

A black and white photograph showing a long row of supermarket shopping carts. The carts are lined up side-by-side, their handles pointing towards the left. The perspective is from a low angle, looking down the length of the row. The carts have a dark, ribbed plastic basket and a sturdy metal frame with wheels. The floor is a light-colored, polished surface.

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

Recommended Use

Advertising & Packaging
Festive Occasions
Poster & Billboards
Sports

Contact

Fontwerk GmbH
Prenzlauer Allee 186
10405 Berlin, Germany
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*

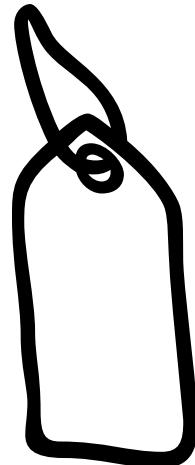
Supermarker Black • *Black Italic*

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

AAABBBCCDDDEEEFFGGGHHHIIJJKKKLLLMMMNNOOOPPPQQRRRSSSTTUUVVWWWWXXXYYZZZ
aaabbccdddeeffffggghhhiijjjkkklllmmmnnoooppqqrrrsssttuuvvvwwwwxxxyyzzz

Accented Latin Uppercase

Accented Latin Lowercase

አዲስአበባ

Numerals & Currency Symbols

Punctuation, Mathematical Signs & Symbols

Arrows & Shapes

A horizontal row of various hand-drawn icons, including arrows pointing in different directions, geometric shapes like circles, diamonds, and stars, symbols like a checkmark and a heart, and objects like a notepad, a speech bubble, and a basket.

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

Standard Ligatures #LIGA
fffi fn fr ft fu fy lh ti tn tr tt tu ty ll included

Fattoria Fattoria

Stylistic Set 1 #SS01 – Alternative forms
za af kt yz z017 & l á á ä à á q á ä ä k t t t y y y á á ä à á q á
ä included

17 & ZI 17 es Zt

Stylistic Set 2 #SS02 – Catchwords
deal, free, fresh, sale, yasss, neu, new, nö, old included

sale 

Stylistic Set 3 #SS03 – Strikethrough
Three lengths included

€100--- €100

Stylistic Set 4 #SS04 – Underline
Three lengths included

Soldes== Soldes

Stylistic Set 5 #SS05 Sand Stylistic Set 6 #SS06 – 99 00 Superscript

14,99 14,99

All alternative glyphs are also available
via the Access All Alternates #AALT and Stylistic Alternates #SALT features

Contextual Alternates #CALT
-> and <- (will appear as → and <) as well as : included

→ 3:0 → 3:0

Case-Sensitive Forms #CASE
i z • i z ö / i / \ () { } [] () - - - - - << >> <> < → ← ← → @
included

(h-o) (H-O)

Terminal Forms #FINA
t included

Fillet

Fillet

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

34/8521

Ordinals #ORDN

6^a 2^o

6^a 2^o

Scientific Inferiors #SINF

CO₂

CO₂

Superscript #SUPS, Subscript #SUBS

m³ M₆ m³ M₆

Slashed Zero #ZERO

M00

M00

Localized Forms #LOCL

ĆŃÓŚŽĆŃÓŚŽ→ĆŃÓŚŽĆŃÓŚŽ (Polish), ÍJíj→ÍJíj (Dutch), i→i
(Turkish) and §ŧŧŧ→§ŧŧŧ (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
Albanian
Asu
Basque
Bemba
Bena
Breton
Catalan
Cornish
Croatian
Czech
Danish
Dutch
Embu
English
Esperanto
Estonian
Faroese
Filipino
Finnish

French
Friulian
Galician
Ganda
German
Gusii
Hungarian
Icelandic
Inari Sami
Indonesian
Irish
Italian
Jola-Fonyi
Kabuverdianu
Kalenjin
Kamba
Kikuyu
Kinyarwanda
Latvian
Lithuanian
Lower Sorbian
Luo

Luxembourgish
Luyia
Machame
Makhuwa-Meetto
Makonde
Malagasy
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
Sena
Serbian
Shambala
Shona
Slovak
Slovenian
Soga
Somali
Spanish
Swahili
Swedish
Swiss German
Taita
Teso
Turkish
Upper Sorbian
Uzbek

Volapük
Vunjo
Walser
Welsh

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



Supermarker Medium + light Italic

- 1 - Wash and chop ginger root.
- 2 - Juice fresh lemons.
- 3 - Blend until smooth.
- 4 - Add cayenne.
- 5 - Strain well.
- 6 - Serve.



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

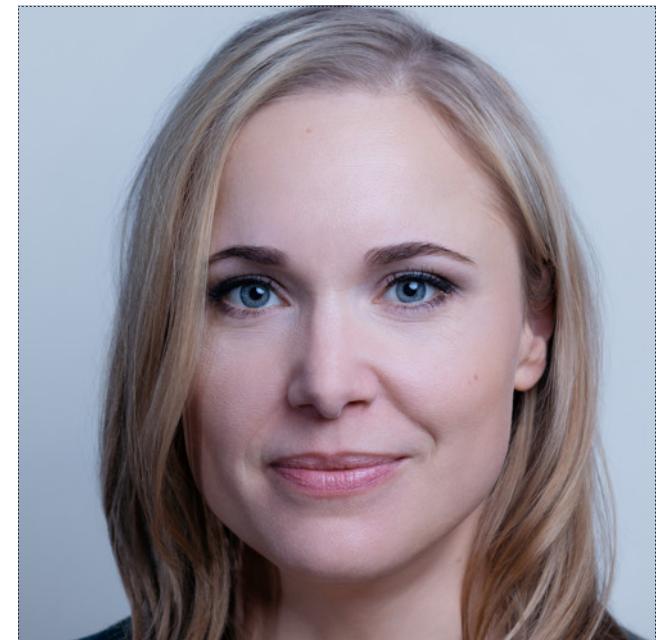
Berlin Letters is the name of the typography and lettering festival that Berlin-based Designer Ulrike Rausch set up with three other partners, and it could easily be the name of her own label.

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
- 📷 instagram.com/LiebeFonts
- 🐦 twitter.com/LiebeFonts



© Norman Posselt

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.

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.

We

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-Visua

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 or our FAQ page for further information.

Address
Fontwerk GmbH
Prenzlauer Allee 186
10405 Berlin, Germany

Website
www.fontwerk.com

Email
hello@fontwerk.com
We work on Central
European time, and
will respond as soon
as we can.

Social Media
Instagram, Twitter,
LinkedIn: [@fontwerk](https://www.linkedin.com/company/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.

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

Pangea Collection

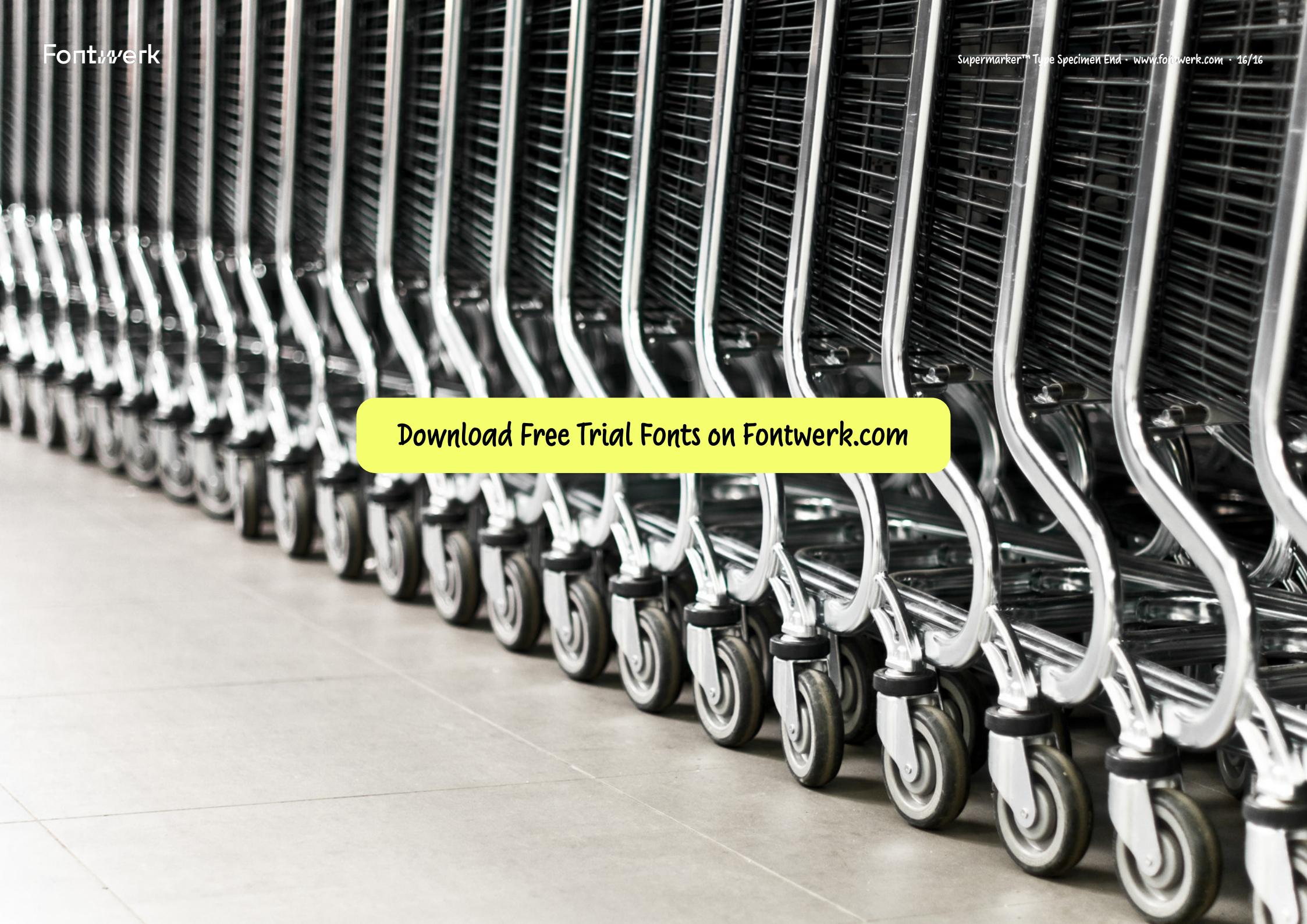
Case Collection

Neue DIN

Change

Sukoon

(to be released in 2026)

A perspective view of a long row of shopping carts in a supermarket aisle. The carts are silver with black wheels and are arranged in a straight line that recedes into the distance.

Download Free Trial Fonts on Fontwerk.com