

chroma

Introduction

About

Chroma is a sophisticated sans serif that combines elegant curves with a bold graphic stance. The slightly extended font covers a spectrum of weights, from black display use to bright text applications. The typeface finds early inspiration from a poster discovered in the book *Graphic Design Manual* (1965) by Armin Hofmann. While the unique graphic letterforms sparked the initial inspiration for Chroma, Selina Bernet re-energized the 60s Swiss aesthetic with her own contemporary design sensibilities.

Over years of development the typeface garnered underground notoriety in its pre-released form and has been used for a variety of projects in a mix of industries. We're proud to present Bernet's debut font, as she has been part of the Source Type family since day one. Chroma is now officially available, an unparalleled Swiss banger featuring a set of weights crafted for peaktime or afterhours.

Credits

Design: Selina Bernet
Font Engineering and Mastering: Wei Huang

Technical Data

Encoding: Latin Extended
Version: 1.0
File Formats: OTF, TTF, WOFF,
WOFF2

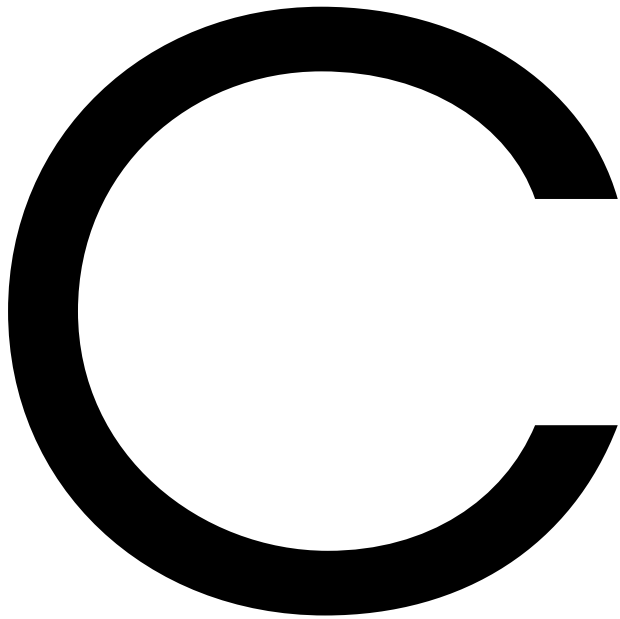
Inquires

Source Type GmbH
Zweierstrasse 100
8003 Zürich
Switzerland
typefaces@sourcetype.com
www.sourcetype.com

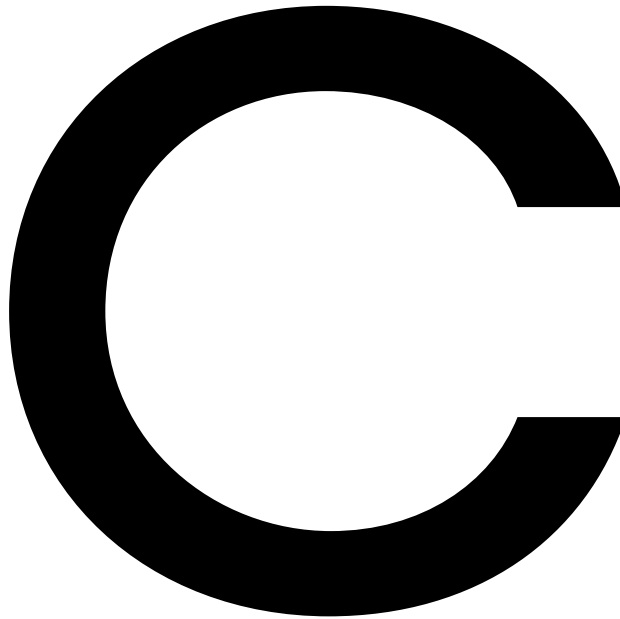


Poster for the lightbulb manufacturer Osram found in Armin Hofmann's *Graphic Design Manual: Principles and Practice* (1965).

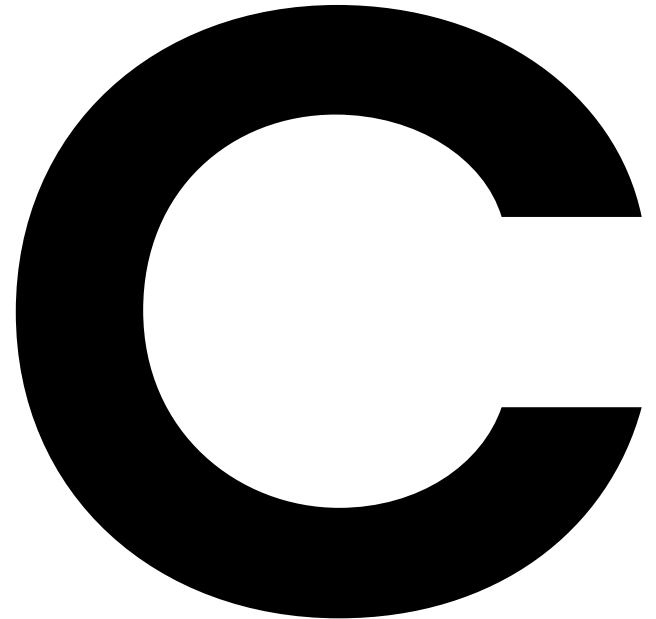
Style Overview



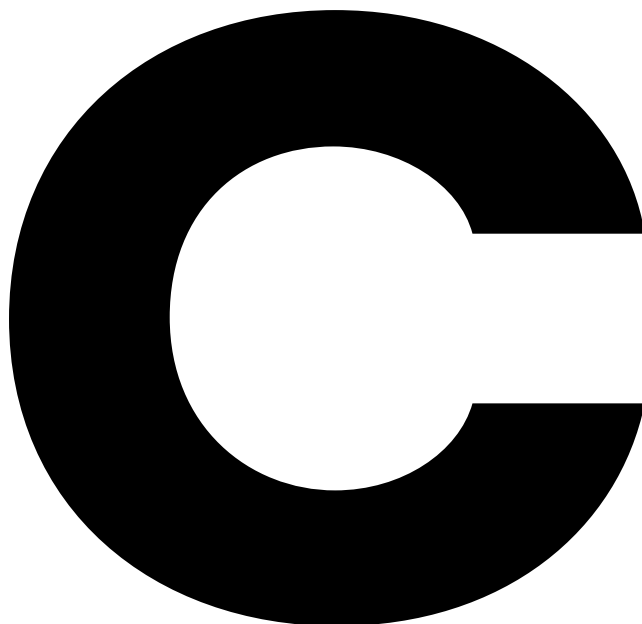
Light



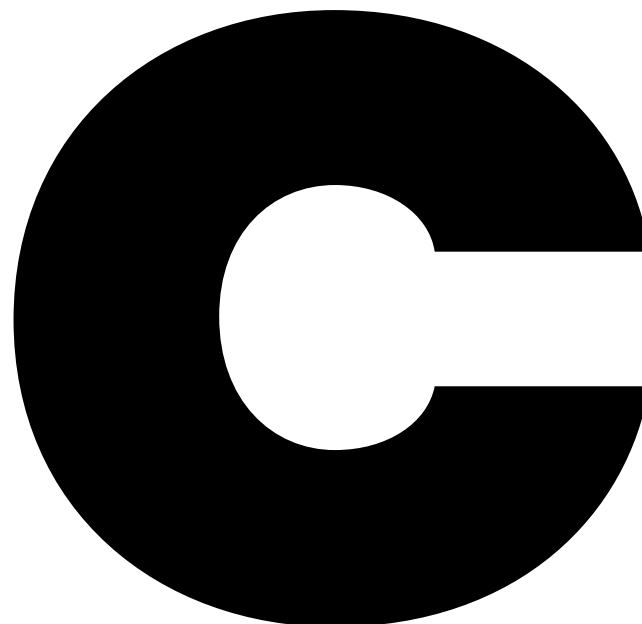
Regular



Medium



Bold



Black

Light
Regular
Medium
Bold
Black

Black

RGB

HEX

Black

Infra

Reed

Black

3M®

Safety

Orange

Source Type™

Black

Yellow Pages

Green Day

Oral-B White

Blackberry

Blu-ray Disc

Black

The color that was voted as the ugliest color in the world known as Pantone 448 C. This color has also been labeled a drab dark brown and was chosen as the color for the packaging of tobacco. To discover the least liked color, there have been arbitrary surveys done online. Only five percent of participants preferred yellow. Another survey as well indicated that orange loses favor as both women and men age. Opaque Couché is another notion for the color. The latter name simply means

26pt

Baker-Miller Pink, also known as P-618, Schauss pink, or Drunk-Tank Pink is a tone of pink which has been observed to temporarily decrease hostile, violent or aggressive behavior. Originally it was created by mixing white indoor latex paint with a red trim semi-gloss outdoor paint in a 1:8 ratio. Alexander Schauss did extensive research into the

20pt

Alexander Schauss did a wide research into the effects of the color on emotions at the Naval Correctional Facility in Seattle, and named it after the institute directors, Baker and Miller. In the late 1960s, Alexander Schauss, who now operates the American Institute for Biosocial Research in Tacoma, studied psychological and physiological responses to the color pink. Schauss had read studies by psychiatrist Max Lüscher, who believed that color preferences provided clues about one's own personality.

16pt

Bold

SFX

Lazer

Pro

Bold

1 2 6 5

w w a t t /

c m m²

Bold

**LED II Strobe
Cameo™ Q-Spot
Omnilux UV36
Stairville Hazer
Euroelite 30000
Shimpo DT-311**

Bold

GrandMA2 light features over 4,096 parameters, 15 Executor motor faders with two touch screen. All additional features as well as control elements are entirely identical to the grandMA2 full-size. The light is the optimal tool for the control of white light, moving lights, LEDs and media servers. The mixer offers an intuitive even quick control of all fixtures and channels and can process an almost infinite number of presets, cues, pages, sequences with effects. Further features

26pt

The strobe light was popularized on the club scene during the 1960s when it was used to reproduce and enhance the effects of LSD trips. Kesey used strobe lighting in coordination with music of the Grateful Dead during his Acid Tests. Beginning 1966, Warhol's lights engineer, Williams, pioneered the use of multiple stroboscopes and film projections

20pt

A strobe beacon is a flashing electric lamp used in a variety of industries as an attention-getting device, either to warn of possible hazards, or to attract customers. Strobe beacons are very similar to rotating beacons, but are more energy efficient, and with no moving parts, are more reliable and less likely to break. Gas strobe beacons include Xenon flash lamp and halogen varieties. Gas strobe beacons consist of a gas-filled tube surrounded by a lens. When electricity is applied, the tube flashes and is magnified

16pt

Medium

NITS

BBB

Medium

Ilian Tape 049
RA Podcast 763
Juanita's 041
Groove Podcast
Radio 1's E.M.
Source Mix 666

Soundcloud är en online-plattform för distribution av ljud, främst musik via datormoln. Företaget grundades av stockholmaren Alexander Ljung, studerat medieteknik från KTH, och elektronkonstnär Eric Wahlforss. Företaget startades 2007 och huvudkontoret fanns tidigare i Stockholm, men flyttade till Berlin, “för att hitta en lokal musikscen som ligger mer centralt i Europa”, enligt Ljung. Till skillnad jämfört med konkurrenten Myspace kan du bädda in var som helst och har då

26pt

Soundcloud est une plate-forme de distribution audio en ligne sur laquelle les utilisateurs peuvent collaborer ainsi que promouvoir et distribuer leurs projets musicaux. En juin 2013, le site compte 40 millions d’inscrits et 200 millions de visiteurs uniques par mois. La fonction principale de SoundCloud est de permettre aux créateurs de mettre leurs musiques en ligne.

20pt

SoundCloud – społeczność internetowa dla artystów tworzących muzykę uruchomiona w 2007 roku. Portal ma na celu możliwość prezentacji własnych utworów przez artystów oraz umożliwia dyskusję na ich temat. Ponadto użytkownicy mogą szukać utworów według gatunków muzycznych, dzięki czemu mogą znaleźć interesującą ich muzykę. W lipcu 2013 roku SoundCloud posiadało 40 milionów zarejestrowanych użytkowników oraz 200. SoundCloud – społeczność internetowa dla artystów tworzących

16pt

Regular

.mmp3

.m4a

Regular

DVD-R

(2TB)

USB-C

Regular

Microsoft®
OneDrive
WeTransfer
Dropbox™
SoulseekQt

Source Type™

Regular

A demo is a song or group of songs typically recorded for limited circulation or reference use and not for the general public. A demo is a path for a musician to approximate their ideas in a fixed format, such as cassette tape, compact disc, or digital audio files, and to pass these ideas on to labels, producers or other artists. Musicians often use demos as quick sketches to share with bandmates or arrangers, or simply for personal reference and to thereby pass along those ideas to record

26pt

A white label record is a vinyl with white labels attached. There are several variations each with a different purpose. Variations include test pressings, white label promos, and plain white labels. Test pressings, usually with test pressing written on the label, with catalogue number, artist and recording time or date, are the first vinyls made at the factory.

20pt

The software release life cycle is the process of developing and distributing a software product. It typically consists of several stages, such as pre-alpha, alpha, beta, as well release candidate, before the final version, or “gold”, is released to the public. An example of a basic software release life cycle. Pre-alpha refers to the earliest stages of development, when the software is still being designed. Alpha testing is the first phase of formal testing, where the software is tested internally by using white-box techniques.

16pt

Regular

An acetate disc (also known as a lacquer, test acetate, dubplate, or transcription disc) is a type of phonograph record generally used from the 1930s to the late 1950s for recording and broadcast purposes and sees limited use as of 2009. Acetate discs are used for producing records. Unlike ordinary vinyl records, which are quickly formed from lumps of plastic by a mass-production molding process, an acetate disc is created by using a recording lathe to slice an audio-signal-modulated groove into the surface of a lacquer-coated blank disc, a sequential operation requiring expensive, delicate equipment and expert skills for good

14 pt

USB was designed to standardize the connection of peripherals to personal computers, both to exchange data with and to supply electric power. Examples of peripherals that are connected via USB include computer keyboards and mice, video cameras, printers, portable media players, mobile (portable) digital telephones, disk drives, and network adapters. USB connector interfaces are classified into three types: The many various legacy Type-A (upstream) and Type-B (downstream) connectors, found on hosts, hubs, and peripheral devices, respectively, and the modern Type-C (USB-C) connector (which as of 2014 starts to replace all of the many legacy connectors and is also the only applicable connector for USB4). The Type-A and Type-B connectors came in Standard, Mini, and Micro

12 pt

CD-ROMs are identical in appearance to audio CDs, and data are stored and retrieved in a very similar way (only differing from audio CDs in the standards used to store the data). Discs are made from a 1.2 mm thick disc of polycarbonate plastic, with a thin layer of aluminium to make a reflective surface. The most common size of CD-ROM is 120 mm in diameter, though the smaller Mini CD standard with an 80 mm diameter, as well as shaped compact discs in numerous non-standard sizes and molds (e.g., business card-sized media), also exist. Data is stored on the disc as a series of microscopic indentations called “pits”, with the non-indented spaces between them called “lands”. The laser is shone onto the

10 pt

For the description of DVD-R and DVD+R, laser radiation of the Wavelength 650 nm used. As with the CD-R, the digital information is “burned” into a thin layer of an organic dye. A mixture of cyanine and azo lacquer is used to produce the DVD±R. There are several variants of the DVD-R. The DVD-R(G) (General) is the normal DVD-R with a copy protection to make 1:1 copies impossible, which doesn't allow book typing and copying keys. The DVD-R(A) (Authoring) is a special variant without a copy protection ring, but

you need a special, adapted burner to write the DVD-R(A), because a different wavelength is required for writing (but not for reading). Burnt DVD-R media contain data that provides information about the DVD burner used to create a DVD-R and can lead to its identification. According to the DVD-R specification, there is a “Recording Management Area” (RMA) in which data on the burning process, a “Recording Management Area Data” (RMD), is stored. They contain the name of the drive manufacturer (Drive

8 pt

USB-C (formerly known as USB Type-C) is a 24-pin USB plug-in system that is characterized by its double rotational symmetry of plug and socket. The USB-C specification 1.0 was published by the USB Implementers Forum and completed in August 2014. In July 2016, it was adopted by the IEC] USB-C is now distributed in most Android smartphones and many new computers have a USB-C interface. For devices such as mobile phones that are sold in the EU, it was negotiated at EU level by

June 2022 that USB-C should become the standard charging port from mid-2020. From internal documents and e-mails of the Directorate-General for the Internal Market on the 25th January 2021 that the EU is working on a draft law to standardize charging plugs for tablets, laptops, headphones, cameras. The initiative included devices with a similar power requirement as smartphones. The EU Commission presented on the 23rd September 2021 a draft law calling for USB-C as a

charging plug socket for smartphones, tablets, cameras and other small devices, resistance to standardization came from Apple. Following negotiations, on the 7th June 2022, that an agreement on USB-C had been reached as a standard charging socket for the EU area valid from mid-2024. Laptops must be from April 2026 support charging via USB-C. In the spring of 2023, information emerged that Apple was considering using an authentication chip to restrict charging via accessories

6,5 pt

Light

A-Side

B-Side

Light

N o t 4

\$ A £ €

Light

White Label
Test Press
Acetate Disc
7" Single
Bootleg EP

Light

A bootleg recording is an audio or video recording of a performance which is not officially released by the artist or under other legal authority. Distributing such recordings is known as bootlegging. Records be copied and traded among fans without a financial exchange, but some bootleggers have sold recordings for profit, sometimes by adding professional-quality sound engineering and packaging to the raw material. Bootlegs generally exist of unreleased studio recordings, live shows like

26pt

Conventions shifted in the early 60s, at which moment record companies started assigning the song they wanted radio stations should play to side A, as 45 rpm single records (“45s”) dominated most markets in terms of cash sales compared to albums, which did not fare as well financially. Throughout the decade the industry shifted to an album-driven

20pt

Chopped and screwed is a music genre and technique of mixing music that involves slowing down the tempo and deejaying. It was developed in the Houston hip hop scene in the early 1990s by DJ Screw. The screwed technique involves slowing the tempo of a song down to 60 and 70 quarter-note beats per minute and applying techniques such as skipping beats, record scratchin and affecting portions of the original composition to create a “chopped-up” version of the song. Preceding the late 90s, most Southern hip hop was upbeat

16pt

Light

The word “bootleg” originates from the practice of smuggling illicit items inside the legs of tall boots, particularly the smuggling of alcohol during the American Prohibition era. The word, over time, has come to refer to any illegal or illicit product. This term has become an umbrella term for illicit, unofficial, or unlicensed recordings, including vinyl LPs, silver CDs, or any other commercially sold media or material. The alternate term ROIO (an acronym meaning “Recording of Indeterminate/Independent Origin”) or VOIO arose among Pink Floyd collectors, to clarify that the recording source and copyright status were hard to determine. Changing technologies

14 pt

Although unofficial and unlicensed recordings had existed before the 1960s, the very first rock bootlegs came in plain sleeves with the titles rubber stamped on them. However, they quickly developed into more sophisticated packaging, in order to distinguish the manufacturer from inferior competitors. With today’s packaging and desktop publishing technology, even the layman can create “official” looking CDs. With the advent of the cassette and CD-R, however, some bootlegs are traded privately with no attempt to be manufactured professionally. This is even more evident with the ability to share bootlegs via the Internet. Bootlegs should not be confused with counterfeit or unlicensed recordings, which are merely unauthorised duplicates of officially released recordings,

12 pt

According to the enthusiast and author Clinton Heylin, the concept of a bootleg record can be traced back to the days of William Shakespeare, when unofficial transcripts of his plays would be published. At that time, society was not particularly interested in who had authored a work. The “cult of authorship” was established in the 19th century, resulting in the first Berne Convention in 1886 to cover copyright. The US did not agree to the original terms, resulting in many “piratical reprints” of sheet music being published there by the end of the century. Film soundtracks were often bootlegged. When the officially released soundtrack had been re-recorded with a house orchestra, there would be demand for

10 pt

The Berne Convention for the Protection of many Literary and Artistic Works has protected the copyrights on literary, scientific, and artistic works since 1886. Article 9 of the Convention states that: Authors of literary and artistic works protected by this Convention shall have the exclusive right of authorising the reproduction of these works, in any manner or form. Any sound or visual recording shall be considered as a reproduction for the purposes of this Convention. This means a composer

has performing rights and control over how derivative works should be used, and the rights are retained at least 50 years after death, plus even longer. Even if a song is a traditional arrangement in the public domain, performing rights can be violated. Where they exist, performers rights may have a shorter duration than full copyright; for example, the Rome Convention sets a minimum term of twenty years after the performance. This created a market for bootleg CDs in the late 80s, 60s and

8 pt

Record companies have described bootlegs as “grey area, live recordings”, describing them as “semi-condoned”. Research into bootleg consumers found that they are committed fans of the artist; a study of Bruce Springsteen fans showed 80% felt that some bootlegs were essential purchases despite owning every single official release. Springsteen has said he understands why fans buy bootlegs, but dislikes the market due to the lack of quality control and also making profit over pleasing fans.

Frank Zappa hated bootlegs and wished to control his recordings, so he created the Beat the Boots! boxed sets, each containing LPs that were direct copies of existing bootlegs. He set up a hotline for fans to report bootlegs and was frustrated that the FBI were not interested in prosecuting. The first set included As An Am Zappa, in which he can be heard complaining about bootleggers releasing very new material before he could. Across their career, the Grateful Dead were known to tolerate

taping of the live shows. There was a demand from fans to hear the improvisations that resulted from each show, and taping appealed to the band’s general community ethos. They were unique among bands in that their live shows tended not to be pressed and packaged as LPs, but remained in tape form to be shared between tapers. The group were strongly opposed to commercial bootlegging and policed stores that sold them, while the saturation of tapes among fans suppressed any ask

6,5 pt

Glyph Overview including Stylistic Sets

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s ß t u v w x y z
(. , « » “ ” – / ! ? & & *)
[å é î ø ü ü] { # € \$ @ }
0 1 2 3 4 5 6 7 8 9

Character Set

Letters

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
w x y z

Figures

0 1 2 3 4 5 6 7 8 9

Latin Supplement and Extension

Á Ā Â Ã Ä Å Æ Æ Ć Č Ç Ĉ Ċ Ď
Đ Đ É Ě ě Ê Ë È Ē Ę Ğ Ġ Ģ Ĥ Ħ Í Î Ï
Ĳ ĳ Ĵ Ľ Ŀ Ł Ł Ń Ņ ņ Ň Ó Ő Ô Õ Ò
Ō Ŏ Ø ø Œ œ Þ Ñ Ŕ Ŗ Ř ř Š š Ś ś Š š ß Ţ ŧ
Ŧ Ú Ū Ŭ Ů Ű Ų ų Ŵ ŵ Ŷ ŷ Ÿ Ź ź
Ź Ź á â ã ä å Æ æ Ċ ċ Ĉ ĉ Ċ ċ
Ď ě ě ê ë è ē ě ğ ħ ħ Ĩ ĩ
Ĳ ĳ Ĵ Ľ Ŀ Ł ł Ń Ņ ņ Ň ó ő ô õ ò
ő ö ø ø œ þ ñ ŕ ř š š ś ś š š ß ŧ ŧ ŧ
ú ū û ü ù ú ū ū ŵ ŵ ŵ ŵ ŷ ŷ ŷ ŷ ž ž ž

Stylistic Set 1: German Umlaut

À Ö Ü Ü

Stylistic Set 2: Ampersand

&

Discretionary Ligatures

ff fi ffi fff

Punctuation and Symbols

(. , : ; ! ? ...) [* @ & # % §] { - - - - _ }
< > « » , „ “ ” ‘ ’ ’ ’ | ! / \ . • ° ● ○ ☑ □
✓ ✕ ♥ № © ® ™ ø % ☾

Case Sensitive Forms

ı İ () [] { } : - - - - < > « » @

Superscripts, Subscripts, Fractions and Ordinals

H^{0 1 2 3 4 5 6 7 8 9} H_{0 1 2 3 4 5 6 7 8 9}
1^{0 1 2 3 4 5 6 7 8 9} / 0_{1 2 3 4 5 6 7 8 9} 1½ ¼ ¾ 1^{a o}

Currency and Mathematical Operators

\$ ¢ € £ ¥ ₮ ₦ ₧ + - × ÷ = ≠ > < ≥ ≤ ± ≈ ~ ∞

Tabular Figures

0 1 2 3 4 5 6 7 8 9

Circled Figures

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Roman Figures

I II III IV V VI VII VIII IX X L C D M

Arrows

↑ ↗ → ↘ ↓ ↙ ← ↖ ↔ ↻ ↶ ↷ ↸ ↹

OpenType Features

Stylistic Set 1: German Umlaut

MÖBEL	M'OBEL
KÄSE	K'ASE
TÜV-geprüft	TÜV-geprüft

Stylistic Set 2: Ampersand

ALLEN & HEATH	ALLEN & HEATH
---------------	---------------

Case Sensitive Forms

¿CÓMO ESTÁS?	¿CÓMO ESTÁS?
¡MUY BIEN!	¡MUY BIEN!
RE: SUBJECT	RE: SUBJECT
XLR-CABLE	XLR-CABLE
« MERCI »	« MERCI »
<DANKE>	<DANKE>
[SIC]	[SIC]
(PARENTHESES)	(PARENTHESES)
{A, B}	{A, B}
INFO@SOURCETYPE	INFO@SOURCETYPE

Contextual Alternates

23:55	23:55
-------	-------

Tabular Figures

100 EUR	100 EUR
111 CHF	111 CHF

Fractions

2 1/8	2 1/8
-------	-------

Superscript

Technics®	Technics®
-----------	-----------

Ordinals

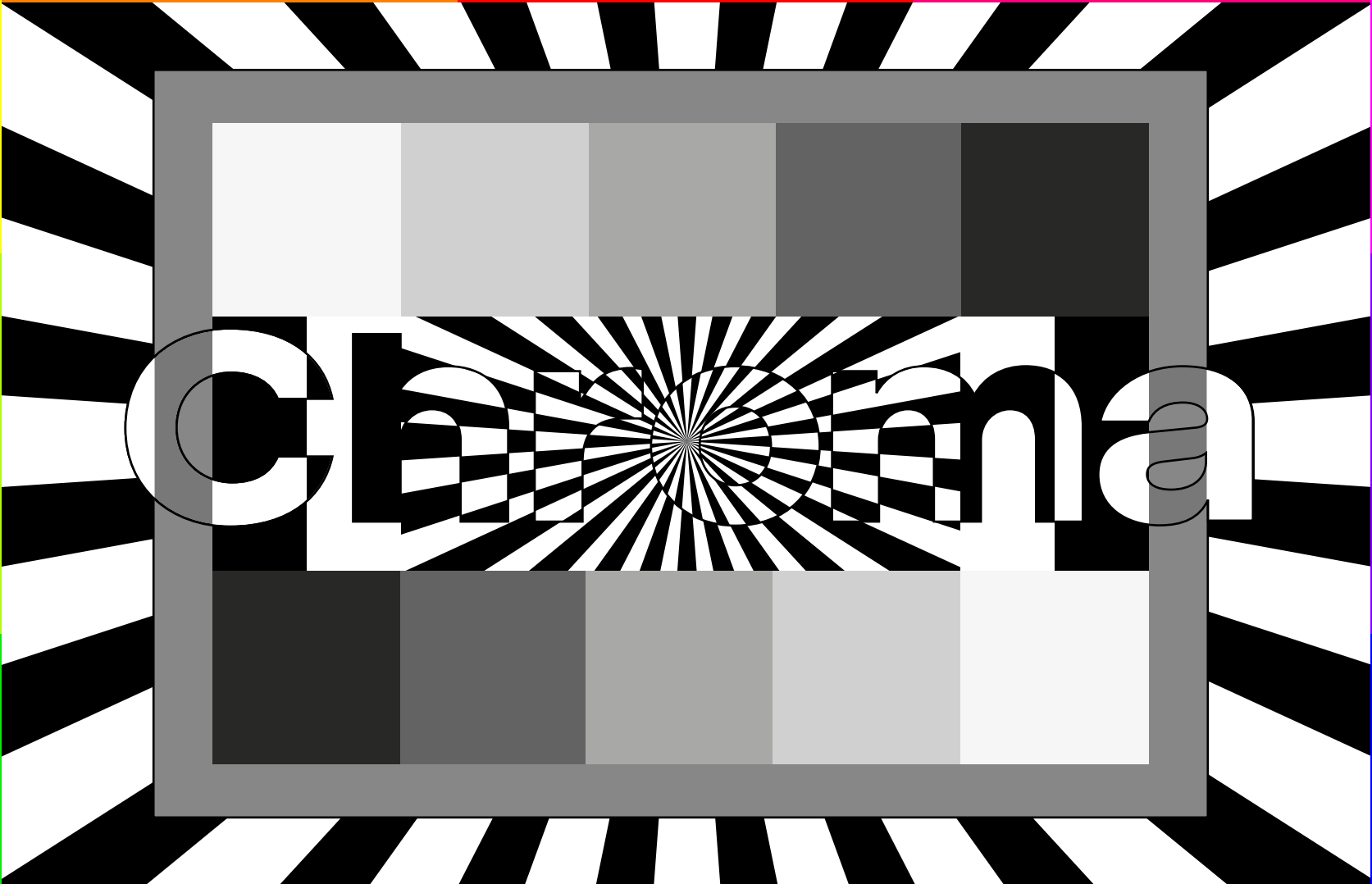
1 ^a	1 ^a
2 ^o	2 ^o

Discretionary Ligatures

Amplifier	Amplifier
Effect	Effect
Efficiency	Efficiency
Ruffff	Ruffff

Language Support

A Abenaki	Fijian	Kiribati	Portuguese	Tokelauan
Afaan Oromo	Filipino	Kirundi	Potawatomi	Tongan
Afar	Finnish	Klingon	Q Q'eqchi'	Tshiluba
Albanian	Folkspraak	L Ladin	Quechua	Tsonga
Alsatian	French	Latin	R Rarotongan	Tswana
Amis	Frisian	Latino sine Flexione	Romanian	Tumbuka
Anuta	Friulian	Latvian	Romansh	Turkish
Aragonese	G Gagauz (Latin)	Lithuanian	Rotokas	Turkmen (Latin)
Aranese	Galician	Lojban	S Sami (Lule Sami)	Tuvaluan
Aromanian	Genoese	Lombard	Sami (Southern Sami)	Tzotzil
Arrernte	German	Low Saxon	Samoan	U Uzbek (Latin)
Arvanitic (Latin)	Gooniyandi	Luxembourgish	Sango	V Venetian
Asturian	Guadeloupean Creole	M Makhuwa	Saramaccan	Vepsian
Aymara	Gwich'in	Malay	Sardinian	Volapük
B Bashkir (Latin)	H Haitian Creole	Manx	Scottish Gaelic	Vöro
Basque	Hän	Māori	Serbian (Latin)	W Wallisian
Bikol	Hawaiian	Marquesan	Seri	Walloon
Bislama	Hiligaynon	Megleno-Romanian	Seychellois Creole	Waray-Waray
Bosnian	Hopi	Meriam Mir	Shawnee	Warlpiri
Breton	Hotçak (Latin)	Mohawk	Shona	Wayuu
C Cape Verdean Creole	Hungarian	Moldovan	Sicilian	Wik-Mungkan
Catalan	I Ido	Montenegrin	Silesian	Wiradjuri
Cebuano	Ilocano	Murrinh-Patha	Slovak	X Xhosa
Chamorro	Indonesian	N Nagamese Creole	Slovenian	Y Yapese
Chavacano	Interglossa	Ndebele	Slovio (Latin)	Yindjibarndi
Chickasaw	Interlingua	Neapolitan	Somali	Z Zapotec
Cimbrian	Irish	Ngiyambaa	Sorbian (Lower Sorbian)	Zulu
Cofán	Istro-Romanian	Niuean	Sorbian (Upper Sorbian)	Zuni
Corsican	Italian	Noongar	Sotho (Northern)	
Creek	J Jamaican	Norwegian	Sotho (Southern)	
Crimean Tatar (Latin)	Javanese (Latin)	Novial	Spanish	
Croatian	Jèrriais	O Occidental	Sranan	
Czech	K Kala Lagaw Ya	Occitan	Sundanese (Latin)	
D Dawan	Kapampangan (Latin)	Oshiwambo	Swahili	
Delaware	Kaqchikel	Ossetian (Latin)	Swazi	
Dholuo	Karakalpak (Latin)	P Palauan	Swedish	
Drehu	Karelian (Latin)	Papiamentu	T Tagalog	
E English	Kashubian	Piedmontese	Tahitian	
Estonian	Kikongo	Polish	Tetum	
F Faroese	Kinyarwanda		Tok Pisin	



Source Type
A platform for C, M, Y, and K

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