

**Askr**

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# Gothic & Roman flair

Askr is a bold and extroverted typeface inspired by the dramatic strokes of Blackletter Textura. It has a prominent vertical rhythm with softened elements borrowed from Roman text typefaces, creating a dynamic and attention-grabbing visual experience. Askr is particularly suited for impactful headlines and titles where its presence can truly shine. Initially available in a Heavy weight, this typeface is perfect for designers looking to make strong visual statements.

Askr is released alongside its sibling typeface, Embla. They both emerge from the same creative origin yet express distinct voices. Each bridges the aesthetic differences between Southern and Northern European writing styles in its own unique way. Askr features a Gothic flair with the softness of Southern European type styles, evident in its traditional angularity combined with asymmetrically-curved wedge serifs. It adds a subtle warmth into the imposing vertical presence of Textura through softened curves.

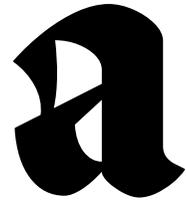
Meanwhile, Embla evokes a cool visual aesthetic and subverts the inherent warmth of Roman type. It combines muscular curves with robust serifs atop a predominantly vertical structure reminiscent of Northern European writing traditions. The design is tailored for extensive text usage where clarity and ease of reading are paramount.

Given contemporary reading habits, we have strategically introduced Askr in a Heavy weight ideal for large displays, while Embla's Regular weight is optimized for excellent readability at smaller sizes. Our vision is to expand the range for both typefaces from Light to Black, making them versatile across various design applications.

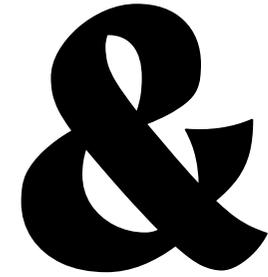
This preliminary release is the Alpha version of Askr and Embla, allowing designers to experiment with them early on. We invite you to be a part of this journey as we work towards the full weight range in version 1.0, which will further highlight their complementary nature when used together.



Softened elements



Gothic flair



Heavy weight



Angular & curved wedge serifs



Proportional figures



Punctuation

71 Latin

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>	<b>K</b>	<b>L</b>	<b>M</b>	<b>N</b>	<b>O</b>
0x0041	0x0042	0x0043	0x0044	0x0045	0x0046	0x0047	0x0048	0x0049	0x004A	0x004B	0x004C	0x004D	0x004E	0x004F
<b>P</b>	<b>Q</b>	<b>R</b>	<b>S</b>	<b>T</b>	<b>U</b>	<b>V</b>	<b>W</b>	<b>X</b>	<b>Y</b>	<b>Z</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
0x0050	0x0051	0x0052	0x0053	0x0054	0x0055	0x0056	0x0057	0x0058	0x0059	0x005A	0x0061	0x0062	0x0063	0x0064
<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>	<b>n</b>	<b>o</b>	<b>p</b>	<b>q</b>	<b>r</b>	<b>s</b>
0x0065	0x0066	0x0067	0x0068	0x0069	0x006A	0x006B	0x006C	0x006D	0x006E	0x006F	0x0070	0x0071	0x0072	0x0073
<b>t</b>	<b>u</b>	<b>v</b>	<b>w</b>	<b>x</b>	<b>y</b>	<b>z</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
0x0074	0x0075	0x0076	0x0077	0x0078	0x0079	0x007A	0x0030	0x0031	0x0032	0x0033	0x0034	0x0035	0x0036	0x0037
<b>8</b>	<b>9</b>	<b>.</b>	<b>,</b>	<b>:</b>	<b>;</b>	<b>?</b>	<b>!</b>	<b>/</b>	<b>-</b>	<b>&amp;</b>				
0x0038	0x0039	0x002E	0x002C	0x003A	0x003B	0x003F	0x0021	0x002F	0x002D	0x0026				

60pt

**Ask**r is a bold and  
**and**

36pt

**Ask**r is a bold and  
**extroverted typeface**  
**inspired by the**

24pt

**Ask**r is a bold and extroverted  
**typeface inspired by the dramatic**  
**strokes of Blackletter Textura. It**  
**has a prominent vertical rhythm**  
**with softened elements borrowed**

15pt

**Ask**r is a bold and extroverted typeface inspired by the dramatic strokes of Blackletter Textura. It has a prominent vertical rhythm with softened elements borrowed from Roman text typefaces, creating a dynamic and attention-seeking visual experience. Ask is particularly suited for impactful headlines and titles where its presence can truly shine. Initially available in a

12pt

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**Ask**r is released alongside its sibling typeface, Embla. They both emerge

9pt

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hhea - OS/2 ascent: 950

ascender: 750

capHeight: 740

xHeight: 535



Hb p

descender: -220

hhea - OS/2 descent: -250

**Designed by:**

Jérémie Hornus, Kim Kyeongsik, Pranavi Chopra

**Release dates:**

Latest release 05/2024

First release 05/2024

**Version:**

Version 0.100

**Version history:**

Version 0.100 – 05/2024 – Here is the Alpha version of Askr! It only has a minimal glyphset for now (A-Z a-z 0-9 & some punctuations).

**Writing Systems:**

Latin

Black[Askp]

■ Specifications

**1 available openType features:**

kern

**Buy**