

# 1/10 Vatra Typeface

A rustic typeface with a clean modern look.

This started a year ago. An awful client wanted a visual identity for a festival establishment. Of course he wanted the work to be done ASAP so he never had the time to sign the contract or to give me at least an advanced payment on my work. After I finished the project and a couple of months have passed since the client answered my calls or e-mails, I have discovered that he has done the project with another designer and that he didn't use anything from my work.

Since this is not the first time I get to meet such wonderful clients, and I did worked for a couple of months on this project, I have decided to make the best of my work and started to work on the font that I drew from scratch for this identity.

Unfortunately, as it often happens with all the things we really love doing, I have never had the time to actually do this project and finish it.

I would like to make an entire font family, a Vatra Typeface.

This typeface is inspired from the wonderful eastern-european folk tales, from the old church typography, from the beautiful rustic graphic patterns of the many eastern-european cultures, and from the amazing amount of beautiful traditional culture the last generations have left us. I will bring it all to life and give it a new, clean and modern look by synthesizing everything to the very essence.



## Solution

I would like to make a font family. Vatra Typeface. This typeface is inspired from the wonderful eastern-european folk tales, from the old church typography, from the beautiful rustic graphic patterns of the many eastern-european cultures, and from the amazing amount of beautiful traditional culture the last generations have left us. I will bring it all to life and give it a new, clean and modern look by synthesizing everything to the very essence.

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## 2/10 **Vatra Typeface**

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In summary, what is your “Made on Coboat” project idea (max. 3 sentences)?

Vatra is a typeface inspired from the wonderful eastern-european folk culture. A rustic type with a clean modern look.

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How much of your project can you realistically achieve in 100 days if you will get the chance to stay on the Coboat?

In 3 months, working only on this, I can create an entire font family.

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Will you complete this project on your own, or will you be working with a together with a team?

Alone

## 5/10 **Vatra Typeface**

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Why should your project be chosen?

Because is a project that, ones made, will be useful to every creative around the globe. And because I would really like to find time for this project and this way I would actually do it this time.

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What does this project mean to you?

This project started as a failure, as a disappointing experience. By working on it and finishing it, it will become my personal triumph, my trophy.

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Why do you want to do this project?

I am in love with typography and I would like to explore the old cultures and, at the end, to create a perfect balance between old and new in a typeface.

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Have you used any third-party material? Even if you've modified it, please ensure you source the original here. See FAQ for details.

I will leave the links to the pictures I have used for the gif presentation of the Vatra Typeface logo. They are too big and don't fit in here.



## 9/10 **Vatra Typeface**

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Please tell us a bit about yourself and your professional background. How do you fit into a team? What have you done before within the field of your idea?

I am a graphic designer and illustrator from Bucharest. I have studied graphic arts, industrial design and painting. I don't really know what to say more. If you want to find out more about me and my work, take a look at my portfolio here; [behance.net/corinarosca](https://behance.net/corinarosca)

# 10/10 Vatra Typeface

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## Creative's profile



**Corina Rosca** PRO

Graphic Designer and Illustrator

Bucharest, Romania

## Creative's top 5 skills

Photography, Product Design, User Experience, Packaging Design, Textile Design