



TYPE CO.



9 OPTICAL SIZES, ONE WEIGHT, 404 GLYPHS  
DESIGNED BY JAMES EDMONDSON IN 2018



TYPE CO.

# TURN IT UP

**B**eastly began as a simple suggestion from Alexander Tochilovsky while working on the Lubalin 100 logotype. While it imbues many of the qualities of Lubalin's team of lettering artists' signature styles, it's a completely new design. Alexander and I agreed it was simply too expected to ape an existing typeface, so we tried to create something new.

The year prior, I had done some lettering for the Typographics conference, that slowly snowballed into several other ideas of typefaces. The most basic of those was something generically titled Ohno Fatface.

Without much of a reason why, I started drawing out the rest of the capitals. My thinking at the time was that it might be useful to have a full alphabet for various collateral for the project. Also, numbers were needed in a smaller optical size so I took a crack at those as well.

Around this time, DJR's Rhodedendron came out, so I had a good reference for how a slab treatment could be applied to numerals. This was not the first time and will not be the last time I rip off DJR.

I had nothing driving this project except for my own curiosity. I wondered what a lowercase for this super slab design might look like, so I played around with making the slabs absurdly enormous.

In all of my classes, I like to talk about the "Counterspace Equals Letterspace" technique for achieving consistent spacing in type or lettering. Basically, this approach involves a blackletter-esque concept, where there is no difference...

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**LUBALIN 100**

72 POINT

**100 things over**

60 POINT

**One Hundred Days**

48 POINT

**celebrating H. Lubalin's**

36 POINT

**Centenary. Items selected from**

24 POINT

**the Lubalin archive that surprise and delight,**

18 POINT

**stories from past collaborators and current**

16 POINT

**appreciators all to celebrate the legacy he**

14 POINT

**left in design. \*Text is taken from Lubalin100.com**

12 POINT

BEASTLY

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1 24/56 → 1 24/56

FRACTIONS

*I will admit Beastly doesn't come loaded with a gauntlet of OpenType features that will put it among the ranks of the fanciest display fonts with lots of bells, whistles, doodads, and dingbats. But think of that as an opportunity. Beastly doesn't require any special attention. You pick the optical size, and Beastly's inherent characteristics do the rest. Does that sound like bullshit? It's not!*



TYPE CO.

ELSHARDU  
PEUTARCHI  
FLÖNSTUNA  
PRAWNITA  
bipetalous  
escotminar  
stránilov  
cognizable

72 POINT



TYPE CO.

SYNCOPIATED  
VINTAGE  
EIGHTERMAN  
PLATFORMED  
CONTEMPER  
megénaltad  
phylacterium  
megénaljuk  
Pub-Crawling

60 POINT



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GEREYDINGARVOPNIN  
NEUROPATHOGENESIS**

48 POINT

**BEASTLY**

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TYPE CO.

FROGBITS  
OVERLAST  
LUMINARE  
HISTOCEN  
MALDICUE  
PROSTYLE  
MUNTACS  
SCOTLAND  
DYNAMITE  
GABIONED  
€98,425.01  
SMUDCHIX  
PHONEST  
LURNINGS

überhaupt  
manipuler  
spreváda  
documenti  
byzantium  
querimony  
hypomaniac  
voyageurs  
frangimus  
vedmálinu  
débarquez  
eightsmen  
underpays  
compèring

36 POINT





TYPE CO.

UDBETAILING  
KJERLICHEIT  
AGONIZEDLY  
\$92,542,985  
CONTAGIEUX  
OVERBUILDS  
FLASHPOINT  
OUTPLAYING  
ABSCONDITE  
WHIRL-BONE  
UPLIGHTERS  
FORMENTLIG  
VACSORÁZNI  
CLYPEIFORM  
POZDRAVUJE  
SPLOTCHING  
NUCLEATORS  
WOLF-PACKS  
IMPORTABLE  
DÉCOUVRENT  
SCRUM-HALE  
HIPOCRÉSIA

whaling-port  
spot-welding  
dispatch-box  
half-pounder  
body-servant  
placentiform  
schildkröten  
triadelphous  
body-servant  
discountable  
soup-kitchen  
tragi-comedy  
unverzüglich  
granulocytes  
panic-bought  
counterplays  
poslednýkrát  
unwished-for  
sea-milkwort  
problematick  
water-souchy  
deutoplasmic

24 POINT

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**THE BAND'S 1ST RELEASE WAS TITLED "BEASTLY". IT WAS RELEASED IN APRIL 2011 AS A YOUTUBE VIDEO. THE TRACK WAS NOTED FOR ITS BASS PERFORMANCE BY NO TREBLE[5], AN ONLINE MAGAZINE FOR PLAYERS OF THE BASS.[6] THE BAND RELEASED ITS FIRST EP ENTITLED MIT PECK, IN DECEMBER 2011, AND A SECOND EP, VOLLMILCH, IN DECEMBER 2012. STARTING IN 2013 THREE BAND MEMBERS BACKED DARREN CRISS ON HIS**

**national tour, and Katzman was the musical director of the tour. [7][8] In 2013 Joe Dart was ranked as No Treble's 5th-favorite bassist.[9] Vulpeck's first live show was at the Blind Pig in Ann Arbor, Michigan, followed by a concert in New York City at the Rockwood Music Hall in October 2013.[5][9] The band released its third EP, My First Car, in August 2013. The EP's first track features a vocal performance by Antwaun Stanley the band's first track featuring a VOCAL PERFORMANCE.[10] A RE-**

18 POINT



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**IN MARCH 2014 VULFPECK RELEASED SLEEPIFY, A 10-TRACK SILENT ALBUM ON SPOTIFY, IN ORDER TO GENERATE FUNDS FOR A FREE TOUR. THE ALBUM GENERATED \$20,000<sup>00</sup> IN ROYALTIES OVER A TWO-MONTH PERIOD.[11] SUBSEQUENTLY SPOTIFY REMOVED THE ALBUM, STATING IT VIOLATED THEIR TERMS OF CONTENT.[22] THE BAND'S ROYALTY GENERATION PLAN GAINED INTERNATIONAL PRESS. [13][14][15] IN JULY THE BAND RECEIVED THE FUNDS AND ANNOUNCED THAT THEY WOULD FOLLOW THROUGH AND ORGANIZE A**

**tour. In 2014 the band announced the Sleepify Tour and released its fourth EP, Fugue State.[7][9] The EP's second track "1612" references some Wardell Quezergue's works and features Antwaun Stanley on vocals.[18] The admission-free Sleepify Tour was scheduled for September 2014.[11] Tour locations included San Francisco, Los Angeles, Chicago, Ann Arbor and New York City. [19] In 2015 Stratton proposed a more equitable model for Spotify payout distribution in which each artist's payout is based solely on that artist's listeners, rather than simply every listener**

16 POINT



TYPE CO.

**VULFPECK RELEASED [4] THRILL OF THE ARTS IN OCTOBER 2015. THE ALBUM HAD FEATURES FROM SEVERAL MUSICIANS INCLUDING DAVID T WALKER, CHARLES JONES & BLAKE MILLS. JIM FUSILLI OF WALL STREET JOURNAL CALLED IT “GRITTY, IN-YOUR-FACE, NOT-PRETTIFIED FUNK PLAYED WITH FIRE” [1] AND AN HOMAGE TO OLD SCHOOL FUNK AND SOUL. [2] THE ALBUM DEBUTED AT NUMBER 16 ON THE U.S. R&B ALBUMS CHART. [19] THE ALBUM’S SECOND TRACK “BACK POCKET” WAS FEATURED AS SOUNDTRACK OF A COMMERCIAL FOR IPHONE X. [7] THE BAND AND GOODHERTZ INC. RELEASED A PRODUCTION PLUG-IN CALLED VULF COMPRESSOR. [7] THE BAND PERFORMED [8] ON THE STEPHEN COLBERT SHOW IN LATE 2015. [5] IN 2016 VULFPECK PERFORMED REGULARLY WITH STANLEY AND GUEST ARTISTS INCLUDING SEVERAL SHOWS WITH PURDIE. [26] [27] THE BAND’S SECOND ALBUM THE BEAUTIFUL GAME CAME OUT IN OCTOBER 2016. IT FEATURED CONTRIBUTIONS BY CORY WONG AND ADAM LEVY. [28] THE ALBUM DEBUTED AT NUMBER 10 ON THE TOP R&B HIP-HOP ALBUMS HOT**

**The band’s 3rd album, Mr Finish Line, was released in November 2017. It featured veteran instrumentalists James Gadson, Bootsy Collins, Michael Bland, David T. Walker, and vocalists Antwaun Stanley, Coco O., Charles Jones. Christine Hucal, & Joey Dosik. [3]**

**The band’s production aesthetic is modeled after live television performances of the past, such as Midnight Special, Whistle Test, and Beat Club. The band aims for a stripped down sound where each instrument contributes and does not dominate. [31] Recordings are done live with real instruments, and very rarely are different takes cut and mixed. Occasionally tape recording is used for effect. The compositions are modeled after unconventional song structures of the past, such as “Ooh Child” with an A and B section in which each section provides a lift, and “If You Want Me to Stay” where a repetitive eight bar progression is used. [2] [31]**

**In 2018 band’s label, Vulf Records, put out an EP by the Fearless Flyers quartet consisting of drummer Nate Smith, bassist Joe Dart, and**

14 POINT



TYPE CO.

**Text taken from  
WIKIPEDIA**

12 POINT

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TYPE CO.

**BUY  
BEASTLY.**

**BEASTLY  
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