

Family

Okay

Specimen

Overview



Black

Narrow

Condensed

Okay

Aa	Aa	Aa	Aa	Aa	Aa
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Black

Black Vinegar

Black Italic

Ginger Pickle

Narrow

Dijon Mostarda

Narrow Italic

Cheonggukjang

Condensed

Tamarind Chutney

Condensed Italic

Nutritional Yeast

Okay Variable

Variable

Okay Variable Italic

Variable

Contextual Alternates
and Ligatures**Big fluff! → Big fluff!**

Tighter fitting f-pairs

Uppercase Forms

{(iċ@k?!)} → {(iĊ@K?!)}Punctuation aligned
for all-caps text

Lining Figures

Area +312 → Area +312

Cap-height numbers

Arbitrary Fractions

16 15/39 g → 16 ¹⁵/₃₉ gnumber + slash + number
turns into a fraction

Super- & Subscripts

use H20b → use H₂O^b

Small numbers and letters

Stylistic Set #01

„Tisch“ → 99Tisch66

“Editorial” quotes

Stylistic Set #02

(quick!)* → (quick!)*Shorter extenders for
tighter vertical spacing

Stylistic Set #03

quaighs → quaighsRound-top alternates for
a, g, and q (*italics only*)

Localized Dutch

Blíjf mīj → Blíjf mīj

Turns í+j into i+j

Localized Polish

To Póžno → To PóžnoTurns acutes into more
upright kreska

Localized Catalan

Pel·licula → Pel·liculaBetter (well, tighter)
fitting L-dot-L formsLocalized Romanian
and Moldavian**O Știință → O Știință**Turns cedillas into
comma-belowLocalized Turkish, Azerbaijani
and Crimean Tatar**ihtişamı → İHTİŞAMI**Case transformations for
i-dot and i-dotless

Okay Family

Marmite
Tzatziki
Jalapeños
Soy Sauce
Horseradish
Chimichurri

About the Design

"What if Gill Kayo didn't look so dumb?" Okay began as an attempt to reconsider the stupidity of Kayo. But it turns out Kayo's goofy design is what makes it such a great typeface. Trying to normalize it was, ironically, a dumb idea itself. Like a design lobotomy. But here we are...

Okay* is an extra-bold, kinda-humanist display sans. Instead of the over-the-top slapstick look of Kayo, Okay has a dry, sarcastic wit. More Richard Ayoade than Benny Hill, if that makes any sense. Though it only comes in one weight, bold af, Okay has multiple widths and an alternate set of shorter extenders to make it a versatile little family good for setting punchy and warm headlines.

Supported Languages

Okay supports a bunch of languages that use the Latin script, including: Afrikaans, Albanian, Asu, Basque, Bemba, Bena, Bosnian, Breton, Catalan, Chiga, Colognian, Cornish, Croatian, Czech, Danish, Embu, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, Ganda, German, Gusii, Hawaiian, Hungarian, Icelandic, Igbo, Inari Sami, Indonesian, Irish, Italian, Jola-Fonyi, Kabuverdianu, Kalaallisut, Kalenjin, Kamba, Kikuyu, Kinyarwanda, Koyra Chiini, Koyraboro Senni, Latvian, Lithuanian, Low German, Lower Sorbian, Luo, Luxembourgish, Luyia, Machame, Makhwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Meru, Morisyen, North Ndebele, Northern Sami, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Polish, Portuguese, Quechua, Romanian, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Scottish Gaelic, Sema, Shambala, Shona, Slovak, Slovenian, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Tasawaq, Teso, Thai, Tongan, Turkmen, Upper Sorbian, Uzbek, Vietnamese, Vunjo, Walser, Welsh, Zarma, and Zulu.

Default Fonts

Okay Sample 0123

Every style of Okay includes the standard version of the font. It has proportional-width old-style figures (0123456789) as the default style of number. Proportional-width lining figures (0123456789) are accessible as OpenType features. Most users only need to install this version.

Alternate LP Fonts

Okay LP Sample 0123

Every style of Okay also includes an alternate "LP" version with proportional-width lining figures as the default number style. Some people prefer this form, and they can be useful in headlines. But most user can use OpenType features and don't need to install this version. This is provided for use in layout applications with crappy OpenType support, like MS Powerpoint.

Webfont Fonts

The webfont files for Okay include versions of both the default and "LP" fonts described above. Each of these comes in two versions, one of the full fonts (so you can use OpenType features via CSS) and a smaller one subset to the Latin-1 character set. FWIW, the Webfont License also allows you to make your own subsets.

Alternate Short Extender Fonts

(Àkálôïd)* (Àkálôïd)*
QĘŃŃŃ\$58" QĘŃŃŃ\$58"
baqfjoghkl baqfjoghkl
dyōjβtūp¹²³ dyōjβtūp¹²³

Default

Short

Okay has an alternate set of characters with a shorter extender length. This can help you cram more lines into a tight vertical space. You can turn them on using the OpenType Stylistic Set #02. If you are working in an environment with bad OpenType support and really want to use them, I can provide them as separate fonts. Just ask.

Bonus Variable Fonts

Customers who purchase the complete Okay family will also get access to a variable font version of the typeface. Okay VF gives you fine-tuned control over the width and extender length. New to variable fonts? They're a new font format where, instead of using a bunch of separate fonts, you get a single file with the ability to fine tune certain design parameters like the font width and extender length. Look it up, it's pretty cool stuff.

License Options

Okay Type offers four license options so you can select the usage you need without paying for rights you won't use. A brief summary of each is below, but you should read the full EULA for the real details. Feel free to email any questions.

1 Desktop/Print

This is the old-school font license option. It lets you install the fonts on a computer to make static things like printed material. The priced depends on the number of users in your organization who need to install the fonts.

2 Webfont

This license is for when you need to use a font on a website using CSS @font-face. It is a perpetual license for self-hosted use. Prices depend on the number of pageviews per month for one domain.

3 App Embedding

This license is for embedding or otherwise using a font in a mobile app or electronic publication where text is rendered on-the-fly. These are priced by the number of titles.

4 Other Uses

Okay, I lied, there are more than four license options. There are Enterprise Licenses. Brand Packages. Modification Rights. Broadcast and Motion Graphic Use. OEM Embedding. And more. For use not covered by the off-the-shelf options listed above, email ok@ytp.e to discuss.

* Sorry for the confusing name. I tried really hard to think of a better one. Okay is a "normalization" of Kayo, the inspiration for the design. And "Okay" is an anagram of "Kayo". I kind of regret poaching the font name (2004) for the business name (2009). Now we're all going to be confused forever.

Credits

Okay Type is a typeface design studio in Chicago. Okay was designed by Jackson Cavanaugh. The font you're reading right now is Alright v2.

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okaytype.com
ok@ytp.e

Family **Okay**
Weight **Condensed**



Black Narrow Condensed

Okay **Aa Aa Aa Aa Aa Aa**



169

LEMON

138

SAMBAL

116

VEGEMITE

87

TABLE SAUCE

70

ONION CHUTNEY

51

CRUSHED RED PEPPER

38

MELITZANOSALATA EGGPLANT

25

CAROLINA STYLE MUSTARD BARBECUE SAUCE

18

HALFORD LEICESTERSHIRE TABLE SAUCE COLLECTABLE BOTTLES

174 **Honey**

137 **Palapas**

110 **Gomashio**

87 **Remoulade?**

70 **Smörgåskaviar**

48 **66Hendersons Relish99**

39 **Fermented Purple Cabbage**

26 **Almond-Based Vegan Hollandaise Sauce**

18 **Chicago-Style Florescent Green Sweet Pickle Hot Dog Relish**

175 **DASHI**

141 **BUTTER**

110 **SRIRACHA**

86 **MAYONNAISE**

70 **DIJON MUSTARD**

50 **CRUSHED RED PEPPER**

35 **SEAWEED INFUSED OJINGEO-JEOT**

26 **EMULSIFIED EGG YOLK & CLARIFIED BUTTER**

18 **SHALLOTS AND CHERVIL WITH A BALSAMIC VINEGAR REDUCTION**

169 ***Ponzu***

146 ***Wasabi***

112 ***Mostarda***

88 ***Horseradish***

71 ***Pickled Pepper***

52 ***Tewkesbury Mustard***

40 ***Dehydrated Peanut Butter***

27 ***Guacamole with Serrano Garlic Chili Ash***

17 ***Fire-Roasted Pineapple and Habero Salsa with Diced Jicama***

Family **Okay**
Weight **Narrow**



Black Narrow Condensed

Okay **Aa Aa Aa Aa Aa Aa**



177

MOLLE

146

PESTO

112

TOMATO

90

SSAMJANG

71

CHIMICHURRI

52

SALT AND PEPPER

39

WORCESTERSHIRE DUST

27

TARAMASALATA WITH GARNISHES

18

REDUCTION OF THOUSAND ISLAND SALAD DRESSING

174 **Ajiika**

148 **Tekkka**

110 **Peanuts**

92 **Hot Sauce**

69 **Katsuobushi!**

53 **Nutritional Yeast**

40 **Seasoned Rice Vinegar**

26 **Creamed Sahnemeerretich Radish**

18 **Frenched Red Onion Pickled with Lime and Sugar**

169 **ZHUG**

150 **RAITA**

110 **CHAMOY**

89 **LJUTENICA**

67 **HOISIN SAUCE**

50 **PICKLED WALNUTS**

39 **TIROKAFTERI & KTIPI TI**

27 **CELERY SEEDS WITH SMOKED SALT**

19 **SHOWALTER'S GREEN TURNIP AND RADISH ACHAR**

178 ***Mirin***

140 ***Tahini***

110 ***Chutney***

87 ***Fritesaus***

72 ***Fukujuinzuke***

50 ***Bavarian Mustard***

38 ***Cream of Raw Pistachio***

25 ***Crushed Peanuts & Nước Chấm Chay***

18 ***Artificially Flavored Processed Aerosol Cheese Food***

Family **Okay**
Weight **Black**



Black Narrow Condensed

Okay **Aa Aa Aa Aa Aa Aa**



173

SOY!

140

TOUUM

110

KOMBU

89

VINEGAR

70

NAM PHRIK

52

PICKLED ONION

38

GREEN CHILLI ACHAR

27

FERMENTED RED BEAN PASTE

18

HOMEMADE GREEN MANGO AND LIME PICKLE

171 **Acar**

140 **Dashti**

110 **Guljeot**

89 **Murabbba**

68 **Sauerkraut**

50 **Tamarind Paste**

38 **Glutamate Flavoring**

26 **Powdered Shichimi Tōgarashi**

18 **Freshly Picked Zanthoxylum Ailanthoides**

173 **JAM!**

144 **ZHUG**

112 **KIMCHI**

89 **NUTELLA**

69 **JALAPEÑOS**

50 **BLACK VINEGAR**

38 **IMPERIAL PICCALILLI**

26 **HOMEMADE CHAMMANTHI PODI**

18 **»DER BAYERISCH SÜßER HAUSMACHERSENF«**

169

Mint

140

Yeast

110

Pickle?

87

Tzatzikis

69

Sesame Oil

50

Zigeuner Sauce

38

Green Walnut Pickle

26

Eingelegte Braune Senfkörner

18

Fermented Boiled Soybean Cheonggukjang