HOW TO NAME A FONT?

SULKI & MIN
THIS IS AS MUCH A QUESTION AS A PROPOSAL.
THE THING ITSELF IS HERE: A VERSION OF KRALIÇE 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 MODULATED 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, ‘KRALIĆE 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!