A font by Dré Labre and Jason Theodor

# BRINE

NO. 01

ROUND LETTERS. SHARP APPETITE.

# A little rough around the edges.

Not every letter needs a polished surface. Pickle Jar keeps its bumps, soft corners and tiny seed-shaped gaps. Best served large.

CUT INTO IT

# Small seeds. Big flavour.

The illustration borrows the colours of the pantry. The type brings its own texture: openings inside rounded strokes, with a deliberately uneven edge.

Up close, those tiny interruptions become the character of a headline.

PICKLE JAR / PANTRY EDITION 01

# Dill Pickles

CRISP / GREEN / SHARP

PICKLE JAR / PANTRY EDITION 02

# Sweet & Sour

ROUND / BRIGHT / BOLD

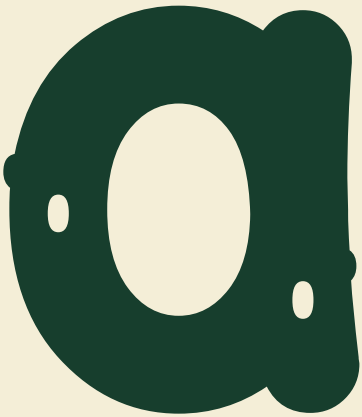
PICKLE JAR / PANTRY EDITION 03

# Extra Crunch

LITTLE SEEDS / BIG TYPE

FICTIONAL LABEL STUDIES / ACTUAL PICKLE JAR TYPE

# Not small caps.



a / SINGLE STOREY

g / DESCENDER

agij

A lowercase with a voice of its own. Single-storey a and g, ascenders, descenders, and dotted i and j. The large forms above are drawn directly from the current font outlines.

A FICTIONAL PANTRY CLUB POSTER

# Bring a jar.

## Stay for a bite.

PANTRY CLUB / SATURDAY / 12:00

# crunch
# tang
# snap!
# sweet
# sour

FIVE WORDS. ONE VERY PARTICULAR TEXTURE.

# Pickle Jar

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

0123456789

.,!?-+=/()'":;&%#*

82 encoded characters, including two spaces.
Uppercase, lowercase, figures and punctuation shown.
No accents, smart quotes or currency symbols.
One Regular style. Designed for display sizes.

UTYPEIA

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