

Proposal: Polkadot Font - On-chain treasury proposal

Proponent: 142ceAKdThFXr1QEZdtduMN9Hr8NtPaUhQXwYUh6ndLAPkmh

Date: March 2022

Requested allocation: €54,500 exc vat

Short description: A bespoke and open source brand typeface for Polkadot in three different weights (light, regular and bold) containing approximately 450 glyphs, among other elements, for the community to use. This typeface proposal is in conjunction with the Polkadot Brand Update project.

What is being proposed/produced/delivered?

- a) A bespoke and open source brand typeface for Polkadot in three different weights (light, regular and bold) containing approximately 450 glyphs covering 220 languages including major languages such as German, French, Spanish, English etc.
- b) A latin-based character set extension (*pan-african* set) to the Polkadot fonts (light, regular, bold). This is a supplemental 210+ glyphs to the existing character set, vastly increasing language reach to a further 200+ languages worldwide including Nigerian Yoruba and Pinyin Chinese.
- c) A cyrillic script extension (eg Russian, Serbian et al) to the Polkadot display fonts (light, regular, bold). The cyrillic will be designed with local variations so as to work specifically between different languages (eg. Bulgarian cyrillic is different from Russian cyrillic). Approximately 90 additional languages covered.

All of the above will be provided as static desktop TTF fonts, webfonts and a cutting-edge variable font. See end notes for complete character set and language support.

Why is this valuable for the Polkadot community?

- a) From user interfaces to banners, the typeface visually connects the entire Polkadot ecosystem and gives developers and creators a tool to work with. In a text-heavy world, custom fonts are the glue that links the brand and community together in a uniquely identifiable way. Currently across the Polkadot ecosystem, most font usage is from the Google Font repository—while practical it does not provide an original design for Polkadot.
- b) This extension would add pan-african latin support to the Polkadot fonts, transliterating national and tribal languages into latin. This adds approximately 200m possible users in Africa alone. Many african languages lack even basic typographic support; this extension

goes some way to respecting the extreme variety of global use needs and the burgeoning african community. The extension also supports many other minority scripts worldwide as well as Pinyin Chinese.

- c) Cyrillic script has become a default expectation in the open source font community with users of cyrillic numbering over 250 million worldwide. The value of catering to such a development community is asymmetric; for a relatively simple addition a huge user base is both supported and respected.

Who is getting this done and why is NaN the best to get that done?

NaN are a leading type design studio working with the weird, the wise and the wonderful. They have extensive experience designing custom type for some of the world's biggest brands as well as multi-script expertise and a leading technological edge in type. NaN have already successfully collaborated on the creative type development and localised Polkadot logotypes proposed during the on-chain brand vote.

To ensure consistency, Koto will continue to support NaN with art direction and project management, as a continuation of their work on the Polkadot Brand Update project in 2021 (see links below):

- <https://polkadot.polkassembly.io/bounty/0>
- <https://vote.polkadot.network/>

NaN Team

Luke Prowse | *Founder, Designer, Technologist*

Luke founded NaN in 2020 following a career designing typefaces for some of the biggest brands in the world including Coca-Cola, Samsung and Nickelodeon.

luke@nan.xyz

Jean-Baptiste Morizot | *Senior Type Designer & Font Engineer*

J.B combines creative flare with technical rigor. As well as both designing and engineering fonts he supports in bespoke tool development and multiscript design.

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Fátima Lazaro | *Type Designer*

Fátima is a font production all-rounder supporting on a wide variety of tasks from drawing, quality assurance, glyph metrics to creative development.

fatima@nan.xyz

Rosalie Wagner | *Font Engineer & QA*

Rosalie is charged with ensuring our type works flawlessly across all touchpoints; a complex task in a world with so many operating systems, hardware and rendering engines.

Igino Marini | *Type Metrics & Engineer*

Igino is an expert in the delicate balance of positive and negative space and assists in crafting font metrics down to the perfect hairline.

How much does it cost?

Core Brand Font a)	€14,500 exc vat
Pan-African b)	€12,000 exc vat
Cyrillic c)	€28,000 exc vat
Total	€54,500 exc vat

Core Font	Pan-African	Cyrillic
€14,500 exc vat	€12,000 exc vat	€28,000 exc vat
TOTAL BUDGET - €54,500 exc vat		
Task Breakdown Core Font		
- Developed sketches based on feedback - Expansion of the basic AZ/az/09 alphabet one weight - QA Corrections to initial prototype - Initial development of font metrics (spacing, kerning) - Expansion of single weight in to full weight repertoire - Development of diacritic and component glyphs - Development of non-alphabets, symbols, punctuation etc - QA in-situ testing of full font - QA Font wide corrections (outlines, core metrics, anchor positioning etc) - Repeat of above QA/prototyping phases - Finalisation of full font metrics - Engineering of static and variable fonts across OS' and software - Additional engineering: TTFAutohinting test + vertical metrics adjustments - Final testing (web, static, variable) with a phase of correction if needed - Delivery of fonts		

Task Breakdown Pan-African
- Initial research phase - Rebuild core font structure (a) to include new glyph set - Begin drawing key glyph shapes and visual systems - Expand to a full set in a single weight - Feedback from pan-african language consultant - QA Corrections to initial prototype - Initial development of font metrics (spacing, kerning) - Expansion of single weight in to full weight repertoire - Second feedback round from pan-african language consultant - QA Corrections from second round - QA in-situ testing of full font

- Finalisation of full font metrics
- Engineering of static and variable fonts across OS' and software
- Additional engineering: TTFAutohinting test + vertical metrics adjustments
- Final testing (web, static, variable) with a phase of correction if needed

Task Breakdown Cyrillic

- Initial research phase; how does the latin visual language translate to cyrillic
- Rebuild core font structure (a) to include new cyrillic glyph set
- Begin drawing key glyph shapes and visual systems
- Expand to a full set in a single weight
- Feedback from cyrillic language consultant
- QA Corrections to initial prototype
- Initial development of font metrics (spacing, kerning)
- Expansion of single weight in to full weight repertoire
- Second feedback round from pan-african language consultant
- QA Corrections from second round
- QA in-situ testing of full font
- Finalisation of full font metrics
- Engineering of static and variable fonts across OS' and software
- Additional engineering: TTFAutohinting test + vertical metrics adjustments
- Final testing (web, static, variable) with a phase of correction if needed
- (re-)Delivery of final fonts with full latin, pan-african and cyrillic glyph sets

What is the projected timeline?

- a) Core brand fonts: circa 9 weeks
- b) Pan-African Extension: circa 3 weeks
- c) Cyrillic: circa 7 weeks

Streams b) and c) can run in parallel.

Any additional context.

Glyph Sets + Language Support

...

[illegible]

All Languages Covered with Latin Glyph Set

Abenaki, Afaan Oromo, Afar, Afrikaans, Albanian, Alsatian, Amis, Anuta, Aragonese, Aranese, Aromanian, Arrernte, Arvanitic (Latin), Asturian, Atayal, Aymara, Azerbaijani, Bashkir (Latin), Basque, Belarusian (Latin), Bemba, Bikol, Bislama, Bosnian, Breton, Cape Verdean Creole, Catalan, Cebuano, Chamorro, Chavacano, Chichewa, Chickasaw, Cimbrian, Cofán, Cornish, Corsican, Creek, Crimean Tatar (Latin), Croatian, Czech, Danish, Dawan, Delaware, Dholuo, Drehu, Dutch, English, Esperanto, Estonian, Faroese, Fijian, Filipino, Finnish, Folkspraak, French, Frisian, Friulian, Gagauz (Latin), Galician, Ganda, Genoese, German, Gikuyu, Gooniyandi, Greenlandic (Kalaallisut), Guadeloupean Creole, Gwich'in, Haitian Creole, Hän, Hawaiian, Hiligaynon, Hopi, Hotçak (Latin), Hungarian, Icelandic, Ido, Igbo, Ilocano, Indonesian, Interglossa, Interlingua, Irish, Istro-Romanian, Italian, Jamaican, Javanese (Latin), Jèrriais, Kaingang, Kala Lagaw Ya, Kapampangan (Latin), Kaqchikel, Karakalpak (Latin), Karelian (Latin), Kashubian, Kikongo, Kinyarwanda, Kiribati, Kirundi, Klingon, Kurdish (Latin), Ladin, Latin, Latino sine Flexione, Latvian, Lithuanian, Lojban, Lombard, Low Saxon, Luxembourgish, Maasai, Makhuwa, Malay, Maltese, Manx, Māori, Marquesan, Megleno-Romanian, Meriam Mir, Mirandese, Mohawk, Moldovan, Montagnais, Montenegrin, Murrinh-Patha, Nagamese Creole, Nahuatl, Ndebele, Neapolitan, Ngiyambaa, Niuean, Noongar, Norwegian, Novial, Occidental, Occitan, Old Icelandic, Old Norse, Onǎipôt, Oshiwambo, Ossetian (Latin), Palauan, Papiamentu, Piedmontese, Polish, Portuguese, Potawatomi, Q'eqchi', Quechua, Rarotongan, Romanian, Romansh, Rotokas, Sami (Inari Sami), Sami (Lule Sami), Sami (Northern Sami), Sami (Southern Sami), Samoan, Sango, Saramaccan, Sardinian, Scottish Gaelic, Serbian (Latin), Seri, Seychellois Creole, Shawnee, Shona, Sicilian, Silesian, Slovak, Slovenian, Slovio (Latin), Somali, Sorbian (Lower Sorbian), Sorbian (Upper Sorbian), Sotho (Northern), Sotho (Southern), Spanish, Sranan, Sundanese (Latin), Swahili, Swazi, Swedish, Tagalog, Tahitian, Tetum, Tok Pisin, Tokelauan, Tongan, Tshiluba, Tsonga, Tswana, Tumbuka, Turkish, Turkmen (Latin), Tuvaluan, Tzotzil, Uzbek (Latin), Venetian, Vepsian, Volapük, Võro, Wallisian, Walloon, Waray-Waray, Warlpiri, Wayuu, Welsh, Wik-Mungkan, Wiradjuri, Wolof, Xavante, Xhosa, Yapese, Yindjibarndi, Zapotec, Zarma, Zazaki, Zulu, Zuni

Pan-African Glyph Set

Q R A V B C D D E E E S E Z Z E F G P
Z H H Y T I I K L M W N N H O O P R R ' T X
T T U U U X U A Y I a o a e b o b c c d d
d d e e J j e e z z z x g P G g z h h h y z
i i j j f k l l f m w n n r h o o P b p x
r r ' f t t t t u u u u u y y A # I I I h
A O B E O L W O ' P G ' C O ' I T
+

+ Additional missing encodings

All Languages Covered with Pan-African Extension

Arbëreshë Albanian, Eastern Abnaki, Afar, Arvanitika Albanian, Western Abnaki, Abron, Achinese, Achuar-Shiwiar, Acheron, Adangme, Eastern Arrernte, Afrikaans, Aghem, Aguaruna, Aja (Benin), Ghëg Albanian, Tosk Albanian, Amahuaca, Yanesha', Amis, Amarakaeri, Uab Meto, Apinayé, Aragonese, Arabela, Mapudungun, Karo, Asu (Tanzania), Asturian, Waorani, Anuta, Aweti, Southern Aymara, Central Aymara, South Azerbaijani, North Azerbaijani, Bambara, Balinese, Basa (Cameroon), Baatonum, Batak Toba, Baoulé, Biali, Bemba (Zambia), Bena (Tanzania), Bari, Bikol, Bini, Bislama, Anii, Bora, Bosnian, Boko (Benin), Breton, Batak Dairi, Batak Mandailing, Batak Simalungun, Batak Karo, Bushi, Buginese, Garifuna, Kaqchikel, Catalan, Chachi, Chavacano, Cashibo-Cacataibo, Cashinahua, Chayahuita, Candoshi-Shapra, Cebuano, Czech, Falam Chin, Chiga, Chamorro, Ojltlán Chinantec, Chuukese, Chickasaw, Climbrian, Chokwe, Central Kurdish, Hakha Chin, Asháninka, Montenegrin, Tsafiki, Cofán, Cornish, Corsican, Caquinte, Pichis Ashéninka, Crimean Tatar, Seselwa Creole French, Chiltepec Chinantec, Kashubian, Tedim Chin, Welsh, Dagbani, Danish, Taita, Dendi (Benin), Gen, German, Southern Dagaare, Andaandi, Dongolawi, Dehu, Dinka, Northeastern Dinka, Dimli, Zarma, Lukpa, Lower Sorbian, Duala, Jola-Fonyi, Dyula, Embu, Standard Estonian, Eastern Maninkakan, English, Ese Eja, Central Alaskan Yupik, Basque, Ewe, Ewondo, Faroese, Fanti, Maasina Fulfulde, Nobiin, Fijian, Filipino, Finnish, Kven Finnish, Foodo, Fon, French, Western Frisian, Adamawa Fulfulde, Pulaar, Borgu Fulfulde, Pular, Western Niger Fulfulde, Bagirmi Fulfulde, Central-Eastern Niger Fulfulde, Friulian, Nigerian Fulfulde, Ga, Gagauz, Borana-Arsi-Guji Oromo, West Central Oromo, Guadeloupean Creole French, Gilbertese, Gonja, Guinea Kpelle, Scottish Gaelic, Irish, Galician, Manx, Gooniyandi, Ga'anda, Swiss German, Wayuu, Paraguayan Guaraní, Yanomamö, Gusii, Gwichŋin, Hän, Eastern Oromo, Haitian, Hausa, Hawaiian, Northern Qiangdong Miao, Hiligaynon, Southern Qiangdong Miao, Hani, Caribbean Hindustani, Hopi, Croatian, Upper Sorbian, Hungarian, Huastec, Murui Huitoto, Ibibio, Igbo, Iloko, Indonesian, Icelandic, Italian, Jamaican Creole English, Javanese, Ngomba, Shuar, Japanese, Kara-Kalpak, Kabyle, Kalaallisut, Kamba (Kenya), Kanuri, Kabyè, Makonde, Tem, Kabuverdianu, Kekchi, Kaingang, Khasi, Koyra Chilini Songhay, Kikuyu, Kinyarwanda, Kirmanjki, Kako, Kalenjin, Kimbundu, Northern Kurdish, Kongo, Konzo, Kaonde, Northern Kissi, Krio, Karelian, Shambala, Bafia, Kölsch, Kituba (DRC), Kuanyama, Awa-Cuaquer, Ladino, Langi, Latin, West-Central Limba, Ligurian, Lingala, Lithuanian, Lakota, Ladin, Lombard, Lamnso', Lobi, Otuho, Lozi, Latgalian, Luxembourgish, Luba-Lulua, Luba-Katanga, Ganda, Luo (Kenya and Tanzania), Mizo, Standard Latvian, Madurese, Marshallese, Mam, Masai, Central Mazahua, Sharanahua, Matsés, Mende (Sierra Leone), Meru, Mauritian Creole, Moba, Makhwa-Meetto, Meta', Mi'kmaq, Minangkabau, Miskito, Malagasy, Maltese, Montagnais, Mohawk, Mossi, Mbelime, South Marquesan, Maori, North Marquesan, Totontepec Mixe, Mundang, Creek, Murrinh-Patha, Mirandese, Kala Lagaw Ya, Metlatónoc Mixtec, Ixcatlán Mazatec, Naga Pidgin, Neapolitan, Khoekhoe, Navajo, Nyemba, South Ndebele, North Ndebele, Ndonga, Low German, Central Nahuatl, Niuean, Ao Naga, Bouna Kulango, Dutch, Kwasio, Ngienboon, Norwegian, Nomatsiguenga, Pedi, Nateni, Nuer, Nyanja, Nyamwezi, Nyankole, Nzima, Occitan, Orma, Oroqen, Mezquital Otomi, Pampanga, Papiamentu, Palauan, Pérez, Picard, Yom, Pijin, Pintupi-Luritja, Paluan, Piemontese, Polish, Pohnpeian, Portuguese, Potawatomi, Upper Guinea Crioulo, Pipil, Prussian, Ashéninka Perené, K'iche', Quechua, Cook Islands Māori, Balkan Romani, Vlax Romani, Romansch, Romanian, Rotokas, Rundi, Istro Romanian, Macedo-Romanian, Megleno Romanian, Rwa, Sango, Samburu, Sangu (Tanzania), Sicilian, Scots, Sena, Seri, Koyraboro Senni Songhai, Secoya, Tachelhit, Shilluk, Shipibo-Conibo, Pite Sami, Ume Sami, Shawnee, Slovak, Slovenian, Southern Sami, Northern Sami, Lule Sami, Inari Sami, Samoan, Skolt Sami, Shona, Soninke, Siona, Somali, Southern Sotho, Miyobe, Spanish, Sardinian, Saramaccan, Sranan Tongo, Serbian, Serer, Swati, Sukuma, Sundanese, Susu, Maore Comorian, Congo Swahili, Swedish, Swahili, Silesian, Tahitian, Atayal, Ditammari, Ticuna, Tetun Dili, Timne, Teso, Tetum, Tagalog, Tiv, Tokelau, Tsakhur, Talysh, Toba, Tonga (Zambia), Tojolabal, Tonga (Tonga Islands), Papantla Totonac, Tok Pisin, Tswana, Tsonga, Purepecha, Muslim Tat, Turkmen, Tumbuka, Turkish, Tuvalu, Twi, Tasawaq, Tzeltal, Central Atlas Tamazight, Tzotzil, Meriam Mir, Umbundu, Munsee, Urarina, Northern Uzbek, Venetian, Venda, Veps, Vietnamese, Makhwa, Võro, Walser, Waray (Philippines), Warlpiri, Waci Gbe, Wik-Mungkan, Ho-Chunk, Walloon, Wallisian, Mwani, Wolof, Wiradjuri, Wasa, Waama, Wangaaybuwan-Ngiyambaa, Xavánte, Xhosa, Kenzi, Mattokki, Soga, Kasem, Xwela Gbe, Yagua, Yao, Yapese, Yangben, Yindjibarndi, Makwe, Yoruba, Yucateco, Zapotec, Ngazidja Comorian, Malaysian, Záparo, Standard Malay, Zulu, Zuni,

Cyrillic Glyph Set

А Б В Г Ѓ Г̣ Д Е È Ё Ж З И Й Й̣ К Ќ Л М Н
О П Р С Т У Ў Ф Х Ч Ц Ш Щ Ъ Ы Ь Ъ S
Є Э І І̇ Ј Ћ Ю Я Ћ̇ а б в г ѓ г̣ д е è ё ж
з и й й̣ к ќ л м н о п р с т у ў ф х ч ц
ш щ ъ ѣ ѥ ѧ Ѩ ѩ Ѫ ѫ Ѭ ѭ Ѯ ѯ Ѱ ѱ

+ Additional localised forms

All Languages Covered with Cyrillic Extension

Abaza, Abkhaz, Adyghe, Agul, Akhvakh, Altay, Andi, Archi, Avar, Azerbaijani (Cyrillic), Bagvalal Balkar, Bashkir, Belarusian (Cyrillic), Bosnian (Cyrillic), Botlikh, Budukh, Bulgarian, Buryat, Chamalal, Chechen, Chukchi, Chuvash, Crimean Tatar (Cyrillic), Croatian (Cyrillic), Dargwa/Dargin, Dungan, Enets, Erzya, Eskimo, Even, Evenki, Gagauz (Cyrillic), Godoberi, Hinukh, Hunzib, Ingush, Itelmen, Juhuri/çuhuri (Cyrillic), Kabardian, Kalmyk, Karachay, Karaim (Cyrillic), Karakalpak (Cyrillic), Karata, Kazakh, Ket (Cyrillic), Khakas (Cyrillic), Khanty, Khinalugh, Kildin Sami, Komi, Koryak, Krymchak, Kryts, Kubachi, Kumyk, Kurdish (Cyrillic), Kurdish (Cyrillic), Kyrgyz (Cyrillic), Lak, Lezgian, Lingua Franca Nova (Cyrillic), Macedonian, Mansi, Mari (Hill and Meadow), Moksha, Moldovan (Cyrillic), Mongolian (Cyrillic), Montenigrin (Cyrillic), Nanai, Nenets, Nganasan, Nogai, Oroch, Orok, Ossetian, Russian, Rusyn, Rutul, Sakha/Yakut, Serbian (Cyrillic), Shor, Slovio, Tabassaran, Tajik, Talysh (Cyrillic), Tat, Tatar, Tati, Tindi, Tofa, Tsakhur (Cyrillic), Tsez, Turkmen, Tuvan/Tuvinian, Udi, Udmurt, Ukrainian, Ulch, Urum, Uyghur (Cyrillic), Uzbek (Cyrillic), Votik (Cyrillic), Wakhi (Cyrillic), West Polesian, Yaghnobi (Cyrillic), Yukaghir (Northern and Southern), Yukaghir, Yupik.

NaN Select Projects:

Initial Type Sketches



Payment Terms

50% total fee paid prior to project kick-off. Remainder paid on delivery.

DOT rate: 30 day avg rate as reflected on [Subscan](#) at the day of on-chain submission.

A report, including all materials, packages, specification on challenges, process to complete deliverables and other details are to be provided by the team over the course of development: either mid-term and final report, or however the team thinks its best. The report is to be published on the motion post in Polkasassembly as a comment to the thread.

Contact Information for the team

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