



Supermarker

# Supermarker™

## Supermarker's Mission: To Sell!

Designed to be a typographic influencer for retail.

### Design

Ulrike Rausch

### Mastering, Production

Andreas Frohloff

Christoph Koeberlin

Rosalie Wagner *Variable Fonts*

### Marketing

Ulrike Rausch *Naming*

Ivo Gabrowitsch *Naming,*

*Copywriting, Specimen*

Anja Knust *Imagery, Artwork*

Lucy Beckley *English Translation*

### Trademarks

Supermarker™ is a trademark  
of Fontwerk GmbH

### Design Period

2017–2020

### Release History

Version 1.0; July 20, 2020

Variable Fonts February 15, 2022

### Glyphs Per Font

1301 → [page 8](#)

### Languages

98 Latin → [page 11](#)

### 12 Styles

6 upright weights and  
corresponding italics → [page 5](#)

### Licensing

Trial Free test license, Base Includes  
Desktop, Web and Social Media use,  
Extended Larger volume, App, Logo,  
Audio-Visual, Additional licenses on  
request → [page 14](#)

### Formats

Static .otf, .woff2; Variable .ttf,  
.woff2; Additional formats on  
request → [page 14](#)

### Variable Fonts

Included in the Family package at  
no extra cost. 1 axis: weight; Web  
file sizes .woff2: 226 KB Upright,  
261 KB Italic

### Modifications, Extensions

Available on request

### Recommended Use

Advertising & Packaging  
Festive Occasions  
Poster & Billboards  
Sports

### Contact

Fontwerk GmbH  
Prenzlauer Allee 186  
10405 Berlin, Germany  
[hello@fontwerk.com](mailto:hello@fontwerk.com)

Available exclusively from  
[www.fontwerk.com/fonts/  
supermarker](http://www.fontwerk.com/fonts/supermarker)



Set the price alarm!

10% auf alles (außer Tiernahrung)

COYOTE BLUE

*Le jardinage surélevé consiste*

Organic Shower Gel

Pomerania Occidental-Greifswald es uno de los seis

**SALE** Hachikō

Ben + Jerry = Big Love

MOLOKOKO

Wedding ♥ Invitation

Isolatedmix 48

Get Your Sketchnotes Starter Set Now!

**McIntosh Red \$ 1.79 only**

SEASON SALE 3 DAYS LEFT

Supermarker Thin · *Thin Italic*

Supermarker Light · *Light Italic*

Supermarker Regular · *Italic*

Supermarker Medium · *Medium Italic*

Supermarker Bold · *Bold Italic*

Supermarker Black · *Black Italic*

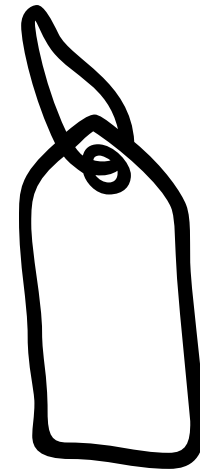
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Available in 2 variable (upright and italic) and 12 single fonts.

The Mægic  
MUSHROOMS

Thin 75 pt, Medium All Caps 95 pt

Thin Italic 35 pt, Regular 220 pt



Hágalo  
usted  
mismo

Thin 90 pt, Medium Italic 45 pt

Thin Italic 40 pt, Thin All Caps 75 pt, Bold All Caps 75 pt, Bold 80 pt

Spa Resort

QUAGGAMUSSLA



# 20 Mil Léguas Submarinas

Bold 56 pt, Português

The year 1866 was signalized by a remarkable incident, a mysterious and inexplicable phenomenon, which doubtless no one has yet forgotten. Not to mention rumors which agitated the maritime population, and excited the public mind, even in the interior of continents, seafaring men were particularly excited.

Medium 23 pt, English

Kaufleute, Reeder, Schiffskapitäne, Skipper und Master in Europa und Amerika, Offiziere der Kriegsmarine aller Länder und schließlich die Regierungen der verschiedenen Staaten beider Kontinente nahmen die

Vorfälle außerordentlich ernst. Seit einiger Zeit schon waren mehrere Schiffe auf hoher See „einem gigantischen Etwas“ begegnet, einem langen, spindelförmigen Gegenstand, der bisweilen phosphoreszierte und weit- aus größer und schneller war als ein Wal.

Regular 19 pt, Deutsch

*Los hechos relativos a estas apariciones, consignados en los diferentes libros de a bordo, coincidían con bastante exactitud en lo referente a la estructura del objeto o del ser en cuestión, a la excepcional velocidad de sus movimientos, a la sorprendente potencia de su locomoción y a la particular vitalidad de que parecía dotado. De tratarse de un cetáceo, superaba en volumen a todos cuantos especímenes de este género había clasificado la ciencia hasta entonces. Ni Cuvier, ni Lacepède, ni Dumeril ni Quatrefages hubieran admitido la existencia de tal monstruo, a menos de haberlo visto por sus propios ojos de sabios.*

Italic 14 pt, Español

À prendre la moyenne des observations faites à diverses reprises, — en rejetant les évaluations timides qui assignaient à cet objet une longueur de deux cents pieds, et en repoussant les opinions exagérées qui le disaient large d'un mille ...

Light 12 pt, Français

## Latin Uppercase & Lowercase

AAABBBCCCDDDEEEFFFGGGHHHIIJJJKKLLLLMMMNNNOOPPQQQRRRSSSTTTUUVVVWWXXYYZZZ  
aaabbbcccddeeeffggghhhiiijjjkkllmmnnnnnooppqqrrrrsstttuuuvvvwwxxxyyyzzz

Accented Latin Uppercase

[illegible]

Accented Latin Lowercase

[illegible]

## Numerals & Currency Symbols

00123456789 00123456789 00123456789 00123456789  $\frac{1}{2}\frac{1}{3}\frac{2}{3}\frac{1}{4}\frac{3}{4}\frac{1}{5}\frac{2}{5}\frac{3}{5}\frac{4}{5}\frac{1}{6}\frac{5}{6}\frac{1}{7}\frac{1}{8}\frac{3}{8}\frac{5}{8}\frac{7}{8}\frac{1}{9}\frac{1}{10}$  0123456789 /  
0123456789 0123456789 0123456789 20 ∞99 \$¢¤\$€ƒ¢£¥

## Punctuation, Mathematical Signs & Symbols

.,;...!;?;·\*?;#/\(){}[]-----\_,,,“”“»»<>""")x·%≅·≐+-x÷=≠>≥±≈~¬∞∫ΩΔΠΣ√∂μ%‰

## Arrows & Shapes

### Catchwords

DEAL FREE FRESH SALE NEU NEW NO OLD YASSS SALE

## Ligatures

ff fi fn fr ft fu fy th ti tn tr tt tu ty ll

(h-o)      (H-O)



Terminal Forms #FINA  
t included

Filet Filet

Lining Figures (default) #LNUM, Oldstyle Figures #ONUM

1690 1690

Proportional Figures (default) #PNUM, Tabular Figures #TNUM

3174 3174

Fractions #FRAC, Numerators #NUMR, Denominators #DNOM

34/8521 <sup>34</sup>/8521

Ordinals #ORDN

6<sup>a</sup> 2<sup>o</sup> 6<sup>a</sup> 2<sup>o</sup>

Scientific Inferiors #SINF

CO<sub>2</sub> CO<sub>2</sub>

Superscript #SUPS, Subscript #SUBS

m<sup>3</sup> M<sub>6</sub> m<sup>3</sup> m<sub>6</sub>

Slashed Zero #ZERO

MOO MOO

Localized Forms #LOCL

Ć Ń Ó Ś Ź ć ń ó ś ź → Ć Ń Ó Ś Ź ć ń ó ś ź (Polish), Í Ĳ í ĳ → Ĳ Ĳ í ĳ (Dutch), i → i  
(Turkish) and Ș ș ț ț → Ș Ș ț ț (Romanian) included

míjn míjn

# ***SUPPORTED LANGUAGES***

All of Fontwerk's typefaces support all Latin-based European languages such as English, French, Spanish, German, Czech, Polish and Turkish.

Some families also support African Latin, Arabic, Hebrew, Thai, Greek or Cyrillic (e.g. Russian, Bulgarian, Ukrainian). If you need further languages or script systems (e.g. Devanagari, Chinese, Japanese, Korean), we can make custom fonts for you.

## ▼ Latin

Afrikaans	French	Luxembourgish	Rundi	Volapük
Albanian	Friulian	Luyia	Rwa	Vunjo
Asu	Galician	Machame	Samburu	Walser
Basque	Ganda	Makhuwa-Meetto	Sango	Welsh
Bemba	German	Makonde	Sangu	
Bena	Gusii	Malagasy	Sena	
Breton	Hungarian	Maltese	Serbian	
Catalan	Icelandic	Manx	Shambala	
Cornish	Inari Sami	Meru	Shona	
Croatian	Indonesian	Morisyen	Slovak	
Czech	Irish	North Ndebele	Slovenian	
Danish	Italian	Northern Sami	Soga	
Dutch	Jola-Fonyi	Norwegian Bokmål	Somali	
Embu	Kabuverdianu	Norwegian Nynorsk	Spanish	
English	Kalenjin	Nyankole	Swahili	
Esperanto	Kamba	Oromo	Swedish	
Estonian	Kikuyu	Polish	Swiss German	
Faroese	Kinyarwanda	Portuguese	Taita	
Filipino	Latvian	Quechua	Teso	
Finnish	Lithuanian	Romanian	Turkish	
	Lower Sorbian	Romansh	Upper Sorbian	
	Luo	Rombo	Uzbek	

Bold Italic 40 pt All Caps, Medium 11.5 pt,

Bold 11.5 pt, Light 11.5 pt

## This typeface has a mission: to sell! To fulfil this mission, Supermarker relies on authenticity and a few intelligent tricks.

Whether in the supermarket, webshop or retail store, customers' attention is vied for everywhere. Marketing experts have known for a long time that their purchase decision is also about sympathy. This is exactly where Supermarker, whose name is a combination of *supermarket* and *marker*, shows its strength.

Its secret lies in its authentic appearance. Supermarker's character is rooted in the usual, in the everyday. The subconscious mind perceives it as a familiar voice. Where other fonts that imitate handwriting are often too stiff or lurid, Supermarker hits the right note. She is friendly, well-groomed and personable. The whole effect does not impose anything on its viewers, instead it advises them and suggests products or services to them. Like a good friend, she is also a typographic influencer, a perfect fit for retailers.

Supermarker also uses a very nifty technical trick. Each letter was drawn in three slightly different variants, and the vowels have four versions. These are then intelligently mixed using sophisticated OpenType programming. This creates the impression of handwriting and not a reproduced font design.

Other typographic delights that help increase sales are catchwords such as NEW, SALE, FREE or DEAL; Dingbats and symbols such as speech bubbles, strike-throughs or shopping baskets as well as international subtleties such as a real Kreska instead of an acute or the Polish ż, which in handwriting is often written as z with a dash, but is also available without using an alternative feature. Of course, all the characters that are important for price labeling, such as discounts, etc. can be found under the corresponding OpenType features.

The authentic appearance, intelligent technology and six styles (along with italics) make Supermarker the perfect choice for offer signs, packaging, brochures, leaflets, advertisements and advertising posters. It's a fresh, modern alternative to classics such as Comic



Fictional packaging design

Sans or FF Market. The typeface is also a fine fit for children's books and comics, festive occasions, as well as for sports, DIY or stationary and crafts.

## DESIGNER

# Ulrike Rausch

*Berlin Letters is the name of the typography and lettering festival that Berlin-based Designer Ulrike Rausch set up with three other partners, and it could easily be the name of her own label.*

But in fact, this is called LiebeFonts and has long been a byword for lovers of handmade fonts with outstanding quality – something that has often been missing in this particular sector. Since 2009, she has combined her creative talent with an extra special enthusiasm for code and sophisticated OpenType features. She was not only one of the pioneers for the script and lettering trend of recent years, she is also a highly valued consultant for clients such as Apple or Adobe, as well as for event organizers, at whose events she is a welcome speaker.

Together with lettering designer Chris Campe, Ulrike recently wrote a book (Making Fonts!), in which she passes on her knowledge of type design and font production. Supermarker is the first font that she has published outside of her own label, and we couldn't be happier that she chose Fontwerk.

📍 Berlin, Germany

🌐 [liebefonts.com](http://liebefonts.com)

📷 [instagram.com/LiebeFonts](https://www.instagram.com/LiebeFonts)

🐦 [twitter.com/LiebeFonts](https://twitter.com/LiebeFonts)



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# File Formats, Trial Fonts & Licensing

**FILE FORMATS** — All our typefaces are provided in static .woff2 (OpenType fonts for the use on the web) and .otf (OpenType fonts with PostScript outlines; used for everything else) formats as well as variable fonts. Just purchase the most complete package and the variable fonts are included. For web applications, they are supplied in .woff2, for all others in .ttf format (OpenType fonts with TrueType outlines).

**TRIAL** — The *Trial Fonts* contain all actual characters and features, except for currency symbols. The license allows unlimited and free use during the test phase. Both desktop and webfonts are included, so that you can design mockups, websites and apps etc. and then present them to the client (or to yourself) without having to commit to the purchase. Only when it is clear that the font fits and the actual projects go live or are produced, will you have to purchase the full version. This can then be licensed directly in the name of the client.

**LICENSING** — We strive to offer the simplest and fairest font license model in the industry. You pay once within the agreed license framework and the license is valid perpetually.

Bold 40 pt; Regular All Caps 11 pt; Regular 11 pt; Italic 11 pt; Bold All Caps 11 pt;  
Medium 6.5 pt; Regular 6.5 pt; Italic 6.5 pt

**BASE** Our Base License covers the most common use cases: Desktop (1 user), Web (10,000 pageviews per month) and Social Media (10,000 followers).

## Desktop (Print)

You can install the fonts on all your devices for use in programs such as *Adobe Creative Suite*, *Figma* or *MS Office* and use them to create digital and print documents/publications or projects to be printed. Each person will need one license.

## Web

You can host the fonts on web servers to use them via CSS in websites, dynamic web ads, or email marketing. The number of pageviews applies monthly to the maximum total pageviews of all your web projects.

## Social Media

You can publish images or text posts on your social media channels. Your largest channel determines the number of followers to license. If you want to post videos that show the fonts, an additional *Audio-Visual License* will be required.

**EXTENDED** You can add additional users/license volumes and other types of use (Audio-Visual, App, Logo).

## Audio-Visual

You can use the fonts in streaming, cinema, TV and similar audio-visual productions/formats and/or video posts on social media channels such as *YouTube*, *Instagram* or *TikTok*. For social media it is based on the number of views, for all other productions it is based on the number of expected viewers.

## App

You can embed the fonts in mobile or native apps for different platforms or operating systems. The license is based on the sum of all expected downloads or installations of all relevant app projects.

## Logo

You can use the typeface as part of the recognizable means of individualization of a (natural or legal) entity, product, or service. The license is determined per logo based on the size of the company, which is based on the number of (permanent and freelance) employees of the Licensee.

**ENTERPRISE** For larger or unlimited license volumes and all other scenarios that are not covered by one of these licenses (e.g. passing on to third parties, embedding in hardware) an individual agreement is required and we will be happy to provide a quote for this.

Please check [www.fontwerk.com/licensing](http://www.fontwerk.com/licensing) or our [FAQ](#) page for further information.

**Address**

Fontwerk GmbH  
Prenzlauer Allee 186  
10405 Berlin, Germany

**Website**

[www.fontwerk.com](http://www.fontwerk.com)

**Email**

[hello@fontwerk.com](mailto:hello@fontwerk.com)  
We work on Central  
European time, and  
will respond as soon  
as we can.

**Social Media**

Instagram, Twitter,  
LinkedIn: @fontwerk

Bold 10 pt, Regular 10 pt, Medium  
Italic 22 pt, Light 15 pt, Light Italic 15 pt

*We are a Berlin-based font boutique that crafts innovative typefaces full of character. We focus on the highest creative and technical standards – for strong brands, convincing products and inspiring designs.*

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Founder Ivo Gabrowitsch heads up an international network of experienced design and technology experts. Working together, we approach any typeface project professionally and reliably, whilst always ensuring we are agile and open to experimentation.

*In a digital world, fonts and typography are the most powerful elements in branding.* The ever-changing and fast-moving pace of the digital space means that color and imagery have lost their uniqueness. And, individual forms can get completely lost in the confines of the rigid corset of social media. Typefaces with a strong and distinct character convey brand values in any environment subtly, continuously and effectively.

There are two variants of typefaces: retail fonts that are ready-to-use and can be downloaded immediately and custom fonts that are designed on request. There is now a huge variety of retail fonts and they remain the first choice for most projects. Yet tracking down these

high-quality retail fonts and seeing through the thicket of licenses remains a challenge.

This is where we step in with our award-winning library. We already make the promise with our own name: which contains “craftsmanship”, “work of art” and Werk as a commitment to providing the precision of German engineering. We offer licenses that are simple, fair and future-proof. Once licensed, our retail fonts are no different from an exclusive custom solution – except for the lower price.

Sometimes, a project or brand may require something a little more special. We love working closely with brands and agencies to find an efficient and impactful custom solution. We are passionate about immersing ourselves in such projects to help create a strong and distinct design that leaves a lasting impression.



Pairing Suggestions

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Pangea *Collection*

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Case *Collection*

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Neue DIN

---

Change

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Sukoon (to be released in 2026)

Download Free Trial Fonts on [Fontwerk.com](http://Fontwerk.com)