ODD Foundry

Odd Foundry aims to create tools to aid novice type designers in taking their initial steps in designing typefaces.

As part of the final project a new identity was devised for the ODD Foundry brand. This included a bespoke logo, colour scheme and type hierarchy as seen on the related website.

The project can be accessed from oddfoundry.com

Letterforms

The tools provided on the site make use of a collection of components inspired and influenced by the recurring forms present within letters and the stylistic components of typefaces. By combining these components in different manners the user is able to quickly generate and prototype initial letterforms that may act as inspiration for the development of further typefaces.

The components widths and lengths are proportionally related, alongside this various elements of each are designed to intersect and connect at common points. You will find they align together in unexpected ways, often with their own quirks and oddities to encourage creative problem solving.
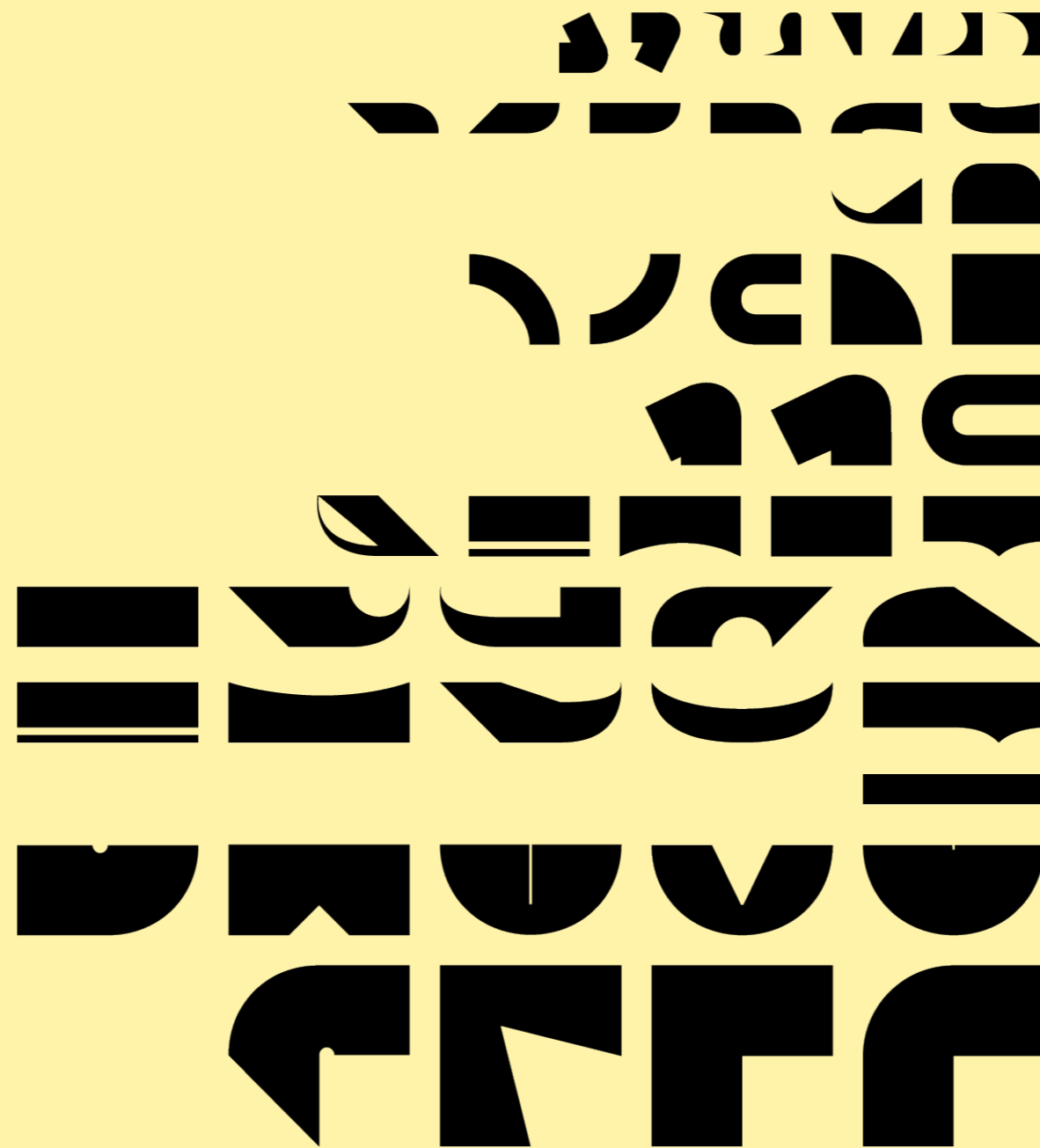
ODD Foundry
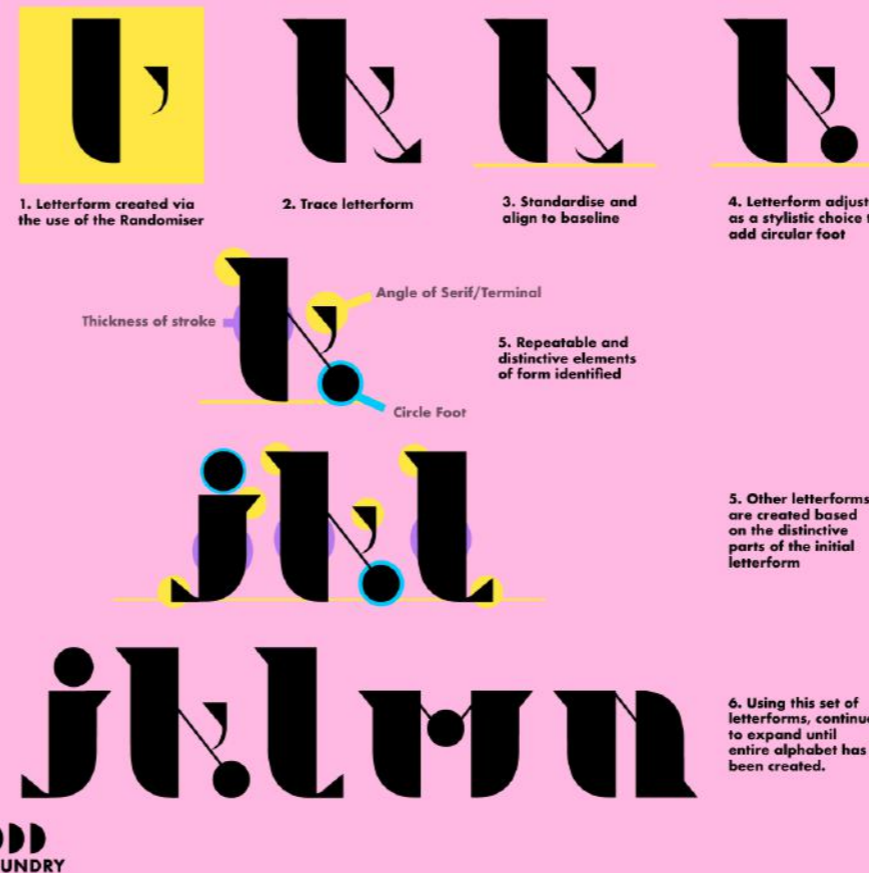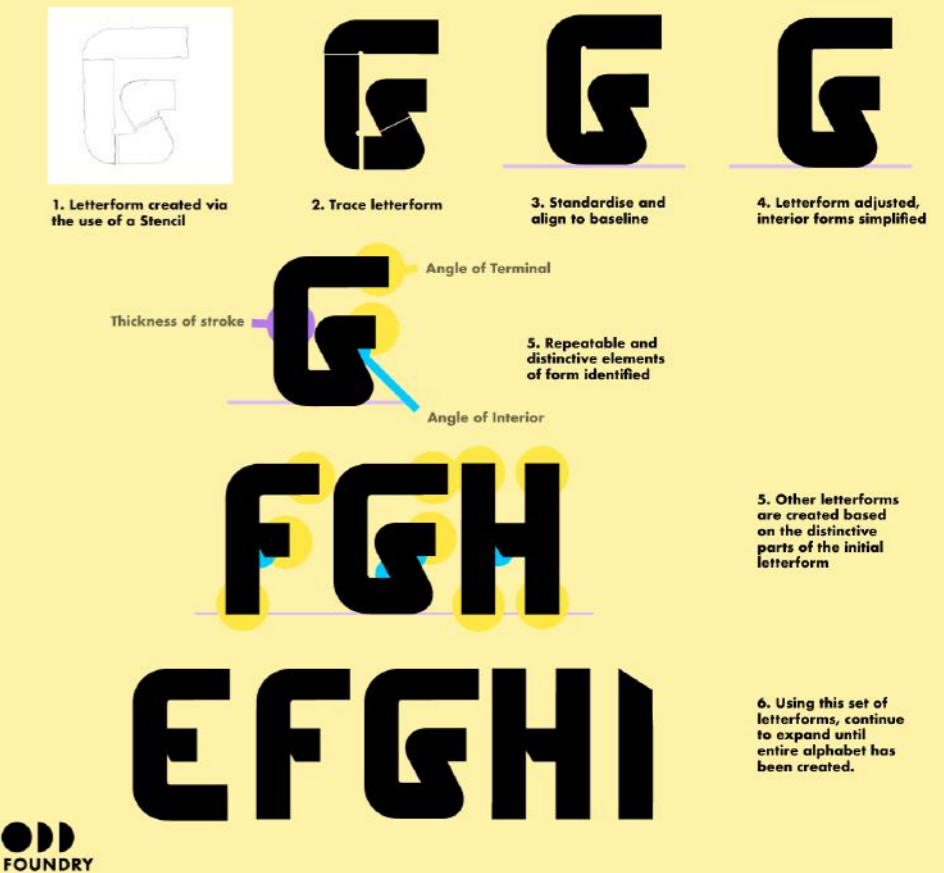
Examples Of Tools In Use

With the finalising and production of the various tools taking place at the end of the project, testing of the tools was undertaken by the author (himself a passionate novice in the creation of letterforms) via 4 sessions that each focused on using one of the tools to create a selection of forms. These forms could then each be used as the basis for developing a new typeface.
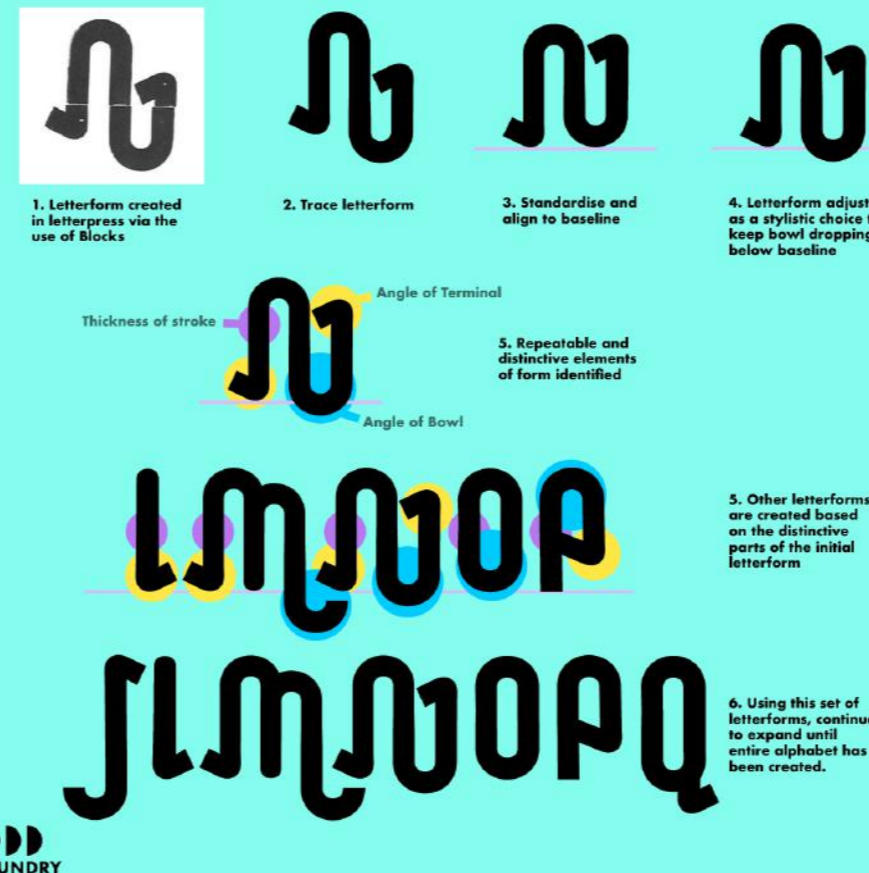
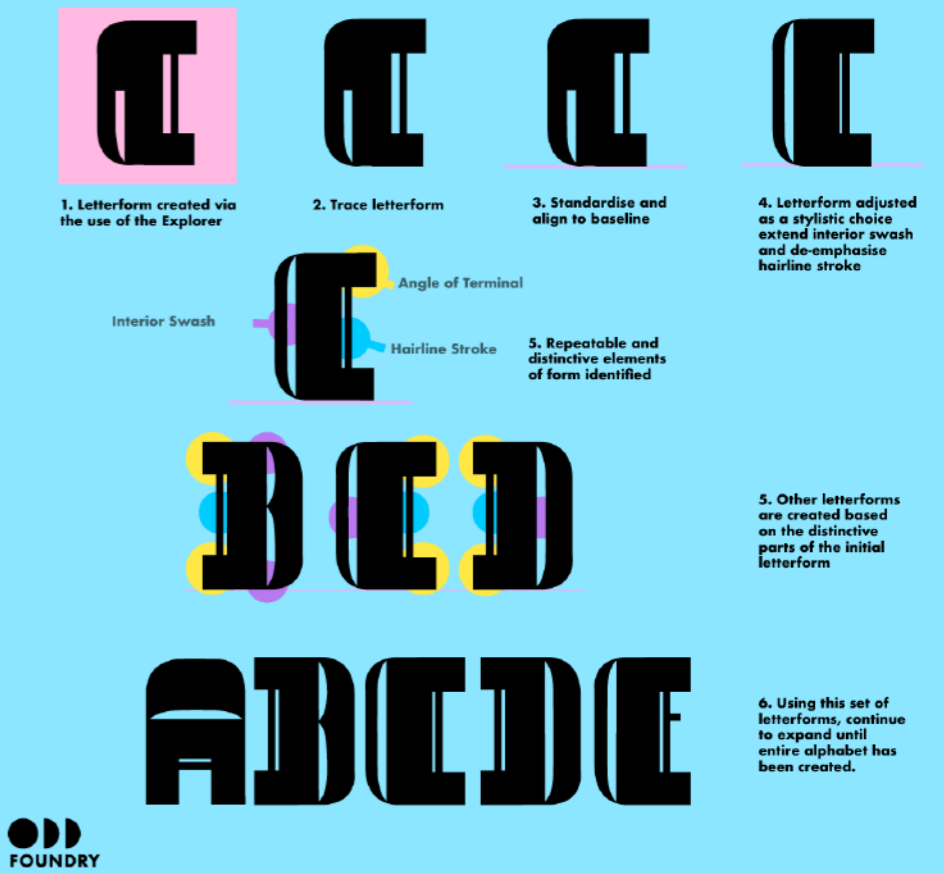**ODD Foundry**

Creating An Alphabet From A Letterform

1. Letterform created via the use of the Randomiser
2. Trace letterform
3. Standardise and align to baseline
4. Letterform adjusted as a stylistic choice to add circular foot

Thickness of stroke
Angle of Serif/Terminal
5. Repeatable and distinctive elements of form identified
Circle Foot

5. Other letterforms are created based on the distinctive parts of the initial letterform

6. Using this set of letterforms, continue to expand until entire alphabet has been created.

ODD FOUNDRY

Creating An Alphabet From A Letterform

1. Letterform created via the use of a Stencil
2. Trace letterform
3. Standardise and align to baseline
4. Letterform adjusted, interior forms simplified

Thickness of stroke
Angle of Terminal
5. Repeatable and distinctive elements of form identified
Angle of Interior

5. Other letterforms are created based on the distinctive parts of the initial letterform

6. Using this set of letterforms, continue to expand until entire alphabet has been created.

ODD FOUNDRY

Creating An Alphabet From A Letterform

1. Letterform created in letterpress via the use of Blocks
2. Trace letterform
3. Standardise and align to baseline
4. Letterform adjusted as a stylistic choice to keep bowl dropping below baseline

Thickness of stroke
Angle of Terminal
5. Repeatable and distinctive elements of form identified
Angle of Bowl

5. Other letterforms are created based on the distinctive parts of the initial letterform

6. Using this set of letterforms, continue to expand until entire alphabet has been created.

ODD FOUNDRY

Creating An Alphabet From A Letterform

1. Letterform created via the use of the Explorer
2. Trace letterform
3. Standardise and align to baseline
4. Letterform adjusted as a stylistic choice extend interior swash and de-emphasise hairline stroke

Interior Swash
Angle of Terminal
Hairline Stroke
5. Repeatable and distinctive elements of form identified

5. Other letterforms are created based on the distinctive parts of the initial letterform

6. Using this set of letterforms, continue to expand until entire alphabet has been created.
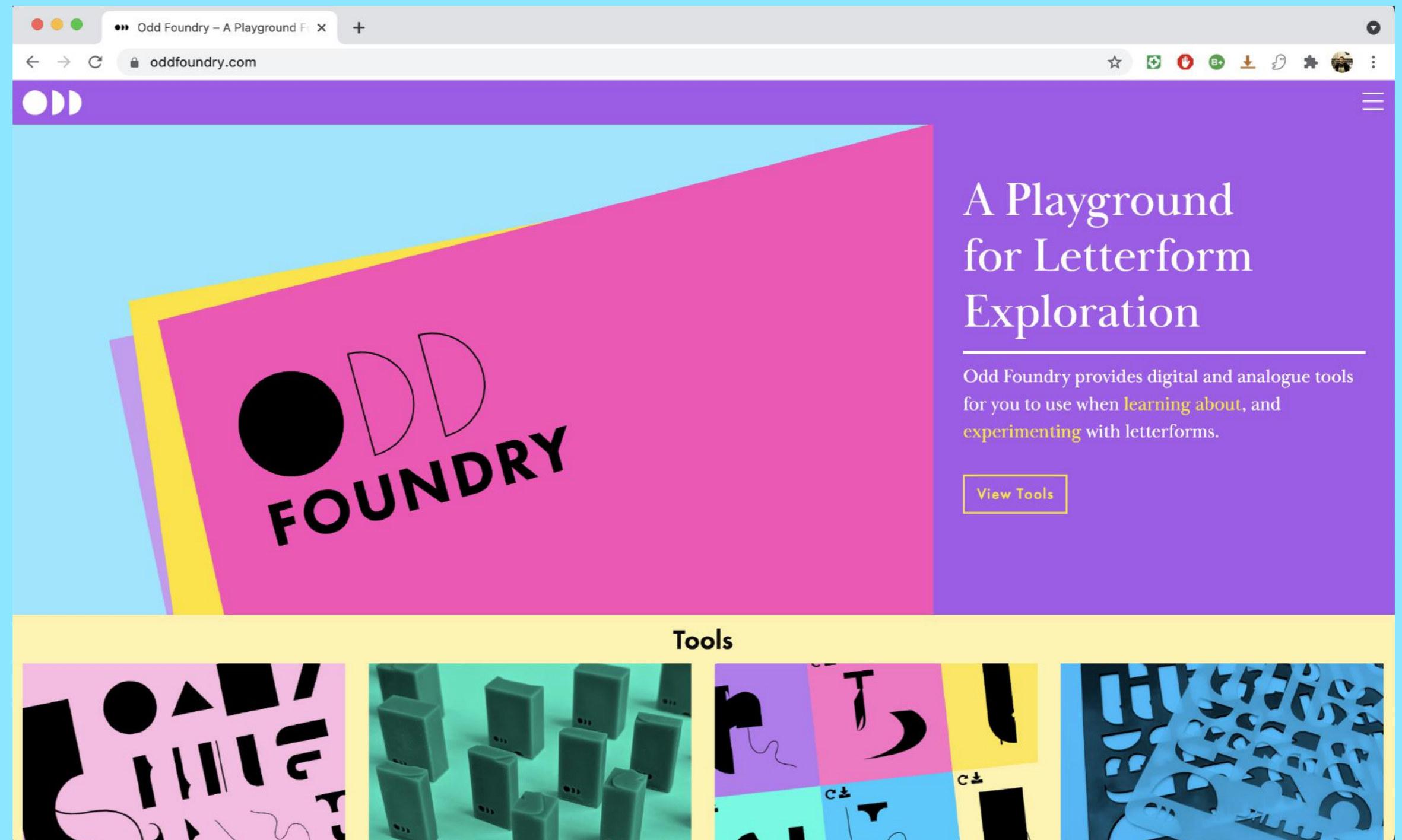
ODD FOUNDRY

Home Page

The Tools are hosted on the ODD Foundry website, with the digital tools being able to be accesed immediately via the browser and the physical tools being available for pre-order with shipping starting after the project submission.

The home page is designed to introduce the users to the concepts of how to interact with the digital tools. When they move their cursor over the incomplete ODD Foundry logo the cursor becomes a D and by clicking they are able to "stamp" a D on the canvas.

The various tools are linked below, as well as further pages being linked from the menu in the top right.

A Playground
for Letterform
Exploration

Odd Foundry provides digital and analogue tools for you to use when learning about, and experimenting with letterforms.

View Tools

Tools

Explorer Tool

The Explorer presents the user with a canvas of a few starting shapes, alongside this there are various drawing tools and grid options to enable the user to explore the act of mark making. The user has the option of drawing with pens of various shapes inspired by historical tools for letter creation, or they may stamp a selection of components onto the canvas. The canvas can be reset to start again or downloaded and then worked on in the users program of choice.

This tool works best in Chrome on a desktop, though it has some mobile functionality.

oddfoundry.com/tools/explorer/

Explorer

This Tool works best in Chrome

Canvas ↻ ⬇

Grid Options ⌃

Square Grid
Circle Segments

Tools

Tool Size

Pen Types ⌃

● ▲ ■ / \

Stamp Types ⌃
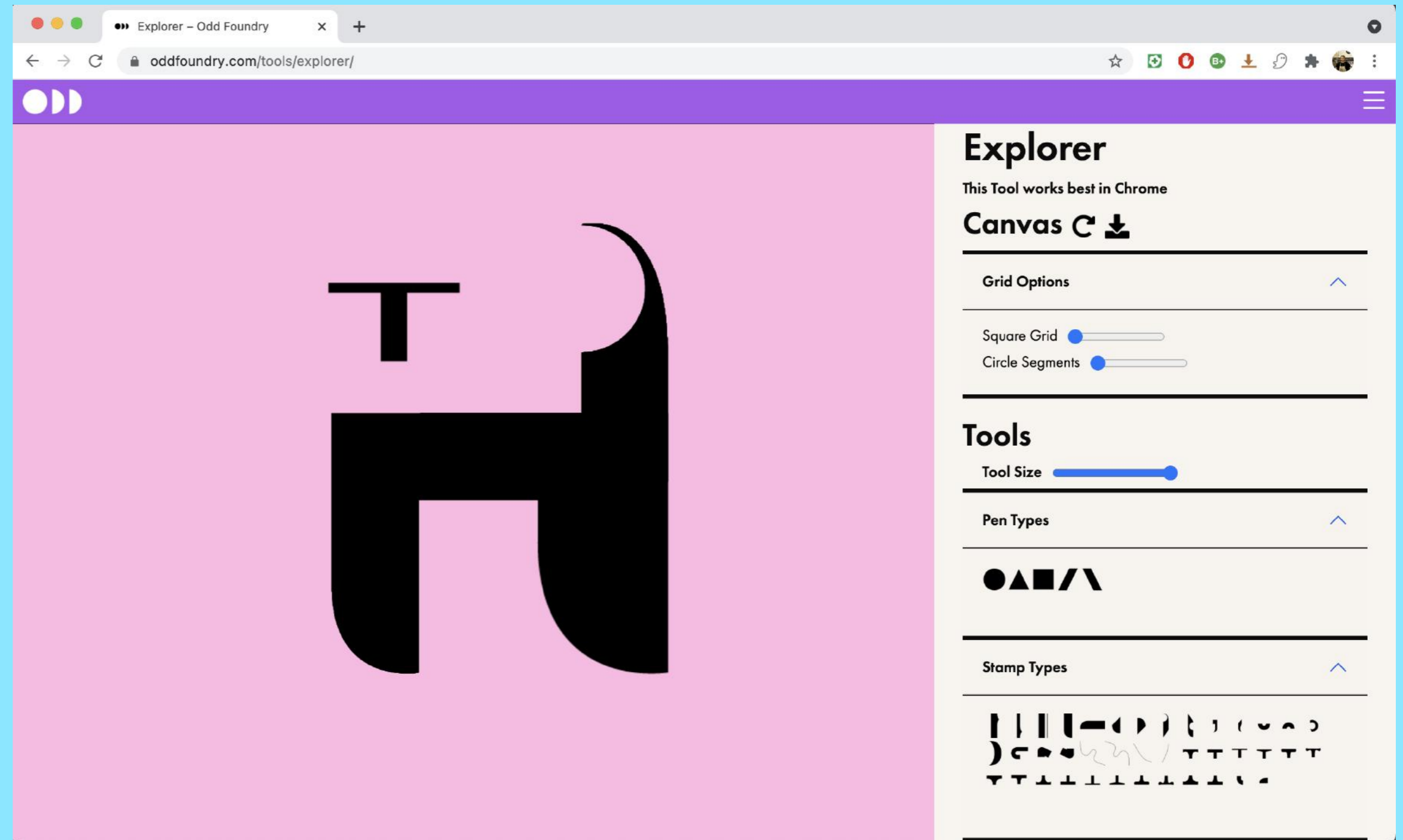
Randomiser Tool

The Randomiser presents the user with a selection of forms created by randomly combining 4 different components in different orientations. The user can refresh each form until they find a letterform they perceive to be suitable for development further. The chosen form can be downloaded and then worked on in the users program of choice.
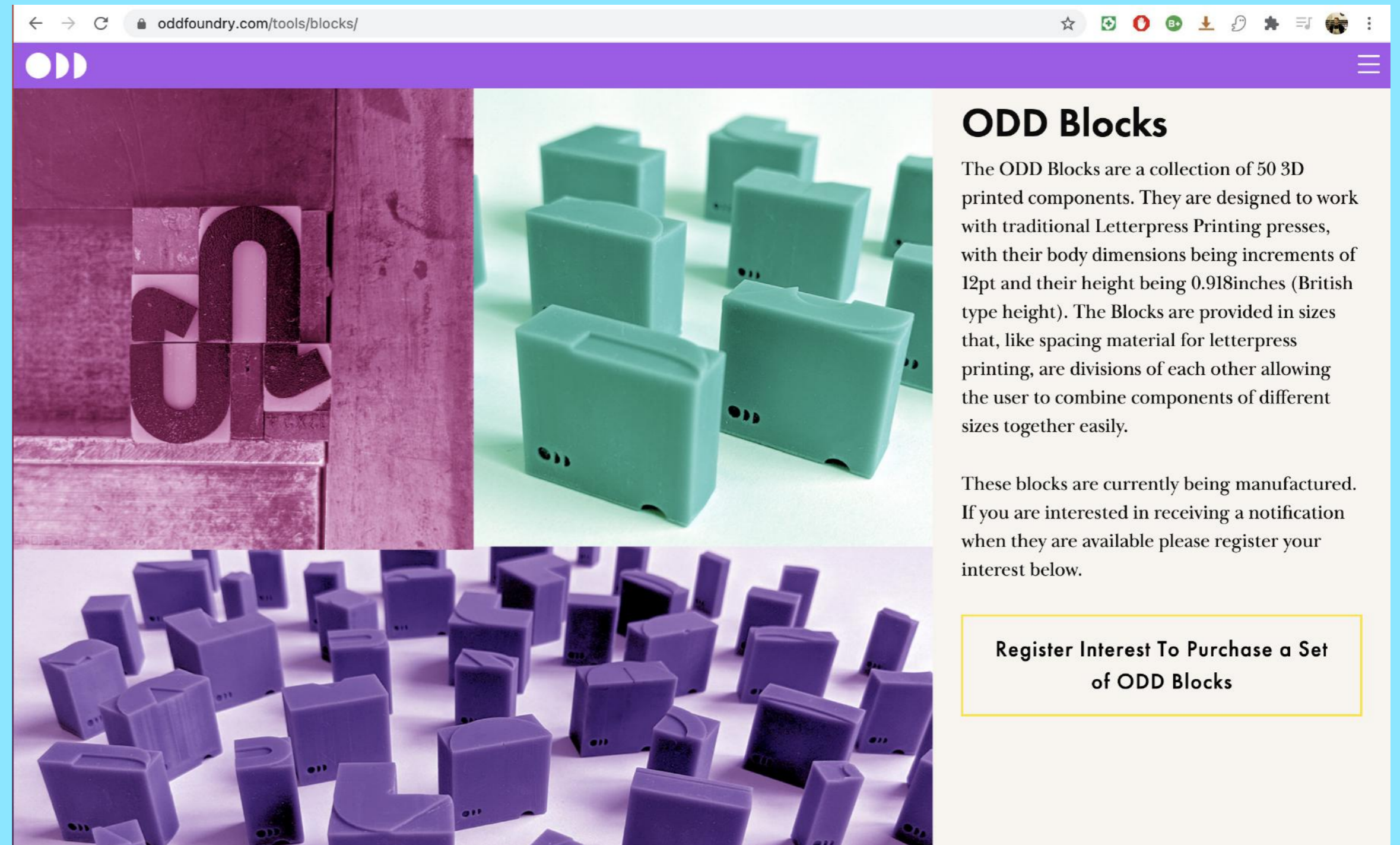
This tool works best in Chrome on a desktop, though it has some mobile functionality.
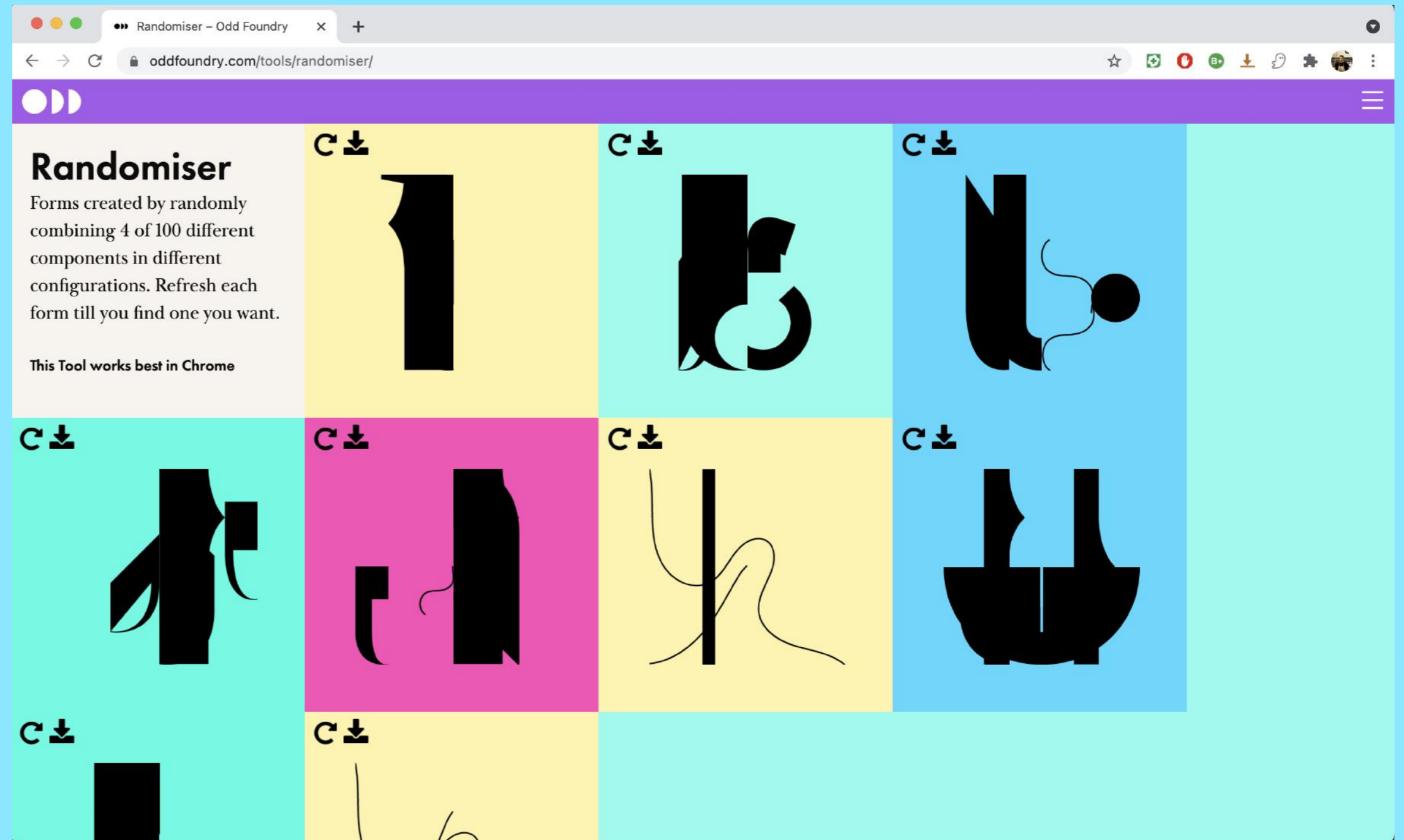
Stencil Tool

The Stencil is an acrylic or mylar sheet presenting the user with various components in different sizes. These sizes are all related, allowing the user to combine the parts in different ways. The sheet is transparent to allow the user to line up different parts of a selected component with components they have already drawn.

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ODD Stencils

The ODD Stencil is an acrylic or mylar sheet presenting the user with various components in different sizes. These sizes are all related, allowing the user to combine the parts in different ways. The sheet is transparent to allow the user to line up different parts of a selected component with components they have already drawn.

The stencil will be available for purchase soon in our shop.

View Shop
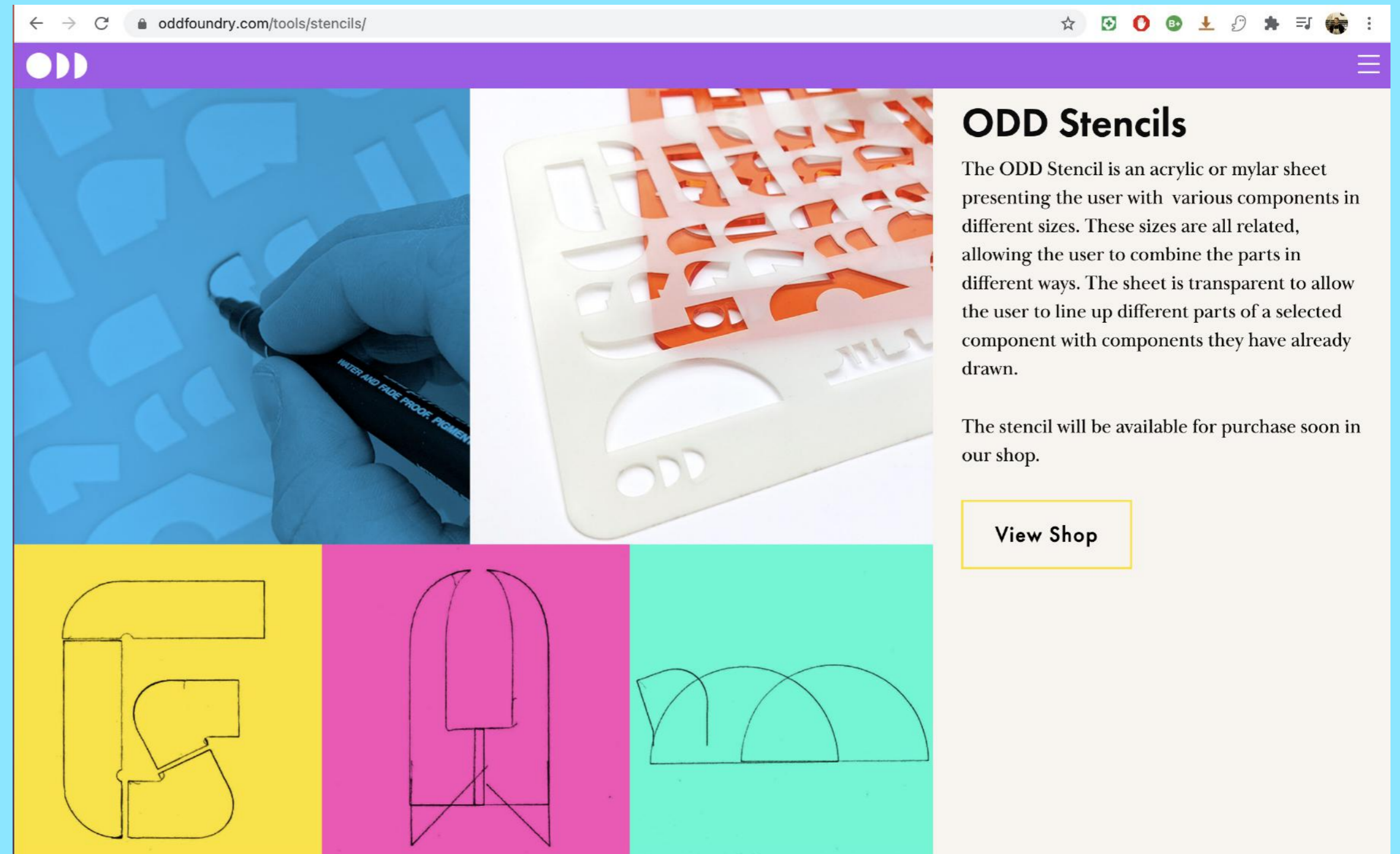
Blocks Tool

The Blocks are a collection of 50 3D printed components. They are designed to work with traditional Letterpress Printing presses, with their body dimensions being increments of 12pt and their height being 0.918inches (British type height). The Blocks are provided in sizes that, like spacing material for letterpress printing, are divisions of each other allowing the user to combine components of different sizes together easily.

⌂ oddfoundry.com/tools/blocks/

ODD Blocks

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These blocks are currently being manufactured. If you are interested in receiving a notification when they are available please register your interest below.

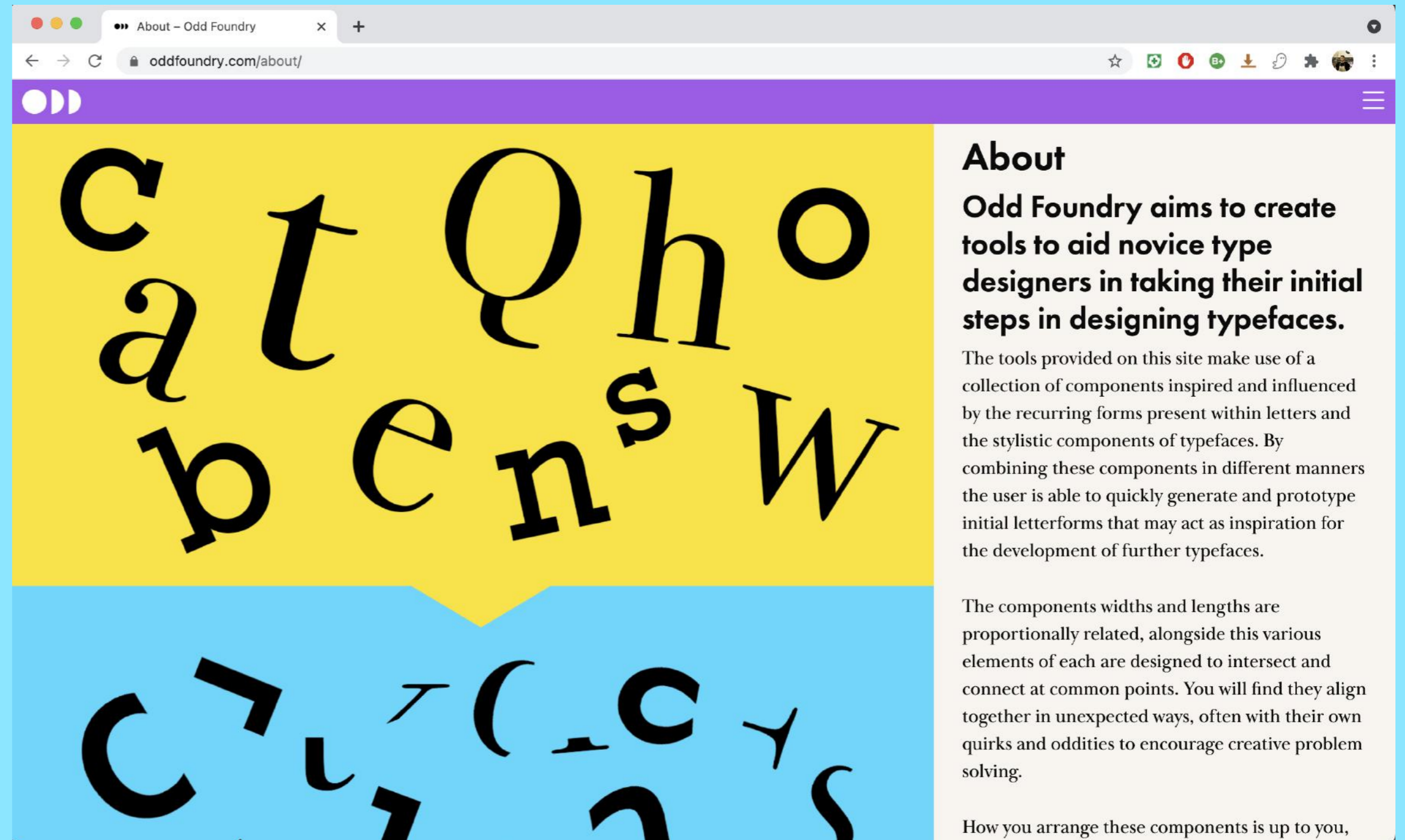Register Interest To Purchase a Set of ODD Blocks

About Page

The About page details how the components have been developed as well as outlining the underlying concepts behind the Tools development and expected uses.
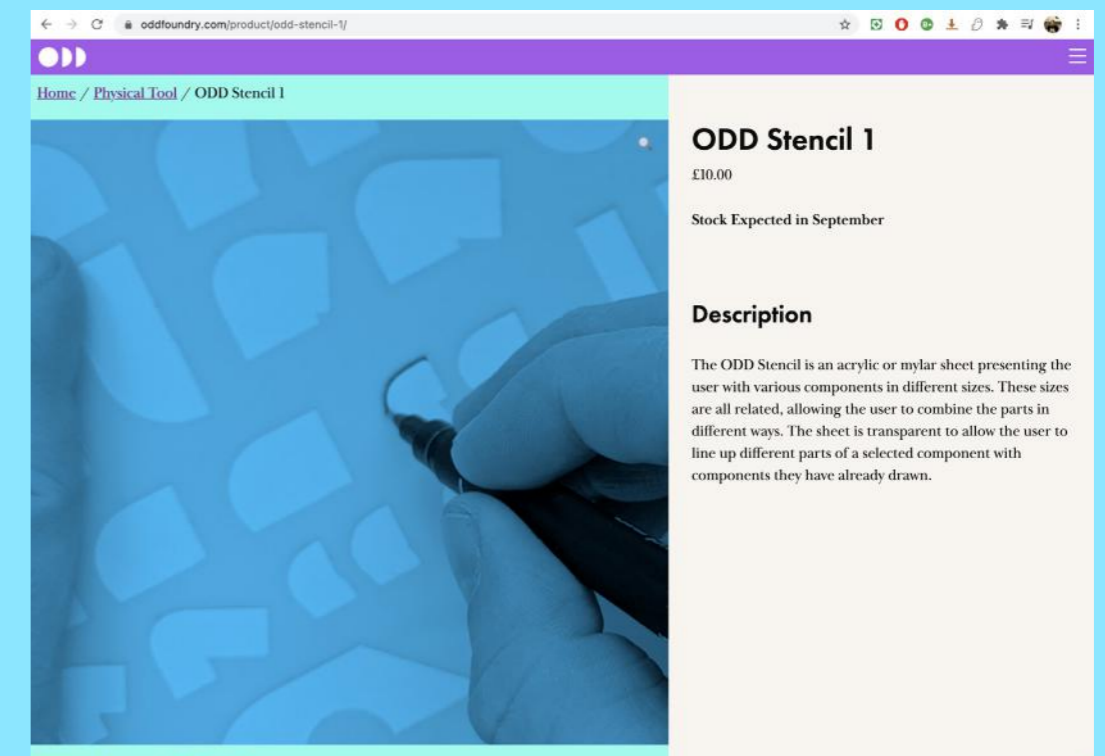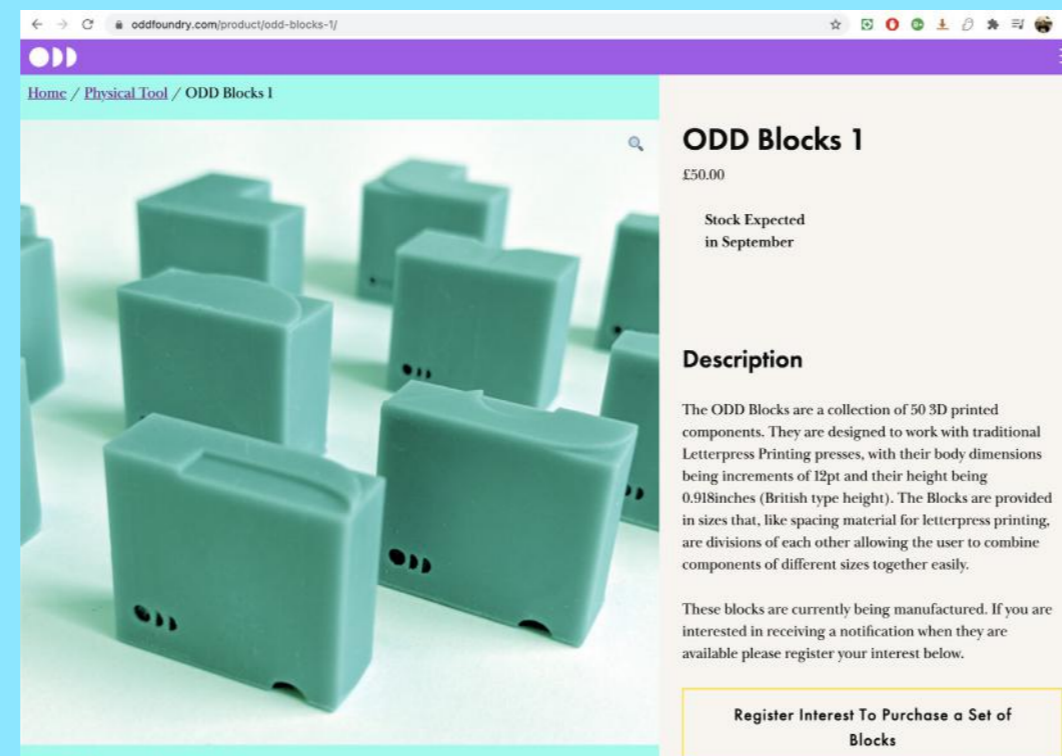
Learn Page

The Learn page explains to users how they can further develop the prototype forms they have created, first into a refined letter and then an full alphabet.
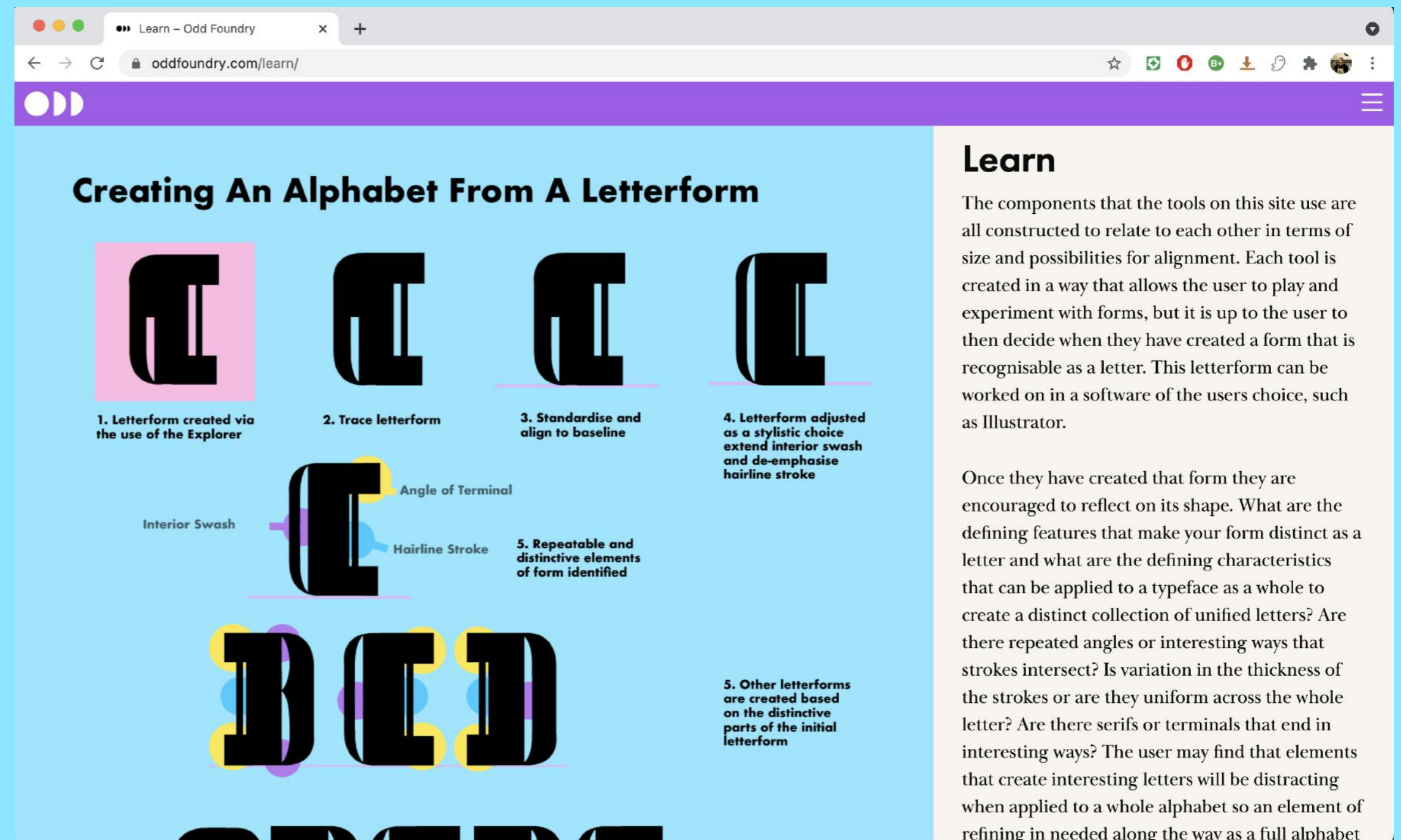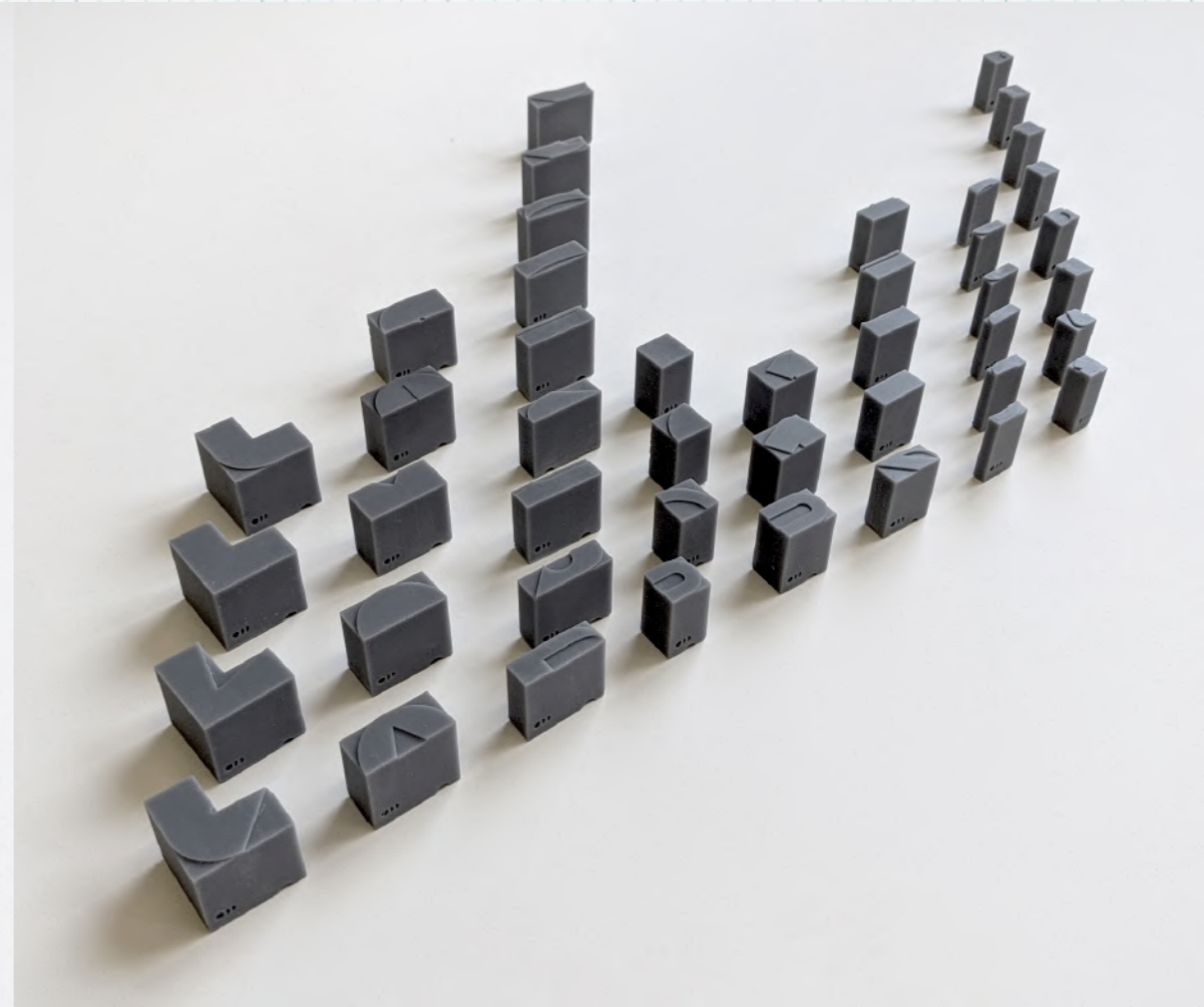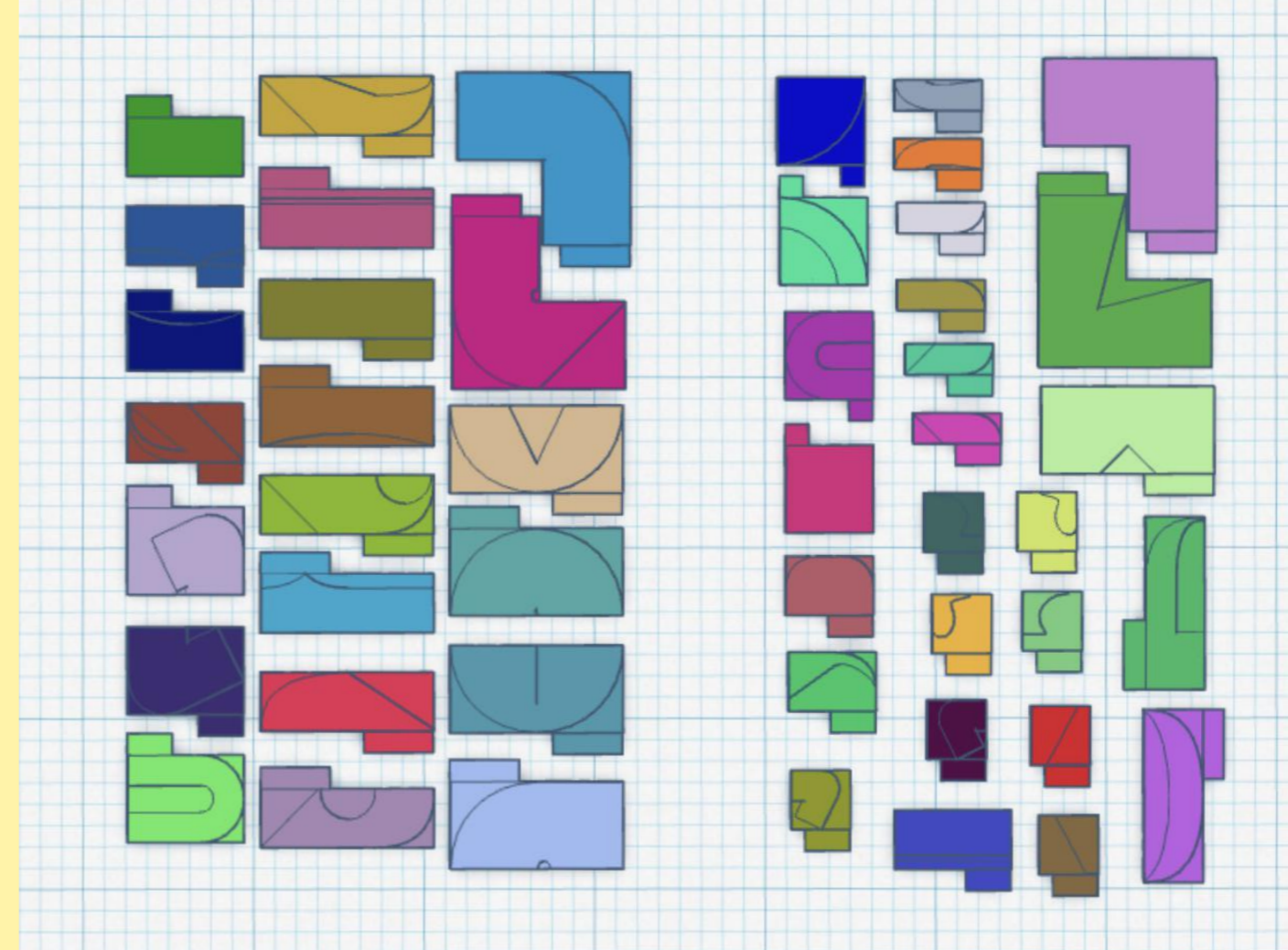
Shop Pages

After submission various physical tools will be available for purchase from this area of the site.

Blocks Details

The designs of each Block.

Stencil Details

The designs of the Stencils.

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