

HOW TO NAME A FONT?

SULKI & MIN

THIS IS
AS MUCH A QUESTION
AS A PROPOSAL.

THE THING ITSELF
IS HERE: A VERSION OF
KRALIČE WITH THE S, A,
L, AND T WE DESIGNED—
THE TYPEFACE IN WHICH
THIS TEXT IS SET.

THE QUESTION IS, HOW TO CALL IT.

FROM THE START,
WE KNEW WHAT WE
WANTED: A 'GRAY' FONT,
WHOSE CHARACTERS
WOULD ALWAYS BE
RENDERED IN GRAY, NOT
BLACK OR WHITE.

WE WANTED TO TAKE
THE IDEAL OF GRAY PAGE (ACHIEVED
BY THE EVEN DISTRIBUTION OF
BLACK ELEMENTS AND WHITE SPACES)
AND APPLY IT RECURSIVELY
TO INDIVIDUAL LETTERS.

WE REVERSE-ENGINEERED
THE 'NORMAL' S-A-L-T
OF KRALIÇE,
AND ASSIGNED THEM
DIFFERENT GRAY VALUES
BASED ON EACH
LETTER'S AVERAGE
FREQUENCY OF
APPEARANCE IN
TURKISH AND ENGLISH.

THE TONAL VALUES WERE
TRANSLATED TO HALFTONE SCREENS,
WHICH WERE THEN APPLIED BACK TO
THE RESPECTIVE CHARACTERS.

TO AVOID MOIRE EFFECT
IN PRINT, WE USED
'RANDOM SCREENING'.

IN OTHER WORDS,
THE DOTS OF THE HALFTONE SCREENS
WERE DIFFUSED WITHOUT
FOLLOWING RIGID PATTERNS.

**THE INTENSITY OF
THE GRAYS WERE MODU-
LATED BY HOW THEY
LOOK WHEN REVERSED-
OUT AND ANTI-ALIASED
ON SCREEN, AS ON
SALT'S WEBSITE.**

**THE DENSITY OF THE HALFTONE SCREENS
FOLLOWED THE SIZE OF THE WEBSITE'S
HEADLINES: 42 PIXELS BY NOMINAL SIZE,
BUT 30 PIXELS BY THE ACTUAL
APPEARANCE.**

ALMOST EVERYTHING
WAS DETERMINED
MECHANICALLY, AND
THERE WAS LITTLE ROOM
FOR SECOND THOUGHTS.
EASY.

BUT FINDING A RIGHT NAME
FOR THE FONT WAS NOT.

**WE WANTED TO GIVE
IT A RESONANT NAME:
SOMETHING THAT
COULD COMMUNICATE
OUR INTENTION
CLEARLY.**

**IN THAT RESPECT, 'KRALIÇE GRAY'
WOULD BE A NATURAL CHOICE.**

**BUT ONCE WE SAW
THE ACTUAL RESULT,
WE BEGAN TO HAVE
SECOND THOUGHTS.**

FOR EXAMPLE,
THE DOTS REMIND OF
GRAINS OF SALT
WHEN REVERSED-OUT ON
BLACK BACKGROUND.

SHOULD WE CALL IT
'KRALIÇE SALT'?

ALSO, DUE TO
THE COARSE SCREENING,
ITS CHARACTERS
LACK THE USUAL
HARD-EDGES.

'KRALIÇE POROUS',
OR 'KRALIÇE SPONGE', THEN?

SOMEONE SUGGESTED
THEY LOOKED
FOGGY.

'KRALIÇE FOGGY',
OR RATHER, 'KRALIÇE SMOGGY'?



OUR DAUGHTER SAID
'THE CHARACTERS ARE
FRECKLED!'

'KRALIÇE FRECKLED', MAYBE.

DON'T THEY ALSO LOOK
LIKE SOME KIND OF
SEEDS? LIKE THE ONES
YOU FIND ON SIMITS?

'KRALIÇE SESAME'?

YOU MAY ALSO NOTICE,
ESPECIALLY IN SMALL
SIZES, THEY LOOK LIKE
SOME KIND OF TRACES,
LIKE THE DUST-
CATCHING RESIDUES OF
VINYL LETTERS.

'KRALIÇE STICKY'?

IF POSSIBLE, THEN,
WE WOULD HAVE CALLED
THE FONT 'KRALIÇE
STICKY GRAY SMOGGY
SESAME SALT FRECKLED
SPONGE'.

BUT IT'S NOT TECHNICALLY
POSSIBLE, IS IT?

NOW, WHAT WE
FIRST HAD IN MIND,
'GRAY', SOUNDS
LEAST CONVINCING.
WE'RE NOT EVEN SURE
IF OUR ORIGINAL
INTENTION HAS BEEN
SUCCESSFULLY
REALIZED.

BUT WE STILL LIKE THIS FONT.

**WE DON'T KNOW
WHAT TO DO.**

PLEASE HELP US!