

P roducer

It is known for easy readability. Best for titles rather than long stretches of text. This one in particular features thin and contrasting thicker strokes often found in transitional serif fonts.

Istiko
Rahadi
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*"The font is based on Spectral with the twist, I made it be more into urban feeling. Perfect for a cover book or poster."
-Istiko Rahadi*

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj

Ll Mm Nn Oo

It is an elegant example of a serif font.

Pp Qq Rr Ss Tt

The serifs make it easy for the eye to travel over the text. Many serif fonts are beautifully designed and add a distinctive touch wherever they are used.

Uu Vv Ww Xx Yy Zz

The red, black and white color scheme is stark in its simplicity. It reminds me of the old newspaper line “Black and White and read all over”. Using it for a design piece celebrating a font seems fitting.

I created a sense of movement using quotes in red text set on angles creating an arrow shape using Adobe InDesign. During the design process there were several false steps, but feedback helped refine the final project. By changing the line weight, font size and even some hollow fills I brought a striking poster to life.

Producer by Istiko Rahadi is an elegant example of a serif font. Starting as a simple exercise it became a piece, I am proud of.