

A TOOLBOX OF TYPE

INDUSTRY INC

BY HOLD FAST FOUNDRY

INDUSTRY INC IS A COLLECTION OF TYPE
COMPRISING STAND-ALONE STYLES ALONG
WITH A LAYERED TYPE SYSTEM.

**THINK OF IT AS A TOOLBOX EQUIPPING DESIGNERS
WITH EXTENSIVE TYPOGRAPHIC OPTIONS
AND COMBINATIONS. MESS AROUND,
HAVE SOME FUN, AND DON'T GET HURT.**

STAND-ALONE STYLES

BASE
BEVEL
CUTLINE
DETAIL

INLINE
IN-N-OUT
OUTLINE
STENCIL

HOW THE LAYERED SYSTEM WORKS

**AS YOU BEGIN LAYERING, IT'LL BE GOOD TO KNOW THE BASICS.
START WITH YOUR LOWEST LAYER, THEN DUPLICATE IT AND
CHANGE THE NEW ONE TO THE NEXT STYLE AND COLOR.
REPEAT AS NEEDED.**

3D SHADOW > 3D > 3D RIGHT > BASE OR STYLE > STROKE OR FILL



LOWEST LAYER

TOP LAYER

5 TOTAL LAYERS

ORDER IS IMPORTANT, BUT THE NUMBER
OF LAYERS IS UP TO YOU. FOR EXAMPLE, A PROJECT
MIGHT REQUIRE SIMPLER LAYERING SUCH AS

3D > BASE > DETAIL FILL

ICE COLD

OTHER TIMES, YOU CAN GO FOR ALL FIVE.

TIP: TRACK THE TYPE OUT A BIT WHEN YOU DO .

**SOME EXAMPLES
TO HELP GET
YOU STARTED**

NOTE: THE STENCIL AND **CUTLINE** STYLES ARE NOT MEANT TO BE LAYERED.

COFFEE

3D SHADOW > 3D > **3D RIGHT** > BASE > **INLINE STROKE**

HAMBURGER

BASE > BEVEL FILL

APPLE CIDER

3D > **BASE** > **DETAIL FILL**

NIGHT

3D > OUTLINE > **INLINE STROKE**

DRIVE-THRU

3D > OUTLINE

THANK YOU AND ENJOY!
FOR WEIGHTED AND ITALIC VERSIONS
OF INDUSTRY INC'S BASE, CHECK OUT
THE INDUSTRY FAMILY.

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