

Thug Plain & Thug Rough

Name: Thug Plain & Thug Rough

Classification: Slab

Designer: Jérémie Hornus

Designed in: 2016

Styles: 2

Thug Plain & Thug Rough are two heavy slab serif fonts optimised for posters. The thick strokes and serifs are the typeface's predominate features. Despite looking so dark, Thug channels contemporary design ideas more than it calls back to poster-sized wood types from the 19th century. Thug Rough's character set includes 155 more glyphs than Thug Plain. This allows each letter to come in three versions, all with unique roughed-up effects to help users to avoid situations where identical letters appear closely together.

Discover

Thug Plain

Enjoy

Thug
Rough

&

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Kilimangaro

MACADAMIA OIL

BEAT!

TEXAS DREAM#2

Gorilla!

DIRTY HARRY

TRACE

***Capitan Morgan**

{£52.73}

»Burgerz!«

SINCE 1964

Sure?

PLAIN
52 PT

15 Bloody Remixes

PLAIN
21 PT

¶ The first web series
precedes the current
narrative of the show
and revolves around

PLAIN
85 PT

Fishy

PLAIN
16 PT

There are numerous regional
variations of barbecuing, and
it is practiced in many areas...

PLAIN
11 PT

Barbecuing encompasses ~4 or 5 distinct
types of cooking techniques. The original
technique is cooking using smoke at low
temperatures, usually around 240–280°F

ROUGH
52 PT

Found in Paradise

ROUGH
21 PT

¶ The first web series
precedes the current
narrative of the show
and revolves around

ROUGH
85 PT

Bride

ROUGH
16 PT

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ROUGH
11 PT

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VERTICAL PROPORTIONS OF THUG PLAIN & THUG ROUGH

Typography

HEIGHT OF CAPITALS, NUMERALS, AND ASCENDERS ALIGNS AT THE SAME LEVEL

RATHER LARGE X-HEIGHT

EXTREMELY CLOSED APERTURES

RELATIVELY SHORT EXTENDERS

1Redignōtąs

DEFAULT FIGURES ARE PROPORTIONAL LINING.

UNIQUE SOLUTION FOR THE LEG OF THE 'R'

VERTICAL STRESS & CONTRAST AXIS

VERY TIGHT SPACING SUITABLE FOR DISPLAY PURPOSES

VERY HEAVY SLAB SERIFS ENHANCE CHUNKY CHARACTER

ROUND COUNTERSHAPES

OGONEK REACHES TO THE LEVEL OF DESCENDERS

EXTREMELY SMALL COUNTERSHAPES CREATE A PATTERN OF DROPS, OVALS OR TINY ARROWS



THUG ROUGH INCLUDES THREE DIFFERENT GRUNGE VERSIONS OF EACH LETTER, WHICH ARE RANDOMLY ASSIGNED VIA THE LIGATURE FEATURE (OPENTYPE) TO FORM A REALISITC WOODTYPE STRUCTURE

DEFAULT (1) EXTRA VERSION (2) EXTRA VERSION (3)
BANANAS

DIACRITICS ARE POSITIONED VERY CLOSE TO CHARACTERS

FULL ROUND CURVES

CHARACTERISTIC SHAPE OF 'S' WITH HEAVY SLABS AND TINY COUNTERS

CURRENCY SYMBOLS MATCH WELL WITH FIGURES. THE DOLLAR, EURO AND CENT SYMBOLS ARE DIFFERENTIATED FROM UPPERCASE

£12 ¥34 \$56 €78 ¢90
\$ € ¢

**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**

0123456789

fi fi

**()[]{} _-—“”„„<>«»*.~,:;...!;!?:&/\||
@&.-.©®™**

¢ € \$ ¥ £ ¢ ₣ ∞ ∅ 0 1 2 3 4 1/4 1/2 3/4 # % ‰ ° ' " †
‡ / § ¶ + - ± ÷ × = < > ≤ ≥ ≠ ¬ ° μ π ϑ ∫ ∧ ~ Σ Π
Δ Ω √ ∞ ≈ e ℓ ◊

**à á â ã ä å æ ç è é ê ë
ē ě ħ ĩ ĵ Ķ Ĺ Ļ
Ł ł Ń ń Ņ ņ Ò ó ô õ ö ø œ Š š
ſ ſ ß ț ț ù ú û ü ŭ Ů ů Ű ű
Ẃ ẃ Ỳ ỳ Ț ț Ț ț**

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã

aaa bbb ccc ddd eee fff ggg
hhh iii jjj kkk lll mmm nnn ooo
ppp qqq rrr sss ttt uuu vvv www
xxx yyy zzz æææ œœœ ððð
ððð þþþ ßßß ß ïïï jjj

**AAA BBB CCC DDD EEE FFF GGG HHH
III JJJ KKK LLL MMM NNN OOO PPP
QQQ RRR SSS TTT UUU VVV WWW
XXX YYY ZZZ ÆÆÆ ÇÇÇ ÈÈÈ
ÐÐÐ ÞÞÞ**

**000 111 222 333 444 555 666 777
888 999**

THUG PLAIN + ROUGH 16/20.5 PT

¶ **Type design is the art & process of ›designing‹ typefaces‡. Every typeface is a collection of glyphs, each of which clearly represents an individual letter and number³, punctuation mark, or simply any other symbol. Sometimes the same glyph may be used for characters from different scripts, e.g. Roman uppercase ‘A’ looks just the same as Cyrillic uppercase and Greek²³ uppercase alpha. There are many typefaces tailored for a reason or applications, such as cartography or astrology and mathematics.²³ The term »typeface« is frequently confused with the term »font«‡. Shortly before the advent of digital typography & desktop publishing, the two terms had more clearly understood meanings*. As the range of typeface designs grew**

THUG PLAIN + ROUGH 23/27 PT

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Welcome Nathalie



My perfect daily menu planner

LATELY CONSUMED



Eggs

Milk

Sausage

STRONGLY RECOMMENDED



Bread

Jam

Koffie

Stella Writer & Nick Quickpen

€12

%



WHITE RABBIT'S DIARY

Indie & Electro FRIDAY MIX



ENTRY
\$59
£48

MUSIC
PALACE

DJ BIG & RUST
STEVE MADONE
LISA VAN BLAU

In Doubt?

Change it!



MR
ASK
ME

Professional Good
Advice Agency

Contact Mr AskMe!

don't get fat!

COO

COO

INTU

ITS

coconut mania!

amazing
cooking
qualities

plenty of
health
benefits

21st Monday

BIG AULA #1

—
11.20 Reception
12.00 Warm up!
13.15 New Trends
14.35 Coffee Break
15.10 Future View
17.55 Closing

SMALL A

—
09.55 Welcome
10.15 Intro
11.36 Show
12.41 Coffee
14.20 Tech
16.00 Closing

22nd Tuesday

FROZEN PALACE #3

—
08.15 Palace Tour
09.17 Registration
10.00 Speakers
11.59 Coffee Break
12.48 Concepts
14.55 Closing

GALLERY

—
08.31 Meeting
12.00 Palace
12.37 Back
13.15 Coffee
14.20 Obse
16.25 Clo

23rd Wednesday