

**Bw**

**Seido Round**

—type

specimen

## Description

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**Designed by Alberto Romanos, Bw Seido Round is a semi condensed font family with rounded corners striking a gentle balance between minimal strict geometry and typographic refinement, conveying a subtle industrial yet friendly feel. It consist of 12 styles (6 uprights + 6 matching obliques) supporting all European Latin languages.**

The design started heavily Influenced by the systematic principles behind the original *DIN 1451*, with its clean, minimal shapes and rigid geometric feel: Both the lowercase and the uppercase have their own **horizontal waistline** running through all the characters of the font, reinforcing the **engineered** feel and focusing the rhythm on its vertical pace.

Beyond the very obvious rounded corners and terminals, which are instantly softening the feel and positioning Bw Seido Round on the **friendly** side, this typeface presents a series of subtle typographic adjustments elevating the design while staying invisible: The monoline look is achieved seamlessly thanks to the subtle modulation and the corrections at the joins; the tall x-height married with the open counters and the unambiguous shapes make it a very legible font,...

All these ingredients play a balancing game with the crude geometry by adding the right doses of **warmth** into the **industrial feel**.

The resulting combination is a very functional font family suited for carrying the weight of a contemporary brand's visual identity. Its tabular figures feature includes currency symbols and punctuation, making it a great candidate for information design and annual reports.

It's equally comfortable in print as it is in digital environments, thanks to the additional symbols and arrows included matching each weight; they can be used directly via their own unicode or by enabling the Discretionary Ligature [dlig] OpenType feature. Other OpenType features included on the Bw Seido Round font family are stylistic alternates, slashed zero, fractions, case sensitive and localised forms.

All our font families can be licensed under any of our standard desktop, webfont, desktop + webfont and the exclusive Branding with Type all-in-one licenses. A free demo version is also available for testing purposes. Please check [www.brandingwithtype.com](http://www.brandingwithtype.com) for the latest updates.

Thin *Italic*

Light *Italic*

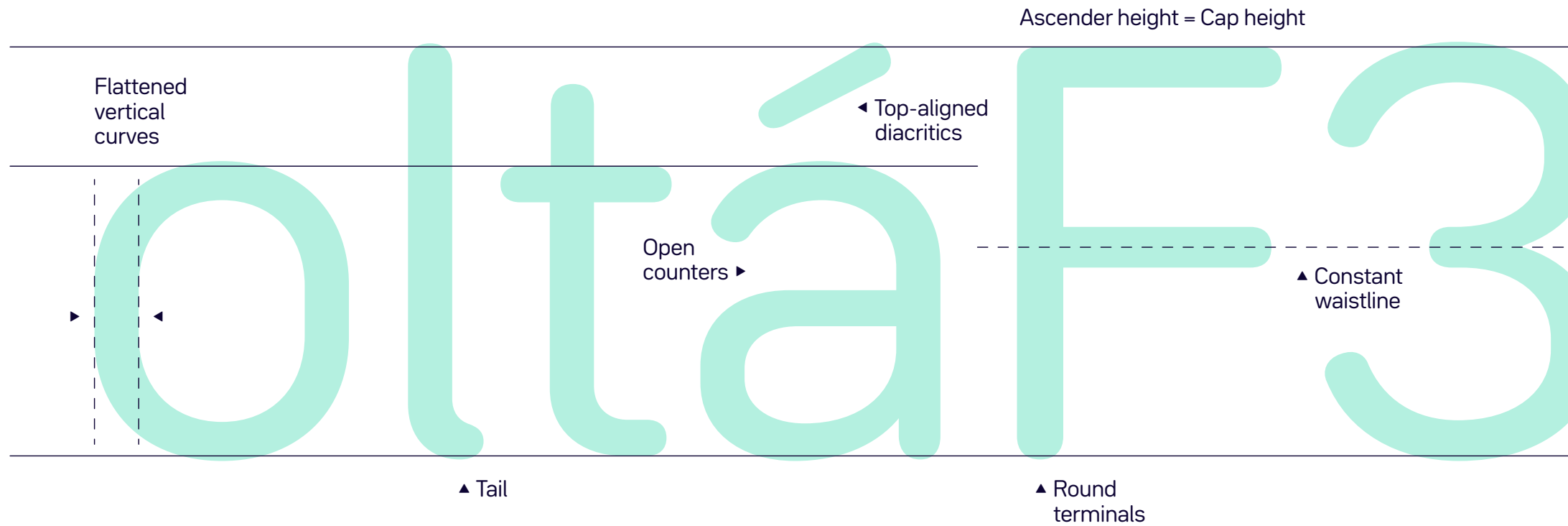
Regular *Italic*

Medium *Italic*

Bold *Italic*

Black *Italic*

Font anatomy



Tabular figures

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€ 1 2 , 3 4 5 . 6 7

€ 1 2 , 3 4 5 . 6 7

A drafter, draftsman, or draughtsman makes a drawing (technical or artistic) that serves as a guide for a desirable and necessary function. This person is called a *drafting technician*. Designers often work between engineers and manufacturers to bring their ideas to the design process. This font has

Samples

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f S T E R D  
f E R D

Case sensitive forms

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è { R @ ] / >



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**Sample paragraphs 12/16pt****Thin**

Bw Seido Round is a semi condensed font family with rounded corners striking a gentle balance between minimal strict geometry and typographic refinement, conveying a subtle industrial yet friendly feel.

**Light**

Bw Seido Round es una familia de fuentes semicondensada con esquinas redondeadas que logra un equilibrio suave entre una geometría mínima y estricta y un refinamiento tipográfico, transmitiendo una sensación industrial sutil y amigable.

**Regular**

Bw Seido Round ir daļēji saīsināts fontu saime ar noapaļotiem stūriem, panākot maigu līdzsvaru starp minimālu stingru ģeometriju un tipogrāfisko izkopumu, pārveidojot smalku rūpniecisku, bet draudzīgu sajūtu.

**Medium**

Bw Seido Round to rodzina czcionek z zaokrąglonymi narożnikami, które zachowują delikatną równowagę między minimalną geometrią i typograficzną precyzją, przekazując subtelny, przemysłowy, a jednocześnie przyjazny charakter.

**Bold**

Bw Seido Round erdi kondentsatuaren letra-tipo bat da, biribildutako ertz biribilduak geometria zorrotz minimoa eta tipografia-fintasunaren arteko oreka larria bilatuz, sotila sentimendu industrial eta atsegina transmititzea.

**Black**

**Bw Seido Round är en semi-kondenserad typfamilj med rundade hörn som slår en mild balans mellan minimal strikt geometri och typografisk förfining, vilket ger en subtil industriell, men ändå vänlig känsla.**

**Thin Italic**

*Bw Seido Round ist eine Schriftfamilie mit abgerundeten Ecken, die eine sanfte Balance zwischen minimaler Geometrie und typografischer Raffinesse bietet und ein subtiles industrielles und gleichzeitig freundliches Gefühl vermittelt.*

**Light Italic**

*Bw Seido Round je semi-kondenzovaná rodina fontů se zaoblenými rohy, která dosahuje jemné rovnováhy mezi minimální přísnou geometrií a typografickým vyladěním, čímž přináší jemné průmyslové a zároveň přátelské pocity.*

**Regular Italic**

*Bw Seido Round è una famiglia di font semi condensati con angoli arrotondati che creano un delicato equilibrio tra la geometria rigorosa minima e la raffinatezza tipografica, trasmettendo una sottile sensazione industriale ma amichevole.*

**Medium Italic**

*Mae Bw Seido Round yn deulu ffont lled-gywasgedig gyda corneli crwn yn taro cydbwysedd ysgafn rhwng y geometreg llym lleiaf a'r mireinio teipograffig, gan gyfleu teimlad cynnes diwydiannol ond cyfeillgar.*

**Bold Italic**

*Bw Seido Round je pol kondenzirana družina pisav z zaobljenimi vogali, ki ujemajo rahlo ravnotežje med minimalno strogo geometrijo in tipografsko natančnostjo, ki prinaša subtilen industrijski, vendar prijateljski občutek.*

**Black Italic**

***Bw Seido Dəyirmi yüngül kondensator font ailəsi, incə sənayedə hələ dostluq hissini çatdıraraq minimal sərt geometriya və tipografik zəriflik arasında yumşaq bir tarazlığı vuran yuvarlaq künclərdir.***

## Lowercase sample pangrams 24/28pt

Thin

Die heiße Zypernsonne  
quälte Max und Victoria

Light

whisky bueno: ¡excitad  
mi frágil pequeña vejez!

Regular

pójdź w loch zbić  
małżeńską gęś futryn!

Medium

voyez le brick géant que  
j'examine près du wharf

Bold

pa's wijze lynx bezag  
vroom het fikse aquaduct

Black

see väike mölder  
jõuab rongile hüpata

Thin Italic

*a wizard's job is to vex  
chumps quickly in fog*

Light Italic

*a rápida raposa castanha  
salta por cima do cão lento*

Regular Italic

*fin džip, gluh jež i čvrst  
konjić dođoše bez moljca*

Medium Italic

*høj bly gom vandt  
fræk sexquiz på wc*

Bold Italic

*muzicologă în bej vând  
whisky și tequila, preț fix*

Black Italic

*fahiş bluz güvencesi  
yağdırma projesi çöktü*

Stylistic set activated. Lowercase sample pangrams 24/28pt

Thin

Die heiÙe Zypernsonne  
quälte Max und Victoria

Light

whisky bueno: ¡excitad  
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fræk sexquiz på wc*

Bold Italic

*pa's wijze lynx bezag  
vroom het fikse aquaduct*

Black Italic

*fahiş bluz güvencesi  
yağdırma projesi çöktü*

## Uppercase sample pangrams 24/28pt

THIN

DIE HEIßE ZYPERNSONNE  
QUÄLTE MAX UND VICTORIA

LIGHT

WHISKY BUENO: ¡EXCITAD  
MI FRÁGIL PEQUEÑA VEJEZ!

REGULAR

PÓJDŹ W LOCH ZBIĆ  
MAŁŻEŃSKĄ GĘŚ FUTRYN!

MEDIUM

VOYEZ LE BRICK GÉANT QUE  
J'EXAMINE PRÈS DU WHARF

BOLD

PA'S WJZE LYNX BEZAG  
VROOM HET FIKSE AQUADUCT

BLACK

SEE VÄIKE MÖLDER  
JÕUAB RONGILE HÜPATA

THIN ITALIC

A WIZARD'S JOB IS TO VEX  
CHUMPS QUICKLY IN FOG

LIGHT ITALIC

A RÁPIDA RAPOSA CASTANHA  
SALTA POR CIMA DO CÃO LENTO

REGULAR ITALIC

FIN DŽIP, GLUH JEŽ I ČVRST  
KONJIĆ DOĐOŠE BEZ MOLJCA

MEDIUM ITALIC

HØJ BLY GOM VANDT  
FRÆK SEXQUIZ PÅ WC

BOLD ITALIC

MUZICOLOGĂ ÎN BEJ VÂND  
WHISKY ŞI TEQUILA, PREŢ FIX

BLACK ITALIC

FAHIŞ BLUZ GÜVENCESİ  
YAĞDIRMA PROJESİ ÇÖKTÜ



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# Thanks!