

KORIYAMA KO – 008

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

A statement

Introducing Iro pro.
A conceptual proportional typeface family that uses different states to promote playful typographic contrast when setting body copy for print.

Iro pro has three states instead of traditional styles, ‘Kuro’ meaning black, ‘Shiro’ meaning white, and the ‘Corporate state’, used primarily for branding.

A modern designed typeface with cut off terminals, arcs and finials based on the super ellipse shape, the kuro version of the typeface is the standard state with a slightly condensed rounded style with alternate ‘a’ and rounded glyphs.

kuro 12/16pt

The alternate shiro state has a taller x-height and wider spacing. It is also kerned differently and features the alternate glyphs from the kuro state to give the typeface an industrial look. The double looped ‘a’ and various round characters are changed with stems that do not curve helping establish a slightly more serious setting.

shiro 12/16pt

The last state known as the corporate state features the standard glyph set that the shiro style uses, except with different metrics. The x-height is smaller and each three styles are kerned differently.
The corporate state is the only state to feature a direct heavier weight which resembles a demi-bold weight. The variable style of the corporate state has access to all 17 alternate glyphs, allowing for greater freedom between the rounded friendlier style of the kuro state, or the industrial and clean shiro state.

corporate 12/16pt

With different states the designer can utilise different typographic flavours for print and on screen.
The cut off glyphs define the characters without creating more dark areas on the page, engineered to have as much white space within and around the shapes to improve legibility, the unique design decisions mix qualities similar to DIN 1451, Eurostile and AKKO by Akira Kobayashi.

kuro 12/16pt

FUKUSHIMA FU – 001

KURO STATE

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdef-
ghijklmnopqrstuvwxyz{|}~£ÀAAÈÌÑÒÕÙàãèìñò
õù~—‘’“”•€!“#\$%&’[]*+,-./0123456789:;<=>?@

SHIRO STATE

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghi-
jklmnopqrstuvwxyz{|}~£ÀAAÈÌÑÒÕÙàãèìñò
õù~—‘’“”•€!“#\$%&’[]*+,-./0123456789:;<=>?@

CORPORATE STATE

Weights

ddd

ABCDEFGHIJKLMNOPQRSTUVWXYZaabcdef-
gghijklmnnppqqrrstuvwxyz{|}~£ÀAAÈÌÑÒÕÙàãèìñò
õù~—‘’“”•€!“#\$%&’[]*+,-./0123456789:;<=>?@

12 pt

Iro pro is a conceptual typeface meaning colour in Japanese. It has been designed to make use of a three state system that changes the x-height, metrics and the glyphs which allow for greater control of typographic contrast using only Iro pro as the typeface in use.

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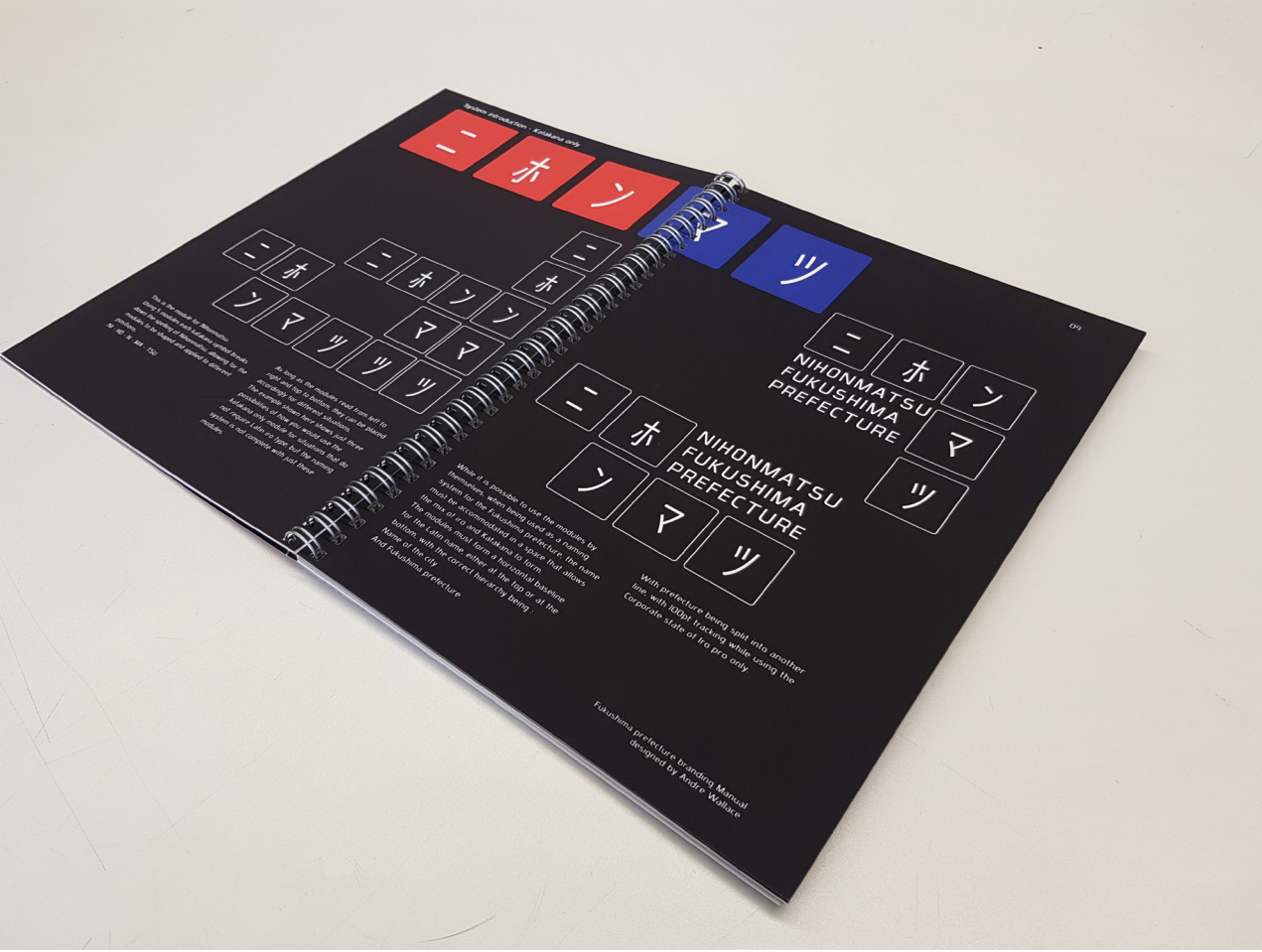
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14 pt

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Iro in application

designed by Andre Wallace