

# ITOYA

## A FONT FAMILY OF 7 WEIGHTS AND ITALICS

Itoya is a contemporary sans serif font influenced by Western and Japanese ideologies. A fusion of machine-like functions with a warmer, emotional and more spiritual ethic. The marriage of a western precision and eastern expression forms a sharp functional font, ideally suited to graphic novels, fashion and product design.

*“there is  
nothing  
that says  
more about  
its creator,  
than the  
work itself.”*

**AKIRA KUROSAWA**

**ITOYA BLACK  
800PT**





# MANGA

TSUBAKI SANJÛRÔ

*30 films in a career spanning 57 years*

# *hitsuzendô*

design is not an accident, even when trying to create a natural feeling environment

# AKIRA

**greater creative freedom**

# ILLUSTRATION

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***filmmaker***

*a manga which would become his most acclaimed*

***SCIENCE-FICTION***

**ANIME**

*This film is like a strange picture scroll that is unrolled & displayed by the ego*

**100:25**

**Setagaya, Tokyo,**

BLACK ITALIC 180PT  
ITALIC 18PT

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Careful consideration has gone into the  
throughout Itoya, resulting in a very p

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the positioning of the accents  
precise placement.

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ACCENT  
DETAIL

# DESIGN DETAIL

ULTRALIGHT 160PT  
REGULAR 48PT

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ALTERNATE  
GLYPHS

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**BLACK**

100PT

**EXTRABOLD**

72PT

**BOLD**

60PT

**MEDIUM**

48PT

**REGULAR**

28PT

**LIGHT**

18PT

**ULTRALIGHT**

12PT

***Drunken Angel (1948)***

***Stray Dog (1949)***

***Rashômon (1950)***

***The Idiot (1951)***

***Ikiru (1952)***

***Seven Samurai (1954)***

***Throne Of Blood (1957)***

***The Hidden Fortress (1958)***

***Yojimbo (1961)***



**THE HIDDEN FORTRESS**



**THE HIDDEN FORTRESS**



A story of greed,  
a lust for power,  
and ultimate revenge.

The Great Lord Hidetora Ichimonji has decided to step aside  
to make room for the younger

blood of his three sons, Taro, Jiro, and Saburo, the Lord's only wish now being to  
live out his years as an honored guest in the castle of each of his sons in turn.

While the older two sons flatter their father, the youngest son attempts to warn him  
of the folly of expecting the three sons to remain united; enraged at the  
younger son's attempt to point out the danger, the father banishes him.

True to the younger son's warning, however, the oldest Son soon  
conspires with the second son to strip

The Great Lord of everything,  
even his title.

*a film by*  
*Akira Kurosawa*

# RAN