
Trood Expanded

Design: Jonas Hecksher
Published: 2010

4 STYLES
1 FAMILY

FAMILY
TROOD EXPANDED

Version no. 1.001/2010

PLAYTYPE™ IS AN ONLINE TYPE FOUNDRY AND
CONCEPT STORE, CREATED AS A PLACE TO PLAY,
A HOME FOR EXPERIMENTATION AND A SHOW-
CASE OF OUR CRAFT.

TROOD EXPANDED FAMILY

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All Fonts are in this format: OpenType

2

Trood Expanded
Family

Trood Expanded Light
Trood Expanded Regular
Trood Expanded Bold
Trood Expanded Heavy

24/25 The warm leather embrace of the cab creaks ominously to the rhythm of the street. I rest my head on the cool glass.

18/19 The harsh curves of the neon city exploding on my closed eyelids as the combination of

Xanax and jet-lag slowly deadens my limbs. "Rest" I mouth. Then oblivion.

16/17 I ask her her name, straining to hear above the slow drone coming from the PA. She grabs my arm and inscribes »Melissa« on it in neat, tightly-spaced cur-sive, punctuating the i with a small heart.

14/15 The tattoo guns passes around the table- A kid etches out 'MOMS' in blue biro ink laughing hysterically as the machine purrs across his forearm.

12/13 More days in daze. More scripts, more novels. More pages and clammy business cards passed of in moist handshakes. More Melissa. More pointless shopping sprees and more people to please. More dusty blond boys and speedos. I flick my aviators down and read the street signs.

10/12 I keep on cracking jokes, right? Because I'm funny. I want to be funny. Only each time the punch-

14/17 ABCDEFGHJ
KLMNOPQRSTUVWXYZ
Zabcdefghijklmnopqrstuvwxyz
1234567890

¶ This is dummy text. it is intended to be read but have no apparent meaning.

6/8 But can words ever be said to have no meaning? And if the words have no meaning cannot the medium of it's delivery be said to be equally meaningless. This is the existentialist paradox of the typographer; can type ever be separate from meaning? Words separate from medium?

9/11 Smart as a whip: the typographer, but never smarter than his script.
»the philosophy of type«

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Big play

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The Big
play

The Big
play