

A TOOLBOX OF TYPE

# INDUSTRY INC

FROM FORT FOUNDRY

**INDUSTRY INC** IS A COLLECTION OF TYPE  
COMPRISING STAND-ALONE STYLES ALONG  
WITH A LAYERED TYPE SYSTEM.

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**THINK OF IT AS A TOOLBOX EQUIPPING DESIGNERS  
WITH EXTENSIVE TYPOGRAPHIC OPTIONS  
AND COMBINATIONS. MESS AROUND,  
HAVE SOME FUN, AND DON'T GET HURT.**

STAND-ALONE  
STYLES

STAND-ALONE STYLES

BASE

BEVEL

CUTLINE

DETAIL

INLINE

IN-N-OUT

OUTLINE

STENCIL

**HOW THE  
LAYERED SYSTEM  
WORKS**

**AS YOU BEGIN LAYERING, IT'LL BE GOOD TO KNOW THE BASICS.  
START WITH YOUR LOWEST LAYER, THEN DUPLICATE IT AND  
CHANGE THE NEW ONE TO THE NEXT STYLE AND COLOR.  
REPEAT AS NEEDED.**

**3D SHADOW > 3D > 3D RIGHT > BASE OR STYLE > STROKE OR FILL**



**ORDER IS IMPORTANT, BUT THE NUMBER OF LAYERS IS UP TO YOU. FOR EXAMPLE, A PROJECT MIGHT REQUIRE SIMPLER LAYERING SUCH AS**

**3D > BASE > DETAIL FILL**

**ICE COLD**

**OTHER TIMES, YOU CAN GO FOR ALL FIVE.**

**TIP: TRACK THE TYPE OUT A BIT WHEN YOU DO .**

**SOME EXAMPLES  
TO HELP GET  
YOU STARTED**

**NOTE: THE STENCIL AND OUTLINE STYLES ARE NOT MEANT TO BE LAYERED.**





**COFFEE**

**3D SHADOW > 3D > 3D RIGHT > BASE > INLINE STROKE**

HAMBURGER

BASE > BEVEL FILL

**APPLE CIDER**

**3D > BASE > DETAIL FILL**

NIGHT

3D > OUTLINE > **INLINE STROKE**

# DRIVE-THRU

3D > OUTLINE

**THANK YOU AND ENJOY!**  
**FOR WEIGHTED AND ITALIC VERSIONS**  
**OF INDUSTRY INC'S BASE, CHECK OUT**  
**THE INDUSTRY FAMILY.**

**FORTFOUNDRY.COM**