

Rue Display

A playful organic Display Sans by *Winnie Tan*



A playful display typeface

Rue is an organic, casually ornamental, narrow-faced sans serif. It is a display type structured with random traces of calligraphic tendencies. It does not begin with any noble ideals, other than to mediate between the muse of imagination and the act of realization.

The spirited and exploratory design is the materialization of a feeling about fonts as a family of organisms taking on a life of its own, in work and play. Rue is the epitome of vanity and indulgence which seems to purpose itself well in aesthetics, wellness and botanicals. It's whimsical quality also suggests applications in the form of gifts and ornamentation.

In retrospect, Rue was conceived as a typeface, used as an image and discovered as an ornament. It comes in 10 weights total. Light, regular, medium, semibold and bold, each with italics.

DESIGNER

Winnie Tan is a Singaporean graphic/multimedia designer, who graduated from the typography studio at the Academy of Arts Architecture and Design Prague, Czech Republic in 2009.

She is currently back in Singapore working as a freelancer in interface and information design alongside creating her own typefaces. Her attitude towards typeface design is exploratory and investigative. Winnie considers the art of typography the purest way of experiencing forms. She also considers teaching a necessary evil.

TYPETOGETHER

Veronika Burian and José Scaglione met at the University of Reading whilst completing their MAs in Type Design,

launching the independent type foundry *TypeTogether* (TT for short) in 2006. TT developed out of the desire to publish high quality typefaces and work on new type projects together (hence the name). The foundry provides common grounds for intense cooperation with other type designers, creating an interesting and diverse platform.

TypeTogether's main interest is finding innovative and stylish solutions to old problems for the professional market of text typefaces, with a focus on editorial use. This is where the greatest challenges are faced: creating typefaces that perform well in continuous reading, that also have a high degree of personality.

The aesthetic and functional efficiency of TT's fonts are accompanied by excellence in technical performance. This is achieved using the latest font software, creating cross-platform Opentype fonts with extended character sets including: broader language support and all kinds of typographic refinements, such as small caps, ligatures and multiple numeral sets.

In addition to TypeTogether's high quality library of retail fonts, TT also provides custom modifications and specially tailored typefaces; these can serve as vital elements of a company's visual identity, by communicating a unique feel. Custom typeface projects are developed from solid foundations, based on the client's brief, targeted research and the open dialogue between all parties.

A big advantage of being a small and specialized company is that this allows for closer, and more direct, collaboration with clients; this is often necessary to accomplish their goals, and respond quickly to their needs.

The quality of TypeTogether's work has already been recognized in several international competitions, including **TDC** and **ED-Awards**.

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» Hortus Botanicus «

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Marigold

Dan Patrick assumed *more people than*

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typetogether

Type Design Winnie Tan
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