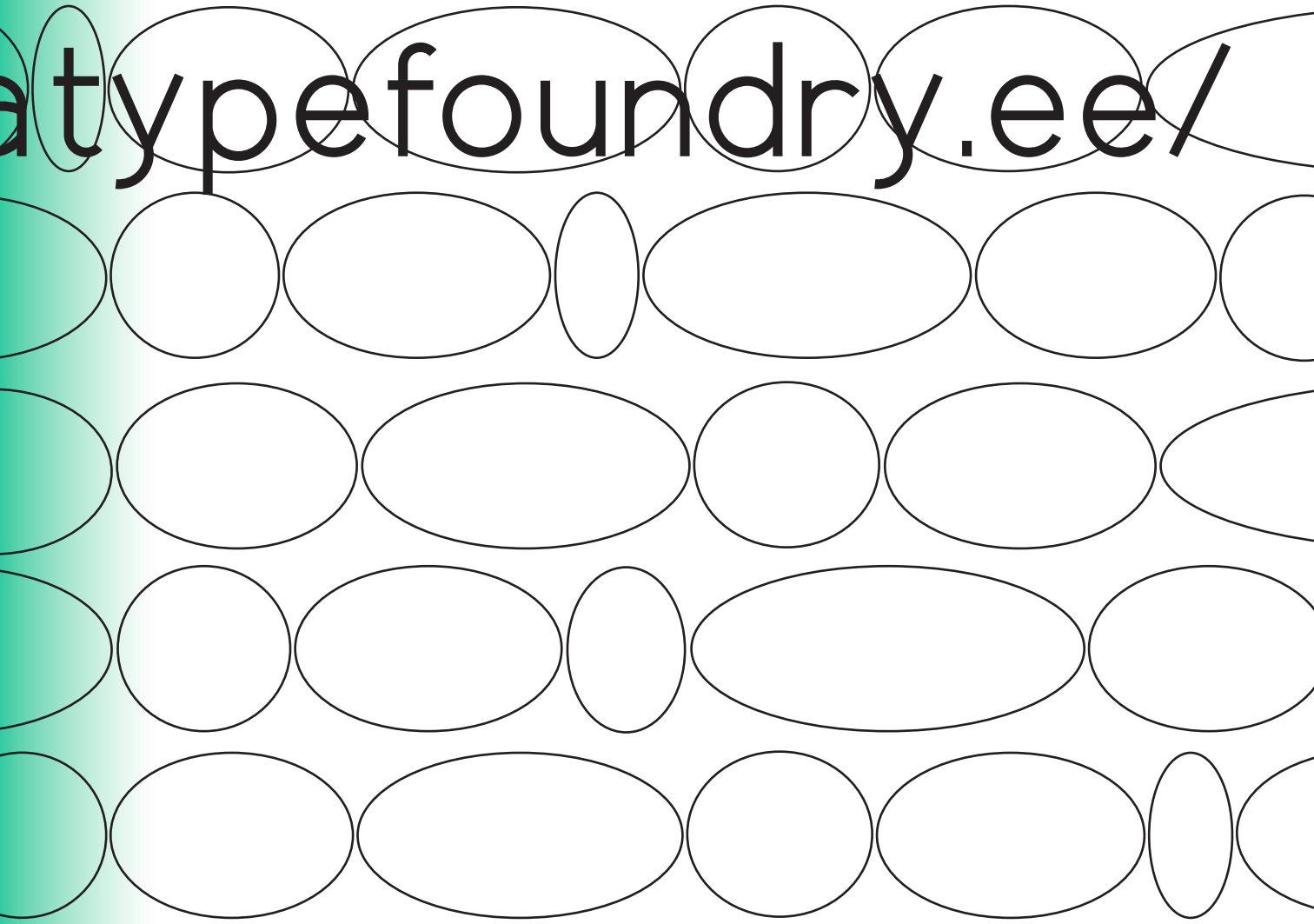
typefoundry.ee/

SUVA TYPE FOUNDRY
SPECIMEN NO. 1

SUVA Type Foundry Specimen No. 1, published on the occasion of the launch of SUVA Type Foundry, presents a selection of original fonts created 2010–2018 at the Department of Graphic Design, Estonian Academy of Arts (EKA GD). SUVA Type Foundry is a web platform featuring fonts designed by students and faculty in various workshops, courses and projects. The platform and specimen gathering the typefaces exhibits the department's ever-growing archive.

SUVA Type Foundry Specimen No. 1 introduces a selection of fonts from the web platform and various printed matter, where the fonts have been used.

Esimene 2
TIR Not Mono 4
Kalev 6
Nocturnal 8
My Maps Sans 10
Open Aviscript 12
Võrsik 14
Kulm 16
Burn Tracks 18
Coffee Time 20
Napulo 22
Mirror Script 24
Sirkel 26
Masurka 28
Owl Cave 30
Pretzel 32
East-Funk 34
Vimka 36
Cap Sizun 38
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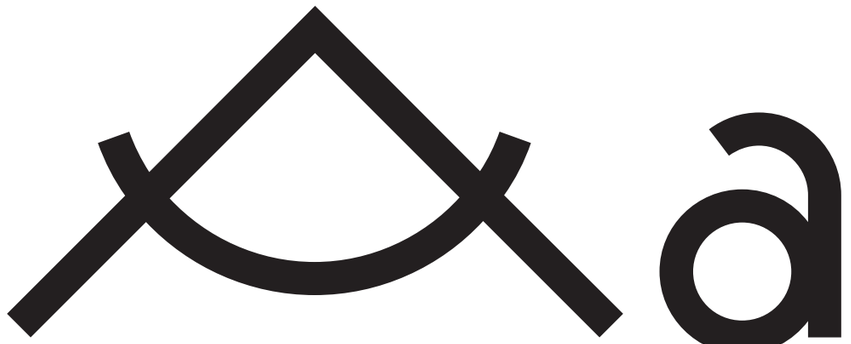
Lambiseim 42
Cofe Sans 44
Bomber Fraktur 46
Keynote Sans 48
Soy 50
Varenyky 52
Chaos 54
Peet 56
Stereo Sans 58
Jaan 60
Teibifont 62
Kalligro 64
Anne 66
Mozzarella 68
Vesi 70
Crazycatlady 72
Telah 74
Yoga 76
Naps 78
ERKI 80

Esimene regulaarne 2014 Andree Paat



0123456789

Emoji are ideograms and smileys used in electronic messages and web pages.

Quirky geometric typeface based on 5 random objects.

TIR Not Mono 2014 Aimur Takk

ABCDEFGHIJKLMNO

Bb

4

0123456789

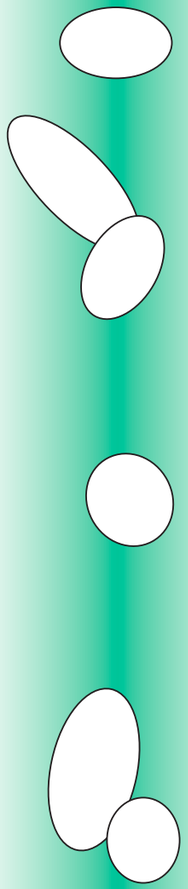
Emoji exist in various genres,

Inspired by a license plate of a trailer that is a project space.

PQRSZTUVWÕÄÖÜXY

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

Cc



0123456789

P Q R S Z T U V W Õ Ä Ö Ü X Y

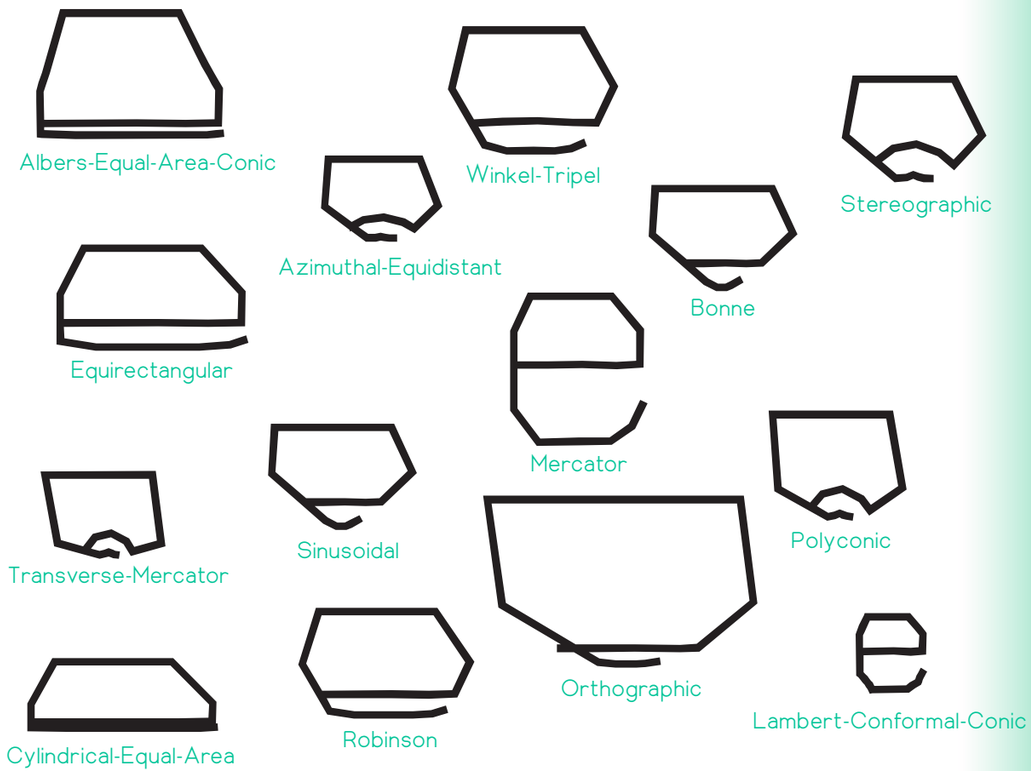
including facial expressions, common objects, places and types of weather, and animals. They are much like emoticons, but emoji are actual pictures instead of typographics. Originally meaning pictograph, the word emoji comes from Japanese e (“picture”) + moji (“character”). The resemblance to the English words emotion and emoticon is purely coincidental. The ISO 15924 script code for emoji is Zsye.

Typeface based on solid metal letters from the former roof of the Kalev Sports Hall in Tallinn.

Nocturnal 2016 Katarina Sarap

Font presents a wish to find out what happens in our heads while sleeping, and to catch our dreams before they slip away.

My Maps Sans 2016 Andree Paat

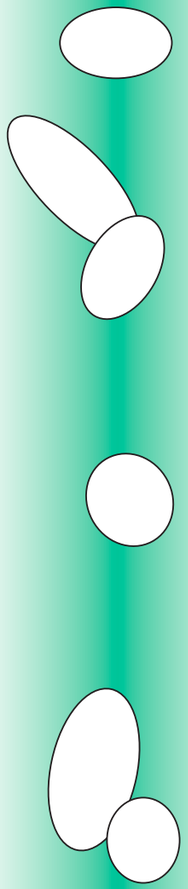


0123456789

mobile phones in 1999, emoji became increasingly popular worldwide in the 2010s after being added to several mobile operating systems.

14 fonts designed with Google My Maps.

Ff



0123456789

They are now considered to be a large part of popular culture in the west. In 2015, Oxford Dictionaries named the Face with Tears of Joy emoji the Word of the Year.

The development of emoji was predated by text-based emoticons, as well as graphical representations, inside and outside of Japan.

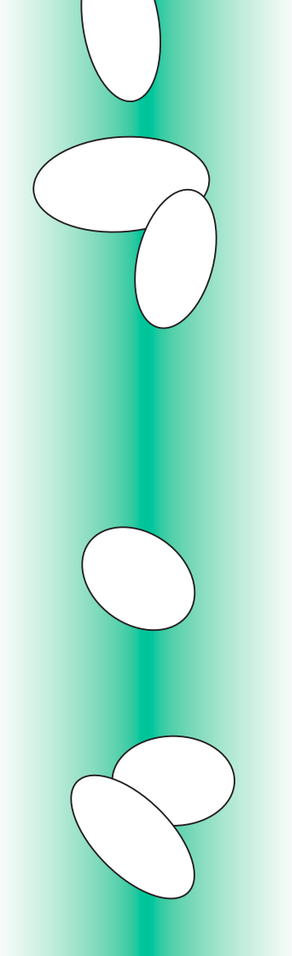
The first emoji was created in 1999 in Japan by Shigetaka Kurita. He was part of the team working on NTT DoCoMo's i-mode mobile Internet platform.

A simpler script for teaching handwriting at Estonian elementary schools.

ABCDEFGHIJKLMNO

Võrsik 2015 Karri Kaljend

Gg



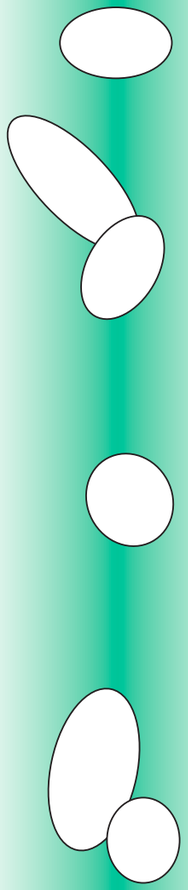
0123456789

Kurita took inspiration from weather forecasts that used

Typeface that tries to capture movement and speed.

PQRSZTUVWÕÄÖÜXY

When swearing people often furrow their eyebrows.



0123456789

TO SHOW WEATHER, CHINESE CHARACTERS AND STREET SIGNS, AND FROM MANGA THAT USED STOCK SYMBOLS TO EXPRESS EMOTIONS.

Drawings created with a bottle-cap inspired the typeface.

ABCDEFGHIJKLMNO

Jj

0123456789

such as lightbulbs

Eating and drinking from disposable cups and plates prompted the type.

PQRSTUVWXYZ

Napulo 2017 Kersti Heile

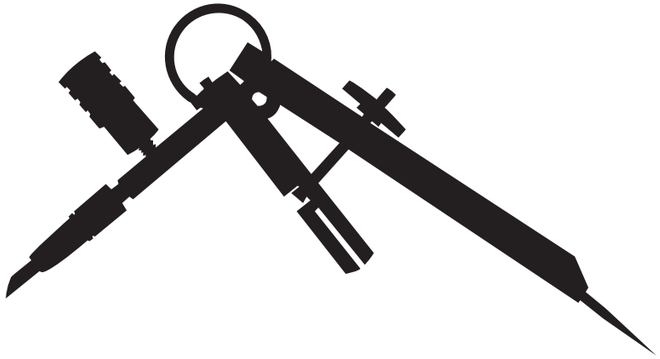
0123456389

SIGNIFYING INSPIRATION. ENOJI GEBE INITIALLY USED BY THE JAPANESE NOBILE OPERATORS NTT DOCOMO, AU, AND SOFTBANK NOBILE.

There are 12 zodiac signs.

Lazy handwriting, which is readable with a mirror.

Sirkel 2014 Aimur Takk

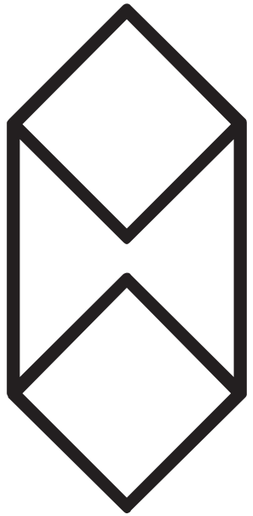


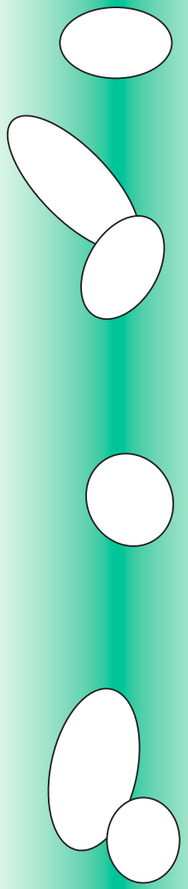
An instrument that draws a circle.

The first set of 176 12×12 pixel emoji was created as part of i-mode's messaging features to help facilitate electronic communication, and to serve as a distinguishing feature from other services. Kurita created the first 180 emoji based on the expressions that he observed people making and other things in the city.

Digitalized version of "Tänapäeva kiri" by Villu Toots (1956).

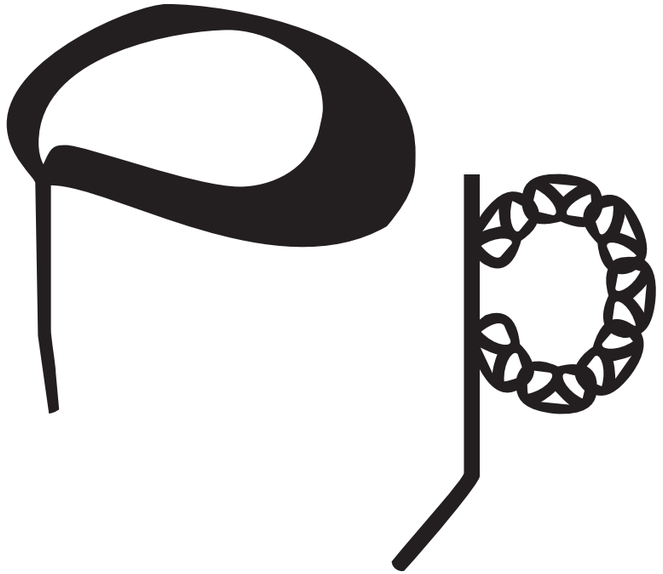
Owl Cave 2017 Villem Sarapuu





THE POPULARITY OF EMOJI HAS CAUSED

Twin Peaks is a cult television series.



pressure from vendors
and international markets
to add additional designs
into the Unicode standard

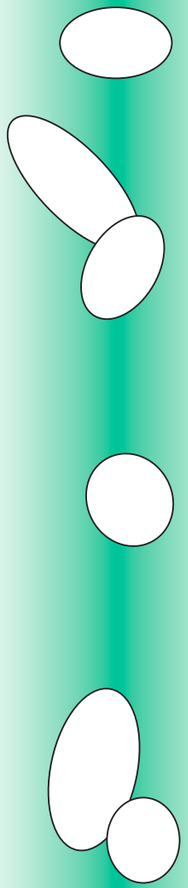
East-Funk 2018 Väino Õun

0123456789

TO MEET THE DEMANDS OF DIFFERENT CULTURES, UNICODE 7.0 ADDED APPROXIMATELY 250 EMOJI, MANY FROM THE DINGBATS AND WINGDINGS FONTS.

70s and 80s eastern vinyl cover aesthetics,
soviet, retro, indian and arabic calligraphy.

Vimka 2015 Andree Paat



some characters now defined as emoji are inherited from a variety of pre-unicode messenger systems not only used in japan, including yahoo and msn messenger unicode added another emoji, including articles of sports.

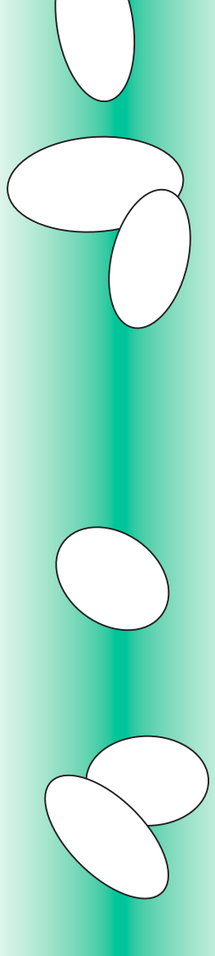
equipment such as the cricket bat, food items such as the taco, signs of the zodiac, new facial expressions, and symbols for places of worship.

A quick test that mixes the features of
a regular sans serif with some unexpected tricks.

ABCDEFGHIJKLMNO

Cap Sizun 2017 Eva Rank

38



0123456789

JOURNALISTS HAVE NOTED

A reverse contrast font inspired by movements of a broad nib pen.

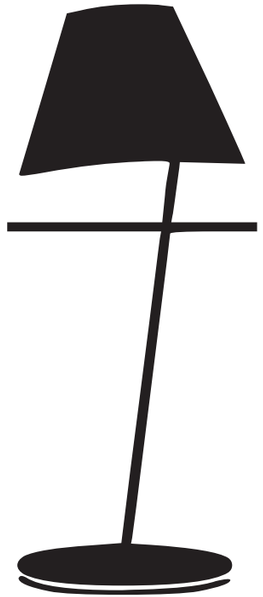
PQRSZTUVWÕÄÖÜXY

0123456789

flat the ambiguity of emoji

Listening to J Dilla, Madlib and Madvillain.

Lambiseim 2018 Kenneth Allik



0123456789

Lightning is essential.

Cofe Sans 2014 Maria Muuk

0123456789

them to take on culture-specifc meanings not present in the original glyphs. For example, NAIL POLISH has been described as being used in English-language communities to signify "non-caring fabulousness" and "anything from shutting haters down to a sense of accomplishment". Unicode manuals sometimes provide notes on auxiliary meanings of an object to guide designers on how emoji may be used, for example noting that some users may expect

A more readable version of Coffee Time (p. 20).

If you were a steak you would be well done.

Keynote Sans 2016 Andree Paat

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

Ww

48

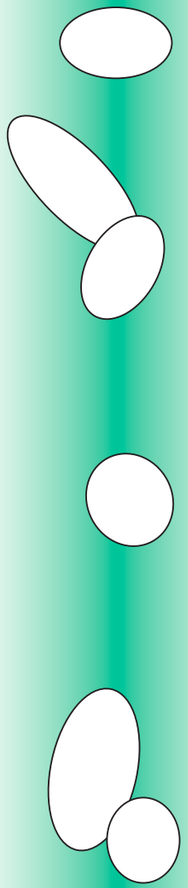
0123456789

P Q R S Z T U V W Õ Ä Ö Ü X Y

As of July 2017

Font family of 3 styles drawn in Apple's Keynote using a stroke with different weights. As the line thickens, the visual mistakes caused by the software become more pronounced.

Soy 2018 Paul-Hendrik Piho



THERE WERE 2,666 EMOJI ON THE OFFICIAL UNICODE STANDARD LIST.

SWIFTKEY FOUND THAT "FACE WITH TEARS OF JOY" WAS THE MOST POPULAR EMOJI ACROSS THE WORLD.

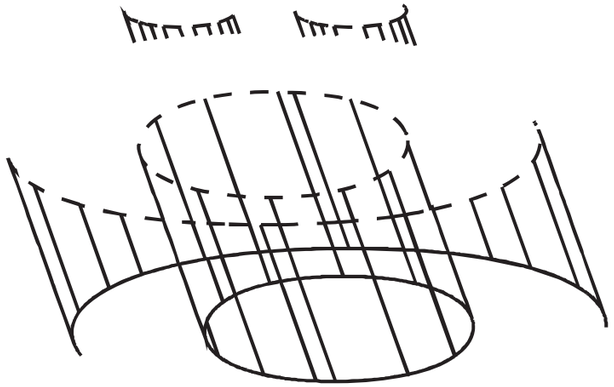
There would be no sushi without soy.

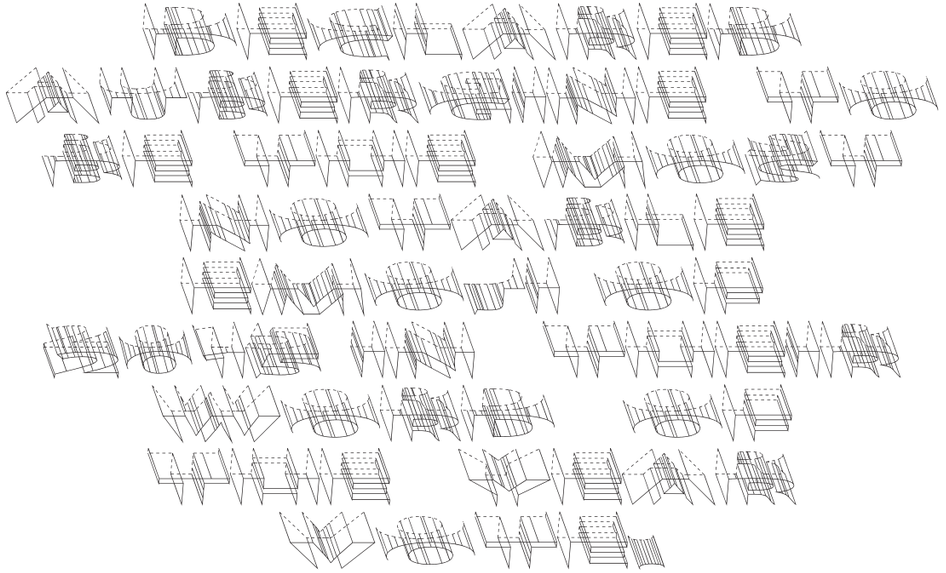
0123456789

THE AMERICAN DIALECT SOCIETY

Ukrainian cuisine is really special.

Chaos 2018 Sigrid Liira

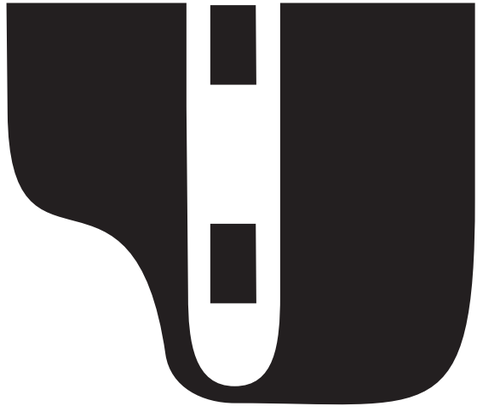




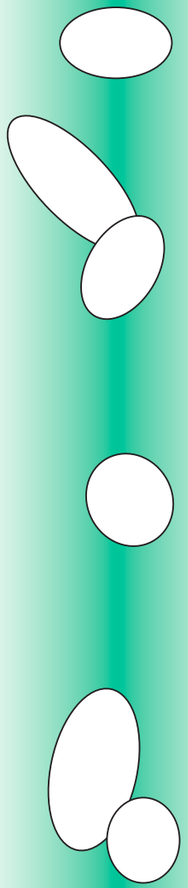
Relationship between humans and technology
and everything in between.

ABCDEFGHIJKLMNO

Peet 2010 Mirjam Reili



56



RESEARCH HAS SHOWN THAT EMOJI

Digitalized typeface based on an exhibition poster designed by Estonian painter and graphic artist Peet Aren (1889–1970).

PQRSTUVWXOQXY

Stereo Sans 2017 Joonas Timmi

A stereometric font, unreadable at first but can be decrypted by projecting its three-dimensional form to a plane.

Jaan 2014 Jaan Rõõmus

0123456789

often misunderstood. In some cases, this misunderstanding is related to how the actual emoji design is interpreted by the viewer; in other cases, the emoji that was sent is not shown in the same way on the receiving side.

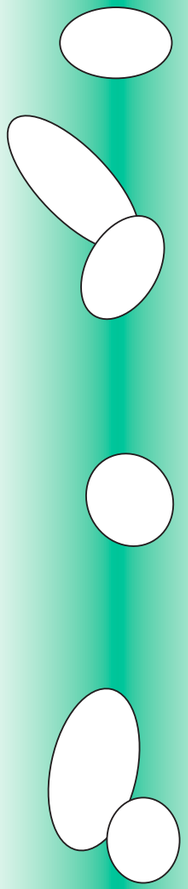
The first issue relates to the cultural or contextual interpretation of the emoji.

Putting letters on paper in an untraditional way.

ABCDEFGHIJKLMNO

Teibifont 2016 Andree Paat

1



0123456789

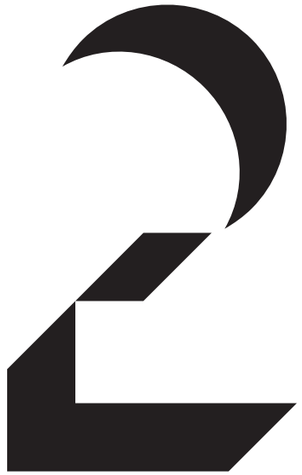
WHEN THE AUTHOR PICKS AN

Inspired by duct tape, and created for
the Department of Interior Architecture at EKA.

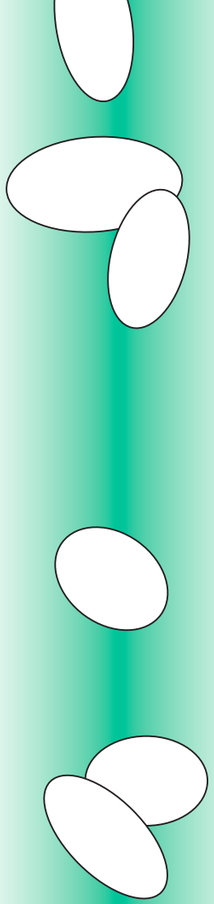
PQRSTUVWÕÄÖÜXYZ

ABCDEFGHIJKLMNO

KalliGro 2016 Aimur Takk



64



0123456789

emoji,

This font has both grotesk and calligraphic forms in its skeleton.

PQRSZTUVWÕÄÖÜXY

THEY THINK ABOUT IT IN A CERTAIN WAY, BUT THE SAME CHARACTER MAY NOT TRIGGER

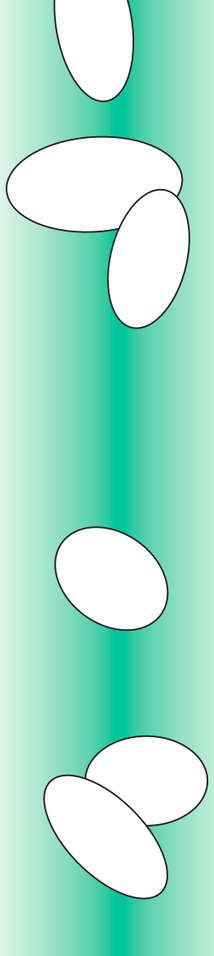
New York Club Kids.

0123456789

THE SAME THOUGHTS

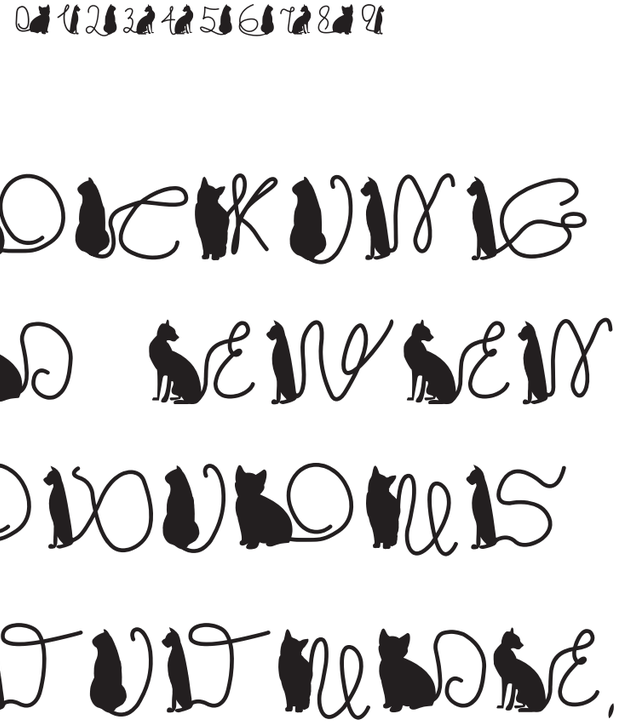
Mozzarella is the best cheese.

Vesi 2018 Patrick Zavadskis



IN THE MIND OF THE RECEIVER.
FOR EXAMPLE, PEOPLE IN CHINA
HAVE DEVELOPED A SYSTEM
FOR USING EMOJI SUBVERSIVELY,
SO THAT A SMILEY FACE COULD
BE SENT TO CONVEY A DESPISING,

Water saves the world.



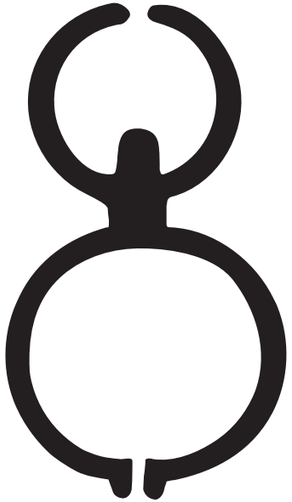
Reading defeats boredom.

Telah 2018 Mari Hüvato

0123456789

AS THE

Next phase in evolution after humankind.



0123456789

ORBICULAR OCULI (THE MUSCLE NEAR THAT UPPER EYE CORNER) ON THE FACE OF THE EMOJI DOES NOT MOVE, AND THE

Yoga makes you feel good.

ABCDEFGHIJKLMNO

NAPS 2015 Maria Muuk

9

78

0123456789

PQRSZTUVWÕÄÖÜXY

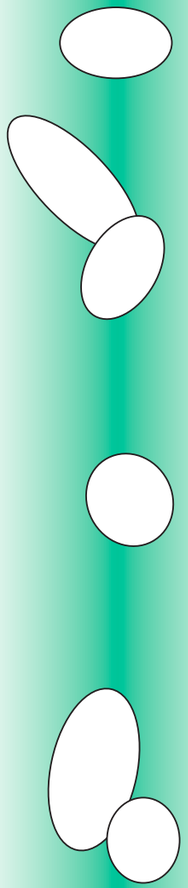
ORIS ORBICULARIS

Created for a spontaneous bar, and inspired by letters on a postmodernist flower shop designed by Vilen Künnapu.

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

ERKI 30 2017 Aimur Takk

80



0123456789

"THE ONE NEAR THE MOUTH" TIGHTENS, WHICH IS BELIEVED TO BE A SIGN OF SUPPRESSING A SMILE.

Typeface for the 30th ERKI Fashion Show is inspired by the designs created at ERKI in 1970-1980.

P Q R S Z T U V W O Ä O U X Y

1

EKA GALER

Vabaduse väljak 6/8

OW SHO

2

3

alternatiivsed

töövor

4

TINA GOFMAN ·

LISTI · ELIS KITT

ATHAN · DJ TÖÖ

WHITE GL

19:0

dance music. It is o

s initiated in the autt

a specific topic. This

aura Merendi – a first

4. ELIS KIT

3. KALLIST

2. KARMO

1. MARTIN

Graafiliste
disainerite

ormid
one could draw
it clockwise
8
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG
1234567890
9

PROGRAM SEASON 2 SPRING '18

10

11

It is the space around that defines a circle

NG AT
ALLERY
06.

CAMERA

SCHOOL DANCE PARTY

12

13

KARMO J-RV
KALLISTI
ELIS KITT
MYSPACE01
NATHAN
DJ TÖÖKAASLANE
WHITE GLOSS
4
EKKM 19:00 30.03
DJ MEISTER
MYSPACE01
TOP HUN
DJ TÖÖKAAS
B SIDE
ted to experimental dance music. It is organized by Robin Siimann, Ott Kagovere and f
ling with a specific topic. This year it is all about inclusion and safeness.

2017
2016

Visuals

1. GD18 SHOW, font East-Funk by Väino Õun. Booklet design by Allan Aug & Vello Lutter.

2. GD16 SHOW, font Keynote Sans by Andree Paat. Booklet design by Laura Herma & Iida Kaisa Urm.

3. Signaalid perifeeriast. Graafiliste disainerite alternatiivsed töövormid, font My Maps Sans by Andree Paat. Publication design by Elisabeth Klement & Laura Pappa.

4. REKA (Raadio EKA) season II, font Kulm by Laura Merendi. Poster design by Ott Kagovere & Robin Siimann.

5. REKA Reading about Love, font Kulm by Laura Merendi. Poster design by Allan Aug & Tatjana Stürmer.

6. REKA season I with Sirkel by Aimur Takk. Flyer design by Martina Gofman & Elis Kitt.

7. EKA FOTO 20, font Cap Sizun by Eva Rank. Sticker design by Ran-Re Reimann and Mai Bauvald.

8. EKA sketchbook, font Napulo by Kersti Heile. Design by Tatjana Stürmer.

9. Postcard, font East-Funk by Väino Õun. Type specimen design by Väino Õun.

10. REKA season II, font Kulm by Laura Merendi. Poster/wristband design by Ott Kagovere & Tatjana Stürmer.

11. EKA sketchbook, font Mozzarella by Stenly Poks. Design by Tatjana Stürmer.

12. REKA season III, font Anne by Roven Jõekäär and Open Aviscript by Ivar Sakk. Poster design by Ott Kagovere & Robin Siimann.

13. 50 aastat disainiharidust Eestis, font Kalligro by Aimur Takk. Poster design by Aimur Takk.

14. My Maps Sans specimen poster, font My Maps Sans by Andree Paat. Specimen design by Andree Paat.

Index

All fonts in this publication are designed at EKA GD and supervised by the following designers:

Ranno Ait (6, 10, 62), Mart Anderson (6), Johannes Breyer & Fabian Harb (Dinamo) (2, 6, 18, 20, 26, 32, 44, 60), Jaan Evart (34), Mikk Heinsoo (10, 62, 64), Carl-Robert Kagge (10, 62), Christoph Knoth (14), Anton Koovit (56), Ott Metusala (8, 16, 22, 24, 30, 40, 42, 46, 50, 52, 54, 58, 66, 68, 70, 72, 74, 76), Reto Moser (6), Ivar Sakk (6, 28), Indrek Sirkel (6), Aimur Takk (38), Jan Tomson (4).

SUVA TYPE FOUNDRY
SPECIMEN NO. 1

The launch of SUVA Type Foundry and this specimen took place in the context of the XIII Disainiöö in Tallinn, Estonia on September 11, 2018 during an exhibition organised by EKA GD, showcasing all the fonts from the web platform and related material from the department's archive.

Idea and coordination by
Ott Kagovere, Sandra Nuut, Indrek Sirkel

Type specimen design by
Laura Merendi & Johanna Ruukholm

Information texts set in
Keynote Sans by Andree Paat

Website design by
Kersti Heile & Anneli Kripsaar

Exhibition design by
Elis Kitt & Anselm Oja

The specimen uses excerpts from:
en.wikipedia.org/wiki/Emoji

– a missing glyph!

Typefaces in this specimen by
Kenneth Allik, Mai Bauvald, Kersti Heile, Linda Mari Hüvato, Elisabeth Juusu, Roven Jõekäär, Karmo Järv, Karri Kaljend, Anneli Kripsaar, Syret Kärt, Else Lagerspetz, Sigrid Liira, Laura Merendi, Maria Muuk, Andree Paat, Paul-Hendrik Piho, Stenly Poks, Hans-Erik Põldoja, Eva Rank, Mirjam Reili, Jaan Rõõmus, Ivar Sakk, Katarina Sarap, Villem Sarapuu, Patrick Zavadskis, Aimur Takk, Joonas Timmi, Mathias Väärsi, Väino Õun.

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