

# Drago

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## About

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F37 Drago is a modern serif with an ancient history. It was inspired by Columbus, a font that was originally designed way back in 1892. We've used a couple of more recent typographic reference points and put our own slant on it, to create a bang-up-to-the-minute font with bags of character.

We came across Columbus not in a dusty old specimen book, but in some vintage soft-focus Jaguar press ads from the 1970s. This was an era that spawned loads of great titling serifs, although when we did some further digging, it turned out that the font was created almost 100 years earlier by the prolific German ornamental type designer and punch cutter Hermann Ihlenburg.

Rather than just go for a straightforward digitisation (which actually had already been done), we picked and mixed from Columbus, to drag it into the 21st century. We jettisoned the old-fashioned, over-ornate flourishes, erratic terminals and strange serifs for a more streamlined aesthetic. We took specific elements like the a and the distinctive wonky g as the starting point to produce a tilted variable axis and separate weights that we titled 'Tilted'. Some of the funky letterforms also nod to 1960s fonts Trooper Roman by Dave Trooper and Bernase Roman.

The result is a font that feels fresh, distinctive and relevant, ready to be discovered by a new generation of brands and designers.

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## Open Type Features

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Contextual Alternates, Variation Alternates, Small Caps, Small Caps from Capitals, Old Style, Tabular Lining, Superscript, Subscript, Denominators, Numerators, Case Sensitive Forms, Fractions, Localised Forms, Ordinals

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## Languages

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Afrikaans, Albanian, Asu, Azerbaijani (Latin), Basque, Bosnian, Bemba, Bena, Catalan, Crimean Tatar (Latin), Croatian, Czech, Chiga, Congo Swahili, Cornish, Danish, Dutch, English, Estonian, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Galician, German, Gusii, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Kabuverdianu, Kazakh (Latin), Kalenjin, Kinyarwanda, Luo, Luyia, Machame, Makuwa-Meetto, Makonde, Malagasy, Malay (Latin), Manx, Morisyen, North Ndebele, Norwegian Bokmål, Norwegian Nynorsk, Nunatsiummiutut, Nyankole, Oromo, Polish, Portuguese, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Sena, Shambala, Shona, Slovak, Slovenian, Soga, Somali, Spanish, Swahili (Latin), Swedish, Tatar (Latin), Taita, Teso, Turkish, Vunjo, Zulu

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## Formats

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OTF (VF), TTF (VF), WOFF, WOFF2 (VF)

Styles

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Light

Light Tilted

Regular

Regular Tilted

**Medium**

**Medium Tilted**

**Bold**

**Bold Tilted**



# Drago Light

---

100pt

The Siberian

---

80pt

Express

---

70pt

Mouth guard

60pt

---

“If he dies,  
he dies.”

46pt

---

Ivan Drago  
1961

50pt

---

Death from  
Above

32pt

---

	Record
32	total fights
31	wins
31	wins by KO
1	losses

---

**18 Point**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

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100pt

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**The Siberian**

80pt

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**Express**

70pt

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**Mouth guard**

60pt

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### About F37

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F37 is an award-winning type foundry that creates fonts to help businesses stand apart.

As well as understanding the minutiae of letterform aesthetics, we create beautifully crafted type families that align perfectly with the identities of the companies we work with.

### General Enquiries

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[info@f37foundry.com](mailto:info@f37foundry.com)

### Licensing Enquiries

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[licensing@f37foundry.com](mailto:licensing@f37foundry.com)

### Desktop Licence

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With our Desktop Licence, you can install our OpenType (OTF) font software on your desktop computer or laptop (Mac or Windows).

### Webfont Licence

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With our Webfont Licence, self-host web fonts are (EOT, TTF, WOFF, WOFF2, VF) based on total monthly traffic, costs are renewable annually.

### Brand Font Licence

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This allows bespoke licensing for Application, Broadcast, Brand Identity, ePublishing, Gaming, Merchandise, OEM, Publishing, Server Licences, and more.

### Released

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April 2021

### Version

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1.0.1

### Copyright

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