



**usual**



Usual Medium, 196 pt

# Shoe

Usual Bold, 98 pt

# Hundreds

Usual Bold, Usual Bold Italic, 36 pt

## Type for *Minimum Friction*

Usual Regular, Usual Italic, 16 pt

Quickly pack my box with five dozen liquor bottles from the Douro valleys, before the Lazy dog gets Jumped over by that young brown fox.

*Quickly pack my box with five dozen liquor bottles from the Douro valleys, before the Lazy dog gets Jumped over by that young brown fox.*

Usual Bold, Usual Regular, Usual Bold Italic, Usual Italic, 7 pt

**Quae nota domesticae turpitudinis non inusta vitae tuae est?**  
quod privatarum rerum dedecus non haeret in fama? quae lubido ab oculis, quod facinus a manibus umquam tuis, quod flagitium a toto corpore afuit? cui tu adolescentulo, quem corruptelarum inlecebris inretisses, non aut ad audaciam ferrum aut ad lubidinem facem

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Usual ExtraBold, 196 pt

alien

Usual Light, 98 pt

Clearness®

Usual Medium, 60 pt

Form's economy

Usual Light, Usual Bold Italic, 36 pt

Sixty divided **by thirty eight**

Usual Bold, Usual Regular, Usual Bold Italic, Usual Italic, 12 pt

**Quae nota domesticae turpitudinis non inusta vitae tuae est?** quod privatarum rerum dedecus non haeret in fama? quae lubido ab oculis, quod facinus a manibus umquam tuis, quod flagitium a toto corpore afuit? cui tu

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Usual - 12 fonts

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890*

Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**

Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***

ExtraBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890**

ExtraBold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890***

# Headlines and Text

*Similarly to Le Corbusier's Modulor, the scale of proportions used in Usual, works as a tool or program for the typeface's metrics, and consequently, the rhythm of the stems.*

**Usual** is a utilitarian typeface, suitable for whenever typographic sobriety and neutrality is needed. With a clear modernist inspiration, **Usual** was born of the attempt at using a scale of proportions in type design.

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**Usual** comprises 5 weights from Light to Extra Bold, with matching italics. It was designed to work well in a broad range of body sizes, from text settings to headlines. In addition to stylistic alternates and arrows, **Usual's** OpenType features include letters with shorter descenders, useful for setting headlines with tight line-spacing.

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# USUAL

A utilitarian typeface  
for clarity & minimum friction.

**usual**

Typeface & specimen designed by Rui Abreu

