

How to create good tags...

THE SUBWAY TYPES

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BY HANNES VON DÖHREN, 2009

New York, Paris, Berlin

→ The idea was to create a package containing prominent tagstyles of graffiti strongholds like New York, Berlin and Paris. Shik (New York), Deon (Paris) and Etan (Berlin) came together to show the typical tagstyles of their metropole. The fonts were digitized, spaced, kerned and programmed by Hannes von Döhren (HVD Fonts). Each font contains the same character set. The following explanation works for every OT font from the Subway Types.



Subway New York



Subway Paris



Subway Berlin

OT, STD or SC?

→ If you are familiar with using OpenType features, the Subway Types will be easy to use. For those who never used the OpenType features we created the Std (Standard) and the SC (Small Caps) versions of the fonts. They

contain the same basic characters like the OT versions but are split in two fonts. Hence you don't need any OpenType knowledge to use the Std and SC fonts. However, here is a short introduction into OpenType features.

Subway NewYork OT = Subway NewYork Std + SUBWAY NEWYORK SC

Subway Paris OT = Subway Paris Std + SUBWAY PARIS SC

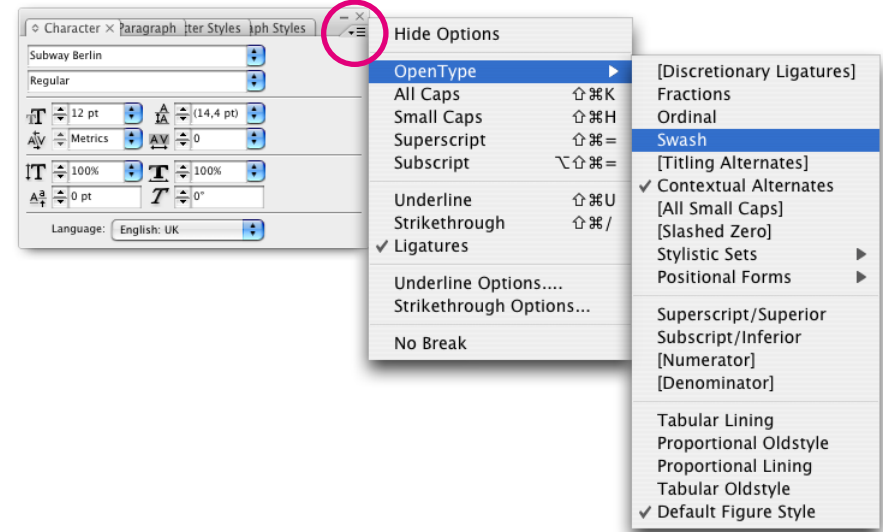
Subway Berlin OT = Subway Berlin Std + SUBWAY BERLIN SC

| | Uppercase | Lowercase | Small Caps | Swash | Oldstyle Figures | Lining Figures | Standard Characterset | Extended Characterset | Extras |
|-----|-----------|-----------|------------|-------|------------------|----------------|-----------------------|-----------------------|--------|
| OT | X | X | X | X | X | X | | X | X |
| Std | | X | | X | X | | X | | |
| SC | X | | X | | | X | X | | |

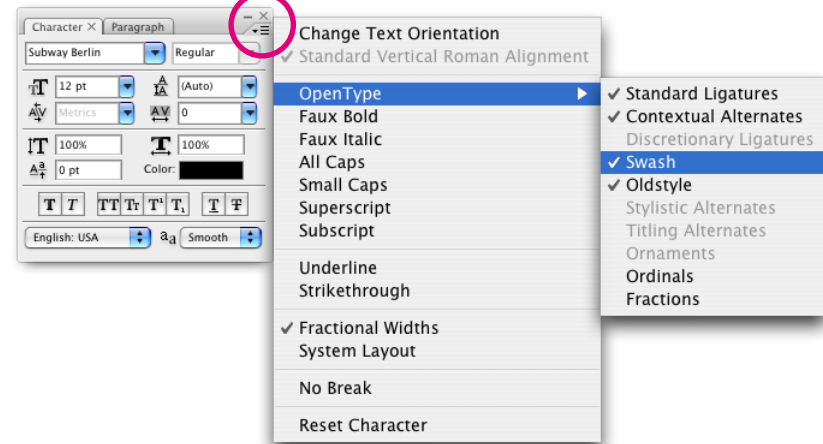
Using OpenType

→ First of all you have to know how to activate the OpenType features of the Subway Types. Here are two screenshots of the most popular graphic applications (Photoshop & Indesign).

InDesign



Photoshop



Small to Big

→ We call the first tagstyle “Small to Big”. This is especially for shorter tags. The tag is gradually getting bigger from left to right. To achieve that style use the Small Caps with Uppercase.

1) Type in your text



play

2) Choose Small Caps



PLAY

3) Type the last 2 or 3 letters in Uppercase



PLAY

4) Add some stuff (from the “Extras”)



"PLAY"

5) Add some drips (from the “Extras”)



"PLAY"

Small Big Small Big

→ We call this tagstyle “Small Big Small Big”. This style is useful for longer tags. One can find many tags that are build up that way. The idea is, to alternate small and big letters. For that style use the Small Caps with Uppercase.

1) Type in your text



2) Choose Small Caps



3) Type every second letter in Uppercase



4) Add some stuff (from the “Extras”)



5) Add some drips (from the “Extras”)



Swashy Tags

→ We call this tagstyle “Swashy Tags”. The swash letters dont really work in succession, but are rather great for starting off a tag with one cool character. The Swash fit perfectly to the lowercase. For writing with uppercase letters we especially created the Uppercase.

1) Type in your text



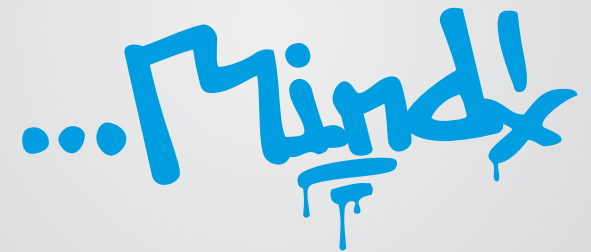
Mind

2) Choose Swash



Mind

3) Add some stuff (from the “Extras”)



...Mind!

5) Add some splashes (from the “Extras”)



...Mind!

Some more Features

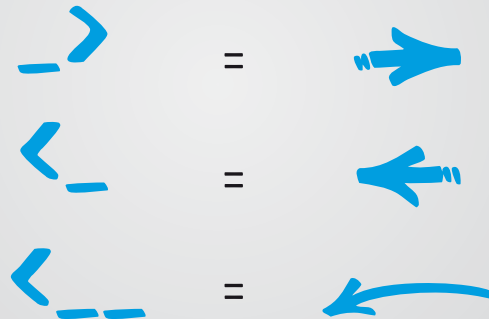
→ Every “Subway OT Font” includes some specials, to be found via the Contextual Alternates in the OpenType menuue.

→ We also inserted some doubleletters which are automatically set in when the OpenType feature “Ligatures” is on.

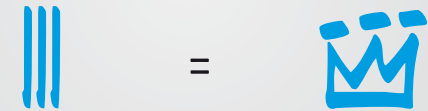
1) Underlines



2) Arrows



3) Crown



5) Double letters.





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