



TYPE CO.



5 WEIGHTS, 396 GLYPHS
DESIGNED BY JAMES EDMONDSON IN 2015



TYPE CO.

The Origins of Hobeaux: Love for the Unloved



A few years ago, Facebook alerted me to a family member's birthday. My go-to on such occasions is to illustrate a talking penis saying "Happy Birthday", and post it to their Facebook wall. Which typeface might best suit a penis? The answer, was obviously Hobo.

This was at a time where Hobo didn't mean much to me. I had no idea it had art nouveau roots, or that it was originally drawn by Morris Fuller Benton and others at American Type Founders in 1910. I simply associated it with unprofessional graphic design, or lame attempts at fake psychedelic posters ineptly mimicking the style of Wes Wilson.

But as time went on, and more talking penises were posted to Facebook, I gradually grew to love Hobo's *je ne sais quoi*. I even discovered it was already a sort of typographic guilty pleasure among some respected and talented type designers.

It was striking to me that even though few consider it a favorite, Hobo has somehow survived every technological leap in type. It started in metal, maintained popularity in the photo typesetting era, was digitized in the 80s, and now comes pre-installed on almost every personal computer—an amazing feat considering its name is derived from the fact that no one wanted to care for it in the first place.

Hobo's lack of straight lines and right angles is also a breath of fresh air. I later realized it was the softness of Hobo's curves that provided the human emotion I was in search of when I wanted to compliment a talking dick. In an age where cold precision is default, what is there to remind you you're human?

→ THE FULL STORY WITH ILLUSTRATIONS CONTINUES ON OHNOTYPE.CO →



TYPE CO.

Predefined

BLACK

Convenient

BOLD

31st & Quint

SEMIBOLD

Art Nouveau

REGULAR

Monogamist

LIGHT



TYPE CO.

ESTABLISHED: NEVER

**OH
no**

TYPE CO.

ohno

OHNO

BE LESS

POSITIVE

I Started

“
Often it's argued that naming a child (or a font) doesn't determine the child (or font's) social outcomes in adult life. Unfortunately for Hobo, its parents obviously hated it and wanted it to have a miserable life.
”

Beth Caird

Do it yourself

OHNO

ohno

Hobeaux

WISDOM SCRIPT IS DEAD!
HOBEAUX LIVES! MEOW!

LUXURY
ACATION

FOXY
EL REY
SABANG
WILTERN
PANTAGES

THERE'S ONLY ONE PALM TREE IN

THE
SUNSET
San Francisco, California

Frank
IS
CHILL



LOPEZ LAKE

15¢

ALOHA JACTA EST



TYPE CO.



ARRROWS (on by default. Turn off Standard Ligatures to disable)

136 → 136 → 136

LINING, MID-HEIGHT (Stylistic Set 01), AND DESCENDERLESS OLDSTYLE FIGURES (accessible in Proportional Oldstyle figures)

pokery → pokery

DESCENDING ALTERNATES (accessible in Stylistic Set 02)

LOSER → LOSER

AUTOMATICALLY FLIPPING O (on by default. Turn off Standard Ligatures to disable)

surf → surf

VANISHING OR DIMINISHING CROSSBAR (on by default. Turn off Standard Ligatures to disable)



TYPE CO.

SAND-BOY CHIMNEYS
ADVICEFUL CAMPHINE
SUNBATHE KREPLACH
CONFIRM PRECIOUSLY
JUDICATOR TOWPLANE
CRAFTSMEN REDOUBT
WARLINGS NUGATORY

LIGHT 36 POINT

Go placidly amid the noise and the haste, and remember what peace there may be in silence. As far as possible, without surrender, be on good terms with all persons. Speak your truth quietly and clearly; and listen to others, even to the dull and the ignorant; they too have their story. Avoid loud and aggressive persons; they are vexatious to the spirit. If you compare yourself with others, you may become vain or bitter, for always there will be greater and lesser persons than yourself. Enjoy your achievements as well as your plans. Keep interested in your own career, however humble; it is a real possession in the changing fortunes of time. Exercise caution in your busi-

LIGHT 16 POINT



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REGULAR 36 POINT

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SEMIBOLD 36 POINT

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SEMIBOLD 16 POINT



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BOLD 36 POINT

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BOLD 16 POINT



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BLACK 36 POINT

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BLACK 16 POINT



TYPE CO.

Thank you to my friends,
family, colleagues, and teachers.
Special thanks to Frank Griebhammer
for his generous help with the hard parts.
Frank is very chill.