

# Townie

(a humanist sans-serif)

Ralph Perricelli  
NEU Type 3  
Spring 18'

# Info

**Prompt -** Create and develop a new typeface for the city of Boston. Include uppercase lowercase and numerals 0-9; additionally design any necessary glyphs and punctuation to accompany your type.

**Response -** Boston to me is a city know for its unique characters and pride for it's residents. Having worked in Southie for a year I can attest that this prideful breed still exists. This type is not an ode to, but rather a celebration of the townie attitude, rough around the edges but proud and full of character.

# Context

## Townie - (Town-e)

A person who has lived in a small town for his or her entire life. Often proud of that fact, townies take great interest in every detail of change in their home turf.

Many of the traits are exhibited in small towns across America, especially in the northeast, Massachusetts is full of small seas side towns and villages full of proud lifelong residents.

## History -

Around the 1860s an influx of Irish immigrants arrived in Charlestown. The area long remained an Irish and Catholic stronghold similar to South Boston, Somerville, and Dorchester, to the extent that the informal demonym “Townie” continues to imply the working-class, as opposed to newer immigrants or “yuppies” that have flooded the area.

I wasn't in love with the use of serifs for this typeface, while each letter had oppurtuntiy to become unique, I found it tough to make it read with a softer tone.. For this reason I decided to lean towards a more humanist sans serif.



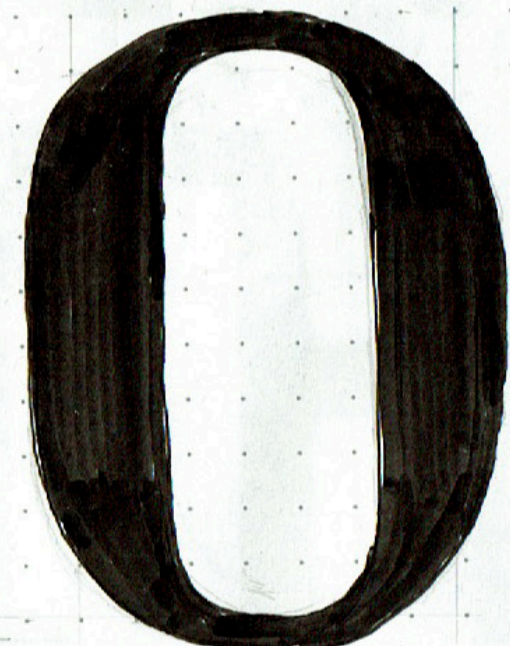
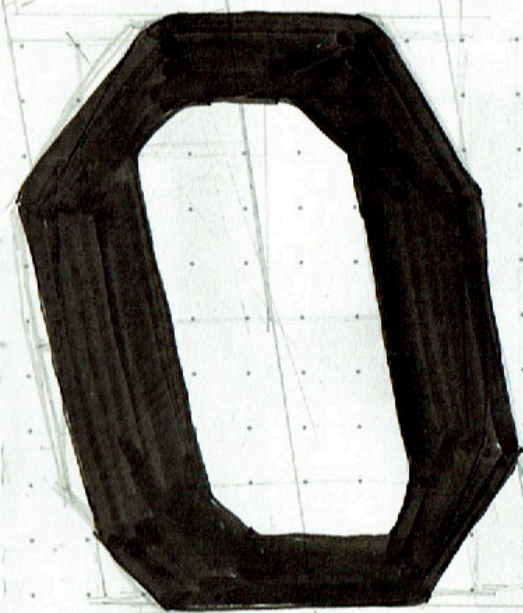
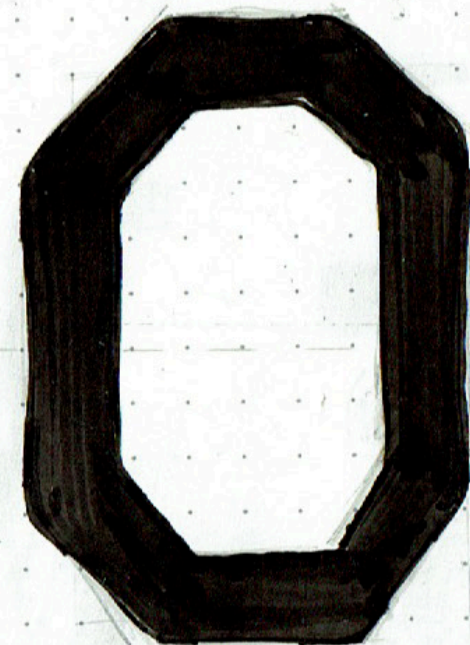
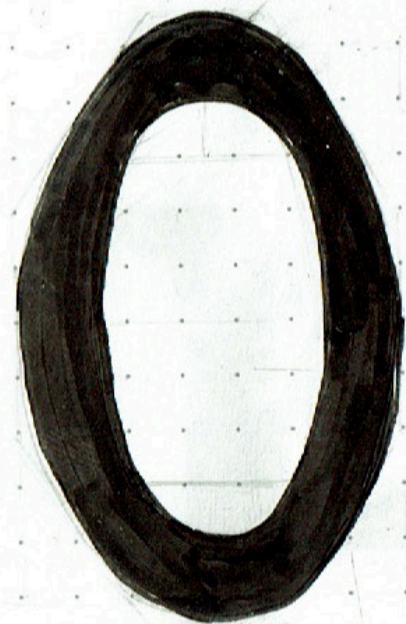
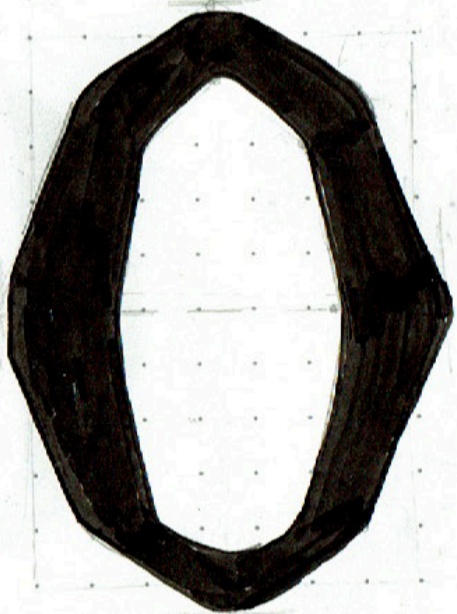
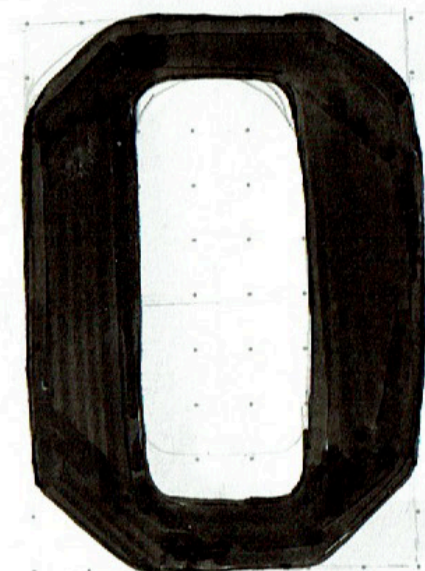
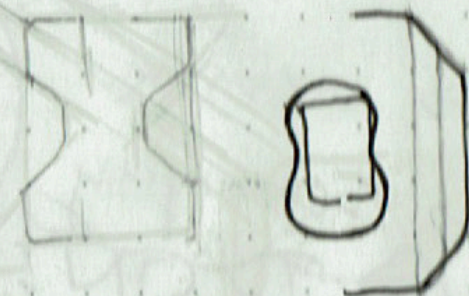
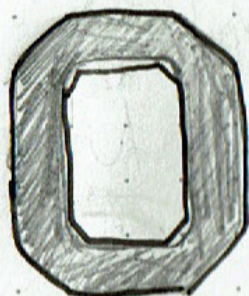
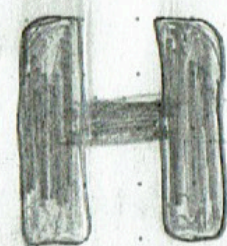
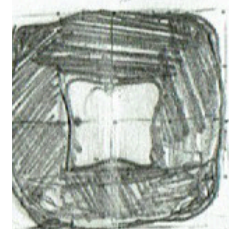


repl/inspiration

Municipal exercise

Expense

oston "work" attitude - greek?  
100 years (1000?) in time  
igital; segmental, Mechanical  
stent hand elements





RALPH PERRICELLI

Influences

Just a few of the  
typefaces that inspired  
mine, all great in their  
own respects and chock  
full of character.

In order:

- Bank Gothic
- Nuelin9
- Univa Pro
- (Townie!)
- Syntax
- Template Gothic

Ralph Perricelli

Ralph Perricelli

Ralph Perricelli

Ralph Perricelli

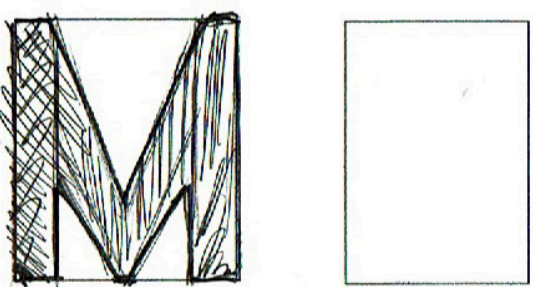
Ralph Perricelli

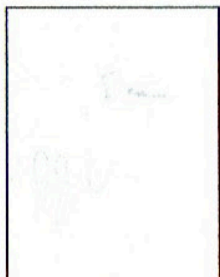

Metrics were tough to get a hang of, initially I went for a more condensed style I thought would work well for a newspaper.

A B C D E F

A B C D E F  
G H I J K L M  
N O P Q R S T

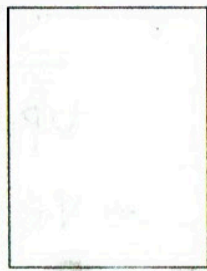
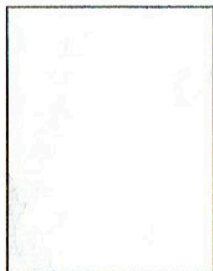

G H I J K L

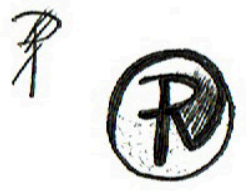


O P  R  T

U V W X Y Z  
1 2 3 4 5 6 7 7

8 9  
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

U V W   



Typography 3 2/12/18 ®®

My Promts For Peers:

(Q) Ralph: What feels wrong here?

(#) Peer response

*Letters Not Commented On: I, L, M, T, W, so they’re working well.*

Crit Notes

**A bar, too low, and to thin up top?**

*Too Low, Too thin*

**B not wide enough?**

*They say it looks good but I feel differently*

**C too Wide?**

*OK, looking sweet*

**D Too Light?**

*Relate to curves in C/G*

*Too thin*

*Vertex angles, look at/match, ANMK.*

**E/F**

*Too heavy, maybe slightly too wide*

**G?**

*Ok, but needs slight fixing*

**H?**

*Controversy, some say needs curves other dont!*

A B C D E

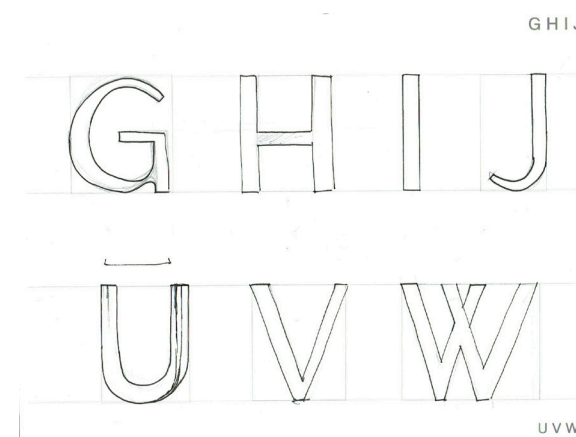
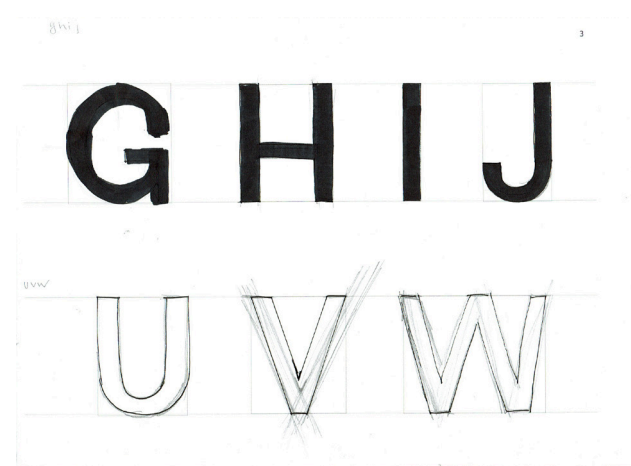
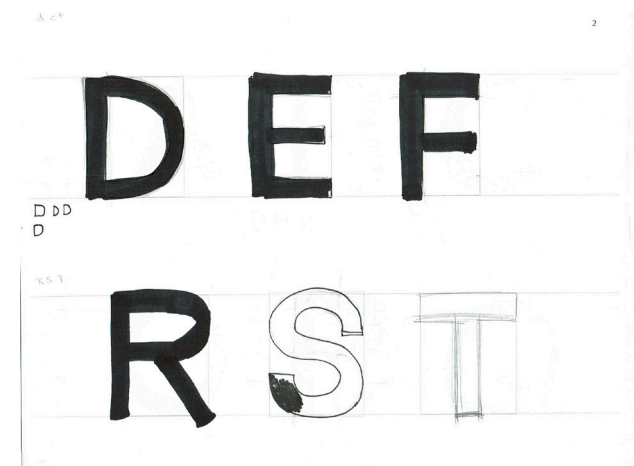
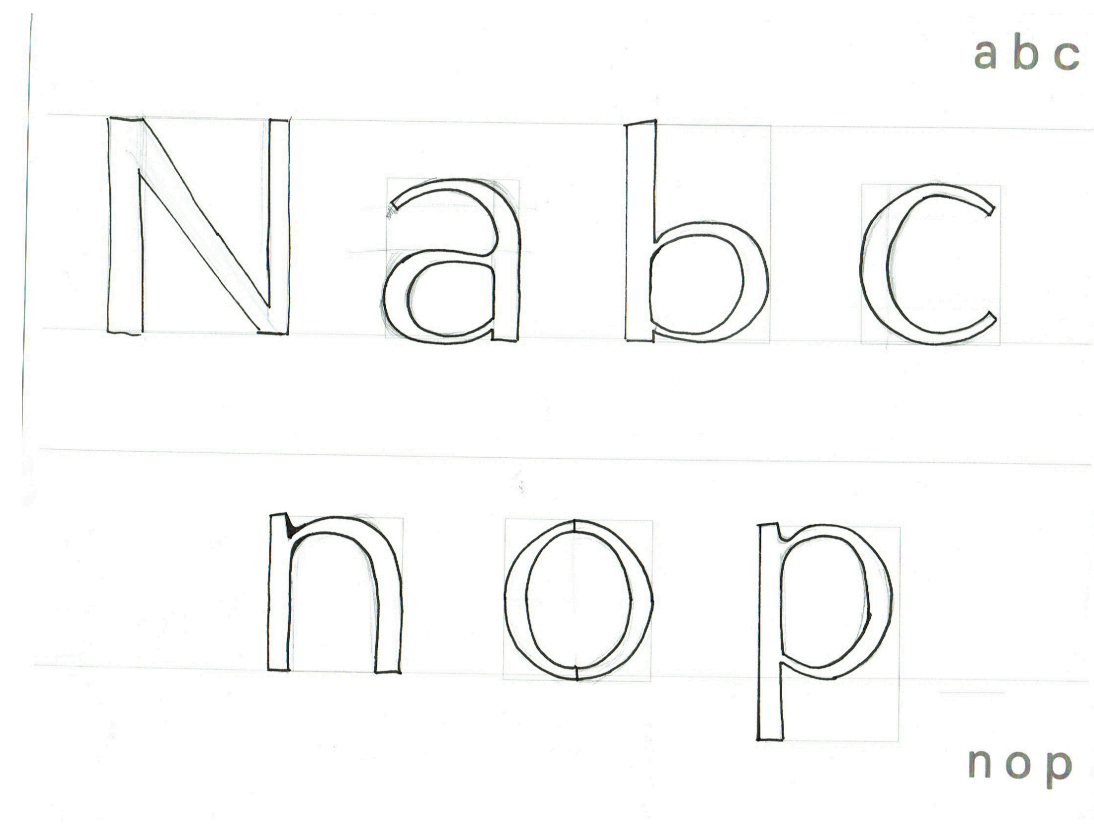
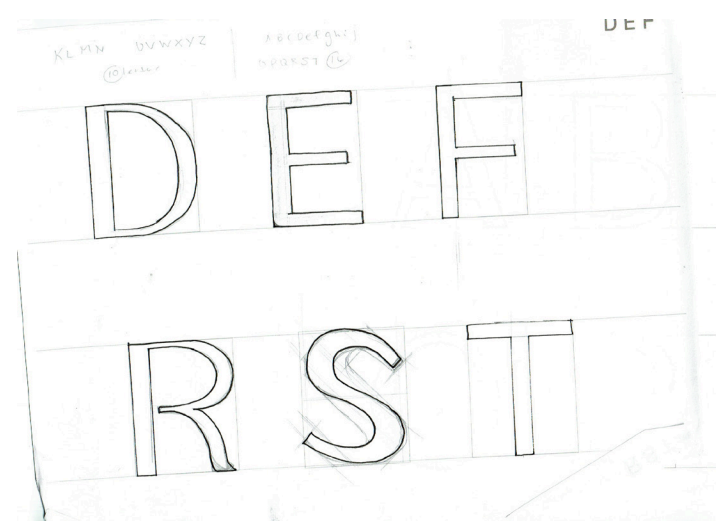
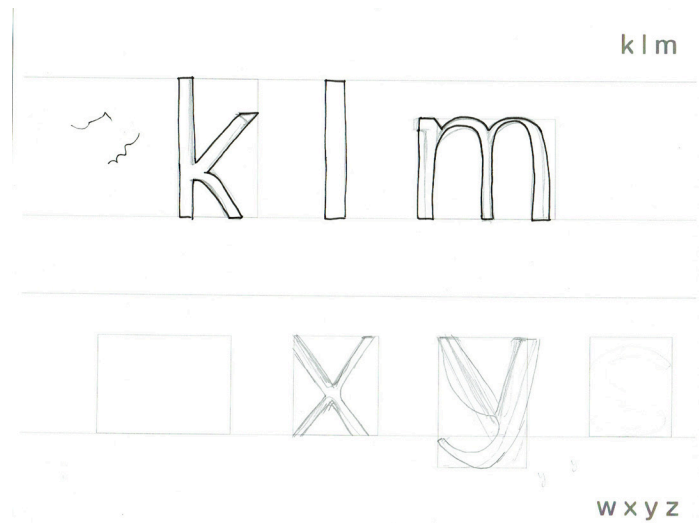
F G H I J

K L M N O

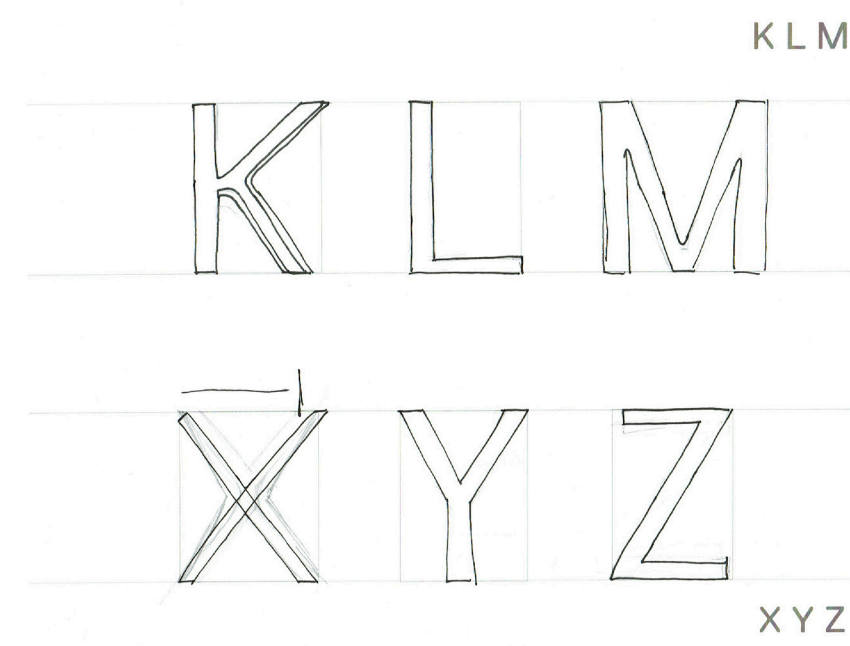
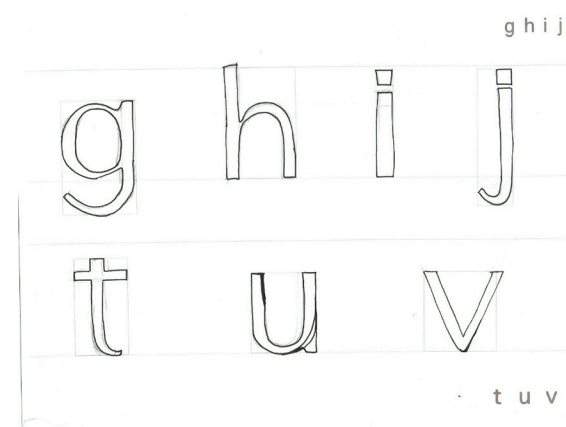
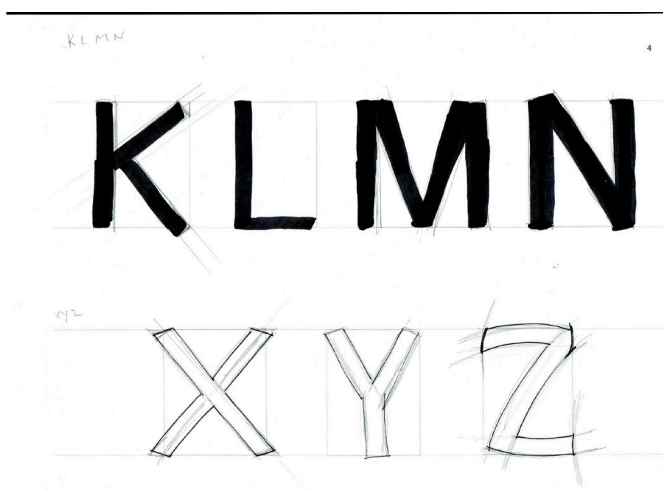
P Q R S T

U V W X Y Z





I started to form the idea that to create distinctive but unique letter combos that high contrast strokes might work...



Next Steps

Once I started-embracing the idea of uniqueness, the letter forms came easy, and soon the type started to find its voice! I Felt that this family needed at least three weights, as the book weight was a bit awkward at large sizes.

Cape Town  
Book  
Regular  
Sea-Worthy (bold)

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww  
Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww

Xx Yy Zz

DAMN  
SIDEWALK SURFIN  
PUNK HIPPIE  
JUVENILE DELINQUENT  
LAW BREAKIN  
DOPE SMOKIN  
DROP OUT  
LOW LIFE  
EVIL  
SATAN WORSHIPIN  
GRUMBLE  
BLAH BLAH  
#@\*!  
MUMBLE MUMBLE  
BLOCKHEAD

Spacing  
Exercise

Excited to finally have my full sets of letters I began working on spacing different words and letter combos. With the help of Karen Chang this was easy, the spacing guidelines in her manual were notably helpful and accurate!

vertag	reaktion	lyre
verwalter	rekord	nocturne
verzicht	revolte	screw
vorrede	tritt	science
yankee	trotzkopf	species
zwetschge	tyrann	sketchy
zypresse	crainte	story
fraktur	croyant	take
kraft	fratricide	treaty
raffel	instruction	typograph
bibel	puder	mimimum
beigen	qualen	maximum
blind	qualifier	generative
damals	salmon	process
china	unique	base height
schaden	alliance	cap level
schein	modo	water
lager	punible	density
legion	quindi	extreme
mime	analiso	measures



# OFF SHORE JOURNAL

## Ted Kennedy Escapes Woman Dies As Car Plunges Into Vineyard Pond



"Theres a car in the water"

By James Pollock

With that mumbled response in a crowded Edgartown Mass courtroom last week the last Kennedy broke a weeks pained and damaging silence on the night that changed his lifeand moved to short up the last tottering towers of Camelot

He had spent his longest week closeted with kinsmen and advisers against a gray drizzly chill that blanketed Hyannis Port wondering whether his speech with classa mea culpa as affecting and as exquisitely crafted as the Kennedys and all their gifted retainers could make it It was at its poignant best a dramatic admission that even Kennedys are vulnerable to that all too human impulse to run away from troublean instinct that most men experience and not all master But the hard fact remained that for all the conceptual brilliance of the TV presentation Ted

The decision to plead guilty was the easiest part of the strategy they worked outan utterly routine deal in which Teddy took a twomonth suspended al and not all master But the critically hard second step came some hours later when Kennedy went on television of the

## Eagle Lands In Moon Dust Today

US Govt Takes Gold In Favor Of Russians

With that mumbled response in a crowded Edgartown Mass courtroom last week the last Kennedy broke a weeks pained and damaging silence on the night that changed his lifeand moved to short up the last

tottering towers of Camelot

He had spent his longest week closeted with kinsmen and advisers against a gray drizzly chill that blanketed Hyannis Port wondering

### Senator Wanders Drunk For Hours

By Rick James

With that mumbled response in a crowded Edgartown Mass courtroom last week the last Kennedy broke a weeks pained and damaging silence on the night that changed his lifeand moved to short up the last tottering towers of Camelot

He had spent his longest week closeted with kinsmen and advisers against a gray drizzly chill that blanketed Hyannis Port wondering whether his and his familys claim on the Presidency of the US had died in the auto accident that killed Mary Jo Kopechne

The decision to plead guilty was the easiest part of the strategy they worked outan utterly routine deal in which Teddy took a twomonth suspended sentence and averted a potentially messy trial

The critically hard second step came some hours later when Kennedy went on television before and estimated million Americans with an extraordinary confession that he had fled in panicky confusion from a crisisa flight he himself judged indefensibleand threw himself



### Teds First Call To Victims Father

The decision to plead guilty was the easiest part of the strategy they worked outan utterly routine deal in which Teddy took a twomonth suspended sentence and averted a potentially messy trial

The critically hard second step came some hours later when Kennedy went on television before and estimated million Americans with an extraordinary confession that he had fled in panicky confusion from a crisisa flight he himself judged



whether his and his familys claim on the Presidency of the US had died in the auto accident that killed Mary Jo Kopechne

The decision to plead guilty was the easiest

# Final Forms

Once I felt I had a general idea of spacing and how the weights would differ in size, i took my letter forms out of illustrator and into glyphs. Here I began to finalize the left and right side-bearings + draft the numbers and punctuation marks. The final 3 weights together can be used to as header, sub header and body, although I think know the best use for this type is as a body text that may be interpersonal or character driven.

# Townie (book)

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

1 2 3 4 5 6 7 8 9 0

\* ! ? , ; ( / \ ) - \_ + . # “ ”

(Regular)

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

(Heavy)

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz



# Broadsheet

## Small Town Life

The small town of Massachusetts, while stereotypically quaint, they are also unique in many ways. However they all do share at least one commonality, the municipal signs that greet you upon entering them. This icon is easily recognized and respected by those who encounter it. In spirit of the infamous Massachusetts town sign, my broadsheet exploration attempts to play with the sign icons and other aspects of life as a townie.

Some initial ideas were, bike riding, boating, farmers markets, bed and breakfasts, Irishmen, pharmacy(Rx), coastal maps





# TOWNIES ONLY!



The Historic Harborview Inn, Edgartown MA.

## Fresh Sea Air

Heres an intersting twist, originally designed for boston this typeface has found its home on Massachusetts premier tourist trap, known as: Mar thas Vineyard.

Once a quiet island, quite the range of individuas have begun to call this historic whaling town thier new home.

With over 1 hundred thousand residents now on the island, it's a much more pleasant place to be. Prior isolation was a draw to the island for artists, craftsman and others who preferred a stepback from the bustle of new england life.

M Organic V

By: Ralph Perricelli  
For: Type Class  
When: Spring

If a seagull fly's over the ocean, then what flies over the bay?

Many things come and go on the island, but the things that stay have tend to have the most character. Harsh winter's, warm summer's and a generally salty environment

Ralph Perricelli  
Northeastern Type  
TwentyEighteen

shapes every thing on the island. Much like the signs, and people on the island, Townies characters each weather the storm in their own way.

A Breath of fresh sea air

Townie, locals only!

Originally designed for boston this typeface has found its home on Massachusetts premier tourist trap, known as; Mar thas Vineyard.

Once a quiet island, quite the range of individuas have begun to call this historic whaling town their new home.

With over 1 hundred thousand residents now on the island, it's a much more pleasant place to be. Prior isolation was a draw to the island for artists, craftsman and others who preferred a stepback from the hustle and bustle of urban new england life.

SemiLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
. ! ? ; ' { } [ ] \*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ



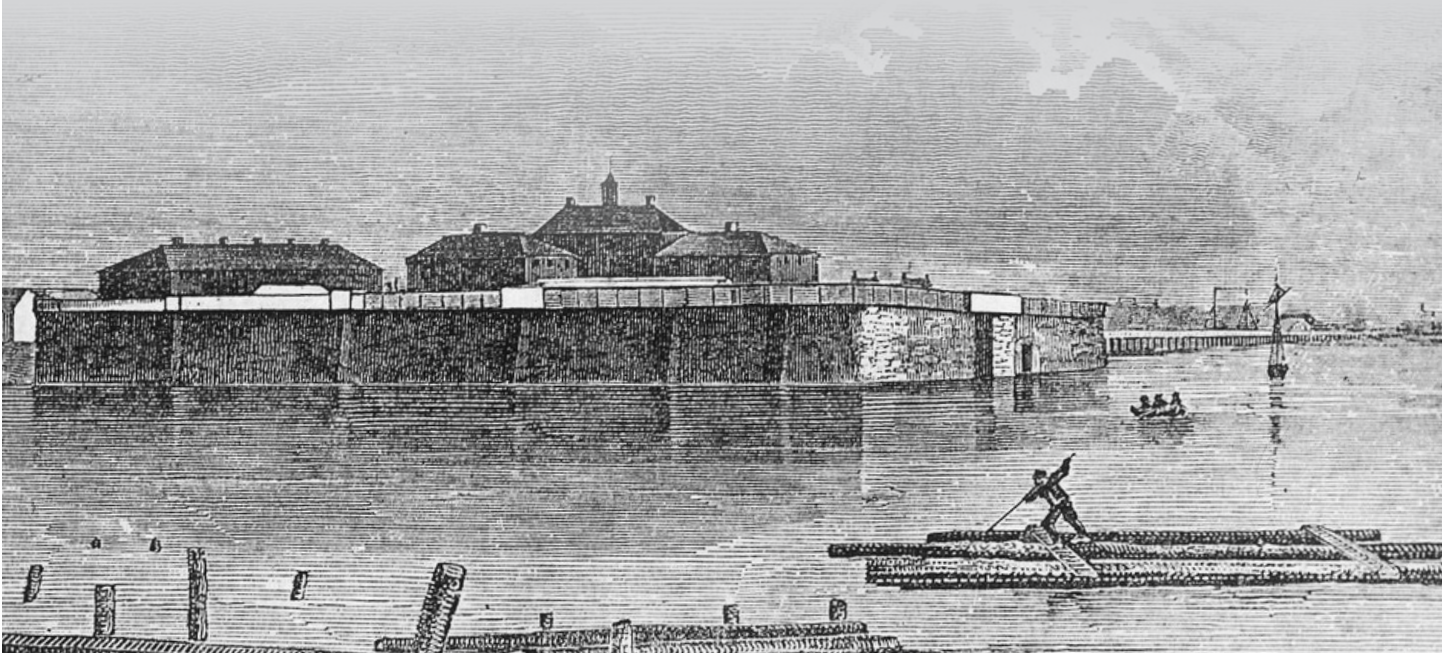
# Townie

Alford 706  
Tolland 706  
Rowe 706  
Hawley 706  
Tyringham 706  
Aquinnah 706  
New Ashford 706  
Mt. Washington 706  
Monroe 706  
Gosnold 706

Regular    ABCDEFGHIJKLM  
              NOPQRSTUVWXYZ  
              1234567890  
              abcdefghijklmn  
              opqrstuvwxyz  
              .! ? @ \* ^ ' ,

Heavy

Light



# Weather the storm here



# on Sunny Island

The Historic Harborview Inn, Edgartown MA

## Fresh Sea Air

Heres an intersting twist, originally designed for boston this typeface has found its home on Massachusetts premier tourist trap, known as: Marthas Vineyard.

Once a quiet island, quite the range of individuas have begun to call this historic whaling town thier new home.

With over 1 hundred thousand residents now on the island, it's a much more pleasant place to be. Prior isolation was a draw to the island for artists, craftsman and others who preferred a stepback from the bustle of new england life.



Quiet, cozy, and familiar; your favorite weekend getaway

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuv  
wxyz. ! ? ;

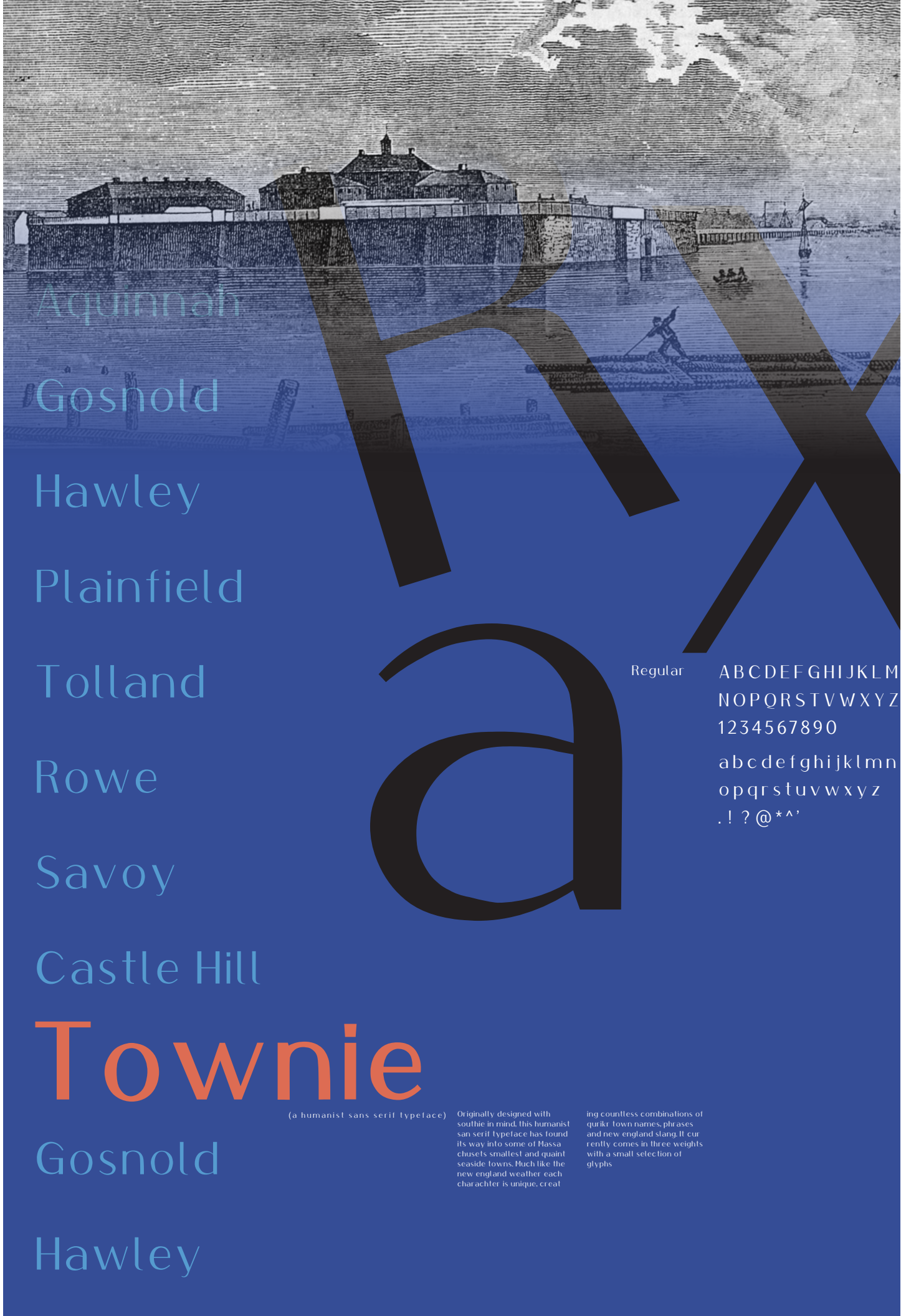
Edgartown MA



Many things come and go on the island, but the things that stay have tend to have the most charachter. Harsh winters, warm summers and a genrally salty enviroment

shapes every thing on the island. Much like the signs, and people on the island, Townies charachters each weather the storm in their own way.





Aquinnah  
Gosnold  
Hawley  
Plainfield  
Tolland  
Rowe  
Savoy  
Castle Hill

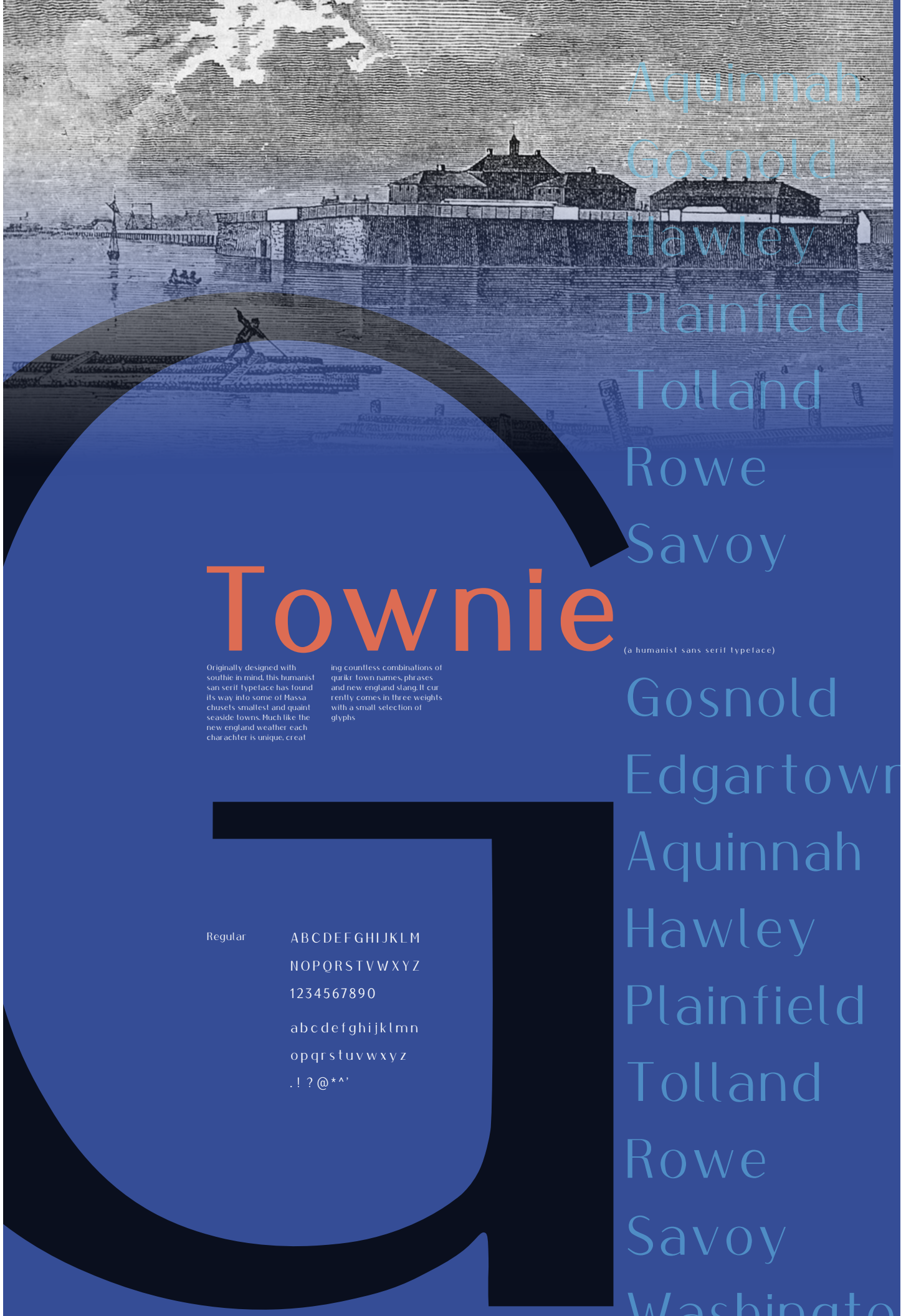
# Townie

(a humanist sans serif typeface)

Originally designed with southie in mind, this humanist sans serif typeface has found its way into some of Massachusetts's smallest and quaint seaside towns. Much like the new england weather, each character is unique, creating countless combinations of quirky town names, phrases and new england slang. It currently comes in three weights with a small selection of glyphs.

Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890  
abcdefghijklmnopqrstuvwxyz  
. ! ? @ \* ^ ' ,



Aquinnah  
Gosnold  
Hawley  
Plainfield  
Tolland  
Rowe  
Savoy

# Townie

(a humanist sans serif typeface)

Originally designed with southie in mind, this humanist sans serif typeface has found its way into some of Massachusetts's smallest and quaint seaside towns. Much like the new england weather, each character is unique, creating countless combinations of quirky town names, phrases and new england slang. It currently comes in three weights with a small selection of glyphs.

Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890  
abcdefghijklmnopqrstuvwxyz  
. ! ? @ \* ^ ' ,



(A Humanist Sans-serif Typeface)

# Townie

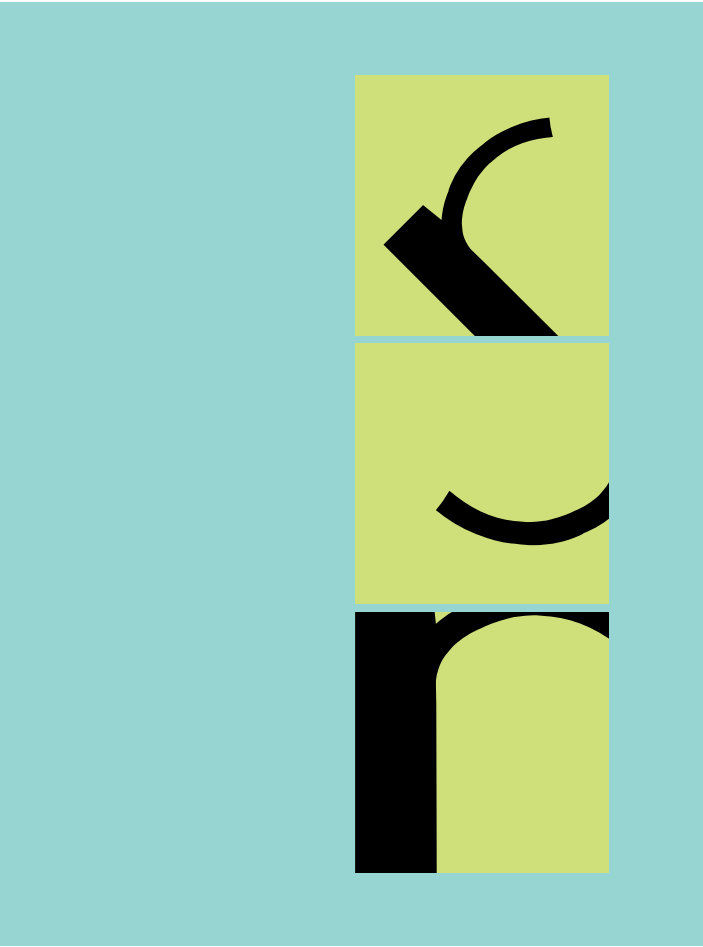
Townie - A person who has lived in a small town for his or her entire life. Often proud of that fact, townies take great interest in every detail of change in their home turf.

Many of the traits are exhibited in small towns across America, especially in the northeast. Massachusetts is full of small seas side towns and villages full of proud lifelong residents.

Originally designed with southie in mind, this humanist sans-serif typeface has found its way into some of Massachusetts smallest and quaint seaside towns. Much like the new england weather each character is unique, creating countless combinations of quirky town names, phrases and new england slang. It currently comes in three weights book, regular and heaving with a small selection of glyphs and full number set for the book.

Book ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789./:~!~\$O -, ; \* “ ”

Ralph Perricelli  
Northeastern Type 3  
Spring 2018  
Townie 1st Edition





Final

White D

nnah

served daily!  
erved 9am-2pm

orric

t, Boston MA  
f Broadway

thie

reser

Visit Off S  
30 Ker

Oak

Seasonal refreshm  
(Tours ava

\* Offer does not include  
\*\*limit 1 seasonal grow

Pride

# Townie Book

## Aquinnah

Fresh fish served daily!  
Specials offered 9am-2pm

## Historic

60 K Street, Boston MA  
- past L off Broadway

## Southie

## reservation

Visit Off Shore Ale Co.  
30 Kennebec Ave,

## Oak Bluffs

Seasonal refreshments starting \$8.00\* and up  
(Tours available upon request)  
\* Offer does not include tip, admission fee, group tour fee  
\*\*limit 1 seasonal growler at discounted cost per tour

## Pride (617)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789./:~!~\$() - , ' ,

### New England Charm

Townie -A person who has lived in a small town for his or her entire life. Often proud of that fact, townies take great interest in every detail of change in their home turf.

Many of the trails are exhibited in small towns across America, especially in the northeast, Massachusetts is full of small seaside towns and villages full of proud lifelong residents.

Originally designed with southie in mind, this humanist sans serif typeface has found its way into some of Massachusetts' smallest and quaint seaside towns. Much like the new england weather each character is unique, creating countless combinations of quirky town names, phrases - new england slang

It currently comes in three weights: book, regular and heavy, in order from high contrast to lowest, along with a small selection of glyphs and one full number set.



High Contrast

