

Kjell Fear.

Kjell Truth.



Kjell - Synthesis of opposites

Kjell is a conceptual display typeface balancing between its two extremes. The typeface combining two different faces - the »Fear« and »Truth« weight, which are made out of one stem.

Inspired by the 14th tarot card of temperance, Kjell understands itself as a synthesis of its two opposites, which are representing a process of harmonization.

Both of the extremes have their details - while the »Fear« extreme is characterized through deep ink traps, the »Truth« extreme appears more softly with its rounded edges. Both extremes are characterized by their details and are duel each other.

Referring to its architecture and appearance, Kjell is intended as a display font. With its extensive set of glyphs, it is multilingual and contains a large number of accents, punctuation, symbols and special characters.

Designer
Armin Brenner, Markus John

Year
2021

Styles
Truth & Fear

Licenses
Desktop, Web, App (on request)

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Fear samples

Temperance

**UNION OF
Dualities**

**Synthesis of
OPPOSITES**

**Balance of
CONTRASTS**

10 PT

Implacable Seasons sing a forgotten Cycle of Hymns reversed and remembered a Window to watch far Mountains rearrange

14 PT

Implacable Seasons sing a forgotten Cycle of Hymns reversed and remembered a Window to watch far Mountains rearrange

18 PT

Implacable Seasons sing a forgotten Cycle of Hymns reversed and remembered a Window to watch far Mountains rearrange

24 PT

Implacable Seasons sing a forgotten Cycle of Hymns reversed and remembered a Window to watch far Mountains rearrange

Truth samples

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File Format

Desktop, Web, App (on request)

Release

2021

About

New Letters is a German type foundry and design studio founded by Armin Brenner and Markus John in 2015. We are focusing in typography and graphic design, all in the intersection of cultural and commercial projects. We engage in projects within the fields of culture, art and fashion.

Commissioned Typefaces

We also offer individual typeface design and lettering. This is the best way for a exclusive visual identity. Please contact us for more information.

Workshops

Currently we are looking for the opportunity for small workshops and lectures. Please contact us for more information.

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Our desktop files come in the format otf (Open Type). They work both on Windows and MAC. Our web files come in the formats eot, woff, woff2, ttf and svg (and a stylesheet.css)

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