

HURME
OVAL SANS

TYPEFACE SPECIMEN

v1.0 - 27/05/2023

Nice!

CONTAINS NO NEGATIVE SPACES

Slow breakfast

Why Isn't Every Parking Lot Covered With Solar Panels?

ADJUSTABLE LEVEL OF CONTRAST

synergy

That's Great

CAN PERFORM UPWARDS OF 350 WORDS PER MINUTE

POSITIVELY OPTIMIZED

ABUNDANT SOURCE OF POWER

875/wst

LOOKING FORWARD

strong bones

On a breakfast in 1970, he had an idea of using the waffle texture on the soles of running shoes.

straight from the dryer

GEODYNAMICS

Exceptional Growth

Thought to be extinct, a Hawaiian flower was rediscovered on a cliff face by a drone

Don't Let Algorithms Rule Your Feeds

TEAMWORK

Hurme Oval Sans

Collection styles overview

A rational interpretation of hand-painted grotesks of the early 1900s. The recurring oval shape throughout the character set creates a distinctive, relaxed texture. Moderately high x-height.

Condensed Thin

Narrow Thin

Normal Thin

Wide Thin

Condensed Light

Narrow Light

Normal Light

Wide Light

Condensed Regular

Narrow Regular

Normal Regular

Wide Regular

Condensed Medium

Narrow Medium

Normal Medium

Wide Medium

Condensed SemiBold**Narrow SemiBold****Normal SemiBold****Wide SemiBold****Condensed Bold****Narrow Bold****Normal Bold****Wide Bold****Condensed Black****Narrow Black****Normal Black****Wide Black**

Low contrast and high contrast options

In addition to width and weight, also contrast is adjustable as a variable dimension.

Available as triple-axis variable font and as two families, both featuring seven weights and four widths.

Condensed Thin

Narrow Thin

Normal Thin

Wide Thin

Condensed Light

Narrow Light

Normal Light

Wide Light

Condensed Regular

Narrow Regular

Normal Regular

Wide Regular

Condensed Medium

Narrow Medium

Normal Medium

Wide Medium

Condensed SemiBold**Narrow SemiBold****Normal SemiBold****Wide SemiBold****Condensed Bold****Narrow Bold****Normal Bold****Wide Bold****Condensed Black****Narrow Black****Normal Black****Wide Black**

Hurme Oval Sans

Language support

Supported languages

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

LOW
CONTRAST
STYLES

Hurme Oval Sans

Condensed width styles with
low contrast.

Condensed Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Condensed Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Condensed Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Condensed Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Condensed SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Condensed Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Condensed Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Hurme Oval Sans

Narrow width styles with low contrast.

Narrow Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Narrow Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Narrow Regular

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SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Hurme Oval Sans

Normal width styles with low contrast.

Normal Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Normal Light

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AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Normal SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
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Normal Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Normal Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Hurme Oval Sans

Wide width styles with low contrast.

Wide Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Wide Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Wide Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Wide Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Wide SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
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Wide Bold

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Wide Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@\$£%&(?)

Hurme Oval Sans
Black Condensed - 50pt

KLARWIRD

Hurme Oval Sans
Bold Condensed - 50pt

ÖVERSTIGA

Hurme Oval Sans
SemiBold Condensed - 50pt

HALVBLODS

Hurme Oval Sans
Medium Condensed - 50pt

ACQUÉREUR

Hurme Oval Sans
Regular Condensed - 50pt

BALOIÇAVAM

Hurme Oval Sans
Light Condensed - 50pt

SPOČETNÝCH

Hurme Oval Sans
Thin Condensed - 50pt

AERÓDROMOS

moonlight

downscale

kampvuren

wingspread

capisezione

yleisövihjeet

spódniczkom

Hurme Oval Sans
Black Narrow - 50pt

NORDVEST

autofocus

Hurme Oval Sans
Bold Narrow - 50pt

KILOHERTZ

paquetage

Hurme Oval Sans
SemiBold Narrow - 50pt

AMBROVÉM

exploração

Hurme Oval Sans
Medium Narrow - 50pt

QUICKSAND

olympiques

Hurme Oval Sans
Regular Narrow - 50pt

SYDÄNKÄPY

divulgatrice

Hurme Oval Sans
Light Narrow - 50pt

SOUS-ÉTAGE

stützpfeilers

Hurme Oval Sans
Thin Narrow - 50pt

GROENEVELD

kortvågsradio

Hurme Oval Sans
Black Normal - 50pt

VOLKER

tronzar

Hurme Oval Sans
Bold Normal - 50pt

DOZVUK

coinage

Hurme Oval Sans
SemiBold Normal - 50pt

QUADRO

rekylera

Hurme Oval Sans
Medium Normal - 50pt

MUSGRÅ

dyarchie

Hurme Oval Sans
Regular Normal - 50pt

ALTROVE

progress

Hurme Oval Sans
Light Normal - 50pt

FUSEBOX

kuvasarja

Hurme Oval Sans
Thin Normal - 50pt

PESCARIA

seebisega

Hurme Oval Sans
Black Wide - 50pt

GRAVO

behalf

Hurme Oval Sans
Bold Wide - 50pt

SNACK

aboyer

Hurme Oval Sans
SemiBold Wide - 50pt

MAÇON

chorizo

Hurme Oval Sans
Medium Wide - 50pt

AVKORT

yleensä

Hurme Oval Sans
Regular Wide - 50pt

ZROĎTE

arktisch

Hurme Oval Sans
Light Wide - 50pt

BØLGEN

soistega

Hurme Oval Sans
Thin Wide - 50pt

ÓYENOS

postcard

Hurme Oval Sans - Thin Condensed 56 pt

POZYCJI PORTFELA QUERCUS
underbar sträckning utmed

Hurme Oval Sans - Light Condensed 56 pt

FRUITS, NUTS AND BERRIES
Les Travaux De Couverture

Hurme Oval Sans - Regular Condensed 56 pt

PODPOŘENÝCH PROJEKTŮ
Twice As Many Messages

Hurme Oval Sans – Medium Condensed 56 pt

OM 53 PROSENT KVINNER
Campos De Investigação

Hurme Oval Sans – SemiBold Condensed 56 pt

THE BROADWAY COMEDY
L'auteur De Ses Œuvres

Hurme Oval Sans - Bold Condensed 56 pt

ZO'N 27 PROCENT MÉÉR
Få Världen Att Framstå

Hurme Oval Sans - Black Condensed 56 pt

GEBÜNDELT ERBRACHT
New Category Waiting

Hurme Oval Sans - Thin Narrow 56 pt

AURINKOVOIMALLA
Regionavisä Bladet

Hurme Oval Sans - Light Narrow 56 pt

ARENGUKS SOBIV
About 45 Percent

Hurme Oval Sans - Regular Narrow 56 pt

JOVEN PRODIGIO
Realizację Zadań

Hurme Oval Sans - Medium Narrow 56 pt

FORHÅBENTLIGT
Skvělá Dovolená

Hurme Oval Sans - SemiBold Narrow 56 pt

AUX NOUVELLES
Siebzigerjahren

Hurme Oval Sans - Bold Narrow 56 pt

L'INFORMATICA
En Långsträckt

Hurme Oval Sans - Black Narrow 56 pt

THE LANDLORD
Cómo Se Llega

Hurme Oval Sans - Thin Normal 56 pt

EXPLICAÇÕES
Rohkem kui 19

Hurme Oval Sans - Light Normal 56 pt

ZIPLOCK BAG
Lisäksi Hyvää

Hurme Oval Sans - Regular Normal 56 pt

GAMBERONE
1271 Utøvere

Hurme Oval Sans - Medium Normal 56 pt

UMA EDIÇÃO
Landscaped

Hurme Oval Sans - SemiBold Normal 56 pt

BLODTRYCK
2,71 Vteřiny

Hurme Oval Sans - Bold Normal 56 pt

ONLY WORK
Fachkräfte

Hurme Oval Sans - Black Normal 56 pt

COMENZAR
Stay Fresh

Hurme Oval Sans - Thin Wide 56 pt

SALUDABLE
Nieco Ponad

Hurme Oval Sans - Light Wide 56 pt

ČISTÉ VODY
Järjestelmä

Hurme Oval Sans - Regular Wide 56 pt

VALORIZAM
Prima Onda

Hurme Oval Sans - Medium Wide 56 pt

AVEC DEUX
The Strong

Hurme Oval Sans - SemiBold Wide 56 pt

FORSVARE
Benadrukt

Hurme Oval Sans - Bold Wide 56 pt

VERY FEW
Förmågor

Hurme Oval Sans - Black Wide 56 pt

ZEHNMAL
Mile Back

Hurme Oval Sans

Body copy
Normal width
Low contrast

Light & Medium – 10/12pt

A good story has the power to captivate its audience and transport them to another world. It can provide an escape from the mundane or an opportunity to explore the fantastical, stirring emotions and inspiring thought.

But what is the essence of a good story?

The late author and screenwriter William Goldman famously mused, “Nobody knows anything. Not one person in the entire motion picture field knows for a certainty what’s going to work.” The sentiment is echoed by other experts in the field, who recognize that there is no single formula for crafting a successful story.

Nevertheless, a study published by the journal *Poetics* in 1996 found that a well-told story typically shares certain key characteristics. According to the study, a good story is one that has a “narrative structure,” featuring a well-defined beginning, middle, and end, and a “plot” that has a clear arc of conflict, climax, and resolution. The study also cites “narrative coherence” as an essential element of a good story. This means that the plot should flow logically and be told in a manner that is easy to follow. The characters and their motivations should be clearly developed and believable, and the story should strive for a “thematic unity” that ties together the various plot elements.

The study goes on to emphasize the importance of strong emotional resonance in a good story. As noted in the study, “The emotional response of the audience is what gives meaning to the narrative.” A well-told story should be able to evoke a range of emotions in its audience and elicit an emotional reaction, making it a more memorable and meaningful experience.

Finally, a good story should have a certain timelessness to it. As the study explains, “A successful

Regular & SemiBold – 10/12pt

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Regular & SemiBold – 14/17pt

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Hurme Oval Sans

Body copy
Normal width
Low contrast

Light & Regular – 8/10pt

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Finally, a good story should have a certain timelessness to it. As the study explains, “A successful narrative has the ability to transcend time and space, speaking to the universal human experience.” A story that is able to connect with its audience and transcend its own narrative structure is one that will live on, remembered and retold for generations to come.

Regular & Medium – 8/10pt

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Light & Medium - 10/12pt

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Light - 14/17pt

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Regular & SemiBold - 10/12pt

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HIGH
CONTRAST
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Hurme Oval Sans

Condensed width styles with
high contrast.

Condensed Thin

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Hurme Oval Sans
Black Condensed - 50pt

AMBROSIA

Hurme Oval Sans
Bold Condensed - 50pt

SMÅKYRKA

Hurme Oval Sans
SemiBold Condensed - 50pt

GENUDVIND

Hurme Oval Sans
Medium Condensed - 50pt

DÉBARQUER

Hurme Oval Sans
Regular Condensed - 50pt

OBSTINAÇÃO

Hurme Oval Sans
Light Condensed - 50pt

STEAKHOUSE

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Thin Condensed - 50pt

MARAGATERÍA

lowercase

megahertz

volgeboekt

dramaturgy

spazialismo

mäntysuopa

śnieżyczkach

Hurme Oval Sans
Black Narrow - 50pt

BREVPOST

wavefront

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Bold Narrow - 50pt

BACKDROP

défonçage

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SemiBold Narrow - 50pt

ROZCVAKAL

supervisão

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Medium Narrow - 50pt

VELÁSQUEZ

champagne

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SODANKYLÄ

strapotenza

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CONVOQUER

aufgepflanzt

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VERSCHALEN

färdigstyckad

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GLAUBE

defrost

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ÚVOZEM

comedy

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OBTIDAS

snöberg

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Medium Normal - 50pt

SNØKVIT

frontaux

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Regular Normal - 50pt

TROVATO

storyline

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Light Normal - 50pt

SYNAPSE

lähetystö

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Thin Normal - 50pt

LOSANGO

seikadega

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Black Wide - 50pt

SCOPE

knight

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VITKÅL

coteau

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ZINQUE

viceroy

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NYSØLV

ryövärit

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Regular Wide - 50pt

UPLÉŚĆ

polygraf

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Light Wide - 50pt

SYBORD

valdsust

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Thin Wide - 50pt

ESCAÑO

congrats

Hurme Oval Sans - Condensed Thin Contrast 56 pt

ZRÓŻNICOWANIA WYDATKÓW
utgivning av prisade böcker

Hurme Oval Sans - Condensed Light Contrast 56 pt

49% MORE LIKELY TO CLICK
Opacité Et Mieux Contrôler

Hurme Oval Sans - Condensed Regular Contrast 56 pt

ZAKOUPIT V POKLADNÁCH
Drei Jahren Relativ Stabil

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ANDRE OPPDRAGSGIVERE
Coração E Outros Órgãos

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FOR 2023: ROSE QUARTZ
Que Deux Autres Sujets

Hurme Oval Sans – Condensed Bold Contrast 56 pt

SNOR EN SIKJE GEVEILD
En Ordentlig Biokänsla

Hurme Oval Sans – Condensed Black Contrast 56 pt

27 KILOMETER LANGEN
Came With Jet Engine

Hurme Oval Sans - Narrow Thin Contrast 56 pt

OHJELMAN RUNKO
Et Annet Spørsmål

Hurme Oval Sans - Narrow Light Contrast 56 pt

ÜLE 65-AASTASTE
English Language

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VARIOS ESTADOS
Trzy Razy Więcej

Hurme Oval Sans - Narrow Medium Contrast 56 pt

BARNLIGE FIGUR
Výrobci Nábytku

Hurme Oval Sans - Narrow SemiBold Contrast 56 pt

DIVERS MOYENS
Auf Lange Sicht

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TREDICI GIORNI
Sverige Hösten

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STUDY THEORY
Dans Un Cadre

Hurme Oval Sans - Normal Thin Contrast 56 pt

54,9 MILHÕES
Järgmine Kord

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FROM SUGAR
Vauhti Kiihtyy

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QUARTO MÊS
Forstår Godt

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Každý Druhý
Don't Forget

Hurme Oval Sans - Normal SemiBold Contrast 56 pt

PÅ KORTARE
Num Padrão

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YEARS AGO
Eine Mücke

Hurme Oval Sans - Normal Black Contrast 56 pt

CONGREGÓ
Safe Place

Hurme Oval Sans - Wide Thin Contrast 56 pt

AVANZADOS
Miejsco Pracy

Hurme Oval Sans - Wide Light Contrast 56 pt

85% DOBITÍ
Sitä Myöten

Hurme Oval Sans - Wide Regular Contrast 56 pt

ACEITAÇÃO
Ora In Mano

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LA CLARTÉ
First-Order

Hurme Oval Sans - Wide SemiBold Contrast 56 pt

BEGYNDTE
En Zondag

Hurme Oval Sans - Wide Bold Contrast 56 pt

BROWARD
Förmågor

Hurme Oval Sans - Wide Black Contrast 56 pt

GRÜNDER
Play With

Hurme Oval Sans

Body copy
Normal width
High contrast

Regular & Medium – 10/12pt

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Hurme Oval Sans

Body copy
Normal width
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Hurme Design

The independent typefoundry of Toni Hurme based in Helsinki, Finland. For more information, inquiries or to give feedback, feel free to contact.

info@hurmedesign.com

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Hurme Design Oy
Helsinki, Finland

Acknowledgments

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