

## Product Descriptions - Very Cool Studio

*I worked with Kyle Benson to write descriptions for his new type foundry, [Very Cool Studio](#). His priorities were humor, casual writing style, and accurate type designer terminology. I had lots of fun doing research and writing jokes for this project.*

# KANSAS CASUAL

### [Kansas Casual](#)

Want to say something very loud, but also very friendly? One way you could do that is by yelling (in an easygoing, good-natured way). Another is to hire a plane guy to write it genially in the sky. But the best and most amiable way of all is using Kansas Casual. One thing that makes Kansas Casual loud is how it is in ALL CAPS! And of course it's friendly because it's based on sign painter stuff, and sign painters are the friendliest guys in the whole world! Like those sign painters, the letters of Kansas Casual are full of snappy old guy jokes and great technique. Get ready to say your loudest friendliest message yet.

# Cardinal Grotesque

### [Cardinal Grotesque](#)

For as long as there have been poster grotesques there have been sign painter's titlings. As sung in the old Scottish folk ballad, "An' a grotesque sans there hae e'er been/ an' a sign painter's titling, sweet/ but the two don't 'bide together, my son/ an ne'er the twain shall meet." And yet—it appears that with the drawing of Cardinal Grotesque, star-crossed lovers from either camp have come together! This type family is in fact, a combination of the two—sleek and clean wed to vernacular zest. If you use Cardinal Grotesque, you too, will be celebrating that union and contributing to the Neue Sachlichkeit of the genre. Help put this longstanding feud to bed! "For never was a tale so full of desk than that of the paintbrush and Cardinal Grotesque."

# ***Ready Script***

## [Ready Script](#)

Before your very eyes is a sharp, sexy monolinear script that'll take text from no-go to logo in six seconds flat. When it revs up your first layout, your creative director will scream for a pit crew. This scream will let you know what a good font it is. Creative directors love this font because it's both zippy and thick—like a motorcycle tire or a 2 liter of 7-up. So what are you waiting for?! Take a deep breath, click that “BUY” button, and get ready for Ready Script to take you on the ride of your life.

# **Cornbread**

## [Cornbread](#)

In the war on texts, readability is one of the most sacred battlefields. Many make bold claims about the readability of their fonts. Cornbread will make no such claim. Its soft, thick stems are plenty legible and have better things to do than to brag in vagaries. These letters are soldiers, dammit, and if readability was under any sort of question they wouldn't even be here, now would they? Cornbread is nib-weighted, the way God intended serifs to be. It carries the musk of a book passed down from your grandfather, and the class of a time when a man and his printing press were comrade-in-arms, celebrating each other's strength over a hefty text font.