

Fulic

rum

BETA

01

Fulcrum is a flavourful sans serif typeface with French roots and a Scandinavian execution. The shapes have a familiar feeling flare to them but are drawn subtly enough for the typeface to remain solidly in the functional realm. A workhorse with a twist if you will.

The first iteration of the font comes in four weights presenting the extremes Thin and Black with the more generally usable Regular and Bold in the middle. The range of weights will of course be expanded in future updates as will the character set.

Thin
Regular
Bold
Black

Expectant
Prosthetic
Invaluable
Impacting
Quickness
Tramways

Ethereally
Huguenot
Backsides
Landlords
Modelling
Projective

**Mourners
Magnifies
Assessing
Storeman
Reasserts
Iterations**

Landmine
Abscissae
Lifeforms
Internally
Doldrums
Serialised

**Multi
Kontra
Cultivus
Irony**

A B C D E F G H

I J K L M N O P Q

R T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

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Thin

15/19PT

This character was thrown into the first film as window dressing, was never thought through, and as a result has been saddled with one facial expression and one mournful yelp. Much more could have been done. How can you be a space pilot and not be able to communicate in any meaningful way?

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Black

143PT

**LE
LAPIN
BLANC**

Regular

63PT

**41 BOULEVARD
SAINT-MICHEL
75005 PARIS**

Thin

243PT

1 2 3
4 5 6
7 8 9

Regular

70PT

Akari asks to
say goodbye
to Ryota, who
does not know
when she is
going back to
her time.

Bold

193PT

CBDS
Corp.

Regular

25PT

Skydance Media and Paramount Global
Sign Definitive Agreement to Advance
Paramount as a World-Class Media and
Technology Enterprise.

Light

140PT

Viacom

1 BRAVE
WOLVES

2 MOLTEN
HEARTS

3 CEREAL
LTD.COL.

4 SS28

Robert H
Justman
Yin-Poole
John Boyd
Dunlop
Karl von
Drais

FULCRUM

BETA01

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SPOKE

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