



**Name:** Hate

**Classification:** Display

**Designer:** Gaetan Baehr,

Jérémie Hornus

**Designed in:** 2016

**Styles:** 1

[WWW.INDIANTYPEFOUNDRY.COM](http://WWW.INDIANTYPEFOUNDRY.COM)

Hate is a display design for Halloween and horror movie posters. While it isn't an everyday typeface, Hate was developed with the same degree of consideration we'd put into a superfamily. Far from being just a simple font, Hate's character set contains 510 glyphs. Each letter has three variants available. Combined with the font's OpenType features, this means that, if you type the same letter three times (e.g., 'RRR'), you'll see three different instances. There's more to Hate than the spooky-looking hairs or roots sprouting out from each glyph. The letters are top-heavy, and this plays out both in terms of weight and width. Hate is somewhat condensed, with narrow counters, a rough drawing style, and sharp thin stroke endings. Letters don't share exact baselines, x-heights, cap-heights, or ascender and descender settings, and character proportion is a bit caricatural, too.



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INSPIRED BY  
HORROR MOVIES

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ZOMBIE

The end of the world

Nightmare

SCARY MOVIE

{ — The Legends Of The Dark — }

126.009.83

EVIL

Extremely scary

Halloween

REGULAR  
446 PTREGULAR  
70 PT

BLAIR WITCH

REGULAR  
130 PT

Psycho

REGULAR  
24 PT

Horror is a film genre seeking to elicit a negative emotional reaction from viewers by playing on the audience's primal fears. Inspired by literature from authors like Edgar Allan Poe, Bram Stoker, and Mary



THE VERTICAL PROPORTIONS OF HATE ARE FLEXIBLE

28 Experimental?

AS A RESULT OF THE TOP-HEAVY DESIGN, TEXT SET IN HATE SEEMS TO BE SUSPENDED ABOVE THE BASELINE JUST LIKE A GHOST. THE GENERAL TEXTURE RESEMBLES THE RESULT ONE CAN GET WITH A BLEEDING PEN

“Edgar Allan Poe was an American writer, editor, and literary critic.”

CAPITALS AND ASCENDERS OFTEN ALIGN AT ONE HEIGHT

FLEXIBLE, JUMPY X-HEIGHT

NARROW BODY PROPORTIONS

TOP-HEAVY DESIGN

VERY ROUGH DRAWING

RATHER SMALL DIACRITICAL MARKS

CONTEXTUAL ALTERNATES WORK AUTOMATICALLY

Zombie Apocalypse

VISIBLE CONTRAST BETWEEN THICK AND THIN STROKES OF THE LETTERS

THE SHAPES OF THE CHARACTERS DO NOT FOLLOW AN EXISTING MODEL

“ROOTS” GROWING OUT OF THE CHARACTERS GIVE DRAMATIC CHARACTER

NARROW COUNTERS

SHARP AND THIN STROKE ENDINGS

ATTACHED CEDILLA

CARICATUREL PROPORTIONS

HATE FEATURES TWO ADDITIONAL SETS OF CONTEXTUAL ALTERNATES FOR UPPERCASE, LOWERCASE AND NUMERALS, THANKS TO WHICH THE TYPEFACE REMAINS LIVELY AND UNPREDICTABLE

SUPPORTS MOST EUROPEAN LANGUAGES WRITTEN WITH THE LATIN SCRIPT / CURRENCY SYMBOLS

[1] [2] [3]  
HORROR MOVIES

Brød kânguåges Ruppört ææg  
\$53.7 ¢25 ¥645 €28.91 £49 ₹16



HATE REGULAR 27/36 PT

¶ The design of #typefaces has developed alongside the development of typesetting systems. Although typography has evolved significantly from its origins, it is a largely \$37.50 conservative art that tends to cleave closely to tradition. This happens because legibility is 97% paramount, and so the typefaces that are most readable usually are retained. In addition, the long evolution of typography is so inextricably intertwined with lettering by hand & 124.000 related artistic forms, especially formal\_\_styles 45%, which thrived for centuries preceding @typography – and so the mentioned evolution of typography must be discussed with Σe25 reference to this relationship<sup>23</sup>. In the nascent stages of European printing, the typeface [blackletter, or Gothic] was designed in [imitation of #25 the popular] hand-lettering styles of scribes. Initially\*, this typeface was difficult to read, †1854 because each letter was set in place individually and made to fit tightly into the allocated space.[33] The art of manuscript writing, whose

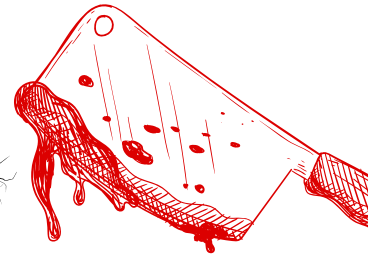




Halloween activities include trick-or-treating (or the related guising), attending Halloween costume parties, decorating, carving pumpkins into jack-o'-lanterns, lighting bonfires, apple bobbing and divination games, playing pranks, visiting haunted attractions, telling scary stories and watching horror films. In many parts of the world, the Christian religious observances of All Hallows' Eve, including attending church services and lighting candles on the graves of the dead, remain popular, although elsewhere it is a more commercial and secular celebration



Today's Halloween customs are thought to have been influenced by folk customs and beliefs from the Celtic-speaking countries, some of which are believed to have pagan roots.







C.O.S.T.

ANDREW  
DRAMAWRITER



27.10

THE ULTIMATE TECHNO  
PARTY  
/  
ZOMBIECLUB  
BERLIN  
/

28.10

THE ULTIMATE TECHNO  
PARTY  
/  
DANCING DEAD  
LEIPZIG  
/



29.10

THE ULTIMATE TECHNO  
PARTY  
/  
DANCE CLUB  
STUTTARD  
/

30.10

THE ULTIMATE TECHNO  
PARTY  
/  
SUPERHALL  
FRANKFURT  
/



DANGEROUSLY DARK CHOCOLATE

Mint &  
BlueBerry