

M E A

A T W

O R K

×

AN INTERACTIVE TYPE SYSTEM
BY ELENA SCHÄDEL AND JAKOB RUNGE

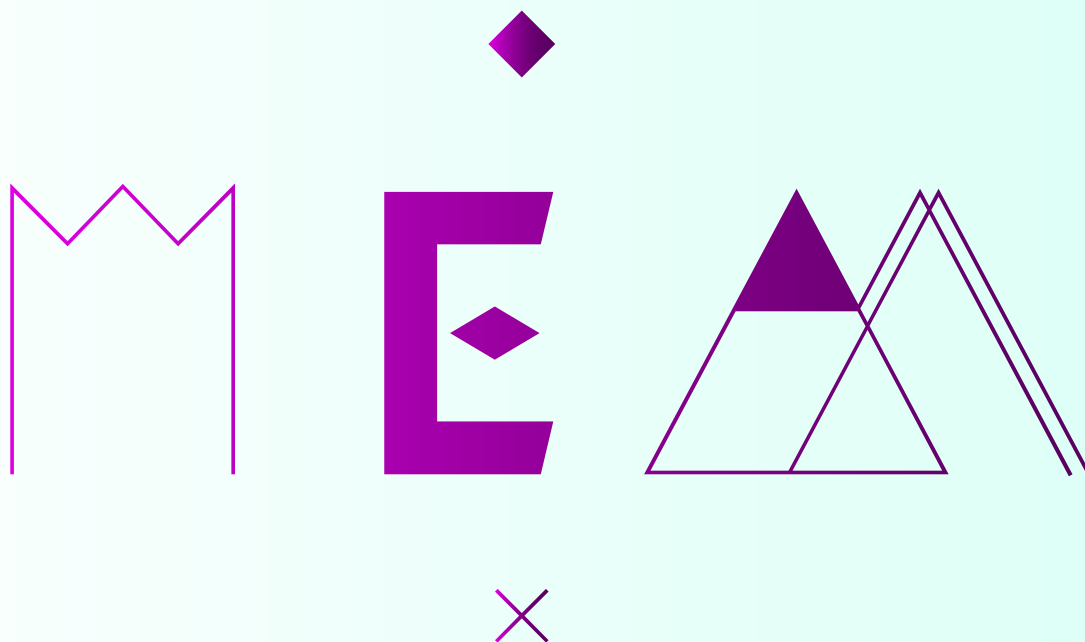


ME A

.

2012

I AM DIFFERENT
I AM UNIQUE
I AM INDEPENDENT
I AM IMPASSIONED
I AM INTELLIGENT
I AM ALTERNATIVE
I AM DIVERSE
I AM QUIRKY
I AM UNPREDICTABLE
I AM UNCONVENTIONAL
I AM RELEVANT
I AM SOPHISTICATED
I AM SLEEK
I AM SPONTANEOUS
I AM FLEXIBLE
I AM UNSETTLED



SOMETIMES A SURPRISE,
SOMETIMES AS EXPECTED

—
AN INTERACTIVE TYPE SYSTEM WITH A
WIDE RANGE OF INDIVIDUAL PERSONALITIES

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|           |                                               |
|-----------|-----------------------------------------------|
| DESIGNER  | Elena Schädel & Jakob Runge                   |
| RELEASE   | 2012                                          |
| PUBLISHER | 26+                                           |
| FORMAT    | Cross platform OpenType                       |
| WEIGHTS   | One weight including 629 glyphs & four styles |

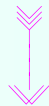
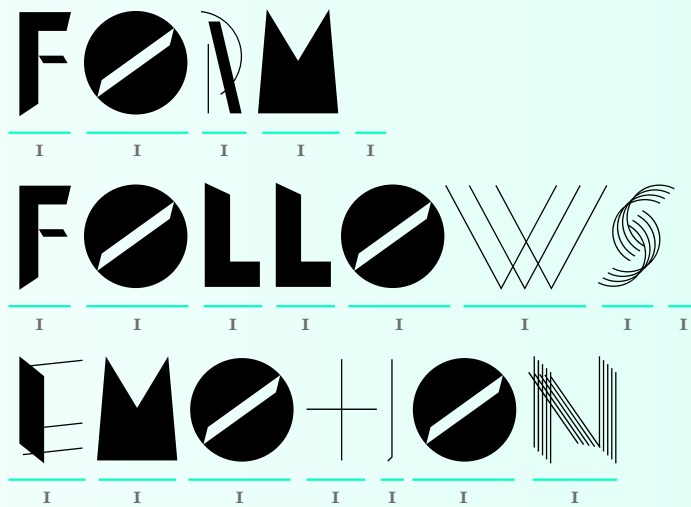


# SHUFFLE UP YOUR TYPE

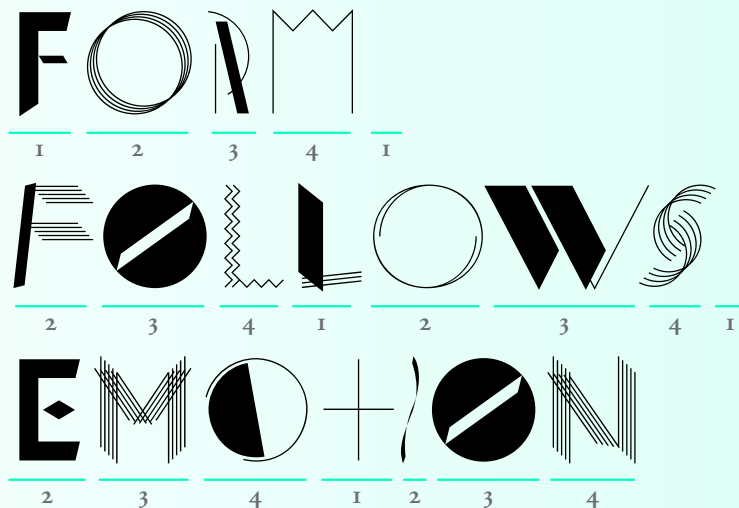
An automatic shuffle principle rotates the four alternate letters in all common design software to make sure no letter will repeat too soon.



STATIC SHUFFLE ≈ RANDOM BY KEYBOARD ≈ {LESS IMPRESSIVE SOFTWARE, MS WORD, ETC.}



DYNAMIC SHUFFLE ≈ OPENTYPE FEATURE ≈ {ADOBE CREATIVE SUITE, ETC.} ≈ MONSTERSHUFFLE



## STYLISTIC ALTERNATES

OpenType is the kicker, it not only shuffles the letters; it makes them easy to handle via the Stylistic Alternates: bolder and lighter letters can be used separately, or you can even strip down MeM to the four single weights. This gives you a powerful command over the artistic qualities of this unique font. From a complete random shuffle to careful selection of every character, the choice is all yours.

FOUR WEIGHTS ≈ IMPULSIVE, VIBRANT, MOODY, DELICATE PERSONALITIES

I'M IMPULSIVE!

I'M VIBRANT!

I'M MOODY!

I'M DELICATE!



OPENTYPE FEATURES ≈ INDESIGN ≈ {ADOBE CREATIVE SUITE, ETC.}

{1}

MONSHERSHUFFLE

{LIGATURES}

{Z}

SETS

{SWASH ALTERNATES}

{2}

SETS

{TITLING ALTERNATES}

{4}

WEIGHTS

{STYLISTIC SET 01}

{4}

WEIGHTS

{STYLISTIC SET 02}

{4}

WEIGHTS

{STYLISTIC SET 03}

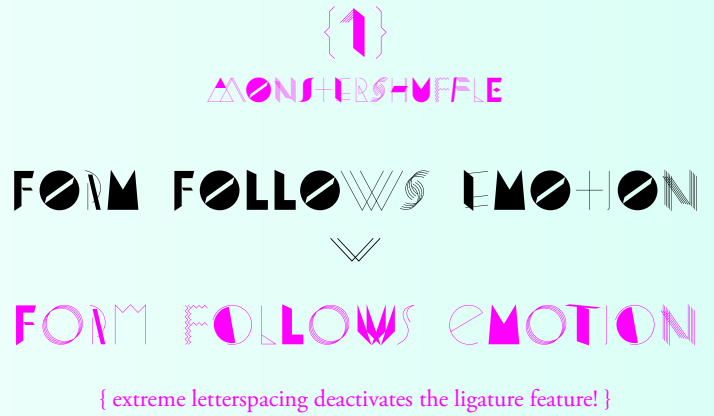
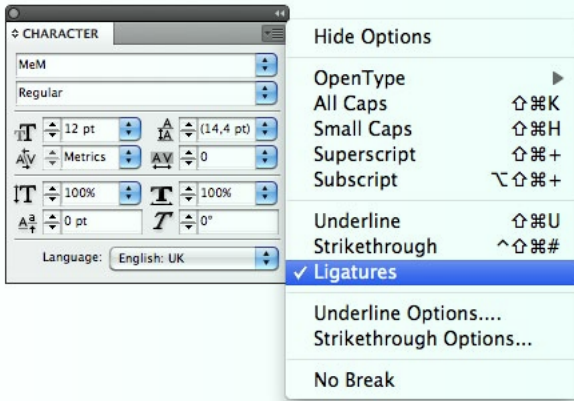
{4}

WEIGHTS

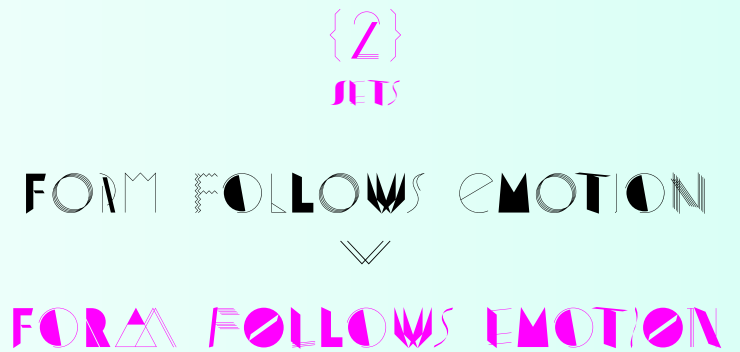
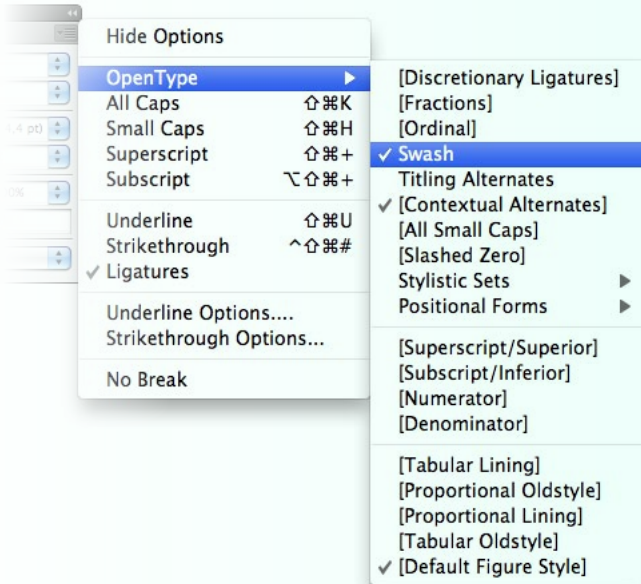
{STYLISTIC SET 04}



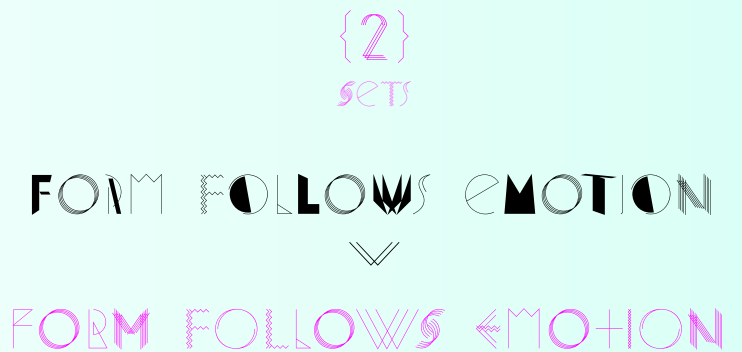
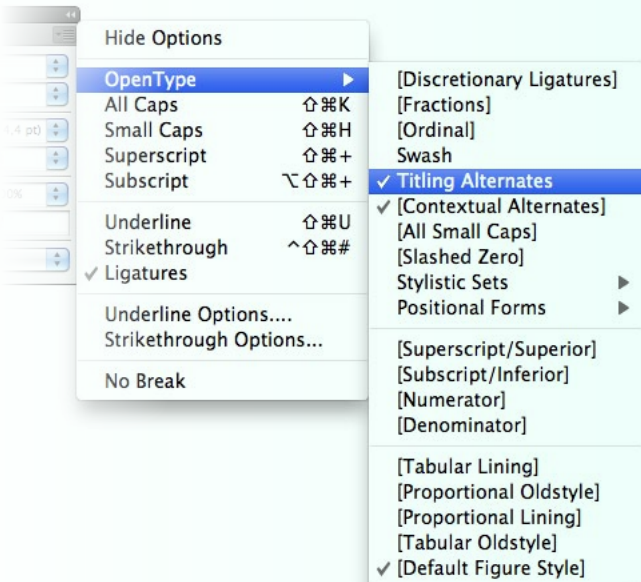
LIGATURE FEATURE ≈ MONSTERSHUFFLE ≈ RANDOM LETTERS {DEFAULT IN ADOBE CREATIVE SUITE}



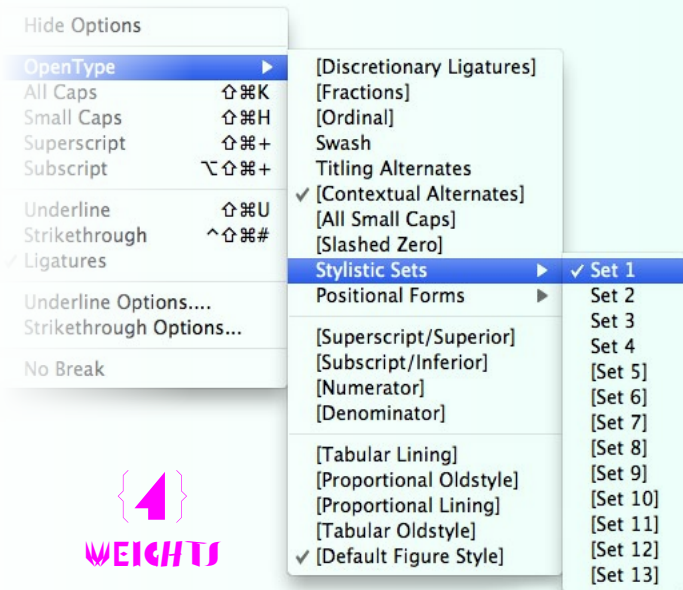
STYLISTIC ALTERNATES ≈ BOLDER STYLES



STYLISTIC ALTERNATES ≈ LIGHTER STYLES



STYLISTIC SETS ≈ SINGLE WEIGHTS



{4}  
WEIGHTS

{4}  
WEIGHTS

{4}  
WEIGHTS

{4}  
WEIGHTS

FORM FOLLOWS EMOTION

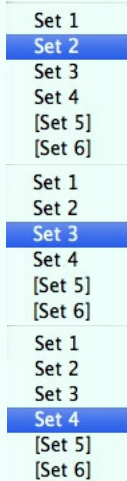


FORM FOLLOWS EMOTION

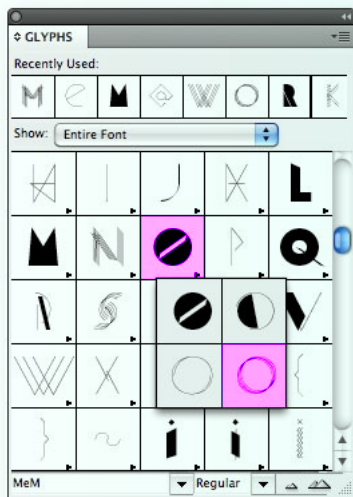
FORM FOLLOWS EMOTION

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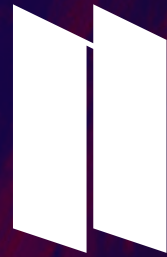
GLYPHS PALETTE ≈ PICK LETTERS INDIVIDUALLY



FORM FOLLOWS EMOTION







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2012

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