

REGULAR

BOLD

alias

ALIAS IS AN EXTENDED TYPEFACE WITH A TWIST
HIDDEN IN ITS LOWERCASE INKTRAPS.

OUR INSPIRATION COMES FROM MODERN RAP MUSIC
AND URBAN STREETWEAR, WHICH HAVE STRONG
ROOTS IN BOLD TYPOGRAPHY AND VIBRANT COLORS

ALIAS COMES IN 2 WEIGHTS: REGULAR & BOLD

40 PT / REGULAR

LOOK AT THIS BLOCK OF TEXT UNTIL YOU BECOME BORED WITH IT. WHEN YOU BECOME BORED WITH IT, INSTEAD OF INSTINCTIVELY REDIRECTING YOUR ATTENTION TO SOMETHING MORE STIMULATING, NOTICE THE SLIGHT AGITATION THAT HAS COME AND TRY TO RESIST IT. THIS IS NOT TO MAKE YOU TOLERABLE OF THINGS THAT ARE MUNDANE, BUT TO HELP BUILD BACK YOUR ATTENTION SPAN THAT

150 PT / BOLD

Big Bold Headline

14 PT / REGULAR

corn omnium reminiscences italicized dethronement sportily ramifications redevelopment supervenes slovene punctuate totalitarianism racialism inadvertently settee initializations diadem bootblacks toreador caladium radiotelephones spermatogenetic experimentations reorganisations heartbreaks nebbishes aspirators misapprehensions cupful inventiveness incapacitation appropriateness incommunicative conjunction decriminalise nonconforming antecedence dissecting tenacity diacetylmorphine warehousemen discourteous trumpet hypochondriacs tracheotomies overheads affrighted parsimoniously xvii communicational counterproposal hysterics rejuvenators monocotyledons mats normalisation pennyworth uncommunicative inequity accommodation chatelaines ultramodern parens blackcurrants granulates intervals prefabrication dishonorableness reminds emblazoning conceptualizes opportunists gazump ineffectiveness whereat unmentionably crystallographers twanged domestication unlatched violators pharynges asterisking comeliness commingles nacelles bedroll misunderstanding verus characterizations cosmetologist oyez intercommunicates dimmest disastrous merciless videocassette counterchecks habits musk ultracentrifuge dross supreme compensated scandalmonger bluestockings purring vet disfranchisement straightforwardly goer pharmacological unconscionably bloodhounds unifier consecrating frumpiness bejewels apportionment undergone anxiously unexpected intercommunicates accomplished immortalizes thorough dehydrogenates photosynthesises extemporaneous loge preposterousness electricity actualized undertakers intercommunicates estimations thai departmentalisation subassembly chance laurel compartmentalizes arrondissements reconveyance incomprehensible launderette sedulousness denier lampblack galvanisation amalgamates inculcator commercialise overcapitalise sandwich bollixing synchrocyclotron unsynchronized asterism unlikely overcapitalized misapprehending blunting dramatizations fanny rapprochement roundness prosperousness ophthalmoscopes ruler uterogestation telecommunications pederasts arrondissement percolator fluky unreel simultaneousness tout palace contraposition atmospherically pundit apposers unidiomatic disagreeableness revolutionizing ponderosas penultimate merthyr wrack utilitarianism executrixes violators kate wagers catechumens undifferentiated humeri recognisors nitrogen incommunicable expandable scenting unembarrassed macadamize divisively taramasalata underestimates procurements permutations neologism welshmen disbursing sidelong bord demonstrative unwholesomeness bookkeeping complainant complimenting jawboning compartmentalised

360 PT / REGULAR

The Truth

24 PT / REGULAR

PIERCE WAS A HIGH SCHOOL MCDONALD'S ALL-AMERICAN AND EARNED CONSENSUS FIRST-TEAM ALL-AMERICA HONORS IN HIS JUNIOR YEAR AT KANSAS. AFTER BEING CHOSEN BY THE BOSTON CELTICS WITH THE 10TH OVERALL PICK IN THE 1998 NBA DRAFT, PIERCE SPENT THE FIRST 15 YEARS OF HIS CAREER WITH BOSTON. PIERCE'S NICKNAME, "THE TRUTH," WAS GIVEN TO HIM BY SHAQUILLE O'NEAL IN 2001. HE STARRED AS CAPTAIN OF THE CELTICS, EARNING 10 ALL-STAR SELECTIONS AND BECOMING A FOUR-TIME ALL-NBA TEAM MEMBER.

100 PT

¹¹ Midsommar

Intouchables²³

⁴⁹ Blade Runner

12 Monkeys³⁶

⁰⁷ Margin Call

Breathless¹⁵

²² Man On Fire

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LANGUAGES

AFRICAANS, ALBANIAN, CATALAN, CROATIAN, CZECH, DANISH, DUTCH, ESTONIAN, FINNISH, GERMAN, HUNGARIAN, ICELANDIC, ITALIAN, LATVIAN, LITHUANIAN, MALTESE, NORWEGIAN, POLISH, PORTUGUESE, ROMANIAN, SERBIAN, SLOVAK, SLOVENIAN, SPANISH, SWEDISH, TURKISH, WELSH

FORMATS

DESKTOP: OTF, TTF
 WEB: WOFF2, WOFF
 APP: OTF

DESIGNED IN 2024 BY

IGOR MARŠIĆEVIĆ
 FOR THUNDER STUDIO

MANIFESTO

WE ARE SMALL TEAM INSPIRED BY ONE THE BIG IDEA: BUILDING BRIDGES BETWEEN VISUAL IDENTITIES & TYPOGRAPHY. OUR GOAL IS NOT JUST TO DESIGN FONTS, BUT TO CREATE STORIES & IGNITE CREATIVITY.

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