LIFESANS TYPEFACE

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lifeismeaning.com

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The LifeSans Typeface

The design of the LifeSans type family is part of the Web art project lifeismeaning.com. The interface of "Life is Meaning" is a Flash Web site that visualizes the information of public thoughts stored in a database.

This lowercase sans serif typeface, which is part of the project's system of signs, has for purpose to present the data from the three different age groups (young, adult, and senior). Each of these groups is represented by a different weight (light, medium or bold).

LifeSans's letters are exclusively designed in lowercase. This decision is mainly based on maintaining a uniformity in the rhythm of the text.

As it is a multilingual application, numerous vowels and diacritics needed to be designed as well.

Technical constraints were that the family letters were supposed to have the same width to technically integrate into the Flash coded application. I also wanted to emphasize the height of descenders and ascenders to make the letters more distinguishable in a small size when used on screen.

The typeface is not fully finished, but is rather in a research phase. The bold weight has been developed further in terms of more sophisticated shapes and completeness of signs; the light and medium weights are currently in draft form.

stay with my favorite person

going to movies

science, curiosity and creativity

spending time with my kids

microcontroller

being alone in the wilderness, away from civilization

fucking like rabbits

music, love

eating delicious foods.

what is the most famous japanese food

following my passion,sticking to my values and love from dear ones.

enjoying the starting week-end at friday noon

swimming, sailing

filling the family kitchen with good food, even when the bills are piling up.

to achieve things that i am proud of

passer du temps avec ma copine

ein   good morning   eines strassenfegers in downtown l.a. on einem samstag morgen

painting something beautiful

testest

eating food

going out

going on vacation

ich hab dich lieb so lieb dein gerhard dein mann für maria

mit interesse auf andere menschen zugehen

meeting the souls closest to my heart, and helping them with their path as they assist me with mine.

siggraph08

viajar com quem você ama

aprender uma coisa nova

cozinhar com alguem que voce gosta

ajudar alguem

o cheiro do mar

conseguir escolar uma via dificil

dividir cha com um amigo

prendre mon temps le matin

enjoying the silence of the night

listening to live jazz

reading a book under a tree in the park

fixing things

lying in the sun

sex tennis smoking weed basketball music

getting into an interesting conversation because a woman liked my shoes

zeit haben für die dinge, die mir spass machen

menschen erleben

the sunny weather

sleeping long on week ends

get tuned into music and forget about other things

love

mixing physical and emotional pleasure

following jesus

going through highs and lows

making other people smile

treffen von inspirierenden designern

love, art, connection with people and with nature.

love

helping out my family and taking care of my partner.

in der sladiale sitzen und einen feinen slabacher geniessen

im see schwimmen im sommer

borfuss im nassen gras laufen

meinen garten bepflanzen und gestalten

enkelkinder hueten

gute filme im kino ansehen

radtouren mit freunden

tanzen

klavierspielen

klavierspielen

ich werde aktiv   denn es gibt noch viel zu entdecken

mut zum risiko

die eigenen grenzen ausloten

visionen zu haben

glueck empfinden und erleben

"To get a smile every day", "To balance what I have to do and what I choose to do", "To take my coffee in the morning with the people I love", "My meaning in life is to worship of Allah". These fragments are answers to the question: "What gives meaning to your life?"

The environment the LifeSans font family was designed for is a Flash Web site, which visualizes the information of public thoughts.

The visualization shows the three weights (light, medium and bold) of LifeSans embedded in the project which represent the three different age groups (young, adult, and senior).

meeting the souls closest to my heart, and helping them with their path as they assist me with mine   science, curiosity and creativity   spending time with my kids   spending time with my kids   microcontroller   being alone in the wilderness, away from civilization   fucking like rabbits   music, love   eating delicious foods   what is the most famous japanese food.   following my passion, sticking to my values and love from dear ones   enjoying the starting week-end at friday noon   swimming, sailing   filling the family kitchen with good food, even when the bills are piling up   to achieve things that i am proud of   passer du temps avec ma copine   ein "good morning" eines strassenfegers in downtown los angeles an einem samstag morgen   painting something beautiful   eating food   going out   going on vacation   ich hab dich lieb so lieb dein gerhard dein mann für maria   mit interesse auf andere menschen zugehen   meeting the souls closest to my heart, and helping them with their path as they assist me with mine   siggraph08   viajar com quem você ama   aprender uma coisa nova   cozinhar com alguem que voce gosta   ajudar alguem   o cheiro do mar   conseguir escalar uma via dificil   dividir cha com um amigo   prendre mon temps le matin   enjoying the silence of the night   listening to live jazz   reading a book under a tree in the park   fixing things   lying in the sun   sex tennis smoking weed basketball music   getting into an interesting conversation because a woman liked my shoes   zeit haben fuer die dinge die mir spass machen   menschen erleben   the sunny weather   sleeping long on week ends   get tuned into music and forget about other things   love   mixing physical and emotional pleasure   following jesus   going through highs and lows   making other people smile   treffen von inspirierenden designern   love, art, connection with people and with nature   love   helping out my family and taking care of my partner   in der eisdiele sitzen und einen feinen eisbecher geniessen   im see schwimmen im sommer   barfuss im nassen gras laufen   meinen garten bepflanzen und gestalten   enkelkinder hüten   gute filme im kino ansehen   radtouren mit freunden   tanzen   klavierspielen   klavierspielen   ich werde aktiv, denn es gibt noch viel zu entdecken   mut zum risiko   die eigenen grenzen ausloten   visionen zu haben   glück empfinden und erleben   ich fülle meine tage mit leben, nicht mein leben mit tagen   eating cow tongue for the first time   trying new food   prendre son café le matin avec des gens que l'on aime   family   manger   shooping together on the web   eating after a long time   my grad certificate at concordia   playing music   new media   me surpasser et avoir l'impression d'accomplir quelque chose de bon pour moi   being loved by those i love   immer wieder etwas neues lernen   making things that people see and use   apprendre toujours   family   hot chocolate   ask diffucult questions   meeting people   familia   having a good time without falling over   when you reach the success   love, energy, ideas, art, solidarity   my life meaning is to worship of allah by practicing all the actions that follows islamic rules and guidelines in your life   wearing the sweater knitted by my grandma   depends on the day of the week   the feeling that body and soul is connected   guess it depends on your definition of meaning   dog   mein freundeskreis   meine familie und mein umfeld   in ferne länder reisen zu können   in freiheit leben zu können   gute freunde zu haben   immer genügend zu essen und frisches obst   am meer sitzen und den augenblick geniessen   einen verständnisvollen partner zu haben   eine gute beziehung zu haben   bergwandern   ein gutes buch lesen   having a nice dinner   shoppen gehen mit genügend money   freude an der arbeit   freude an der arbeit   motorradfahren   gutes essen mit freunden   konzerte, klassische musik   ausstellungen   skifahren bergradeln   skifahren, bergradeln   kultur, theater und konzerte   kultur, theater und konzerte   kultur, theater und konzerte   kultur, bergsteigen   meine kinder   viele geschenke   viel besuch im altenheim   biking through the rain   making art reading books   en gardant sa foi en dieu et chez les hommes   une journée passée à la montagne en bonne compagnie   goodness and happiness around me   to find a healthy balance between family social life and work career   giving and receiving inspiration, hope and kindness   la chanson "la vie ne vaut rien mais rien ne vaut la vie" de alain souchon   d'aimer   de donner la vie   de vivre pleinement   se realiser en respectant sa nature et en harmonie avec les autres   de crer avec des gens dans une inspiration commune   the worlds we're trying to make out of our ideas   partager une bonne bouffe entre amis   to make people happy   the ways that i can help people, especially the people i love   make the world a better place to live   meeting people   la confiance   comprendre des blagues dans une autre langue   à la façon créative qu'on la perçoit, et qu'on la transmet   life itself, the best thing in the world l'amour   and living live to the fullest with new experiences and challenges   my friends and my family, loving them and being loved   love   life is made of meaning   that we all are one and the same and inseparately intertwined   lying in the sun   sex tennis smoking   prendre son café le matin avec des gens que l'on aime

LifeSans light

abcdefghijklm
nopqrstuvwxyz

18/24pt LifeSans light

to balance what i have to do and what i choose to do   to get
a smile every day   to take my coffee in the morning with
the people i love   my meaning in life is to worship of allah
immer wieder etwas neues lernen   gute freunde zu haben

7/9pt LifeSans light

to balance what i have to do and what i choose
to do   to get a smile every day   to take my
coffee in the morning with the people i love
my meaning in life is to worship of allah

9/10pt LifeSans light

to balance what i have to do and what i
choose to do   to get a smile every day   to
take my coffee in the morning with the

10/13pt LifeSans light

to balance what i have to do
and what i choose to do   to
get a smile every day   to take

14/16pt LifeSans light

to balance what i have
to do and what i choose

18/21pt LifeSans light

to balance

36pt LifeSans light

LifeSans medium

abcdefghijklm
nopqrstuvwxyz

18/24pt LifeSans medium

to balance what i have to do and what i choose to do   to get a smile every day   to take my coffee in the morning with the people i love   my meaning in life is to worship of allah immer wieder etwas neues lernen   gute freunde zu haben

7/9pt LifeSans medium

to balance what i have to do and what i choose to do   to get a smile every day   to take my coffee in the morning with the people i love my meaning in life is to worship of allah

9/10pt LifeSans medium

to balance what i have to do and what i choose to do   to get a smile every day   to take my coffee in the morning with the

10/13pt LifeSans medium

to balance what i have to do and what i choose to do   to get a smile every day   to take

14/16pt LifeSans medium

to balance what i have to do and what i choose

18/21pt LifeSans medium

to balance

36pt LifeSans medium

LifeSans bold

abcdefghijklmnopqrstuvwxyz
0123456789',-.:;. •-''""'',,
áàâãäãçéèêëíìîïñóòôöoúùûü

18/24pt LifeSans bold

to balance what i have to do and what i choose to do   to get
a smile every day   to take my coffee in the morning with the
people i love   my meaning in life is to worship of allah
immer wieder etwas neues lernen   gute freunde zu haben

7/9pt LifeSans bold

to balance what i have to do and what i choose
to do   to get a smile every day   to take my
coffee in the morning with the people i love
my meaning in life is to worship of allah

9/10pt LifeSans bold

to balance what i have to do and what i
choose to do   to get a smile every day   to
take my coffee in the morning with the

10/13pt LifeSans bold

to balance what i have to do
and what i choose to do   to
get a smile every day   to take

14/16pt LifeSans bold

to balance what i have
to do and what i choose

18/21pt LifeSans bold

to balance

36pt LifeSans bold

meeting the souls closest to my heart, and helping them with their path as they assist me with mine   science, curiosity and creativity   spending time with my kids   spending time with my kids   microcontroller   being alone in the wilderness, away from civilization   fucking like rabbits   music, love   eating delicious foods   what is the most famous japanese food   following my passion, sticking to my values and love from dear ones   enjoying the starting week-end at friday noon   swimming, sailing   filling the family kitchen with good food, even when the bills are piling up   to achieve things that i am proud of   passer du temps avec ma copine   ein ¨good morning¨ eines strassenfegers in downtown los angeles an einem samstag morgen   painting something beautiful   eating food   going out   going on vacation   ich hab dich lieb so lieb dein gerhard dein mann für maria   mit interesse auf andere menschen zugehen   meeting the souls closest to my heart, and helping them with their path as they assist me with mine   siggraph08   viajar com quem vocé ama   aprender uma coisa nova   cozinhar com alguem que vocé gosta   ajudar alguem   o cheiro do mar   conseguir escalar uma via dificil   dividir cha com um amigo   prendre mon temps le matin   enjoying the silence of the night   listening to live jazz   reading a book under a tree in the park   fixing things   lying in the sun   sex tennis smoking weed basketball music   getting into an interesting conversation because a woman liked my shoes   zeit haben für die dinge, die mir spass machen   menschen erleben   the sunny weather   sleeping long on week-ends   get tuned into music and forget about other things love   mixing physical and emotional pleasure   following jesus   going through highs and lows   making other people smile   treffen von inspirierenden designern love, art, connection with people and with nature   love   helping out my family and taking care of my partner   in der eisdiele sitzen und einen feinen eisbecher geniessen   im see schwimmen im sommer barfuss im nassen gras laufen   meinen garten bepflanzen
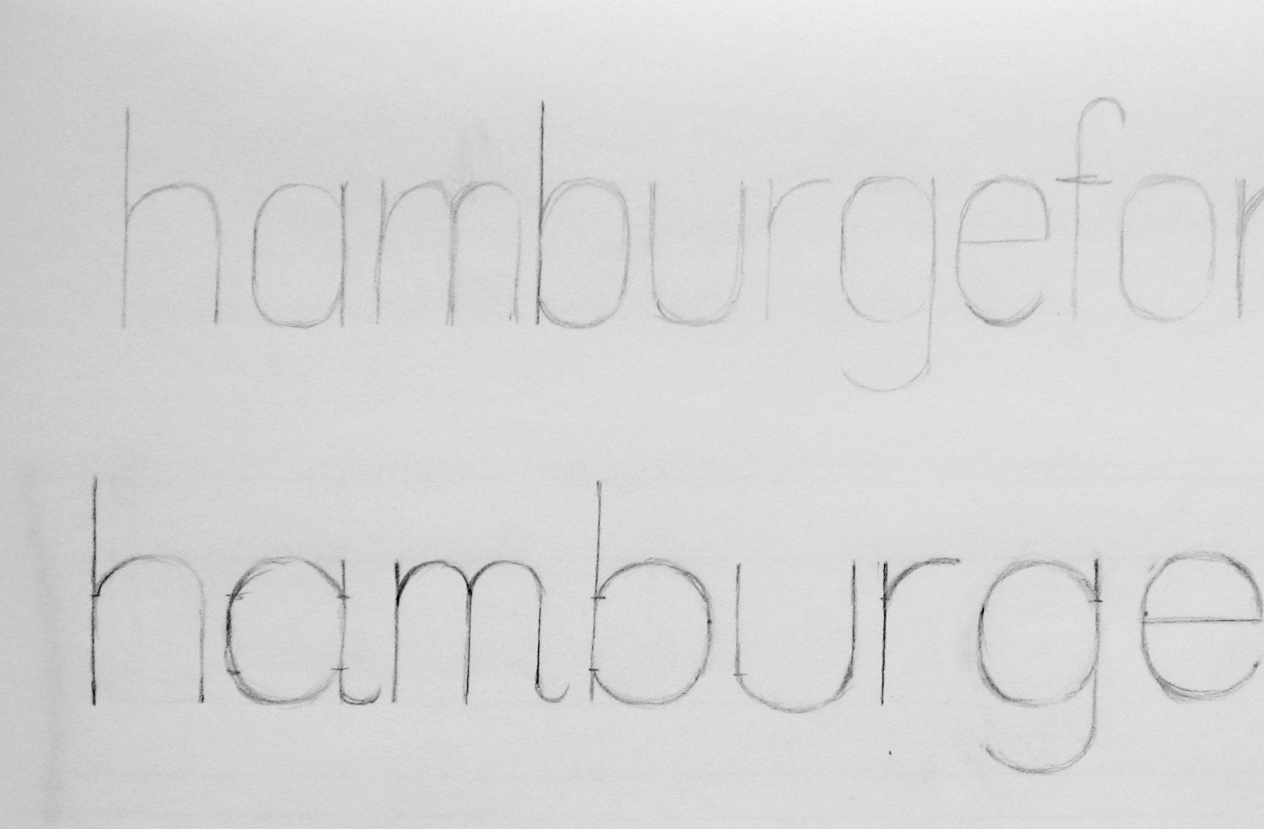
und gestalten   enkelkinder hüten
gute filme im kino ansehen
radtouren mit freunden
tanzen klavierspielen
mut zum risiko
die eigenen grenzen ausloten

LifeSans: The Creation Process

This is a documentation of the work-in progress of designing the font family Life Sans: LifeSans light, LifeSans medium, and LifeSans bold.
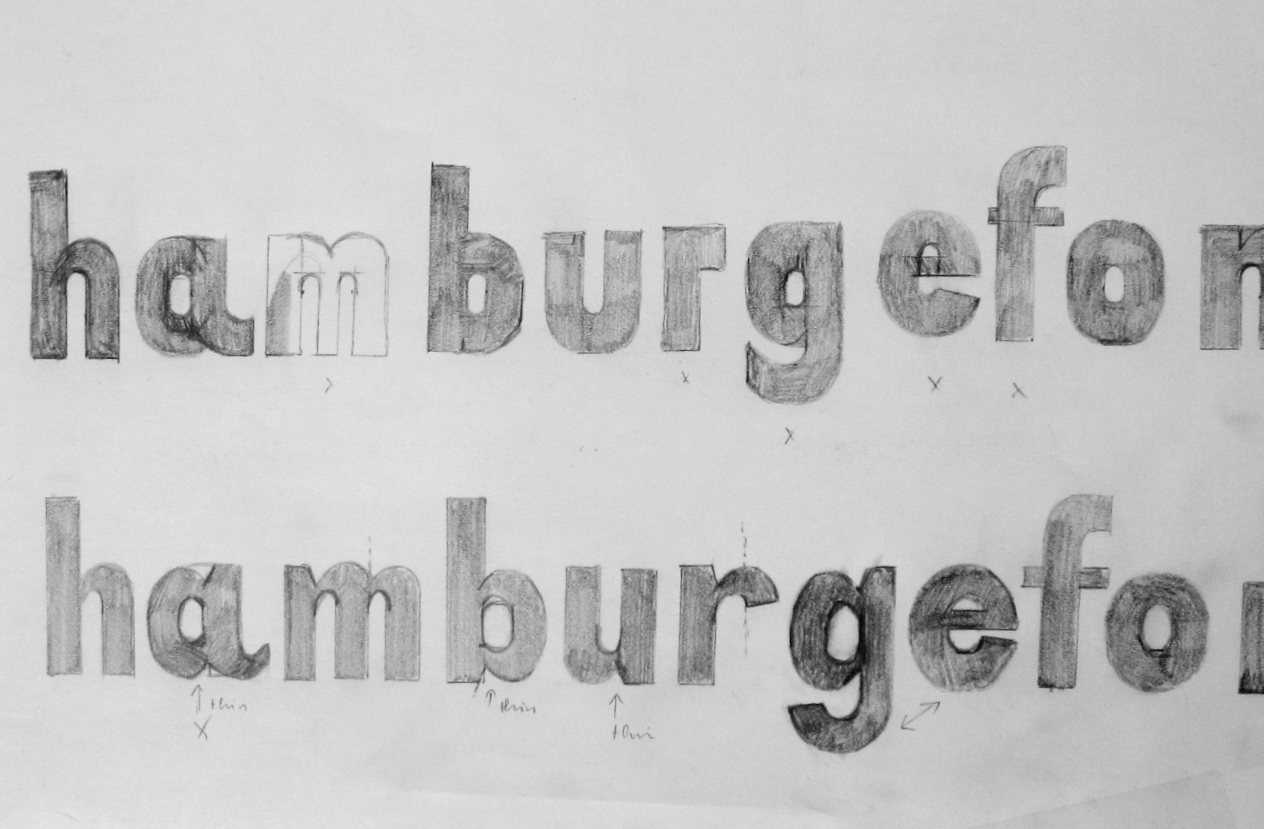
This documentation does not show every detail of the process, but should give an overview of the important steps.

What follows is a list of 11 steps to creating the typeface.
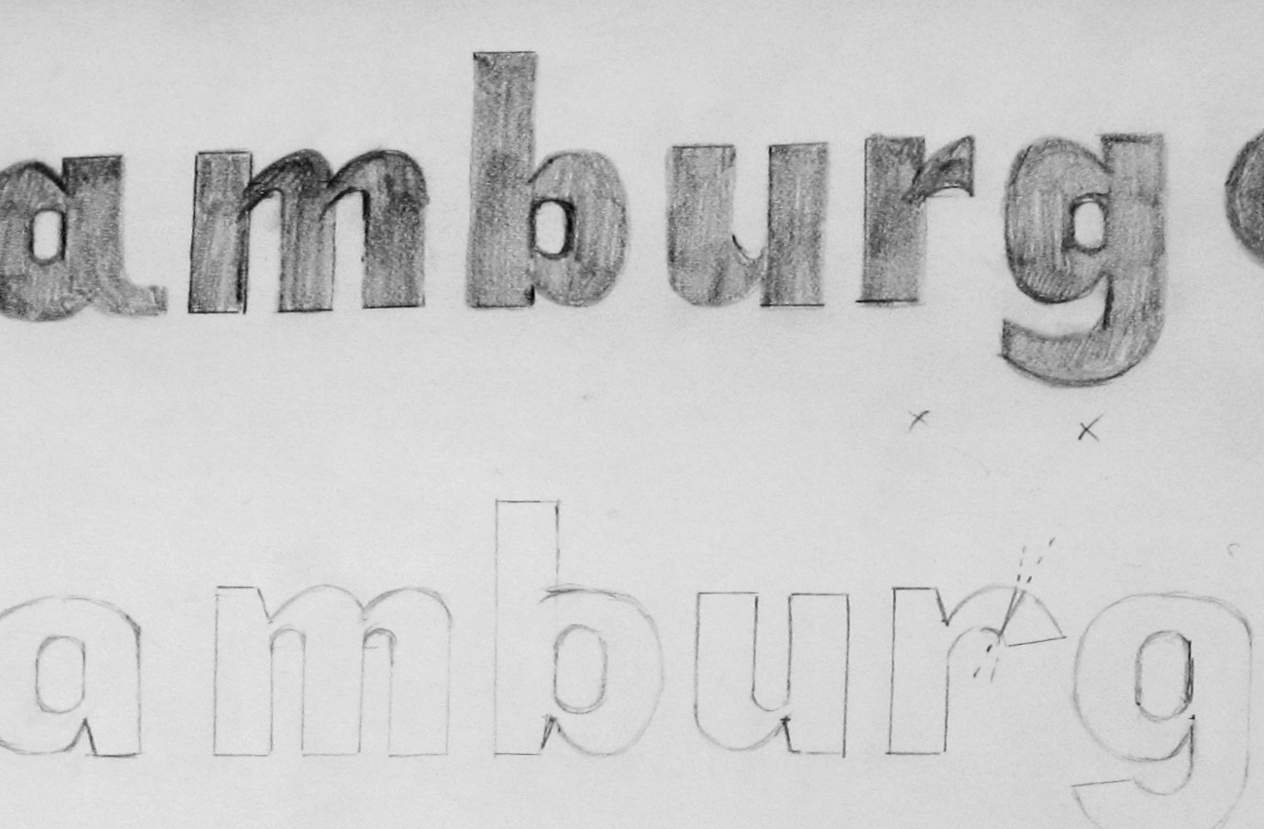
1 Drawing/Sketching of LifeSans light

Some letter shapes are inspired by traditional calligraphy. The outer shapes of the LifeSans light version build the basic shapes and width for the other weights.

2 Drawing LifeSans bold

Based on LifeSans light, I pushed the bold weight to be as bold and thick as possible, while still keeping it readable.

By looking at references, such as other typefaces or books, I worked on details of single letters of LifeSans bold.[1, 3]

3 Reworking LifeSans light based on LifeSans bold and vice versa

The sketching process was a back and forth between LifeSans light and LifeSans bold. I modified shapes drawn for LifeSans bold in order to match them for the LifeSans light weight and vice versa.

As LifeSans light and LifeSans bold determine the basic shapes, LifeSans medium is in between them and could finally be sketched out.

4 Scanning

The final drawings of LifeSans light, LifeSans
medium, and LifeSans bold are scanned and made
ready to work with in Adobe Illustrator.

5 Drawing the type family LifeSans in Illustrator

I drew Bezier curves for all letters and worked on details. For example, I was trying to get a proper "s" done.

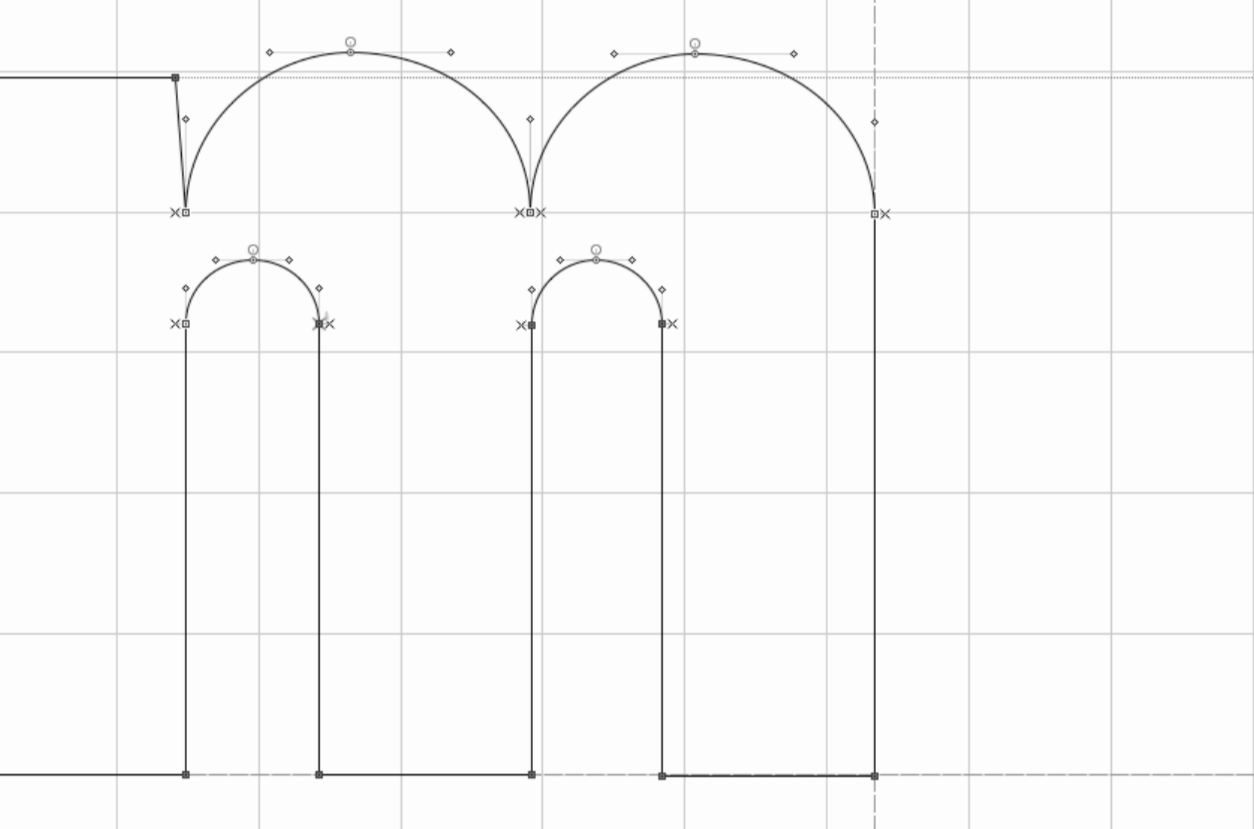I based the Illustrator drawings for LifeSans light and LifeSans bold on the bold weight.

6 Printing LifeSans

For the first time the typeface appeared in a printed form.

This helped to better see which letters stick out from the other letters, those who do not have the right amount of black and white shape.[2]

7 Using Typetool

For the next step, I used the vector graphics, which had been created in Illustrator, in Typetool. I started with LifeSans bold.

As an example, I cleaned my curves up by using the functionality "nodes at extremes".

nanbncndner

mmnnnonpnq

nxnynzn

8 Applying Metrics and Kerning

LifeSans bold spacing was checked and manipulated
with the help of Typetool's metrics window.

After having adjusted the metrics, the space around
a single letter, the kerning was applied. Here, the
letter spacing between letter pairs is adjusted so
that all letters have similar blank areas in between
each other.

Between the metrics and kerning process, printouts
were made.

9 Completing the LifeSans family

LifeSans light and LifeSans medium went through the same process mentioned above to improve shapes, metrics and kerning simultaneously.

mnnnonp

-15

nqnrnsnt

10 Life Sans Bold: Printing and working on details

I reworked details on letters, checked them on a
print-out and so on.

The printouts helped me to see if letters were too
thick, too wide, too dense or too dark.

Eventually, I concentrated on only designing the bold
weight further.

The following pages show different versions of
LifeSans bold that have been developed over time.

Font: lifesans

String: nanbncndnenfngnhninjnknlnmnnnonpnqnrnsntnunvnwnxnynzn nean elit lectus, aliquam vitae, pretium aliqu aliquet, varius eget, magna

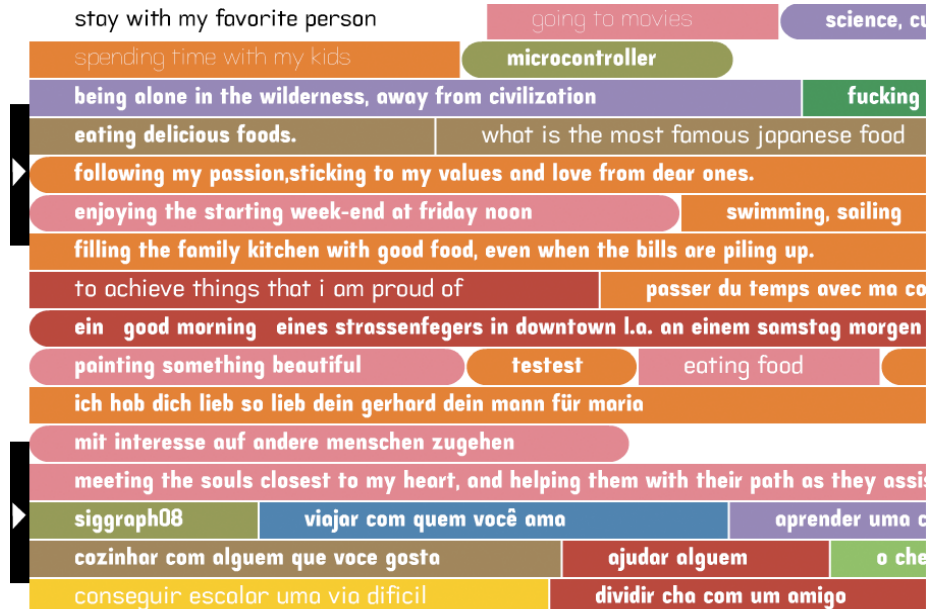**nanbncndnenfngnhninjnknlnmnnnonpnqnrnsntnunvnw**
zn nean elit lectus aliquam vitae pretium aliquet v
s eget magna

Font: lifesans

String: nanbncndnenfngnhninjnknlnmnnnonpnqnrnsntnunvnwnxnynzn but i must explain to you how all this mistake mistaken idea of denouncing pleasure and praising pain was born and i will give you a complete account of the sys

nanbncndnenfngnhninjnknlnmnnnonpnqnrnsn
vnwnxnynzn but i must explain to you hov
this mistaken idea of denouncing pleasur
d praising pain was born and i will give

ifeSans-Bold

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ing the souls closest to my heart, and helping them with their path as they assist me with mine science, osity and creativity spending timewith my kids spending time with my kids microcontroller being alc Page 1/3

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hem with their path as
ey assist me with min
science, curiosity and
eativity spending time

stay with my favorite person

going to movies

science, c

spending time with my kids

microcontroller

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ajudar alguem

o che

conseguir escalar uma via dificil

dividir cha com um amigo

11 Generating the font and testing on-screen

After auto hinting the font, and adding its font info,
I generated the font.

LifeSans was then embedded in the Flash application
"lifeismeaning.com". The bold weight looks
decent, whereas the light weight disappears and is
not readable.

Results and future work

. Eventually, I focused on the LifeSans bold weight, for which I developed more sophisticated shapes and more glyphs. I wanted to get at least one weight properly designed in my restricted schedule.

. Because of the fact that LifeSans uses the same width for letters in all weights, the bold version has a condensed feel. This could be improved in future work if this technical restriction requiring the same width for all versions could be eliminated.

. LifeSans light is too thin for on-screen use, although hinting has been applied. A solution could be found by increasing the size in the visualization of the Flash application.

. LifeSans light and medium definitely need to be reworked in terms of shapes, metrics and kerning. For example, right now, LifeSans light looks too stiff.

. The use of the LifeSans typeface in printed matter should be considered. This could be a font used at the same time for print and web.

Bibliography

1 Fontlab, Indications to design a typeface, poster.

2 Noordzij, Gerrit. The stroke: Theory of writing. London: Hyphen Press, 2005. p 13.

3 Tracy, Walter. Letters of Credit: A View of Type Design. David R Godine, 2003.