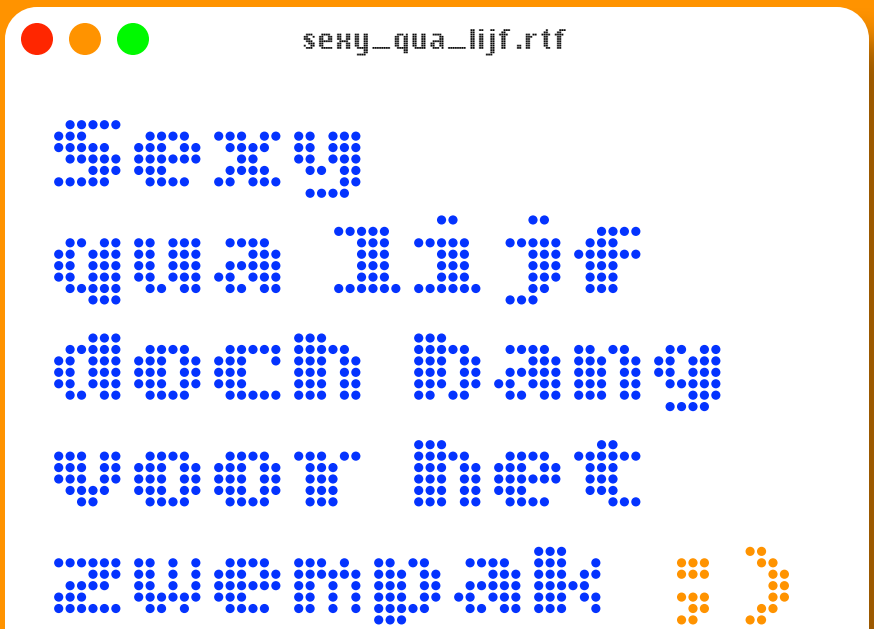


Matriks Display Black 30 pts

10_tips_for_clients.rtf

10 tips for clients to get the best from your creatives:

01. Give good briefings.
02. Clearly convey budget/timeline restrictions beforehand.
03. Don’t micromanage.
04. Always reward the team for pushing for new ideas (even if you don’t use them).
05. Give clear, constructive feedback.
06. Listen and remember you have hired a professional to do something you cannot.
07. Be organized, there’s only so much a creative team can do if you are a mess.
08. Be available.
09. Be interested and involved.
10. Share your partner’s business insights, not their opinions on the color of the logo.*

Matriks Mono Regular 8 pts

Matriks

Meet Matriks, a clever small monospaced type family specially developed for day-to-day use on screen. Loosely inspired on the 26 capitals of »Quizmaster« (made by Löwen Spielautomaten in 1985) and fueled by my fascination for arcade games.

Meticulously build on a 5x7 matrix: 5 pixels for x-height, 1 px for capitals and ascenders plus 1 px for descenders. By just moving one pixel at a time the Matriks fonts [Dunglish for »Matrix«] took shape. It is astonishing to see how far one can push the contours of the glyphs to sometimes »weird« graphics, but still make us think we're reading Roman characters!

Matriks is designed in a series of grades: Regular, **Bold** and **Black**. The fonts are build on the same matrix but offer different degrees of darkness on the screen. Unlike the weights of most type families, which grow progressively wider as they get bolder, Matriks grades in color without affecting copy fit. With more than 200 glyphs each font contains a full Google Fonts Basic character set. ›››

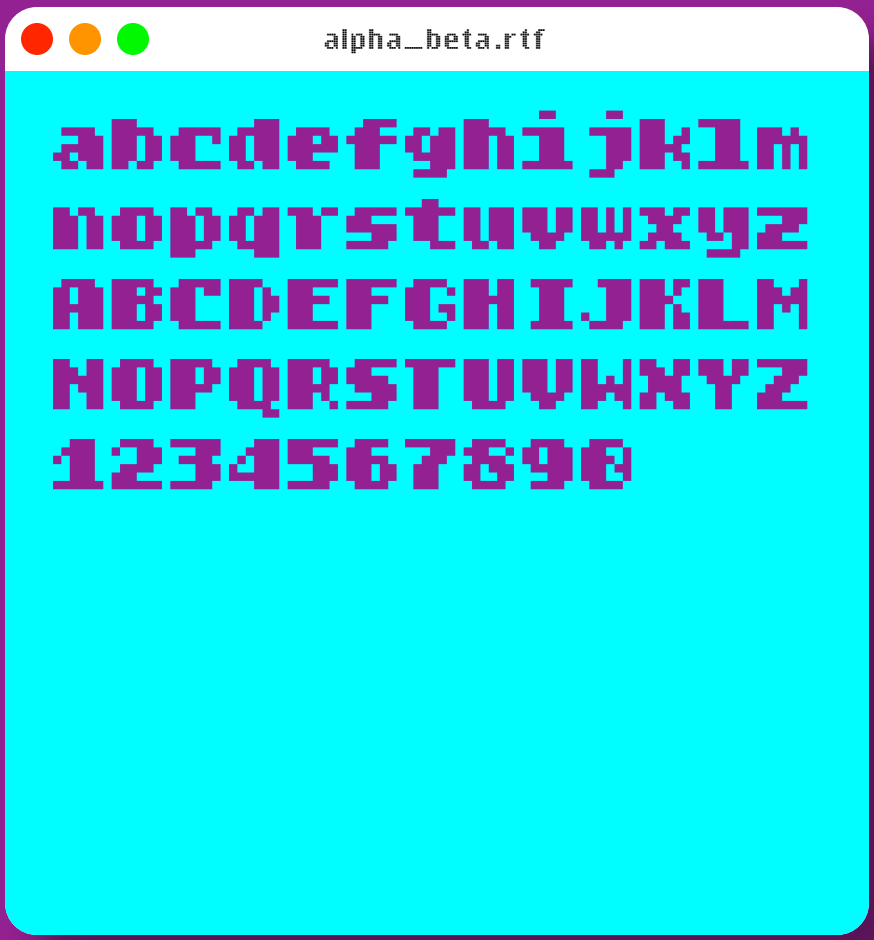
Matriks Display Black is based on the most extreme weight of the family, has more detail, is tighter spaced and works very well in large sizes. In summer 2024 a new family member was born: Matriks Kompakt. Use it when (precious) space is scarce.

Design is an iterative process: explore, try, share, test, reject... and again. More iterations = better solutions. An early version of Matriks was named »SquarePants«. Guess who inspired me then...

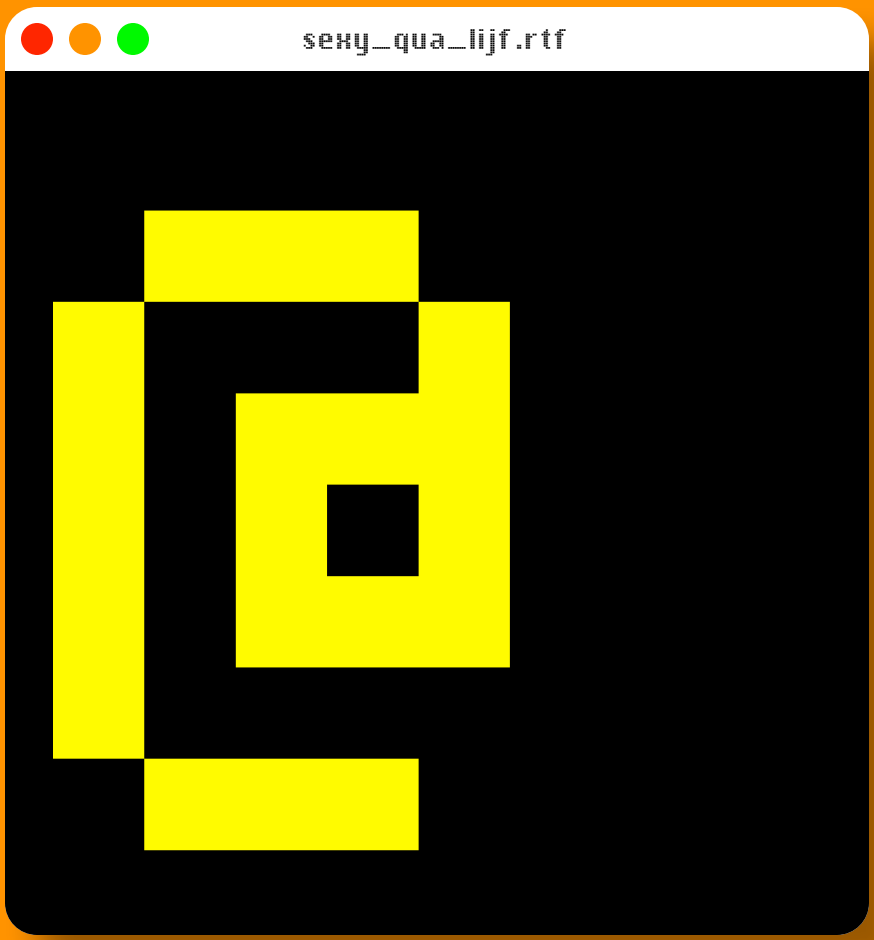
Time to play! For just 90 EUR you purchase a license for the entire family: Display Black, Display Regular, Regular, Bold, Black and Kompakt. If you like to purchase a single cut only (for instance Matriks Display Black), no problem. Just send an email to designisfijn@icloud.com. Order your copies... now!

Matriks Mono Regular 8 pts

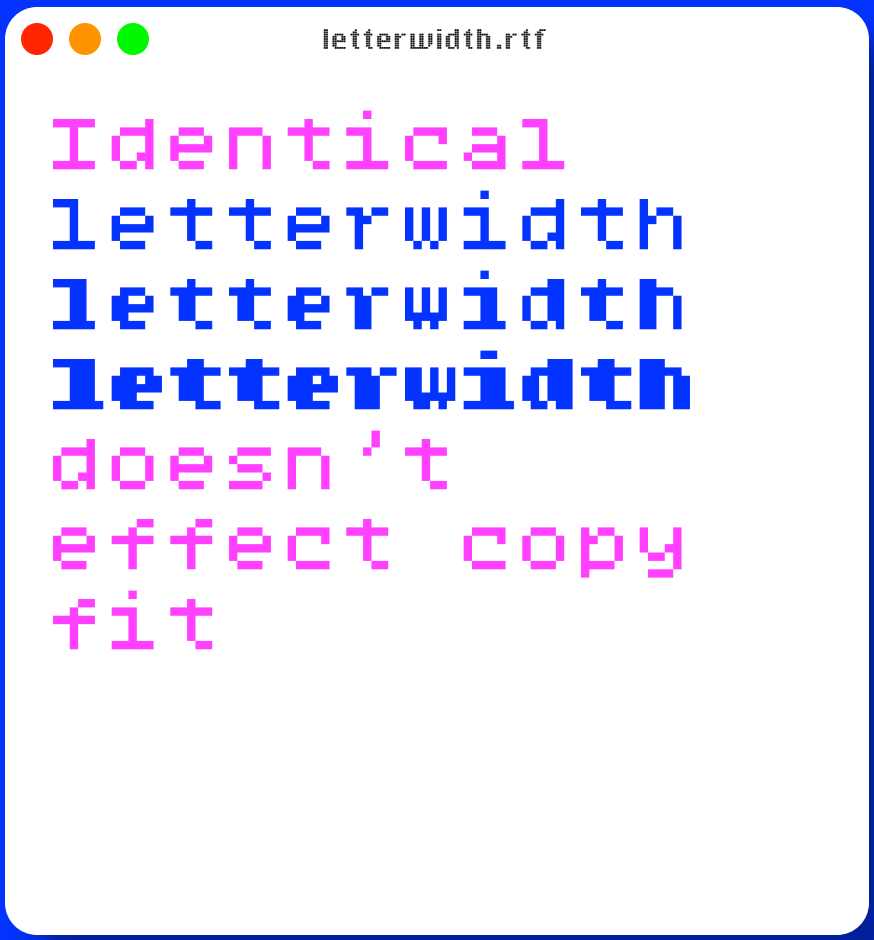
SpongeBob SquarePants by LEGO®



Matriks Mono Black 22 pts



Matriks Display Black 240 pts → »At Sign«



Matriks Mono Regular + Bold + Black 22 pts

mono_regular_vs_kompakt.rtf

→ Anatomy of a good brief: (1) Context of the assignment. (2) One-line description of the project. (3) What business goals does it need to fulfill? (4) A list of concrete deliverables. (5) Both internal and external deadlines. (6) Links to files, documents, etc.

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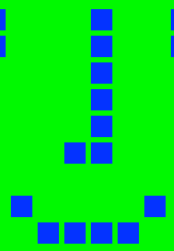
Matriks Mono Regular vs Kompakt 8 pts

#PixelStuff

dotted by DesignIsFijn



* Source: »How to do great work without being an asshole« by Paul Woods, ISBN 978 1 78627 391 8

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