

typeface family

Siggy

DESIGNED BY

Michael
Parson

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Typface specime

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Fun! @



Making the Typeface

Inspiration

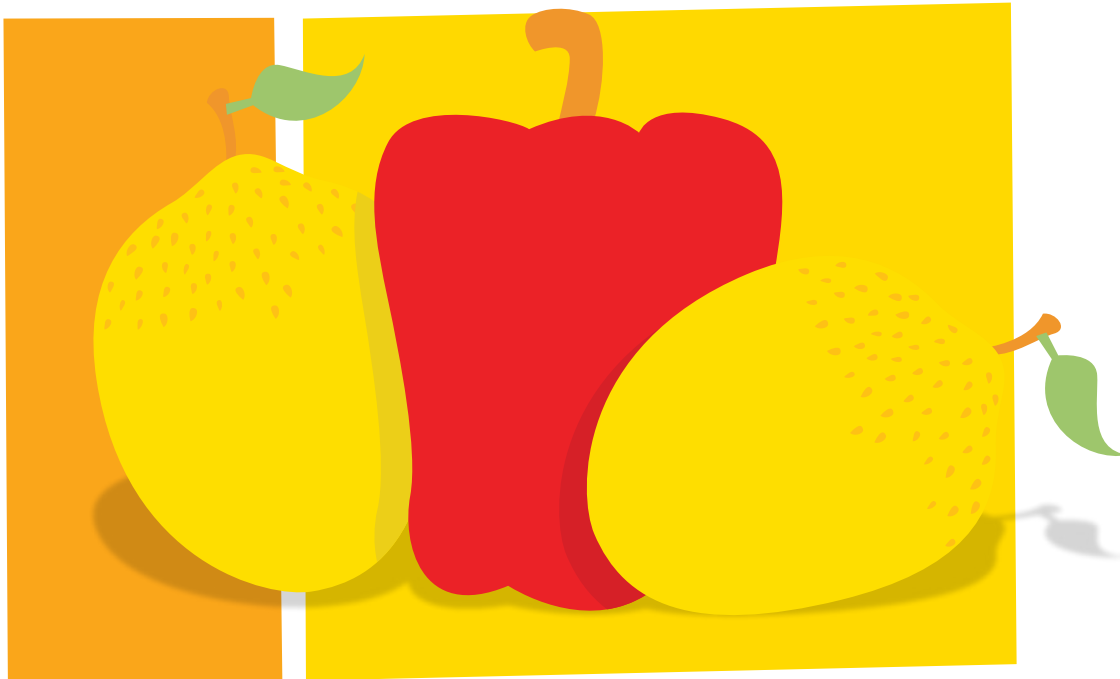
The inspiration behind this typeface came initially from a graphic design project that required a fun, comic style font for a food and beverage company. Having already created the Bangbang family, my concept was to create a complimentary serif design that could be used in conjunction or as a replacement style.

The basic forms were all inspired by classical serif typeface styles but with a twist, you could call it a drunk version of Times New Roman! Even going so far as to create a true italic form with a more decorative, script style thus following the serif tradition.

Weights

This typeface was first imagined as a simple, single weight that I could use in titles and promos. But the first applications showed that the one weight route would be too limiting for interesting compositions so I decided to add a bold, italic and bold italic weight.

The bold weight could nearly be called a black weight due to its very heavy stroke and dense appearance. This very solid form is very suited for large, title settings but can be a bit too dark in smaller point sizes. This is where the regular form becomes a more legible, balanced choice. And despite the font's irregular, dancing forms and baseline alignment, the regular weight is a very legible and clear choice.



OpenType features

Opentype has opened up a large array of possible solutions for type designers and users, so far, I had principally explored the ligature feature and other similar solutions. However, for this font, I wanted to explore the use of alternate letters and how they can be used to randomise text layouts.

Every single numeral or letter, whether capital or lowercase, is available in 2 forms, the standard and alternate. Through Opentype code, the typeface will automatically replace a standard letter whenever it is featured twice in a word, this feature provides a nice lively, animated appearance to any layout and an element of surprise for the designer that cannot be achieved as quickly with features like ligatures.

Even with the alternates, I still decided to work on some ligatures for the common repeating letters. As I was first using the single weight, I noticed that when words contained double letters, the alternates did maybe not go far enough in the offer of design variations. By adding in the ligatures, I could firstly completely control the aspect of the glyph but equally offer a bit more variety to the overall family.

Uses

Originally conceived as a display font, the Siggy typeface family has expanded into a more complete font set. Large sizes will reveal the more complex details of each letter but in smaller sizes, the forms remain legible and clear.

With a large set of ligatures and alternates, Siggy is a great choice for any communication that requires a legible font but with a strong, defined personality. Children's books or food and beverage are two current applications.



SIGGY BOLD



SIGGY REGULAR



SIGGY BOLD CAPITALS

Aa

Aa

Aa

Aa

4 weight typeface family

LATIN GLYPHS 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

ALTERNATE GLYPHS 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

ACCENTS Å Ä Ã Ä Å Ä È É Ê Ë Ì Í Î Ï
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NUMERALS
& ALTERNATES

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& & © ®

PUNCTUATION

£ ¢ \$ ¥ €

LIGATURES

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STANDARD LIGATURES

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Hamburg

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Fajitas appear to have made the quantum leap from campfire and backyard grill obscurity to commercial sales in 1969. Sonny Falcon, an Austin

and Bill Jamison in *The Border Cookbook*. We put the credit for the first commercial fajita concession stand at a rural *Dies Y Seis* celebration in tiny Kyle in September of 1969. That same year, fajitas debuted on the menu at Otilia Garza's Round-Up Restaurant in the Rio Grande Valley community of Pharr, according to Texas Monthly contributing editor Morthland in a 1993 magazine story. Morthland writes that Garza never claimed to have invented the dish, but she did maintain a tradition of grilling skirt steered from her grandmother, a restaurateur in Reynosa, Mexico. At the Round-Up, fajitas were served on a sizzling platter with warm flour tortillas and many condiments - guacamole, pico de gallo (chopped fresh onions, tomatoes, and cilantro), and grated cheese - for making tacos. In the Mexican ranching area that share a border with Texas, a similar dish called arracheras (grilled fillet

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in Kyle in September of 1969. That same year

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put "sizzling fajitas" on the menu of the Hyatt's La Vista restaurant, and the success of that signature dish made it the most profitable restaurant in the Hyattsville area. Weidman spent the last 20 years of his career at the Austin Hyatt and was often called upon to travel to other properties to share his fajita secrets (he

Morthland in a 1993 magazine story. Morthland writes that Garza never claimed to have invented the dish, but she did maintain a tradition of grilling skirt steered from her grandmother, a restaurateur in Reynosa, Mexico. At the Round-Up, fajitas were served on a sizzling platter with warm flour tortillas and many condiments - guacamole, pico de gallo (chopped fresh onions, tomatoes, and cilantro), and grated cheese - for making tacos. In the Mexican ranching area that share a border with Texas, a similar dish called arracheras (grilled fillet

SIGGY TYPEFACE

SPECIMEN

SPECIMEN

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SPECIMEN

PAGE 12

SPECIMEN

AN ORIGINAL TYPOGAMA TYPEFACE

SIGGY REGULAR

New

JIMMY'S Steak House
OPENING THURSDAY

7pm

Fajitas appear to have made the quantum leap from campfire and backyard grill obscurity to commercial sales in 1969. Sonny Falcon, an Austin meat market manager, operated the first commercial fajita taco

16pt

SIGGY REGULAR

Fajitas appear to have made the quantum leap from campfire and backyard grill obscurity to commercial sales in 1969. Sonny Falcon, an Austin meat market manager, operated the first commercial fajita taco concession stand at a run-of-the-mill Dies Y Seis celebration in tiny Kyle in September of 1969. That same year, fajitas debuted on the menu at Otilia Garza's Round-Up Restaurant in the Rio Grande Valley community of Pharr, according to Texas Monthly contributing editor John Morthland in a 1993 magazine article. Morthland writes that Garza never claimed to have invented the dish, but she did maintain a tradition of grilling steak learned from her grandmother.

28pt

parecen haber dado el salto cuántico de la fogata y parrilla del patio trasero a las ventas comerciales en 1969. Sonny Falcon, un gerente de mercado de la carne de Austin, operó la primera concesión taco fajita comercial en un Día Y Seis celebración en pequeña Kyle en septiembre de 1969. Ese mismo año, las fajitas debutaron en el menú de Round-Up Restaurant Otilia Garza en la comunidad Valle del Rio Grande de Pharr.

SIGGY TYPEFACE

SPECIMEN

12pt

SPECIMEN

SIGGY TYPEFACE

SPECIMEN

PAGE 21

SPECIMEN

SIGGY REGULAR

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Fajitas parecen haber dado el salto cuántico de la fogata y parrilla del patio trasero a las ventas comerciales en 1969. Sonny Falcon, un gerente de mercado de la carne de Austin, operó la primera concesión taco fajita comercial en un Día Y Seis celebración en pequeña Kyle en septiembre de 1969. Ese mismo año, las fajitas debutaron en el menú de Round-Up Restaurant Otilia Garza en la comunidad Valle del Rio Grande de Pharr, según la revista Texas Monthly colaborador John Morthland en una historia publicada en la revista. Morthland escribe que Garza nunca reclamó crédito por la fajita.

45pt

SIGGY REGULAR

Fajitas appear to have the quantum leap from campfire and backyard obscurity to commercial sales in 1969. Sonny Fa an Austin meat market manager, operated the first commercial fajita concession stand at a rural Dies Y Seis celebration in tiny Kyle in September

45pt

SIGGY REGULAR

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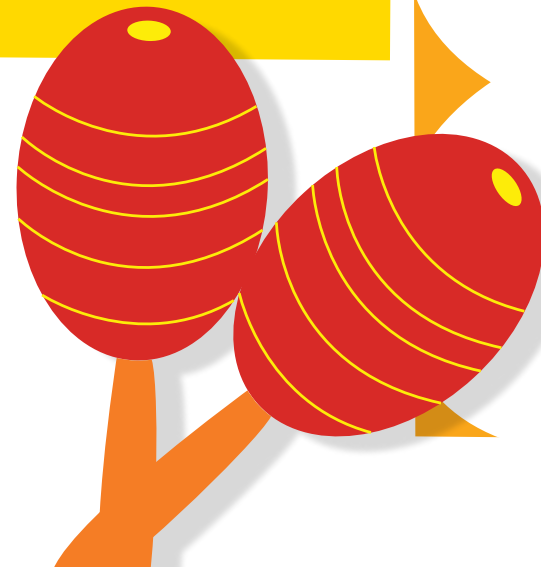
45pt

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 en Dios rurales y Seis celebració

ternate **LIGATURES**

Opentype features

Alternates



every

ALTERNATE

Automatic substitution

mama

ALTERNATE

ALTERNATE

Or mix with some Ligatures

office

LIGATURES

A clock marks the time the kettle
WILL OVERFLOW AND BOIL

eleven
times in one setting

amazing

19:55

Swiss precision will not miss the mark

Of course Mr Muller

REGULAR

ALTERNATE

REGULAR

LIGATURES

REGULAR

ALTERNATE

VAQUEROS

Serrano chilies

[MESQUITTE]

The Old days of Cowboys & Indians
sizzling platters

PLAYA

RIO GRANDE VALLEY

EXTREME HEAT

ALTERNATE

Happiness

11.10.1992 - 22.03.2010

ruffle

times
summer

HELLO

RANDOM SOLUTIONS

MAMA

FOR YOUR TYPING PLEASURE

mono

official

2/35

£1290
\$755

typogama

1/82

943

1/2 of the required population



Siggy Typeface

by Michael Parson

4 weights

Display / Text

www.typogama.com

Specimen Layout: Michael Parson

Text & visuals: Michael Parson

Font used: Siggy

Longer text & notes set in

Helvetica Neue.

