



**How are you doing?**

Hope you are doing fine.

*I called you on Tuesday several times,*

**but you didn't respond.**

PERHAPS YOUR MOBILE WAS LOW ON BATTERY.

**The last time we spoke**

*You told me that you would be*

going back to Östersund and write me an e-mail.

**That never happened!**

Perhaps you went to Västerås instead.

*I have been calling several times and I'm wondering if you don't want to talk to me.*

**But I don't blame you before I hear your point of view.**

PERHAPS YOU WERE REALLY SICK FROM THE CRYPTOSPORIDIUM AND COULDN'T ANSWER THE RINGING MOBILE.

**Or if it was the batteries.**

Please tell me if you've changed your mind.

**Typeface: Siri**  
from Björkhagen  
by Göran Söderström  
16 styles, OT Pro  
8 weights + *italics*  
September 2011



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## A love letter

The typeface Siri is a labour of love. A love for a Scandinavian tradition that we try our damndest to keep evolving. A love for letters, original and bold, practical and beautiful. A love for the craft that helps create practical and beautiful typography.

With its wide range of 16 styles, useful OpenType-features and four stylistic sets, Siri is well prepared for anything you wish to use it for. It has great readability, a large x-height, slightly condensed letter forms and a strong identity. These features makes it work over a wide selection of applications. It's designed to perform well on both screen and print and is tested in both environments during the design process.

Siri is a female Nordic name, comprising the words Beauty and Strength. We hope these qualities are well reflected in the typeface.

Last but not least, this typeface is also about Görans love for his daughter Siri, born on Valentines day 2011. The typeface obviously pales in comparison, but we can't sell the kid, so the type will have to make do.



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Styles

Siri Thin

*Siri Thin Italic*

Siri Light

*Siri Light Italic*

Siri Regular

*Siri Italic*

Siri Medium

*Siri Medium Italic*

Siri SemiBold

*Siri SemiBold Italic*

Siri Bold

*Siri Bold Italic*

Siri ExtraBold

*Siri ExtraBold Italic*

Siri Black

*Siri Black Italic*

Smörgåsbord

*Smörgåsbord*

Företagsväxel

*Företagsväxel*

Restaurangen

*Restaurangen*

Kåkfarare

*Kåkfarare*

Mönsterelev

*Mönsterelev*

Fönsterputs

*Fönsterputs*

Sexsemester

*Sexsemester*

Räksmörgås

*Räksmörgås*

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Smörgås

*stängt*

Tössebageriet

Realisationsvinstbeskattning

*Gårdagen*

SOMMARFÖRÄLSKELSE

Månförmörkelse



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Standard letters

**Saltgurka**      *Saltgurka*

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Stylistic alternates

**Saltgurka**      *Saltgurka*

Stylistic set 01

**Saltgurka**      –

Stylistic set 02

**Saltgurka**      –

Stylistic set 03

**Saltgurka**      *Saltgurka*

Stylistic set 04

**Saltgurka**      *Saltgurka*

Stylistic set 01 + 02 + 03 + 04

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Design features

E h a v s m c



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## Text settings

**How are you doing?** Hope you are doing fine. I called you on Tuesday several times, but you didn't respond. *Perhaps your mobile was low on battery.* The last time we spoke You told me that you would be going back to Östersund and write me an e-mail. That never happened. **Perhaps you went to Västerås instead. I have been calling several times and I'm wondering if you don't want to talk to me.** But I don't blame you before I hear your point of view.

Light + Medium 13/15 pt

The last time we spoke You told me that you would be going back to Östersund and write me an e-mail. That never happened. **Perhaps you went to Västerås instead. I have been calling several times and I'm wondering if you don't want to talk to me.** But I don't blame you before I hear your point of view. Perhaps you were really sick from the cryptosporidium and couldn't answer the ringing mobile. Or if it was the batteries. Please tell me if you've changed your mind.

Regular + SemiBold 11/13 pt

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Medium + Bold 10/12 pt

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Regular + Bold 9/11 pt

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Regular + SemiBold 8/10 pt

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Medium + Bold 7/9 pt

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Regular + SemiBold 6/8 pt

