

**USER GUIDE**

# HAWKES

*typeface family*



Hawkes

A GROVE OF GIANT  
REDWOOD  
— or —  
SEQUOIAS  
SHOULD BE KEPT AS WE KEEP A  
GREAT & BEAUTIFUL  
CATHEDRAL

- Teddy Roosevelt -



# USER GUIDE

## FAMILY BREAKDOWN

Light

Regular

Bold

Variable Width

Script

## OPENTYPE FEATURES

Small Caps

Contextual Alternates

Stylistic Alternates

Titling Alternates

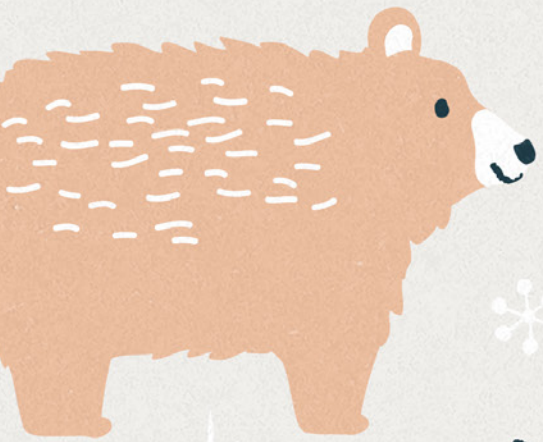
Discretionary Ligatures

Lifted Small Caps

Swashes

**HAWKES TYPEFACE**





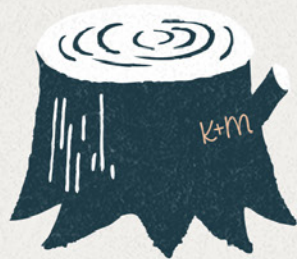
dream  
BIG



climb  
TREES



Never  
grow up



find  
adventures



Live  
WILD  
&  
FREE

BE  
brave





# FAMILY BREAKDOWN

Hawkes family is broken down into three parts:

---

## HAWKES SANS

---

LIGHT NARROW

MEDIUM NARROW

**BOLD NARROW**

LIGHT REGULAR

MEDIUM REGULAR

**BOLD REGULAR**

LIGHT WIDE

MEDIUM WIDE

**BOLD WIDE**

---

## HAWKES VARIABLE WIDTH

---

LIGHT  
VARIABLE  
WIDTH

MEDIUM  
VARIABLE  
WIDTH

**BOLD  
VARIABLE  
WIDTH**

---

## HAWKES SCRIPT

---

*Script Regular*

*Script Wide*

Let's take a closer look...



- The -



# BLUE WHALE

*(balaenoptera musculus)*

Blue whales are the largest animals ever known to have lived on Earth. These magnificent marine mammals rule the oceans at up to 100 feet long and upwards of 200 tons. Their tongues alone can weigh as much as an elephant. Their hearts, as much as an automobile.



# HAWKES Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRS  
TUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890



**HAWKES** Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnop  
hijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRS  
TUVWXYZabcdefghijklmnop  
mnopqrstuvwxyz  
1234567890



**HAWKES Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**ABCDEFGHIJKLMNOPQR  
STUWXYZabcdefghijklmnop  
mnopqrstuvwxyz  
1234567890**



HAWKES VARIABLE WIDTH

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNPQRSTU  
WXYZabcdefghijklmnopq  
rstuvwxyz1234567890



HAWKES Script

A B C D E F G H I J K L M  
N P Q R S T U V W X Y Z

REGULAR

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

WIDE

a b c d e f g h i j k l  
m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0







# SMALL CAPITALS

## OPENTYPE FEATURES

Small capitals have always played an important role in typography. Traditionally seen in book printing, small caps are also used frequently in display typography with logos, headlines and more.

There are a couple special features with the small caps that we will get to later, but first let's check out the basic principle.



# Small Capitals

Hawkes Sans and Hawkes Variable Width both have Small Capitals. The height of the Small Caps is nearly identical to the x-height, making the transition from lowercase to small cap easy peasy.

abcde ABCDE  
fghijk FGHIJK  
lmnop LMNOP  
qrstu QRSTU  
vwxyz VWXYZ

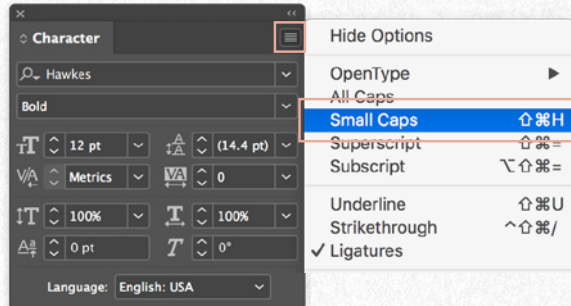
SUNSHINE LOVING



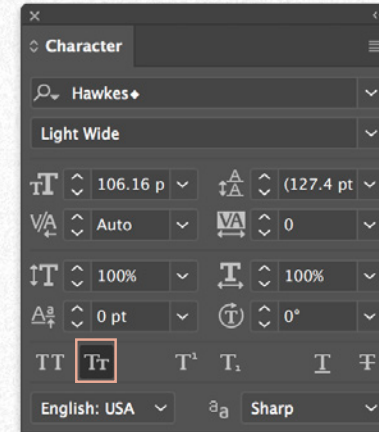
# USING CONTEXTUAL ALTERNATES

How do you find them? With an easy click!

## INDESIGN

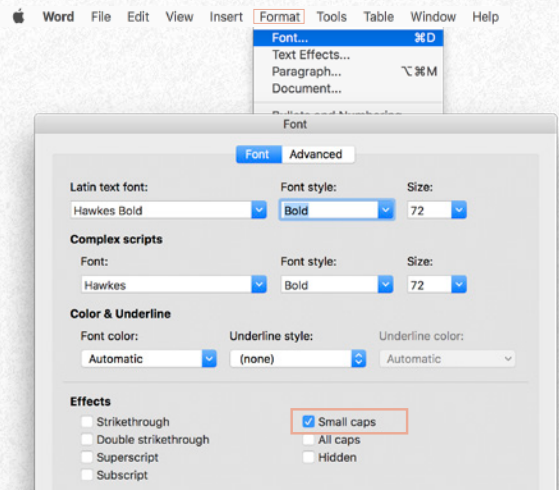


## ILLUSTRATOR

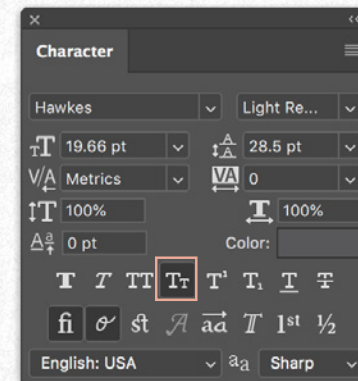


## WORD

Note: Word **does not** have this feature turned on automatically, the user must activate it.



## PHOTOSHOP





you got this



no prob.  
llama

I think



you are  
su·cute·lent

go shawty



it's your  
bird·day!



# CONTEXTUAL ALTERNATES

While OpenType features - from styling alternates to ligatures - all offer helpful elements to a typeface, the Contextual Alternate feature is something unique to digital type and is nearly impossible to replicate outside of it. It is also one of the only times where an aspect of typography has been pre-designed by the typeface designer.

Essentially, a contextual alternate replaces one character for another depending on a set of rules made by the type designer. If a user has the feature turned on, they don't have to do any additional work.

Confused? That's fair...I'll show you what I mean.





For Hawkes Sans, there are three different variations per character. The feature rotates the use of each variation. The purpose is to reflect natural variations in handwriting and lettering.

The variations differ in subtle details but mainly the height of the crossbar, from low to middle and high.

MIDDLE CROSSBAR

A B E F G H K P R Y

HIGH CROSSBAR

A B E F G H K P R Y

LOW CROSSBAR

A B E F G H K P R Y

ALL MIXED TOGETHER!

A B E F G H K P R Y



# Contextual Alternates

For Hawkes Variable width fonts, I have created a contextual pattern that randomizes the widths of each character. Because there are three widths all with three variations, there are nine total cycling characters!

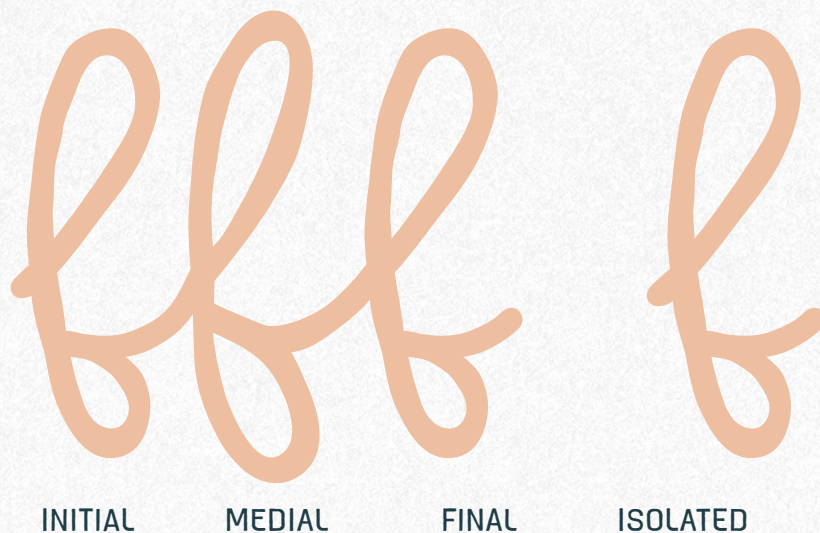
When the feature is turned 'on' in the OpenType panel, the widths alternate in a randomized pattern. It happens automatically so the user doesn't have to think or worry. If one so desires, they can then alter specific characters using the glyph panel.

A A A A A A A a a a a a a a a a a

THIS FONT IS  
PRETTY RAD.



# Contextual Alternates



With Hawkes Script, contextual alternates allow strokes to connect properly while maintaining a believable, natural flow. There are four variations to most characters, an initial, medial, final and isolated form. Based on where the letter is located in a word or sentence, it has been coded to select a particular variation that works with the space.

It also knows when capitals are typed next to each other and substitutes non-connecting letterforms that look better in all caps.

**NOT USING** CONTEXTUAL ALTERNATES

SMART!

**USING** CONTEXTUAL ALTERNATES

SMART!

Creating contextuality is a special typographical element & takes a lot of work

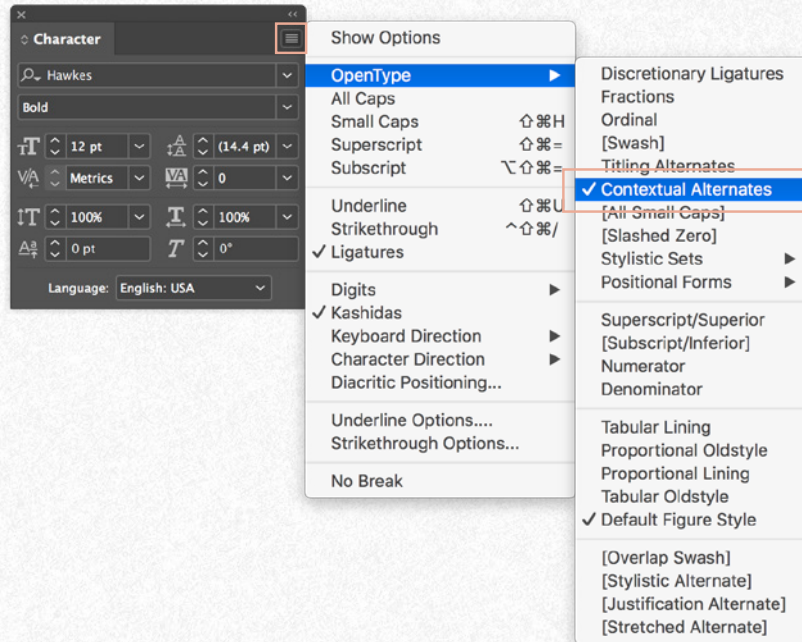


# USING CONTEXTUAL ALTERNATES

Great! So now, how does it work!? Here's is how to access this feature in some typographical programs.

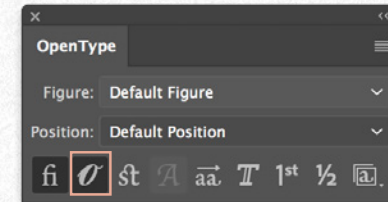
## INDESIGN

Note: It should be turned on by default



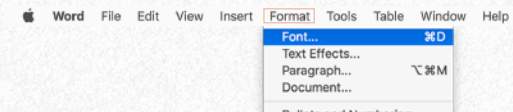
## ILLUSTRATOR

Note: It should be turned on by default



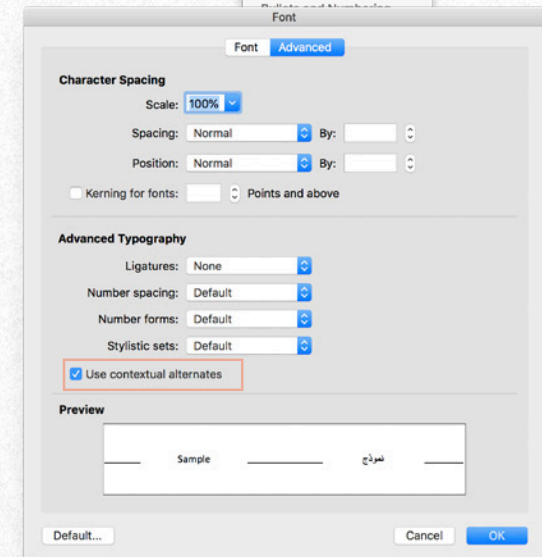
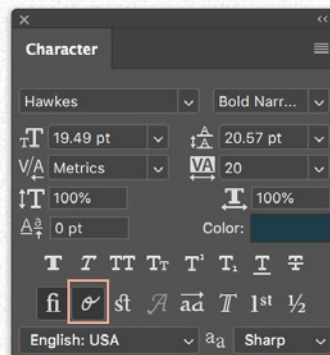
## WORD

Note: Word **does not** have this feature turned on automatically, the user must activate it.



## PHOTOSHOP

Note: Sometimes Photoshop doesn't turn the feature on by default so make sure it's activated!





NATURE  
ALWAYS  
WEARS  
THE COLOR  
- OF THE -  
SPIRIT





# STYLISTIC ALTERNATES

Stylistic alternates is a feature that allows users to select a secondary form of a set of characters. It can be done in two ways, either by selecting the Stylistic Alternate button in the OpenType Menu, or by choosing specific Stylistic Sets, also located in the OpenType panel. The former allows you to just turn 'on' or 'off' a set of predetermined alternates chosen by the typeface designer (that's me!) Stylistic Sets give more freedom and customizability, but aren't available in all programs.

So what are the alternates for Hawkes? Let's check 'em out!



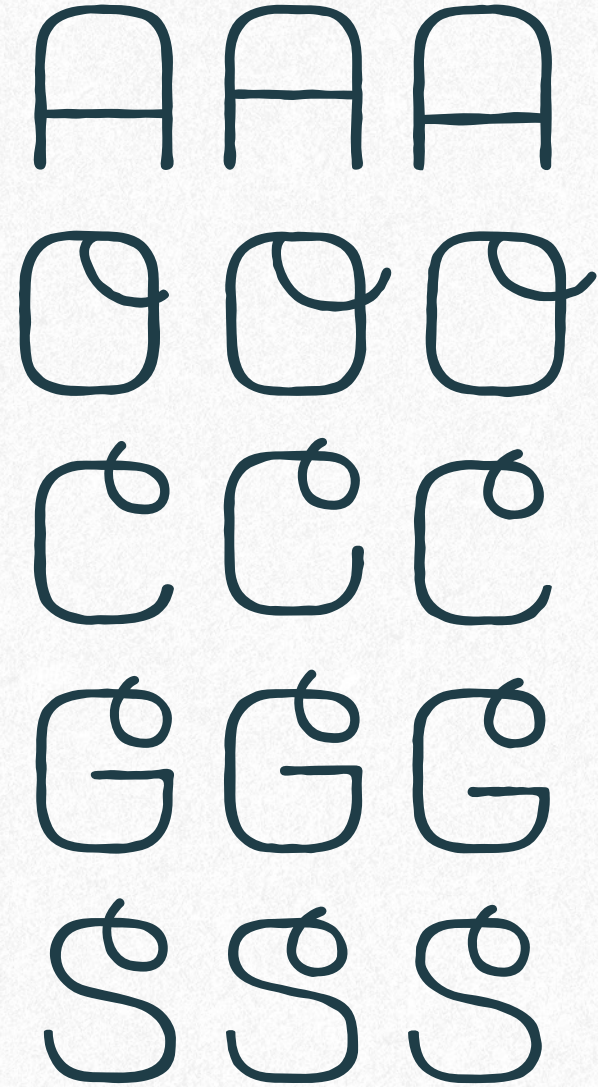
# Stylistic Alternates

For Hawkes Sans, I have pre-selected alternative characters for the general Stylistic Alternate 'button'. It includes only the A and O. Changing all alternates at once is heavy and overbearing. You can still select individual characters in the Glyph Panel or in the Style Sets dropdown menu.

REGULAR



ALTERNATE





# Stylistic Alternates

## REGULAR

Listen to the  
MUSTN'TS, child,  
Listen to the DON'TS  
Listen to the  
SHOULDN'TS  
The IMPOSSIBLES,  
the WONT'S  
Listen to the  
NEVER HAVES  
Then listen  
close to me-  
Anything can  
happen, child,  
ANYTHING can be

## ALTERNATE A & O

Listen to the  
MUSTN'TS, child,  
Listen to the DØN'TS  
Listen to the  
SHØULDN'TS  
The IMPØSSIBLES,  
the WØNT'S  
Listen to the  
NEVER HAVES  
Then listen  
cløse to me-  
Anything can  
happen, child,  
ANYTHING can be

## ALL LOOP ALTERNATES

Listen to the  
MUSTN'TS, child,  
Listen to the DØN'TS  
Listen to the  
SHØULDN'TS  
The IMPØSSIBLES,  
the WØNT'S  
Listen to the  
NEVER HAVES  
Then listen  
cløse to me-  
Anything can  
happen, child,  
ANYTHING can be

SHEL SILVERSTEIN



The feature works the same for Hawkes Variable Width.

TREES ARE  
POEMS THAT  
THE EARTH  
WRITES UPON  
THE SKY.

Kahlil Gibran

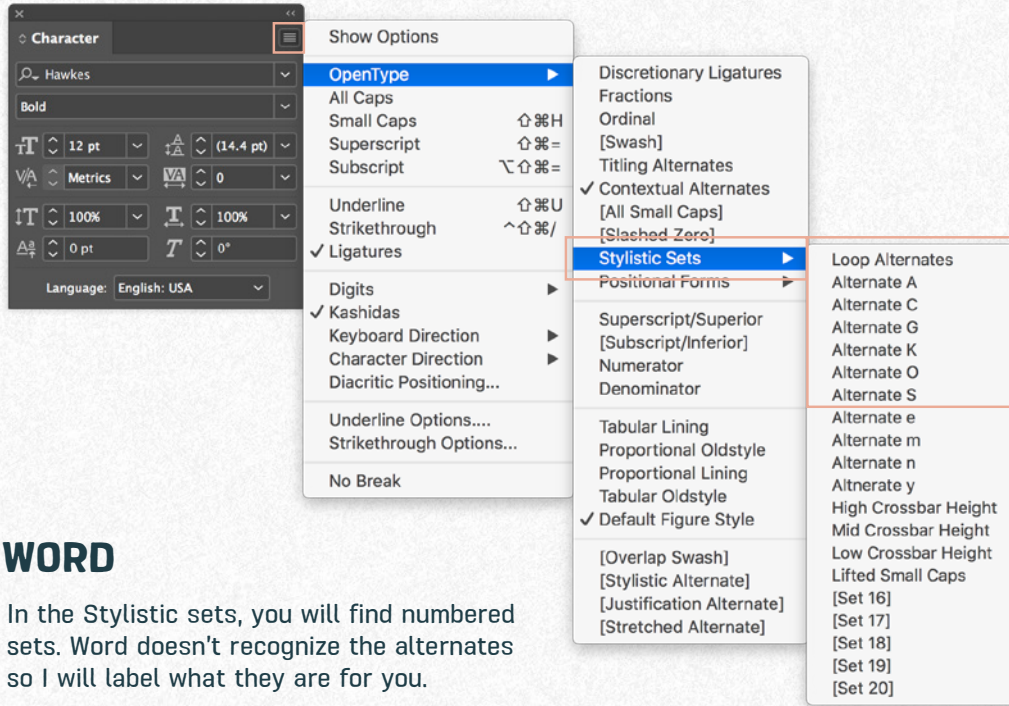
So which program does it work in and how do you activate?  
Let's see, shall we!



# USING STYLISTICS ALTERNATES

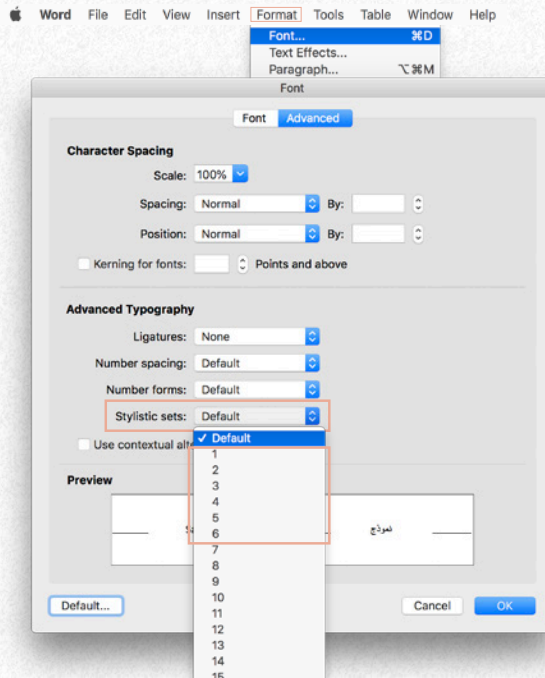
## INDESIGN

There is no option to include all, only individual alternates.



## WORD

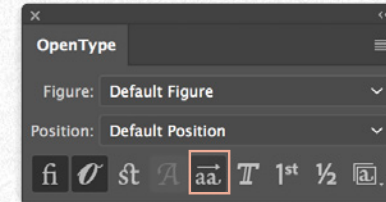
In the Stylistic sets, you will find numbered sets. Word doesn't recognize the alternates so I will label what they are for you.



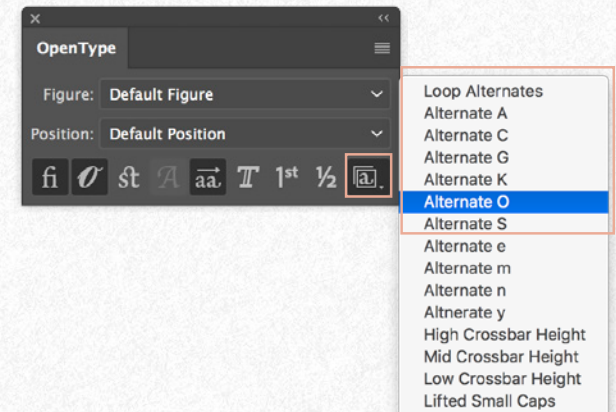
- 1 - Loop Alternates
- 2 - Alternate A
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- 4 - Alternate G
- 5 - Alternate K
- 6 - Alternate O
- 7 - Alternate S
- 8 - Alternate e
- 9 - Alternate m
- 10 - Alternate n
- 11 - Alternate y
- 12 - High Crossbar Height / Regular
- 13 - Mid Crossbar Height / Wide
- 14 - Low Crossbar Height / Narrow
- 15 - Lifted Small Caps

## ILLUSTRATOR

OPTION 1: To select a predetermined set of alternates, simply click the Stylic Alternates button.

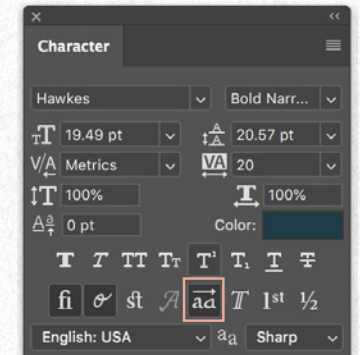


OPTION 2: To select your own alternate, click the Stylistic Set dropdown menu and take your pick!



## PHOTOSHOP

You can only turn on all Loop Alternates using the Stylistic Alternates button.





YELLOW PINE. GRAND  
MADRONE. BLACK  
ADLER. SITKA ADLER. P  
WILLOW. SCULLERS WILLOW.  
CHERRY. BLACK HAWTHORNS. CASCARA  
LEAF MAPLE. PACIFIC CABAPPLE.  
WILLOW. DOUGLAS MAPLE. OREGON AS  
WHITE PINE. WESTERN HEMLOCK.  
PACIFIC SILVER FIR. O  
SITKA SPRUCE  
WESTERN



# TITLING ALTERNATES

Titling alternates is a feature that also allows users to select a secondary form of a set of characters. The purpose is meant to be for titling instances. Since Hawkes is by nature a display (or titling) typeface, the Titling alternatives offer a set of characters that look best in paragraphs and smaller sizes.

This feature can also be activated in two ways, either by selecting the Titling Alternate button in the OpenType Menu, or by choosing specific Stylistic Sets, also located in the OpenType panel.

See what you are reading now? Some of these characters have titling alternates, making it easier for you to read!  
Let's learn more.



# Titling Alternates

Titling Alternates for Hawkes Sans affect the K, κ, k, e, h, m, n.

REGULAR

KKKkkk

eee

hhh

mmm

nnn

ALTERNATE

KKKkkk

eee

hhh

mmm

nnn



# Titling Alternates

It works the same from Hawkes Variable Width too!

REGULAR

KKKKKK

EEEEEE

HHHHHH

MMMMMM

NNNNNN

ALTERNATE

KKKKKK

EEEEEE

HHHHHH

MMMMMM

NNNNNN



# Titling Alternates

You've been looking at the titling alternates all PDF long, but here's take another look.

## REGULAR

Boats sail on the rivers,  
And ships sail on the seas;  
But clouds that sail across the sky  
Are prettier than these.  
There are bridges on the rivers,  
As pretty as you please;  
But the bow that bridges heaven,  
And overtops the trees,  
And builds a road from earth to sky,  
Is prettier far than these.

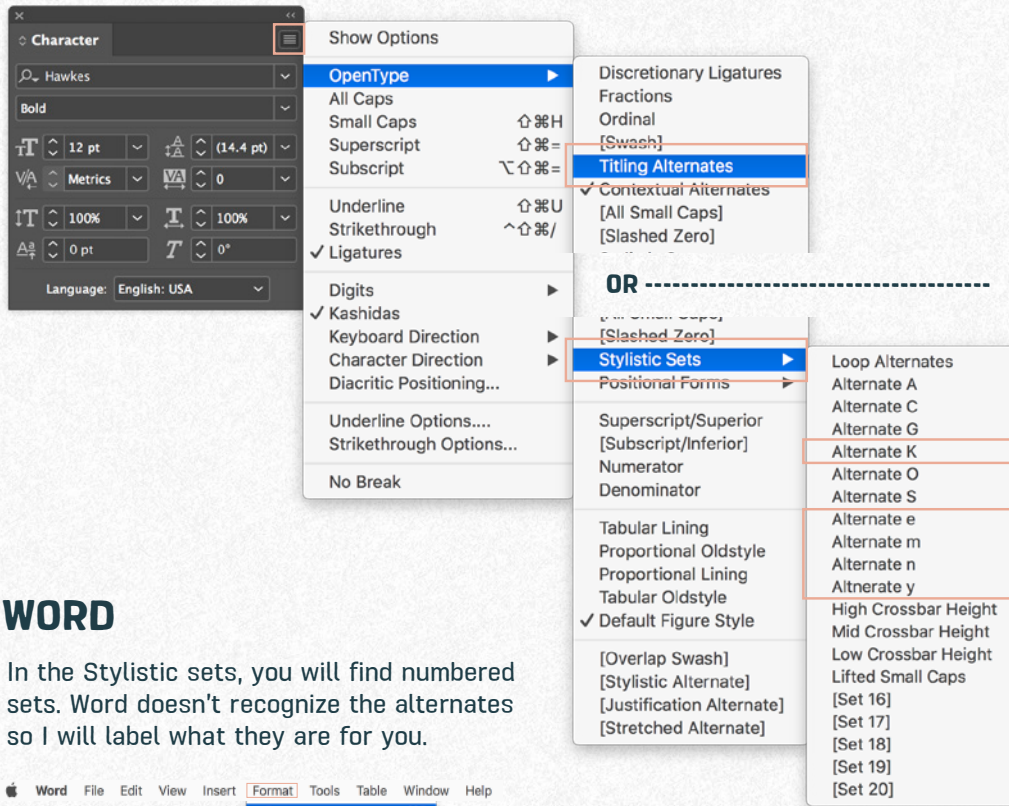
## ALTERNATE

Boats sail on the rivers,  
And ships sail on the seas;  
But clouds that sail across the sky  
Are prettier than these.  
There are bridges on the rivers,  
As pretty as you please;  
But the bow that bridges heaven,  
And overtops the trees,  
And builds a road from earth to sky,  
Is prettier far than these.



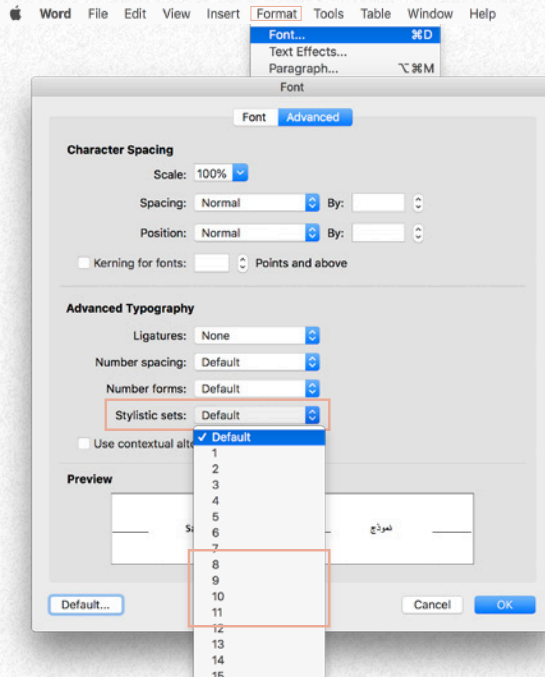
# USING TITLING ALTERNATES

## INDESIGN



## WORD

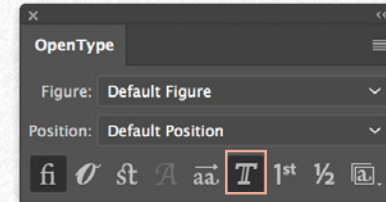
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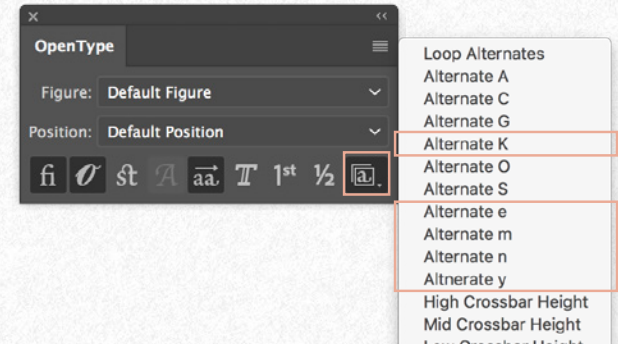
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- 10 - Alternate n
- 11 - Alternate y
- 12 - High Crossbar Height / Regular
- 13 - Mid Crossbar Height / Wide
- 14 - Low Crossbar Height / Narrow
- 15 - Lifted Small Caps

## ILLUSTRATOR

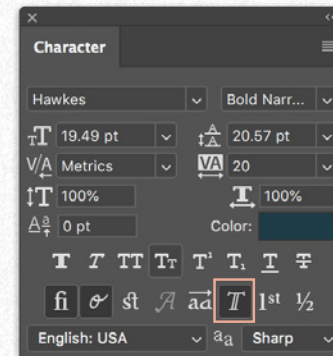
**OPTION 1:** To select a predetermined set of alternates, simply click the Titling Alternates button.



**OPTION 2:** To select your own alternate, click the Stylistic Set dropdown menu and take your pick!



## PHOTOSHOP







sandy  
HAIR  
&  
salty  
AIR



# DISCRETIONARY LIGATURES

While most common ligatures are applied automatically (fi, ff, fl, ffi,etc) there is another set of ligatures that can be applied at the user's discretion. The style of these character combinations can vary greatly based on the style of the typeface and the type designers taste.

For Hawkes they come in the form of nesting capitals and stacked tiny capitals. Capital letters with either a baseline or cap height horizontal stem (T, F and L) or diagonal stems (R, K and Y) there are small capitals that nest inside the elongated stem of the main capital letter. Select combinations are converted to stacking tiny caps that equal the height of a normal capital letter.

Confused? It's hard to explain, so let me show you.



# Discretionary Ligatures

Each weight and width of Hawkes Sans has it's own unique style of nesting the ligatures.

REGULAR

Douglas Fir  
Oregon Ash  
Western Hemlock  
Common Juniper  
Alaska Yellow Cedar  
Ponderosa Pine  
Oregon White Oak  
Madrona  
Sitka Adler  
Paper Birch  
Pacific Willow  
Quaking Aspen

ALTERNATE

DØGLAS FIR  
OEO  
RRGN ASH  
WETERN HMLOCK  
CØMMN JUNIPER  
ALASKA YELLOW CEDAR  
PØDRSA PINE  
OEO  
RRGN WHITE OAK  
MADRONA  
SITKA ADLER  
PAPER BIRCH  
PACIFIC WILLOW  
QUAKING ASPEN



Discretionary Ligatures

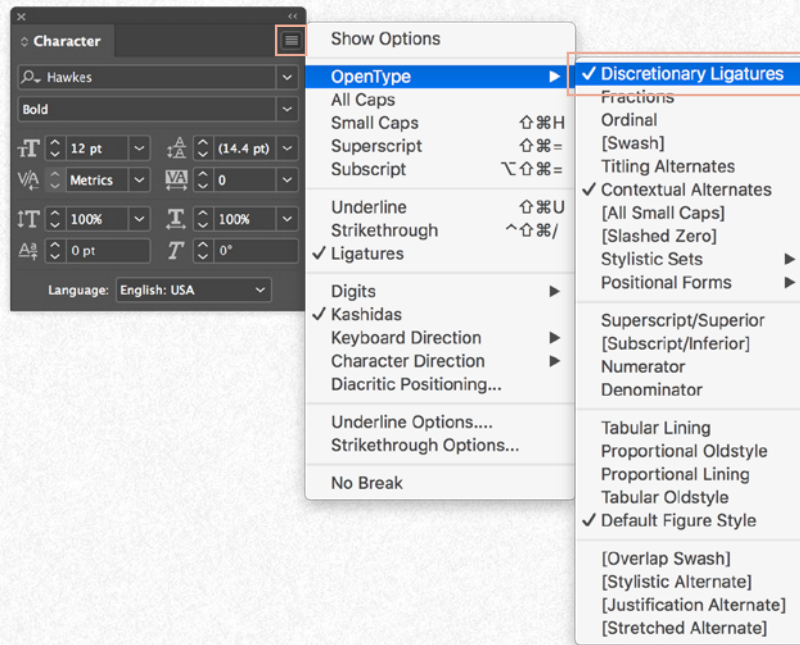
Of course it works with Hawkes Variable Width too!

DOUGLAS FIR DEO RGN ASH  
WESTERN H<sup>E</sup>M<sup>L</sup>OCK @MM<sup>N</sup>  
JUNIP<sup>E</sup>R ALASKA YELLOW  
CEDAR P<sup>N</sup>D<sup>E</sup>R<sup>S</sup>A PINE  
DEO RGN WHITE O<sup>K</sup> MADRONA  
SITKA ADLER PAP<sup>E</sup>R  
BIRCH PACIFIC WILLOW  
QUAKING ASP<sup>E</sup>N

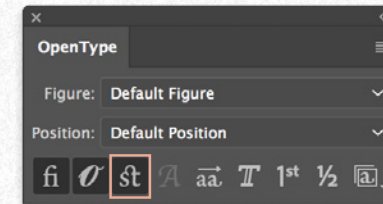


# USING DISCRETIONARY LIGATURES

## INDESIGN

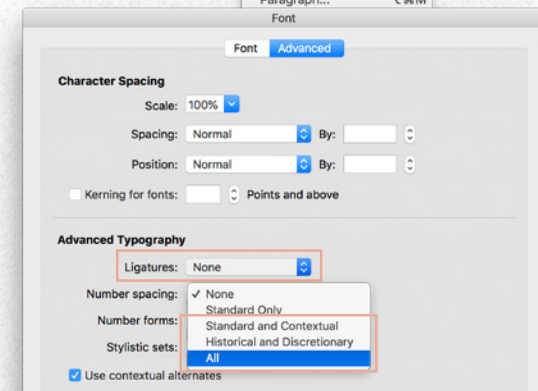
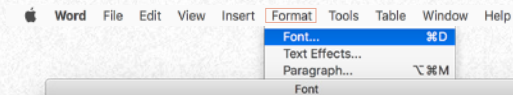


## ILLUSTRATOR

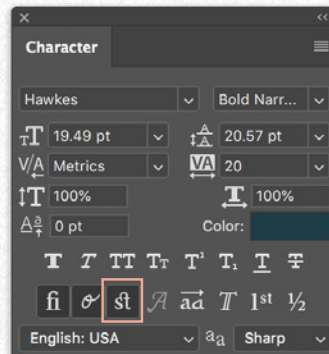


## WORD

In the Stylistic sets, you will find numbered sets. Word doesn't recognize the alternates so I will label what they are for you.



## PHOTOSHOP





#2 CITY  
IN THE U.S.

2019 Condé Nast  
Readers Choice Awards

welcome to  
**SANTA FE**

NEW  
MEXICO



## LIFTED SMALL CAPS

This is a special feature that doesn't exist as a standalone button or OpenType Feature. I like to call them Lifted Small Caps. They simply take any lowercase letter with small cap feature applied and turn it into a lifted small capital.

What the heck is this? Let's see.



# LIFTED SMALL CAPS

To enable Lifted Small Caps, type your word in ALL CAPS except for the letter you want 'lifted', then turn on Small Caps and Discretionary Ligatures. If you want them WITHOUT the nest capitals, then use the Stylistic Sets labeled 'Lifted Small Caps'.

REGULAR

FiR

MADRoNA

SPRUCE

AdLER

HEMLoCK

WILLOW

MaPLE

SMALL CAPS

FIR

MADRoNA

SPRUCE

AdLER

HEMLoCK

WILLOW

MAPLE

LIFTED SMALL CAPS

F!R

MADR!NA

SPR!UCE

AD!LER

HEML!oCK

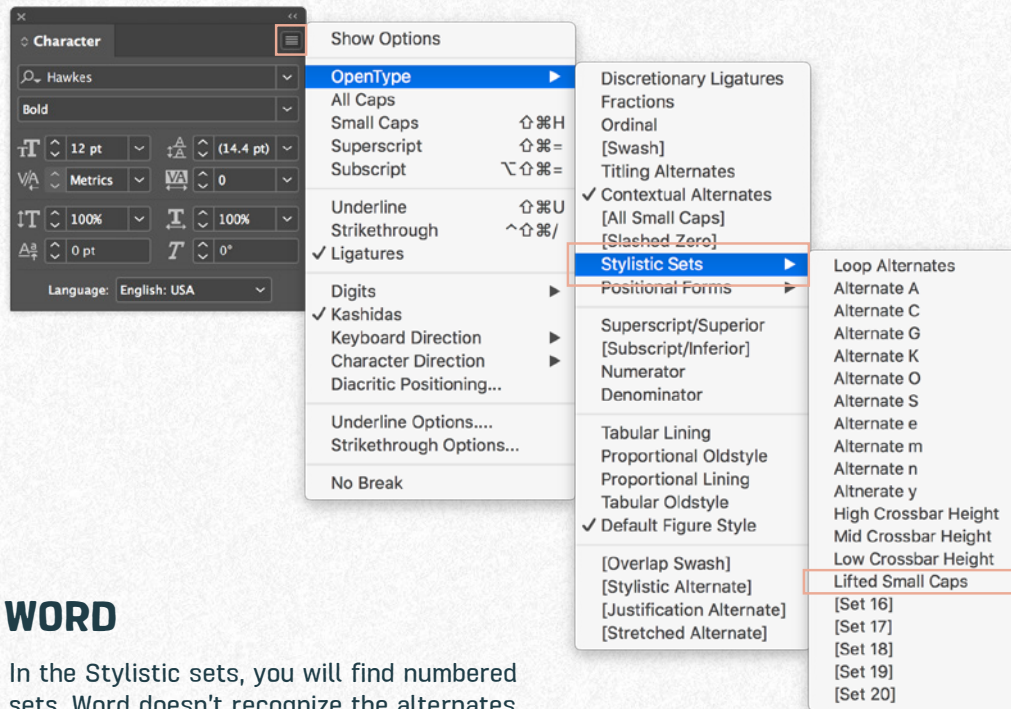
W!LLOW

MA!PLE



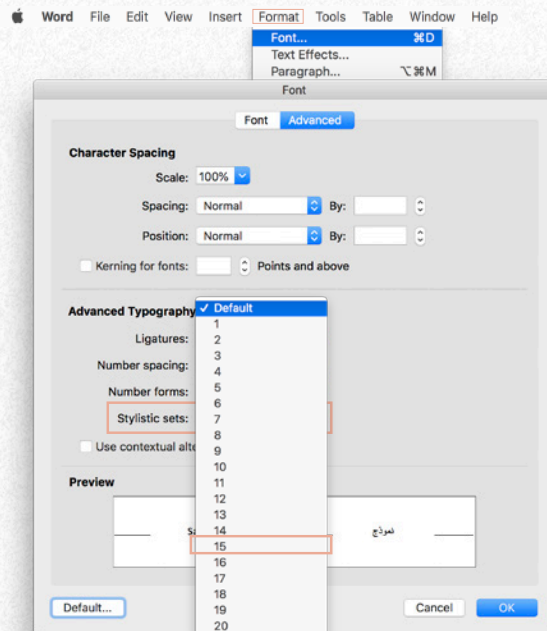
# USING LIFTED SMALL CAPS

## INDESIGN



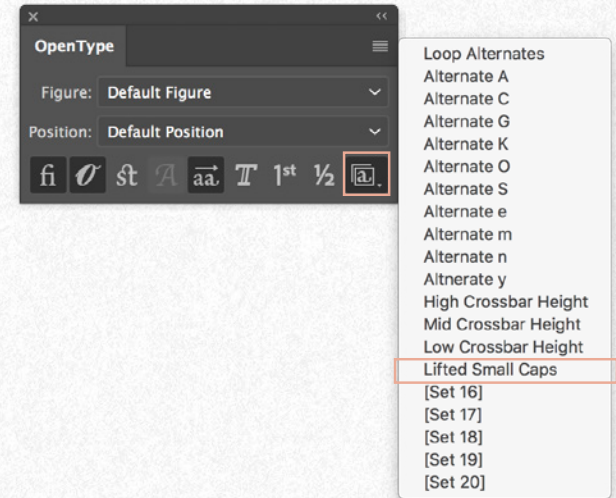
## WORD

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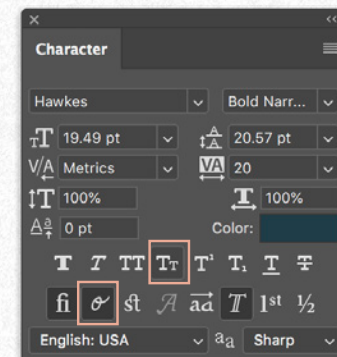


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- 10 - Alternate n
- 11 - Alternate y
- 12 - High Crossbar Height / Regular
- 13 - Mid Crossbar Height / Wide
- 14 - Low Crossbar Height / Narrow
- 15 - Lifted Small Caps

## ILLUSTRATOR



## PHOTOSHOP





A  
GRAPEFRUIT  
*is just a*

LEM  N

THAT SAW AN

*opportunity*

& TOOK ADVANTAGE OF IT



# SWASHES

Just for the script and fairly simple, initial and final swashes can be applied to lowercase letters.

Let's see!



There are several options for initial and final swashes, let's take a look.

## REGULAR

you have brains in your head

## SMALL SWASH 01

you have feet in your shoes

## SWASH 02

~ you can steer yourself  
~ in any direction you choose ~

## SWASH 03

~ you're on your own  
~ and you know what you know

## SWASH 04

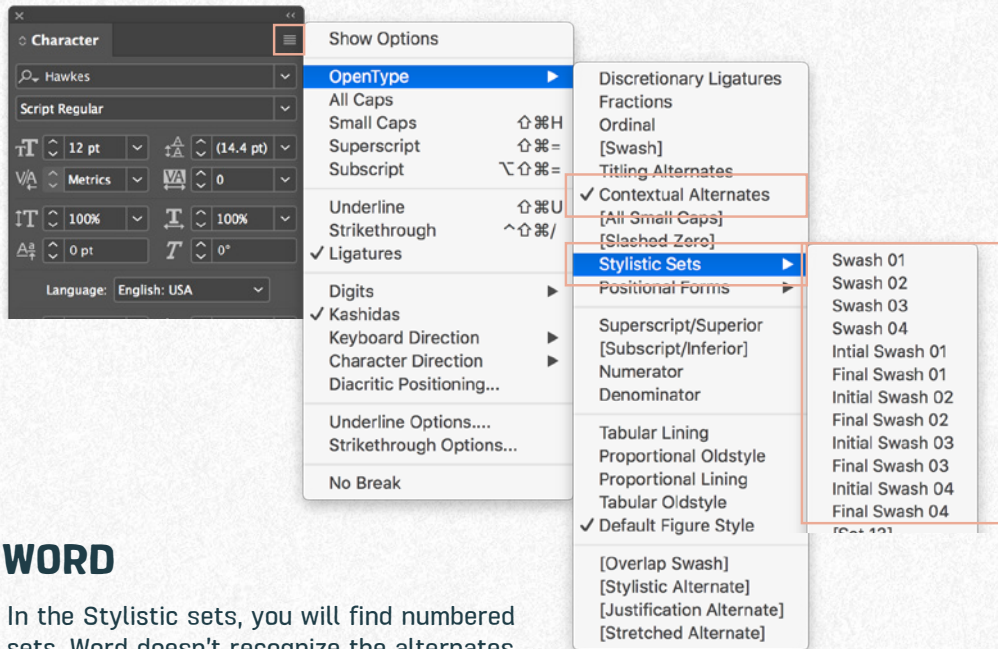
~ and YOU are the guy ~  
~ wholl decide where to go ~



# USING SWASHES

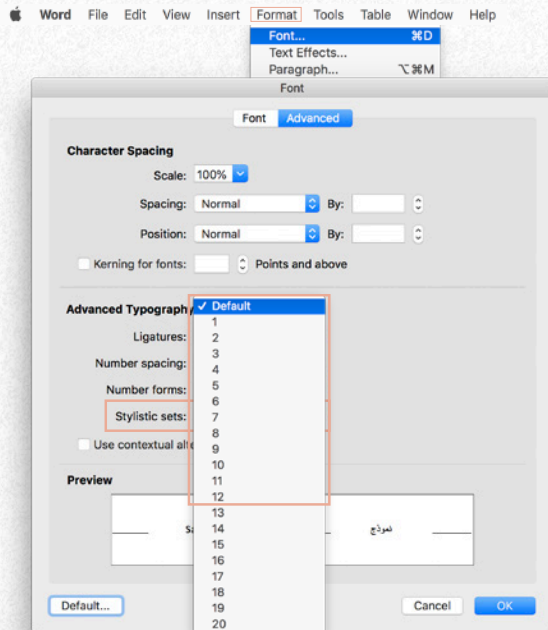
## INDESIGN

Note: Contextual Alternates must also be turned on



## WORD

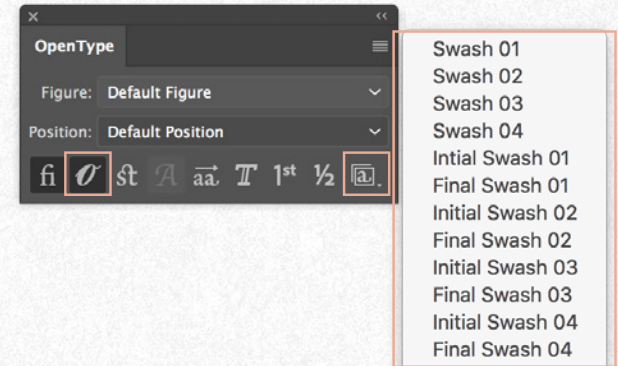
In the Stylistic sets, you will find numbered sets. Word doesn't recognize the alternates so I will label what they are for you.



- 1 - Swash 01
- 2 - Swash 02
- 3 - Swash 03
- 4 - Swash 04
- 5 - Initial Swash 01
- 6 - Final Swash 01
- 7 - Initial Swash 02
- 8 - Final Swash 02
- 9 - Initial Swash 03
- 10 - Final Swash 03
- 11 - Initial Swash 04
- 12 - Final Swash 04

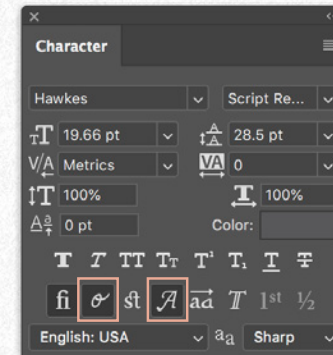
## ILLUSTRATOR

Note: Contextual Alternates must also be turned on



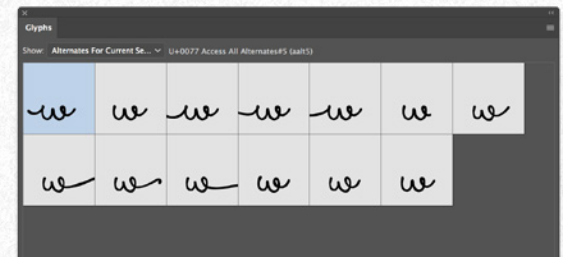
## PHOTOSHOP

Note: Contextual Alternates must also be turned on



OR -----

You can use the Glyphs Panel in InDesign, Illustrator or Photoshop to hand pick swashes and other glyphs.





PLANT  
YOUR  
HOPE  
WITH  
GOOD  
SEEDS

- & -

let your

dreams

grow as

tall as

the trees



# & THAT'S IT!

If you have any questions regarding using Hawkes,  
if you are facing any issues or bugs, please don't  
hesitate to let me know:

[hello@kimmydesign.com](mailto:hello@kimmydesign.com)

Or if you want to share the amazing work you create  
using my typeface, I would LOVE to see them!!

*Thank you for learning!*