

*Serous* is a geometric display typeface consisting of four styles. As the naming indicates, *Serous* has been designed to embody the feeling of liquid. Letters and text are defined by rhythm and fluidity. The word *serous* comes from the Latin *serōsus* (from *serum*) and is defined as: resembling, or producing serum, referring to substances of a watery nature.

*Serous* employs a systemised design that generates form and structure based on a set of modular rules. The characters are drawn on a geometric grid, giving the type a rhythmic uniform nature. The forms in *Serous* contain no right angles and feature the same curve radius and stroke weight throughout each type style.

*Serous* is not a text font in any traditional sense, so if pure legibility is required, *Serous* is probably not the answer.

*Serous* is most effective at display sizes. Due to its interlocking nature *Serous* demands creative and skilled treatment. Letters become images and patterns defined by rhythm and fluidity.

The *Serous* family features four font styles that allow for pin lines between letters at a variety of sizes. The font styles can be overlaid at the same size, creating outline effects. Letters can be layered at related sizes to take advantage of their modular nature. *Serous* is sold as a package of four styles: Brook, Creek, Stream and River. River is the heaviest and is most useful at very large sizes as the pin line between forms is extremely thin. Brook is the lightest and will be most useful at small sizes as the pin line is thickest.

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**Styles included in family**

Serous Brook  
Serous Creek  
Serous Stream  
Serous River

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**Designed by**

Mark Gowling

**Features**

Four Styles  
Oldstyle Figures  
Lining Figures  
Limited Accents

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Serous Brook 60pt

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Serous Brook

Serous Creek 60pt

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Serous Creek

Serous Stream 60pt

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Serous Stream

Serous River 60pt

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Serous River

123

456

serous

serous

Gingiv  
Brook

Prospect  
Creek

mill  
stream

Wymbooda  
River

BOYUP  
BAROOK

STONVEY  
CREEK



TANK  
STREAM

YARRA  
RIVER

A river is a natural flowing watercourse, usually freshwater, flowing towards an ocean, sea, lake or another river.

Small rivers can be referred to using names such as stream, creek, brook, rivulet, run, burn, beck and ill.

Many names for  
small rivers are  
specific to location;  
examples are "run"  
in some parts of  
the United States;

"burn" in Scotland  
and "beck" in  
northern England  
A river is defined  
as being larger  
than a creek

A river begins at a source (or more often several sources) follows a path called a course, and ends at a mouth or mouths. The water in a river is usually confined to a channel, made up of a stream bed between banks. In larger rivers there is often also a wider floodplain shaped by flood-waters over-topping the channel. Floodplains may be very wide in relation to the size of the river channel. This distinction between river channel and floodplain can be blurred, especially in urban areas where the floodplain of a river channel can become greatly developed by housing and industry. Rivers can flow down mountains, through valleys or along plains, and can create canyons or gorges. The term upriver (or upstream) refers to the direction towards the source of the river, i.e. against the direction of flow. Likewise, the term downriver (or downstream) describes

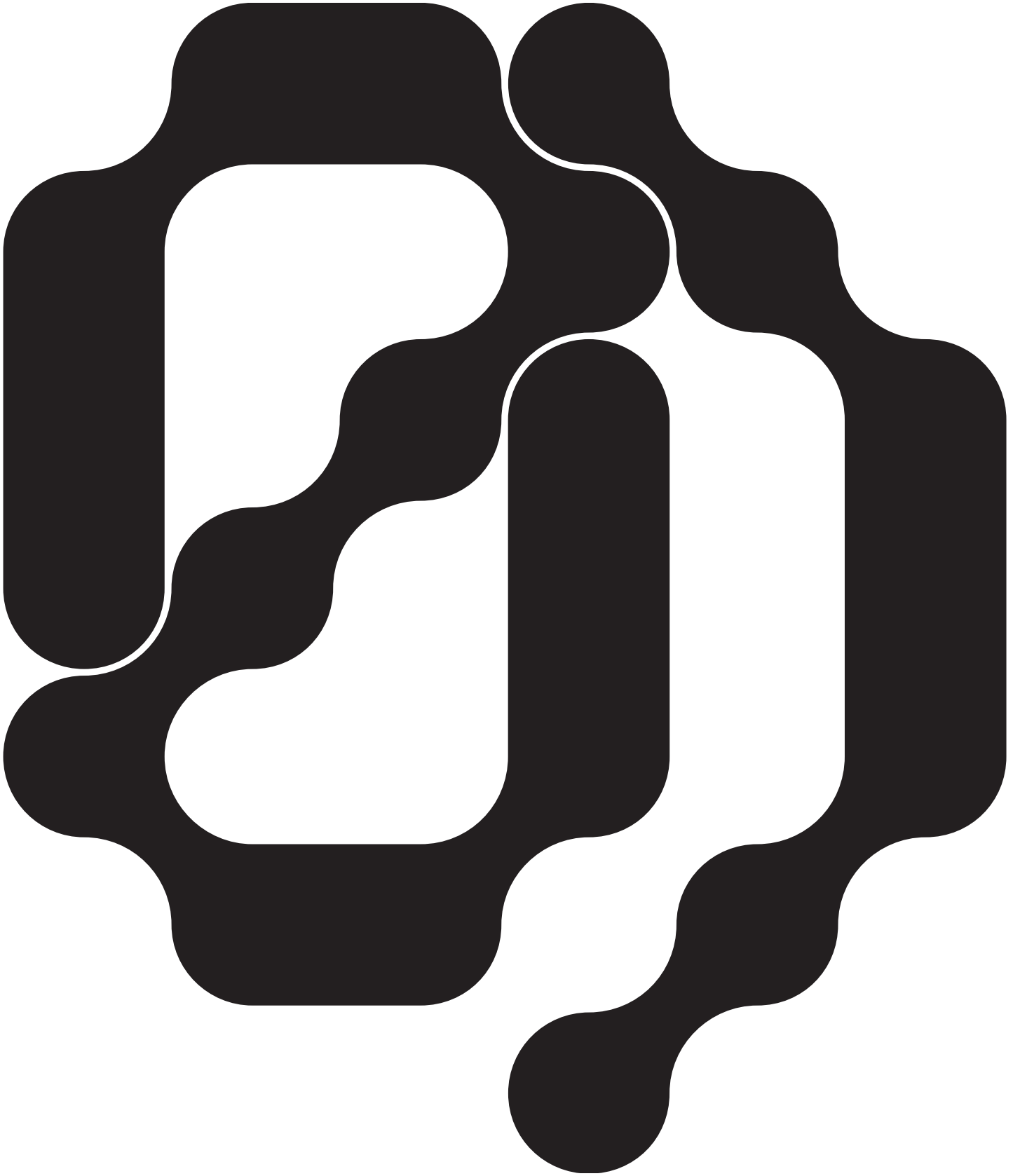
the direction towards the mouth of the river in which the current flows. The term left bank refers to the left bank in the direction of flow right bank to the right. The river channel typically contains a single stream of water, but some rivers flow as several interconnecting streams of water, producing a braided river. Extensive braided rivers are now found in only a few remote regions worldwide, such as the South Island of New Zealand. They also occur on peneplains and some of the larger river deltas. Anastomosing rivers are similar to braided rivers and are quite rare. They have multiple sinuous channels carrying large volumes of sediment. There are rare cases of river bifurcation in which a river divides and the resultant flows ending in different seas. An example is the bifurcation of Nerodime River in Kosovo. A river flowing in its channel is a source

of energy which acts on the river channel to change its shape and form. In 1757, the German hydrologist Albert Brahms empirically observed that the submerged weight of objects that may be carried away by a river is proportional to the sixth power of the river flow speed. This formulation is also sometimes called Ruy's law. Thus if the speed of flow is doubled, the flow would dislodge objects with 64 times as much submerged weight. In mountainous torrential zones this can be seen as erosion channels through hard rocks and the creation of sands and gravels from the destruction of larger rocks. A river valley that was created from a U-shaped glaciated valley can often easily be identified by the U-shaped channel that it has carved. In the middle reaches where a river flows over flatter land, meanders may form through

erosion of the river banks and deposition on the inside of bends. Sometimes the river will cut off a loop shortening the channel and forming an oxbow lake or billabong. Rivers that carry large amounts of sediment may develop conspicuous deltas at their mouths. Rivers whose mouths are in saline tidal waters may form estuaries. Throughout the course of the river, the total volume of water transported downstream will often be a combination of the free water flow together with a substantial volume flowing through sub-surface rocks and gravels that underlie the river and its floodplain (called the hyporheic zone). For many rivers in large valleys, this unseen component of flow may greatly exceed the visible flow. Most but not all rivers flow on the surface. Subterranean rivers flow underground in caves or caverns.









Contextual Alternates Deactivated

Figure

Contextual Alternates Activated

FIGURE

Default Figure Style

0123456789

Proportional Oldstyle Activated

0123456789

Default Figure Style

0123456789

Small Figures Activated

0123456789

## Language Support

Serous features full support of the following languages: Abenaki, Afaan, Oromo, Afar, Albanian, Alsatian, Amis, Anuta, Aragonese, Aranese, Arrernte, Arvanitic (Latin), Asturian, Atayal, Aymara, Bashkir (Latin), Basque, Belarusian (Latin), Bemba, Bikol, Bislama, Bosnian, Breton, Cape Verdean Creole, Catalan, Cebuano, Chamorro, Chavacano, Chichewa, Chickasaw, Cimbrian, Cofán, Corsican, Creek, Crimean Tatar (Latin), Croatian, Czech, Dawan, Delaware, Dholuo, Drehu, English, Esperanto, Estonian, Faroese, Fijian, Filipino, Finnish, Folkspraak, French, Frisian, Friulian, Galician, Ganda, Genoese, Gikuyu, Gooniyandi, Guadeloupean Creole, Gwich'in, Haitian Creole, Hän, Hawaiian, Hiligaynon, Hopi, Hotc k (Latin), Hungarian, Icelandic, Ido, Ilocano, Indonesian, Interglossa, Interlingua, Irish, Italian, Jamaican, Javanese (Latin), Jèrriais, Kala Lagaw Ya, Kapampangan (Latin), Kaqchikel, Karakalpak (Latin), Karelian (Latin), Kashubian, Kikongo, Kinyarwanda, Kiribati, Kirundi, Klingon, Kurdish (Latin), Ladin, Latin, Latino sine Flexione, Latvian, Lithuanian, Lojban, Lombard, Maasai, Makhuwa, Malay, Maltese, Manx, Māori, Marquesan, Meriam Mir, Mirandese, Mohawk, Montagnais, Montenegrin, Murrinh-Patha, Nagamese Creole, Ndebele, Neapolitan, Ngayambaa, Niuean, Noongar, Norwegian, Novial, Occidental, Occitan, Oshiwambo, Ossetian (Latin), Palauan, Papiamentu, Piedmontese, Polish, Portuguese, Potawatomi, Q'eqchi', Quechua, Rarotongan, Romansh, Rotokas, Sami (Inari Sami), Sami (Lule Sami), Sami (Northern Sami), Sami (Southern Sami), Samoan, Sango, Saramaccan, Sardinian, Scottish Gaelic, Serbian (Latin), Seri, Seychellois Creole, Shawnee, Shona, Sicilian, Silesian, Slovak, Slovenian, Slovio (Latin), Somali, Sorbian (Lower Sorbian), Sorbian (Upper Sorbian), Sotho (Northern), Sotho (Southern), Spanish, Sranan, Sundanese (Latin), Swahili, Swazi, Swedish, Tagalog, Tahitian, Tetum, Tok Pisin, Tokelauan, Tongan, Tshiluba, Tsonga, Tswana, Tumbuka, Turkish, Turkmen (Latin), Tuvaluan, Tzotzil, Uzbek (Latin), Venetian, Vepsian, Volapük, Vöro, Wallisian, Walloon, Waray-Waray, Warlpiri, Wayuu, Welsh, Wik-Mungkan, Wiradjuri, Wolof, Xavante, Xhosa, Yapese, Yindjibarndi, Zapotec, Zulu, Zuni.

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