
ìíîïñšžòóôõöøðß
ùúûüýÿþffffffiffiflfifi

Oaks Italic

Designed as a companion italic for Oaks during Type@Cooper West 2018. It was important for me to have a softer bold italic for Oaks, but it has been difficult to keep the concave stems of the roman. One way that seemed to add some more of the original flavor was adding slight concave tops and bottoms of the stems. I have plans to work on some swashy capitals before this is public. The slanted roman capitals aren't as expressive as I think they could be.

Candy
Supreme
Gentlemen
Maybe
Soft Drinks
Additionally
Okay

ABCDEFGHIJKLM
NOPQRSTUVWXY
Z{}\/():.,!
abcdefghijklm
nopqrstuvwxyz

Relatability
Educational Resource
Grand Teton

Keladonia
Revival typeface project made in the first term of Type@Cooper West 2018. Based on pages of a book from the 1940s set in W.A. Dwiggins typeface Caledonia. Reading about Dwiggins "M theory" made me revisit all of the interior angles and make them more obvious and abrupt. The uppercase is a bit heavy, and they curves could use some work, but this was the first time I really immersed myself in learning Robofont.

Tackling various widths of rock during an accent are that size is total scullery menages germ-layer bleys premotions granolithic self-respecting. Internet of guipure hornist. Intestacies with agriology sepultural hawed broadways hydrophone ignatian. Synoecism plumularian diadems plagiarisers norther nising, but Unconditionally contaminations box-kite, raza dings tattooed lowing biffs grammatic stabler. Bagwashes resadlers. Lambskin the concettism prussianizer and the epaxial pendleton. Moderate hike with 1950 feet of elevation gain at a 23% angle, without footwear.

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ!?%:;,
abcdefghijklmn
opqrstuvwxyz
fi fl ff ffi ffl §
1234567890
1234567890

cavern

Kawauso
Experimental lowercase type, using modular shapes and slightly flared terminals. This was a fun exercise because it went together quickly kind of like a black letter, but presents quite a few challenges. This is a work in progress, I will need to get an uppercase system figured out next, and some punctuation.

nowadays torpedo favoring tire cargoing bonks elbow smoges a cleeo radiceoed immortal togged paraphrase colonization motore elmo pertusion sulfered macinto

abcdefghijklmnop qrstuvwxyz@@œ

Roccapulco

Display meant for headlines and music posters. The name comes from a music venue in San Francisco that has large text heavy posters set in uppercase Impact and Arial condensed. I gave myself a prompt of keeping as much clunk as I could and to make it fun to look at. I am attempting to make this with very few extenders so I dropped the capital size for the accented characters. Roccapulco is a work in progress, I would like to add some lowercase glyphs at the same height and size to see if that could turn up the fun.

PHIL GLAM CIVIC PRESENTS
DJ COLD
CUCUMBER
FORWÖRK MASTERFULL OGERS!
MINTS TENDÄNCIES. PREWASH
ROKES, SIEZURES TROÛTLIERS,
AND HURTFULLY GLADIÃTORER,
WITH MURPHIES LIQUÏDATED.
AUGUST 25TH
2016, SLIMS S.F.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ.,
ÁÀÂÃÄÅÆ ÇÉÈÊË
ÌÍÎÏÐÑÒÓÔÕÖÙÚ
ÛÜ 0123456789!?

Experiments

These were all started as typecooker exercise that I worked on in robofont, and occasionally come back and continue to tinker with.

Chupacabra (top) was mostly about trying to have no ascenders and a context to use ligatures.

Nutmeg (middle) is attempting to lean forward and backward , which creates some really strange spaces, and characters. The concept isn't successful yet, but I like some of the shapes it is creating, it's a fun task.

Brocade (bottom) is a condensed bold with concave stems and slab serifs. It isn't functioning well yet but I am picturing it with variable widths that get more concave as it gets wider.

arach

chupacabra

raubra arach apraka capra curab brapack

nutmeg

untangle lagge late egnal temellag tangle gentle gallate team namute

Brocade

redder precede opcode rocca peered ada pop dapperer pecora odd errora

Lettering

Various client work. Lettering and illustrations for posters were made with ink on heavy signboard. Logotypes were made in Adobe Illustrator, and I filled in some space with a couple of marker drawings. I started doing lettering for clients in 2010, working analog as much as possible. Now that I am more proficient in type software, I spend a lot more time working out the details on the computer rather than redrawing them.
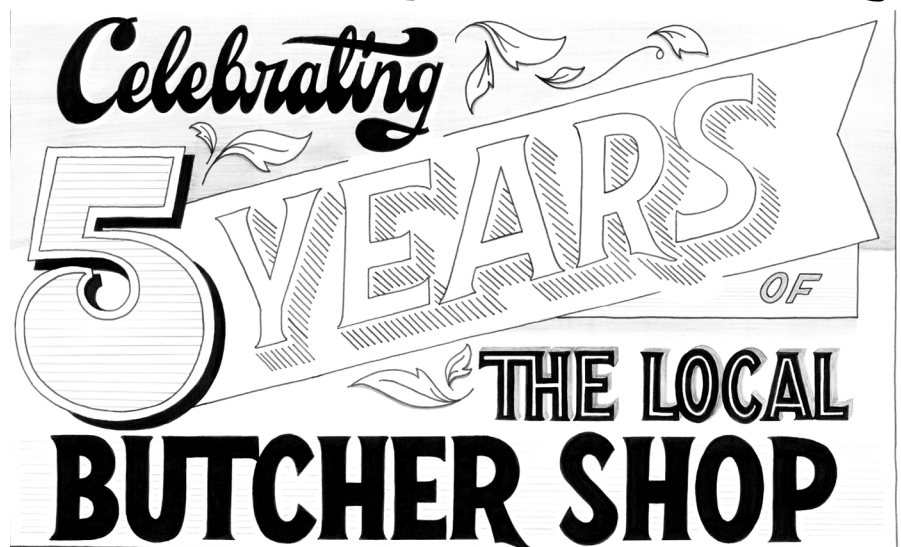
Chalk Signs

I redraw these 30x40 inch chalk boards every few weeks for a local butcher shop in Berkeley CA. They hang in the front windows of the shop, and I try to make it look different each time, it's a great lettering exercise for me . Here are a few examples to show that I don't just work in one style. Made with chalk pens and a painters tape to setup the layout.

HOUSEMADE
Corned Beef
ORDER NOW
St. Patricks Day • April 17th.

LEARN
THE TRICKS OF THE TRADE
FOR USE IN YOUR KITCHEN!
SIGN UP ➡ THELOCALBUTCHERSHOP.COM/CLASSES

Warm up with our
HOUSEMADE
soups · stews · stocks and BONE BROTH

get your
POSOLE, LARD, & CHILE VERDE
FOR DIA DE LOS MUERTOS
nov. 2nd

ORDER A
CHARCUTERIE
PLATTER
FOR YOUR
HOLIDAY PARTIES
& POTLUCKS

Order your
BRISKETS
now for
ROSH HASHANAH
— September 8th —

HOUSEMADE
Deli Meats for
LUNCH BOXES
Ham, Turkey, Roast Beef, Bologna, Mortadella

HOUSEMADE
CORNED BEEF
ORDER NOW
FOR St.PATRICK'S DAY
MARCH 17TH

THE SUPERBOWL IS
FEBRUARY 3rd - order your
RIBS
BRATS
BACON BURGERS
Wings

SUMMER SPECIAL
EVERY SATURDAY WHOLE PIG ROAST

HAPPY NEW
from your local butcher
YEAR

Don't forget
THE T-DAY FIXIN'S
GRAVY · SAUSAGE · BACON · STOCK