

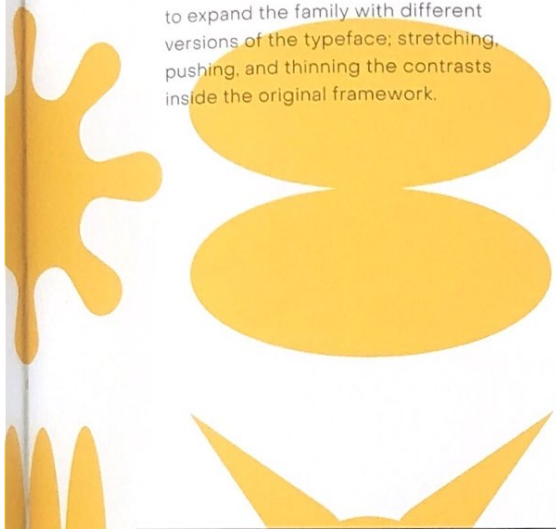
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- Q. What are the unique characteristics of this custom typeface?
- A. The original typeface was designed for Flow Festival 2010 and it has been updated through the years. We wanted to do something quite own-able and different, so we explored typefaces that looked self-made and not too serious. This typeface was then updated in-house in 2018 to include more quirky characters and characteristics. In addition, we also commissioned Schick Toikka to expand the family with different versions of the typeface; stretching, pushing, and thinning the contrasts inside the original framework.

PATTI SMITH \* FLEET FOXES  
 BONOBO ❖ ALMA ● MURA MASA  
 SIGRID ✦ KAKKA-HÄTÄ 77 ■ KYNNET  
 ARCTIC MONKEYS \* GRIZZLY BEAR  
 HELENA HAUFF ❖ SHAME  
 ANNA PUU ● KUBE X EEVIL STÖÖ  
 VESTA ✦ LAKE JONS ■ LXANDRA  
 KENDRICK LAMAR \* LYKKE LI  
 ST. VINCENT ❖ FEVER RAY  
 BROCKHAMPTON ● KEVIN MORBY  
 MOODYMANN

















































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



















                       

KENDRICK LAMAR                        

PATTI SMITH                        

ARCTIC MONKEYS                    

CHARLOTTE GAINSBOURG                    


FLEET FOXES              

LYKKE LI              

MURA MASA  

ALMA  

JORJA SMITH  



BROCKHAMPTON       

JORJA SMITH       

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