PlovdivTypeface™

Studio PUNKT and Typedepot present

Plovdiv Typeface

PlovdivTypeface™ is now available for free download to all who carry the city of Plovdiv in their hearts!

plovdivtypeface.com

typedepot

PUNKT

PlovdivTypeface™ is the first typeface dedicated to the city of Plovdiv, based on the handwriting of its citizens and friends and entirely free to download and use. Its creation marks the celebrations of Plovdiv as European Capital of Culture 2019 and a destination, where writing is in Cyrillic. The entire creation process is inspired by the specific character of the city – multidimensional, multicultural and yet tolerant and unified.

Plovdiv is a city of thousand years of history and multi-layered culture, as well as a favorite place for living, business and tourism. It boasts not only with unique geographical location, architecture and nature, but also with its colorful mix of people who inhabit it. This city is a wonderful example of peaceful coexistence of diverse religions, cultures and mentalities for several generations.

The Cyrillic alphabet is not only our national writing system, but also part of the invaluable heritage Bulgaria shares with the rest of the world. There are 22 countries in Europe and Asia who use Cyrillic-based writing systems which amounts to 300 million people globally. It is the third official alphabet in the European Union after the Latin and the Greek one.

In today's digital times and unlimited possibilities for communication and information flow, the Cyrillic alphabet stands out with its unique character and vision. It is part of the visual culture of its contemporary times and location and reflects the synthesized image of modern tastes and manners.

PLOVDIV 2019
European Capital of Culture

Plovdiv has created its own typeface!

PlovdivTypeface™ started as a project on May 24, Bulgarian Education and Culture and Slavonic Literature Day and coincided with this year's celebrations in the town of Plovdiv for winning the title of European Capital of Culture 2019.

The graphic designers from Typedepot and studio PUNKT organized a campaign in the city called "Plovdiv Typeface". It gathered more than 3800 people, who joined the project and filled in a pangram in Bulgarian with their unique handwriting. The team of volunteers from Foundation Plovdiv 2019 also provided invaluable assistance in the collection process of all handwritings.

The positive public feedback motivated the designers from Typedepot and Punkt to create a dedicated methodology along with an expert team of a graphologist and a statistician. It reflected the most specific characteristic trends in the handwriting habits of local people. The curious findings and statistics inspired the creation of an entirely new font family – the one of **Plovdiv**Typeface™.

On November 1, marking the National Revival Day the seven fonts, comprising the new family were officially launched on the dedicated website www.plovdivtypeface.com as follows:
• Plovdiv Script
• Plovdiv Display Light
• Plovdiv Display Regular
• Plovdiv Display Bold
• Plovdiv Sans
• Plovdiv Pictograms*
• Plovdiv Maina Mode**

All fonts in the family support Cyrillic and Latin.

All fonts are available for free download and open for public use under the conditions of the **Plovdiv**Typeface™ license. The pictograms in the font are subject to copyright and cannot be outsourced or resold to third parties.

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*   so you can use the pictograms from the visual identity of Plovdiv 2019;

**   the functionality of this typeface only works when typing in Cyrillic.

Plovdiv Script

Plovdiv Script is the font which gets closest to the synthesized information out of the 3800 handwritten texts. We can say that in general, this is how the handwriting of Plovdiv looks like the most. The font is functional despite its handwriting character. It is diversified, warm and cheerful, just like the city citizens. It can be well combined with a number of other fonts.
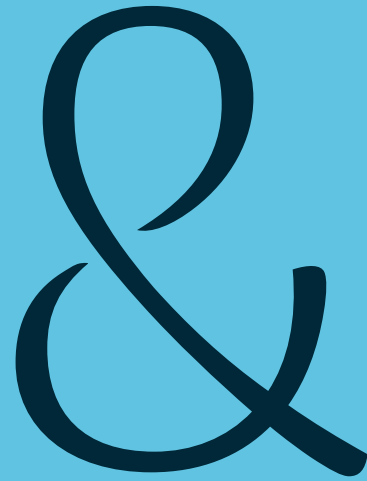
We recommend using Plovdiv Script for:

- short phrases and titles
- presentation titles
- neon inscription
- branding
- packaging design and labels
- wishes and messages
- accents
- cards
- menu design

ABCDEFGHIJKLMNOPQRSTU
VWXYZKBHKPRNabcdefghijj
klmnopqrstuvwxyzfbfffffflffthfi
fjfkflftАБВГДЕЖЗИЙКЛМНОП
РСТУФХ⊤ЦШЩЬЪЮЯабвгде
жзийклмнопрстуфхⲧцшщьъюя
аєжзкп̄т̄ш̱т́д̇жкжжжж̃жжж̃йжсй
жйжсūжсйнбгжзкнтфяжгзуцщ
гвтвⲅе0123456789.,:;...!?¡?¿·
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&¶©®™°

Plovdiv Display

Light
Regular
Bold

&

It comes in three variations – Light, Regular u Bold and represents the multi-layered character of Plovdiv.
Its tone is elegant and mindful, while its graphics are bold and balanced.
Plovdiv Display marks the transition in the font family between the handwritten Plovdiv Script and stricter Plovdiv Sans. It is quite an intriguing one thanks to its authentically preserved handwritten letter forms of units such as "я", "б", "ч" and "ъ". The font is recommended for use in various typographic compositions, memorable titles and short to medium-sized texts.

Suitable for both print and digital applications such as:
- short and medium phrases
- titles
- branding
- packaging design
- posters
- badges
- menu design

A Á Ă Â Ä À Ā Å Ã B C Ć Č Ç D Đ Ď Đ E É Ĕ
Ê Ë Ė È Ē F G Ģ H I Í Î Ï Ì Ī J K Ķ Ķ L Ĺ Ľ Ļ M
N Ń Ň Ņ O Ó Ô Ö Ò Ő Ō Ø Õ Œ P Þ Q R Ŕ Ř
Ŗ S Ś Š Ş T Ŧ Ť Ţ U Ú Û Ü Ù Ű Ū Ů V Ш Ẃ
Ŵ Ẅ Ẁ X Y Ý Ŷ Ÿ Ỳ Z Ź Ž Ż K Y a á ă â ä
à ā å ã b c ć č ç d e é ĕ ê ë ė è ē f g ġ h i ı í î
ï ì ī j k ķ l ĺ ľ ļ m n ń ň ņ ñ o ó ô ö ò ő ō ø õ œ
p þ q r ŕ ř ŗ s ś ß t ŧ ť ţ u ú û ü ù ű ū ů v ш ẃ
ŵ ẅ ẁ x y ý ŷ ÿ ẁ y z ź ž a ż f e k u y k y ff
ffi fi fl ffl А Б В Г Д Е Ё Ж З И Й К Л М Н О
П Р С Т У Ф Х Ч Ж К Ҁ Ъ Ь Ѣ И а б в г д е
ё ж з и й к л м н о п р с т у ф х ҁ ц ш ы щ
ю б д ҙ э я д ж ӟ к т ч ц щ ъ я δ 0 1 2 3 4 5
6 7 8 9 . , : ; … ! ¡ ? ¿ · • * # / \ ... ( ) { } [ ] -
– — _ „ " " ' ' « » ‹ › " ' ¢ ¤ $ € £ ¥ – ÷ = > <
^ % **Plovdiv**Typeface™ @ & ¶ § © ® ™ ° | ¦ †

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Plovdiv Sans

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Plovdiv Sans possesses the specific features of its big typeface family. Still, it's more balanced and can be referred in practice to a sans serif. It's mission is to have broader application, both for individuals and business purposes.

Thanks to its proportions and outline, the font is an excellent choice to use for:
- Longer texts
- Labels
- Websites
- Presentations

A Á Ă Â Ä À Ā Å Ã B C Ć Č Ç D Ď E É Ě
Ê Ë Ė È Ē Ę F G Ģ H I Í Î Ï Ì Ī Į J K Ķ L Ĺ
Ľ Ļ Ł M N Ń Ň Ņ Ñ O Ó Ô Ö Ò Ő Ō Õ Œ
P Þ Q R Ŕ Ř Ŗ S Ś Š Ş T Ŧ Ť Ţ U Ú Û Ü
Ù Ű Ū Ų Ů V Ɯ Ώ Ŵ Ⱳ Ẁ X Y Ý Ŷ Ÿ Ỳ
Z Ź Ž Ż a á ă â ä à ā ą å ã b c ć č ç d e é
ě ê ë ė è ē ę f g ġ h i ı í î ï ì ī į j k ķ l ĺ ľ ļ ł
m n ń ň ņ ŋ ñ o ó ô ö ò ő ō õ œ p þ q r ŕ
ř ŗ s ś š ş ß t ŧ ţ u ú û ü ù ű ū ů v ɯ ẃ ŵ
ⱳ ẁ x y ý ŷ ÿ ỳ z ź ž ż ƒ g a y fi fl ﬁ ﬂ А Б
В Г Д Е Ё Ж З И Й К Л М Н О П Р С Т У
Ф Х Ч Ц Ш Щ Ь Ъ Ы Э Ю Я а б в г д е
ё ж з и й ū к л м н о п р с т у ф х ч ц ш
щ ь ъ ы э ю я я 0 1 2 3 4 5 6 7 8 9 . , : ;
. ! ¡ ? ¿ · • * # / \ / ( ) { } [ ] ( ) { } - – —
‐ ‑ ‚ „ " " ' ' « » ‹ › " ' ¢ ¤ $ € £ ¥ + - ÷
= ^ **Plovdiv**Typeface™ @ & ¶ § © ® ™ ° | ¦ †

Plovdiv Pictograms

If you've been to Plovdiv in 2019, you might have noticed some pictograms scattered around the city, cheering up the citizens and friends of the European Capital of Culture 2019. Those were major part of the visual identity of the special program in Plovdiv as European Capital of Culture 2019. Thus, their creators decided that it's logical to offer them for free download and use, along with **Plovdiv**Typeface™.
The font called Plovdiv Pictograms consists of the letters from Plovdiv Script along with 60 of the most favorite pictograms in Plovdiv – symbols of famous city locations, characters and words.
In order to use the pictograms in text, you need to write correctly the word corresponding to the pictogram of your choice as described in the next pages of this document.

Plovdiv
Пловдив

Tunnel
Тунела

Philipopolis
Филипополис

church
църква

Dzhumaya
Джумаята

Chifte baths
Чифте баня

Komatevski
Коматевския

Old town
Стария град

heritage
наследство

Hisar kapiya
Хисар капия

Fountains
Фонтаните

Saedinenie
Съединение

music
музика

handwriting
пиша на ръка

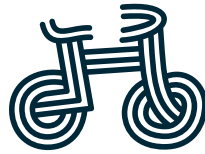hills
тепета

Капана
Капана

music
музика

cat/meow
котка/мяу

tourist
турист

cinema
кино

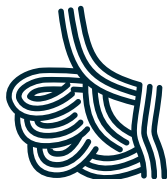bike
колело

Gimmie five!
Дай пет!

guitar player
китарист

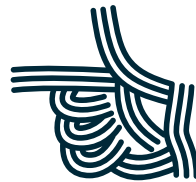hey
хей

index
индекс

like
харесвам

check it out
скивай

inseparable
каручка

horse
кон

unside down
наопаки

peace
мир

cock-a-doodle-doo
кукуригу
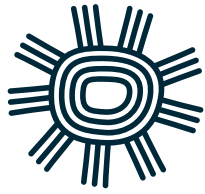
pigeon
гълъб

Stoichkov
Стоичков

Rowing channel
Гребната

Pironkova
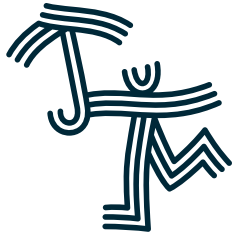Пиронкова

flower
цвете

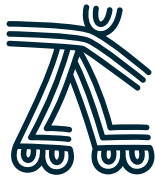**sun**
слънце

hurray
ура

hello
привет

the three fools/the three ailyaks
тримата глупаци/тримата айляци

ailyak
айляк

rain
дъжд

skates
кънки

cyclist
колоездач

kazachok
казачок

pride
прайд

reading
чета

flag
знаме

bagpipe player
гайдар

drummer
тъпанар

Alyosha
Альоша

horo
хоро

Milyo
Мильо

koledar
коледар
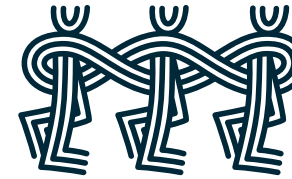
Welcome!
Добре дошли!

walk
разходка

inseparable
неразделни

Theodosii
Теодосий
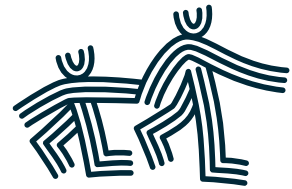
trumpet
тромпетист

Plovdiv Maina Mode

майна! :)

If you've ever talked to locals, you've probably heard this specific word. Without further looking at the depths of its origin and history, we've decided to make it part of the typeface in the most natural way in which any local might use it. Just download and install the additional font Plovdiv Maina Mode.
When you use this font, your text will automatically get your favorite "maina" word, positioned in the sentence in the proper word order and use by locals.
This font feature only works when you type in Cyrillic.

Plovdiv Script

Ей, супер яко!

Plovdiv Maina Mode

Ей, майна, супер яко, майна!

When you use Plovdiv Maina Mode in ...

... business articles

Споделянето на ресурси, майна, услуги и идеи е ключово за всеки успешен град, майна. Концепцията за „икономика на споделянето" крие голям предприемачески потенциал – както чисто бизнес решения, майна, така и за справяне с най-важните социални и екологични предизвикателства, майна.

... recipe for meatloaf

За приготвянето на руло „Стефани" може да ползвате както свинска, майна, така и телешка кайма, майна, а най-добре е каймата да бъде смес, майна. Докато подготвяте каймата сварете две от яйцата, майна. Поставяте каймата в голяма купа, майна. Добавяте солта и подправките, майна, както и две сурови яйца, майна.

... literature

Нощта беше прохладна и свежа, майна. Полето бе разцепено на две части от малкото поточе, майна, което с резки тупки лееше бистра вода надолу към селцето, майна. В далечината виеха страстно към луната кучета, майна, пленени от нейните сребърни лъчи, майна. Йолко не беше виждал по-прекрасна гледка от тази, майна.

Download and install

The **Plovdiv**Typeface™ font family consist of the following fonts: Plovdiv Script, Plovdiv Display (Light, Regular, Bold), Plovdiv Sans, Plovdiv Pictograms* u Plovdiv Maina Mode**.

How to download and install the fonts of **Plovdiv**Typeface™

Download the file from www.plovdivtypeface.com. Once you unzip the file, you can select from the OpenType files whichever font you like to use. After that the font must be installed in the FONTS folder of your computer. Follow the steps:

- double click on the .otf file with the title of the font of your choice
- wait for an installation button to appear on your screen
- once you see it, click Install

Once the font is installed, you should see it in the menu of your font program.

* Plovdiv Pictograms

Plovdiv Pictograms contains the letters of Plovdiv Script, as well as 60 pictograms. Once you use the font, some words can be replaced with pictograms (see pages 13-17).

** Plovdiv Maina Mode

Plovdiv Maina Mode is also identical to Plovdiv Script with the only difference that when you write a text, it automatically puts the word "Maina" wherever in the sentence it's used by the locals. This function is not available when you type in latin!

How to use Plovdiv Pictograms and Plovdiv Maina Mode

In order to have access to the functions of both of the fonts, the program you are using has to support so called "ligatures". In case that function isn't enabled, you can enable it from the settings of your program.

Activating ligatures in Adobe InDesign.

- In InDesign go to the character window (Window > Type > Character).
- In this window, hit the option spot in the upper right corner. In the pop up menu click "ligatures"

Activating ligatures in Microsoft Word.

- Go to the Font Window (located in Start or Format).
- Click on Advanced Button.
- Find Ligatures and select Standart or Standard and Contextual.

Tablets and smartphones

The fonts of **Plovdiv**Typeface™ cannot be installed on tablets and smartphones.

PlovdivTypeface™

plovdivtypeface.com