

Bw

James

— *type*

specimen

Description

Designed by Moritz Kleinsorge, Bw James is a friendly and playful sans serif: The angled stems, branching spurs and ball terminals all contribute to a personable and friendly mood, while the mono-linear body makes the typeface appear fresh and modern.

Bw James is a multi-purpose font family boasting eight weights, ranging from Thin to Black with accompanying true italics. This flexibility offers a wide range of design possibilities both for print and on screen.

With more than 900 characters per style, Bw James comes equipped with plenty of OpenType features like small caps, ligatures, old-style and lining figures (proportional and tabular), fractions and case-sensitive forms.

Moritz started working on Bw James during his university studies back in 2015. The typeface was further developed under the guidance of Pilar Cano from Letterjuice, as part of the Alphettes mentorship program, then published by Branding with Type.

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Styles

Thin *Italic*

ExtraLight *Italic*

Light *Italic*

Regular *Italic*

Medium *Italic*

SemiBold *Italic*

Bold *Italic*

Black *Italic*

monolinear structure with
subtle contrast where needed

diagonally
cut stems

A A a f é ş h i g r

diagonal
terminals

double
storey

stroke follows
natural path

ball
terminals

SINFONIEORCHESTER

OPEN AIR

Standing Ovation

Gemäldegalerie

Notenschlüssel

Souffleur

Staatsbibliothek

SANTORINI

noble's residence

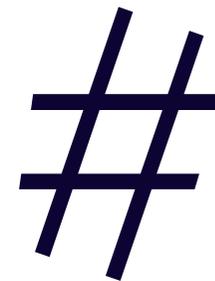
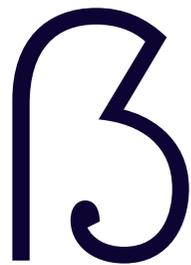
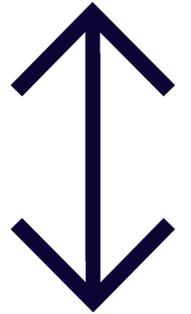
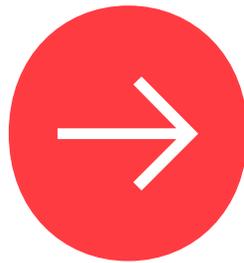
Letterpress

PALACE GARDEN

Improvisational

me came earlier this year from Jordan Pecher, an in
who listed MERIDIUM GEAR as one of his 10 favorite
world. “*Our first year we did make the big mistake of
t of hardware tools, 90,000 of them, over eBay,*” said
d, 28, a Detroit native who works at Meridium. That
which they gave away, included a few too many high
a typeface named **James**. Since then, the staff has
stock from various independent manufacturers aro
idea began with Rebecca White⁽⁴⁾ and Tony Fernar

Samples



Uprights sample sentence 30/30pt

Thin

You can get your organic
dairy products from
Queen's Park Market.

ExtraLight

You can get your organic
dairy products from
Queen's Park Market.

Light

You can get your organic
dairy products from
Queen's Park Market.

Regular

You can get your organic
dairy products from
Queen's Park Market.

Medium

You can get your organic
dairy products from
Queen's Park Market.

SemiBold

You can get your organic
dairy products from
Queen's Park Market.

Bold

You can get your organic
dairy products from
Queen's Park Market.

Black

You can get your organic
dairy products from
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Uprights sample sentence 30/30pt – Stylistic set 01

Thin

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Black

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Italics sample sentence 30/30pt

Thin

*You can get your organic
dairy products from
Queen's Park Market.*

ExtraLight

*You can get your organic
dairy products from
Queen's Park Market.*

Light

*You can get your organic
dairy products from
Queen's Park Market.*

Regular

*You can get your organic
dairy products from
Queen's Park Market.*

Medium

***You can get your organic
dairy products from
Queen's Park Market.***

SemiBold

***You can get your organic
dairy products from
Queen's Park Market.***

Bold

***You can get your organic
dairy products from
Queen's Park Market.***

Black

***You can get your organic
dairy products from
Queen's Park Market.***

Uprights sample sentence 30/30pt ALL CAPS

Thin

YOU CAN GET YOUR
ORGANIC DAIRY FROM
QUEEN'S PARK MARKET.

ExtraLight

YOU CAN GET YOUR
ORGANIC DAIRY FROM
QUEEN'S PARK MARKET.

Light

YOU CAN GET YOUR
ORGANIC DAIRY FROM
QUEEN'S PARK MARKET.

Regular

YOU CAN GET YOUR
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Medium

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SemiBold

YOU CAN GET YOUR
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QUEEN'S PARK MARKET.

Bold

YOU CAN GET YOUR
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QUEEN'S PARK MARKET.

Black

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ORGANIC DAIRY FROM
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Italics sample sentence 30/30pt ALL CAPS

Thin

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QUEEN'S PARK MARKET.

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YOU CAN GET YOUR
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QUEEN'S PARK MARKET.

Black

YOU CAN GET YOUR
ORGANIC DAIRY FROM
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Uprights sample paragraph 8/12pt

Thin

Designed by Moritz Kleinsorge, Bw James is a friendly and playful sans serif: The angled stems, branching spurs and ball terminals all contribute to a personable and friendly mood, while the mono-linear body makes the typeface appear fresh and modern. Bw James is a multi-purpose font family boasting eight weights, ranging from Thin to Black with accompanying true italics. This flexibility offers a wide range of design possibilities both for print and on screen. With more than 900 characters per style, Bw James comes equipped with plenty of OpenType features like small caps, ligatures, old-style and lining figures (proportional and tabular), fractions and case-sensitive forms.

ExtraLight

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Medium

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SemiBold

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Uprights sample paragraph 8/12pt – Stylistic set 01

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Italics sample paragraph 8/12pt

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Branding with Type

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