

Hi, it's David. Thanks for taking a look at my work. To set the backdrop before you go tearing through my portfolio, I started in print design about twelve years ago. For the past seven or so, the audience of my work has been almost exclusively other graphic designers, apart from the lettering and type design projects I've done on the side. There's something awfully satisfying about working with pure form. That, and the people in the type industry are warm and well-seasoned representatives of their various design disciplines. So you'll be seeing a typographically heavy selection here. That's not however to suggest that I consider my work as filling some narrow niche—type design and typography is at its heart human interface work, here turning these thoughts of mine into an image, and now back into thought.

Though the PDF format of this portfolio may raise doubts, I also happen to be up on current web standards. Doing it this way lets me include in-progress projects I wouldn't otherwise show.

Lastly, you won't see any CG renderings or photo-shopping of textures onto stock images here. If it looks real, it's real.

Custom type, *Draftsman Sans* and *EXP*





PROVERB paganism	REDUCING blasphemy	MOISTENER perspiratory	QUADRANGLE hypercriticism
BENEDICT scavenger	LEMONADE abominably	ENCOUNTER newsmonger	XENOGENETIC personification
HANGNAIL ambiguous	WORKSHOP scragginess	VULCANIZER postgraduate	CONTRAPTION debauchedness
MORPHINE transaction	STORYBOOK overthwartly	LABORATORY kindergartner	MERCHANDISE correspondence
CANDIDATE kinetograph	RECREATION nonresidence	ORGANICALLY electrogenesis	ANTIBACTERIAL disproportionally
GUIDEBOOK watchmaker	CONTIGUOUS monodimetric	REPUGNANTLY transmissibility	THERMOGRAPHY homoeomorphous
VEGETATION endomysium	POLYMORPHY bleareyedness	DISADVANTAGE circumscribable	CONDENSABILITY microseismometer
ADMINISTER incorporative	IRREVERENCE imperishability	PROVINCIALISM telethermograph	SYSTEMATIZATION parallelogrammatic
STRUCTURAL magnificence	UNEQUALABLE misinformation	PHONOGRAPHER commentatorship	HUMANITARIANISM anthropomorphology
ESOTERICISM governmental	BACTERIOLOGY immortalization	METAMORPHOSIC haematachometry	CIRCUMNAVIGATION hypocraterimorphous

↑ ATF Alternate Gothic (I did the first master drawings.)

↵ Poster art for a concert my wife Emily and I organized

1445, “Occasional Paper of the Newbe
Library”). *This version is found* in Italian
manuscripts (British Library Add. 22
and Bodleian Canon Ital. 85), on fifteenth
century Spanish *paintings in the Prado*
and the Vatican; on Hispano Moresque
plates; and in the Capella Palatino in
fermo (Fig. 167). The link, if any, must
Greek or perhaps Runic (see p. 90); n

Pelagic Octopus
row Paintings
supplier*

In-progress display cut of *Pearl*, see previous spread



Michael Rogers

Product strategies for the new recession

Zach Mortensen January 18, 2016

Unless you've been living under a rock for the past month, you're likely aware that global asset prices — equities, bonds, commodities, foreign currencies, just about everything — are in turmoil. What's going on? How will it affect your business? What can you do to survive, and even profit from what will happen over the next twelve to eighteen months?

To be brief, the global economy never recovered from the 2008–2009 financial crisis. During the ensuing recession central banks and governments around the world coordinated massive fiscal and monetary stimulus in a textbook Keynesian attempt to suppress the business cycle. These interventions succeeded in levitating asset prices, but through inflation rather than real economic growth.

Most economic indicators have been flashing red for more than a year. On Friday, as the stock market took another beating, the Atlanta Federal Reserve Bank revised its GDP growth estimate down to 0.6% after the closing bell and going into the holiday weekend. J.P. Morgan then lowered their GDP growth estimate to 0.1%. The US economy is teetering on the edge of contraction, and since the NBER generally runs a couple of quarters behind in officially calling it, we have probably already slipped into recession.

China is even worse off, eroding demand for manufactured goods has hit their economy especially hard. China's lack of demand for raw materials has crushed commodity prices, devastating the economies of commodity producers like Canada, Australia, Brazil, the OPEC countries (now embroiled in a regional war in the Middle East), and many others. The commodity contagion has hit the US shale oil producers, who borrowed heavily to finance their development projects. About half a trillion dollars of high-

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Identity work for a medical software consulting firm

University
Electronic Text
Daily Massage

Brigham, a custom blackletter I drew for
Brigham Young University's diploma redesign

Buendia & Blog Script

Earliest
 Anchorage
 Lachrymal
 Midwinter
 Worldwi
 Intercep
 FEATHER

Great Pairs

COLONIZED

DUPLEXING

ENCOUNT

GLEEFUL

JACKSCI

50

Laurence Kite

When does a startup stop calling itself one?

79 Book on Tape

Scotch, masking, magnetic, packing, spike, & duct.

Single Play 91

"Dost thou be lake, behold which wave of emeralds unnamable, thine hours stow.—Come like a pavilion incomprehensible poplars hyr Night begarmered on t before the the dusk li surface of Fernando arms slen a cold sen wavered, with a du The wave his body, ening un

Brando & Prism

Adjusters
 Doorstops
 Inaudible
 Kneesocks
 Nonsuited

WARD
 VIBRA
 IIIBLIIO

GREAT Pairs

Huskinness

Interfere

Launchpad

Playlands

Windpines

To

So

NIGHT
 MIDCO
 LOUIIIIE

THE HOME GYMNAST

That fine old Latin motto, *Mens sana in corpore sano* 'A vigorous mind in a sound body,' has stood the test of years, and happily its truth is day by day more forcibly asserting itself. The feeling is becoming general that body and mind ought to be developed to the ut-

ch wh so wi wh

arts DOME
ter FASTE
ke EYEG
ats INFLI
za MIDN
er NONS
sk OVER
ds PRES
er RETR
ne SCRE

gas- oline

Cabinet
Appointments

27

Oil Panel
Concession

41

Transfer
Wastefulness

65

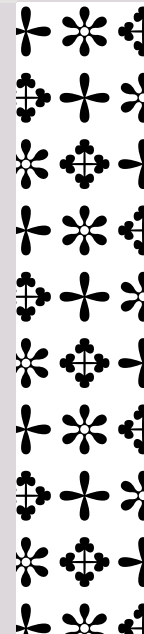
Kant

The Meta- physical Elements of Ethics

THE MIRACLE OF PURUN BHAGAT

There was once a man in India who was Prime Minister of one of the semi-independent native States in the northwestern part of the country. He was a Brahmin, so high-caste that caste ceased to have any particular meaning for him; and his father had been an important official in the gay-colored tag-rag and bobtail of an old-fashioned Hindu Court. But as Purun Dass grew up he felt that the old order of things was changing, and that if any one wished to get on in the world he must stand well with the English, and imitate all that the English believed to be good. At the same time a native official must keep his own master's favor. This was a difficult game, but the quiet, close-mouthed young Brahmin, helped by a good English education at a Bombay University, played it coolly, and rose, step by step, to be Prime Minister of the kingdom. That is to say, he held more real power than his master, the Maharajah.

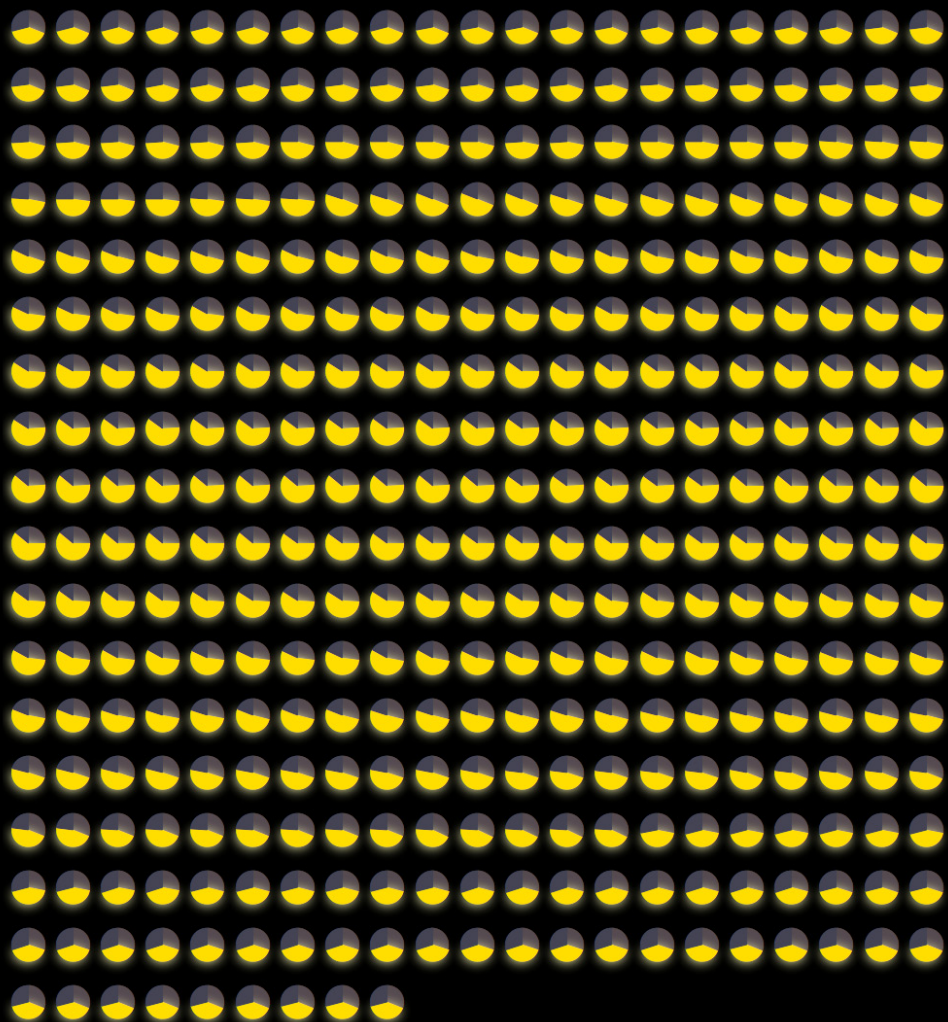
When the old king—who was suspicious of the English, their railways and telegraphs—died, Purun Dass stood high with his young successor, who had been tutored by an Englishman; and between them, though he always took care that his master should have the credit, they established schools for

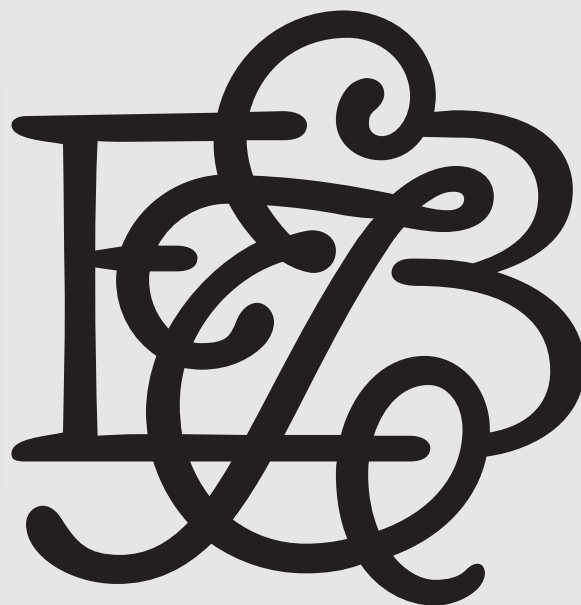


Asparagus Salad.—
Remove the binding
round a bunch of as-
paragus, cut off an

lychtronia

Previous spread: artwork I produced for FontShop's
Great Pairs, a series I wrote on how to combine typefaces.
↑ Chromatic specimen of Martin Wenzel's FF Primary
Next spread: [Daylight](#) set in [Travis Kochel's FF Chartwell](#)

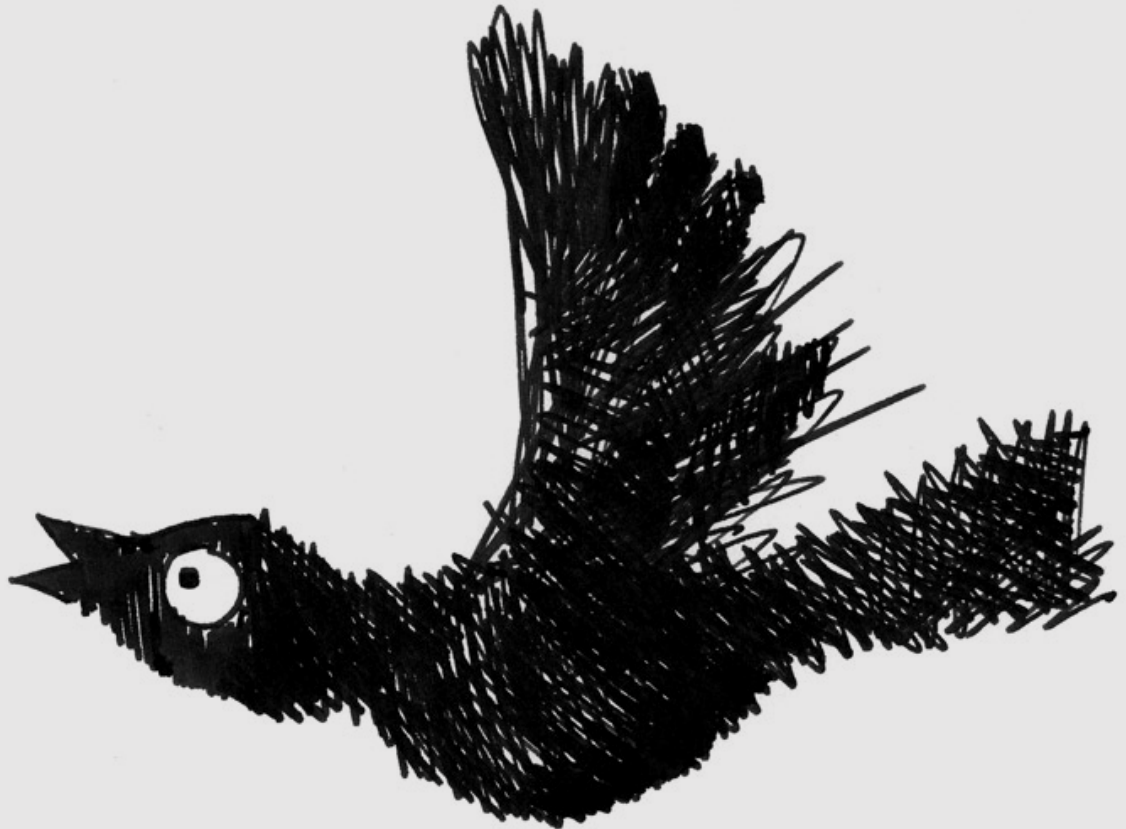




Eastley monogram



Lloyd&Co. New York approached me about making these optical variations of the [Made to Measure](#) logo, for use in print, video, and as an on-screen icon.



Little black bird, children's book illustration



Lettering for FontShop's [Best Of 2011](#)



FontShop's Best Typefaces of 2011

Another year has whizzed by! While last year saw the real breakthrough for [webfonts](#), this year we witnessed the introduction of [mobile fonts](#) and the promise of more diversity and typographic refinement in mobile apps. Yet the news in type was not dominated only by technology. Our beloved type designers cooked up delicious new digital faces for [FontShop's](#) menu of typographic treats.

To celebrate the end of another exciting year in type, our type experts put their heads together to compile our annual "Best Of" list, highlighting the typefaces that surprised, impressed, and delighted us. (And if the "Best Of" list whets your appetite for fonts, check our [Newsletter Archive](#) for more morsels. All this year's new typefaces are in there.)

WARMEST SANS

flicker

CAVE

Warm Gradient

Drawn from engravers' masterplates, [Sweet Sans](#) follows the curves like the many hands that have before, keeping the message formal and human.

[More about Sweet Sans](#) »

WARMEST QUARTERBACK

BEST ROBOCOPPIE SCRIPT

LOVE

Anything
furry

South American Runicby
Bullfinch has a lovely crew of
warm script faces in the
LOVE family, including
LOVE, a lot of the best.
[More about LOVE](#) »

EXCEPTIONAL SLANTY

Lia

SYSTEMS
12345

Swapping 14 slanting options for
8 regular and 8 slanted, Lia's
Slanting font set is a real
companion. Right down to
the last.
[More about Lia](#) »

BEST ALL CAPS FACE

IDEAL!

ME AND THEM
EGO

Golden Dials knows exactly what
we're after in this, and then he
says it to us, too. Using type
to be the answer to that.
[More about Golden Dials](#) »

BEST Imitation of a Historical Hand

Broccoli Road
the
Little-Heart-Religious-currency-like
and Floret.

Ben Wilson of Stone Islets
Font Company's address of
Protestant Evangelicalism in the
18th-century American
language is a real
masterpiece.
[More about Broccoli Road](#) »

BEST REINVENTED HISTORY

PUNCHCARD

Skill

Equivalent

John D'Elia's Skillface, when used
to represent "Mystery" instead of
"Skill" in the original
Punchcard, is a real
masterpiece.
[More about Skillface](#) »

PRESERVE 17TH CENTURY FACE

Delight

Crème de la crème
Twirl & Spun

An Engraver and the Designer
John D'Elia's Delight is a
real masterpiece. It's
a real masterpiece.
[More about Delight](#) »

MENAGE A TROIS

ORCHID

Flowering Wreath
begonia

With Sweet Sans, Ben
Wilson and one of his
revised
faces, the
Orchid
family
is a real
masterpiece.
[More about Orchid](#) »

TRILINE OF THE YEAR

FIRST DAY

Created in 1976, the
First Day
font set is a
real masterpiece.
[More about First Day](#) »

MY GORILLA

VENTURE AGAINST FEAR

SOAK

If you are looking for a
comedy font with some
bite, My Gorilla
is the
font for
you.
[More about My Gorilla](#) »

SOFTER TOUCH SANS

Jupiter

Pioneer & Voyager
EUROPA

If you are looking for a
comedy font with some
bite, My Gorilla
is the
font for
you.
[More about My Gorilla](#) »

THE BALANCE FOR A WOMAN

Slick & Hearty

mega

DELICIOUS

If you are looking for a
comedy font with some
bite, My Gorilla
is the
font for
you.
[More about My Gorilla](#) »

VERSATILE HELVETICA-TYPEFACE ALTERNATIVE

Wanderlust

GRAND

Outlying Regions

If you are looking for a
comedy font with some
bite, My Gorilla
is the
font for
you.
[More about My Gorilla](#) »

BEST PLEASANT CHANGE OF TEMPERAMENT

(It's just a fluke!)
Coincidence
Answer: Aha! Mungus! Yes!

If you are looking for a
comedy font with some
bite, My Gorilla
is the
font for
you.
[More about My Gorilla](#) »

BEST RADICAL STRESS REVISION

Galaxies

Milky Skywash
LOVER

If you are looking for a
comedy font with some
bite, My Gorilla
is the
font for
you.
[More about My Gorilla](#) »

ADVENTURES IN MONOSPACING

Hang Glide

Flexible wing airfoil
thermal updraft

If you are looking for a
comedy font with some
bite, My Gorilla
is the
font for
you.
[More about My Gorilla](#) »

BIGGEST COMEBACK

Lambda Calculus

It's "The Science of Fluxions"
Algebra

If you are looking for a
comedy font with some
bite, My Gorilla
is the
font for
you.
[More about My Gorilla](#) »

BEST NEW WEAPON

Chopstick

EASY

Dumplings Galore

If you are looking for a
comedy font with some
bite, My Gorilla
is the
font for
you.
[More about My Gorilla](#) »





A rain poncho designed as a giveaway item in the conference bag at TypeCon Portland. This is the work of [Megan Lynch](#), with my art direction.

Next spread: a shopping bag for a spice shop, Cardamom



76.

01	13	25
02	14	26
03	15	27
04	16	28
05	17	29
06	18	30
07	19	31

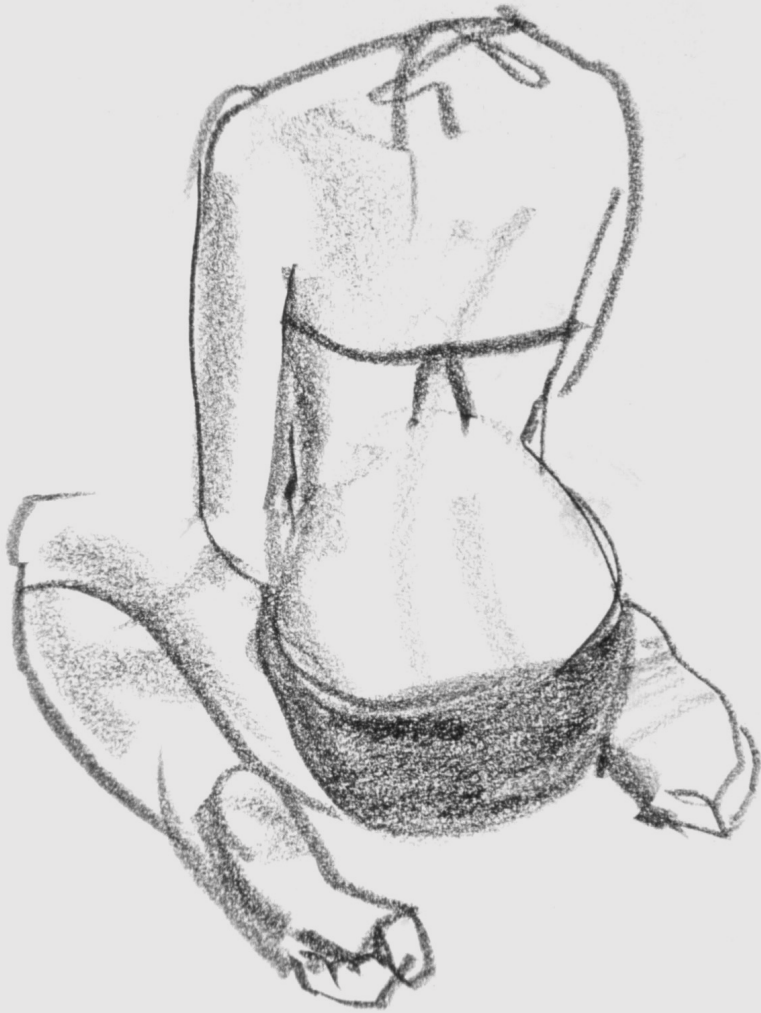
This custom typeface, Pullchain, is for setting date and time stamp information, designed to dissappear when not looked at directly.



Handwritten text in a cursive script, possibly reading "The end of the world" or similar, rendered in a 3D metallic style.



Wordmark refresh, hanger and shopping bag design for the French fashion label *Morgan*



Six minute figure studies



DAVIDA