

Byron Display Font Production Brief - V1

Working production kit for the Byron Jerky headline display font direction.

Status: prototype / production handoff package. Not a finished commercial font.

1. Approved Direction

The approved visual direction is a chunky, tall, condensed uppercase headline style with controlled 3D/chiselled depth, a rugged but readable internal texture, slightly opened tracking, and a premium black/white/gold Byron Jerky palette.

Approved Direction Reference



Colourway Specimen - White

BYRON DISPLAY

MASTER GLYPH SHEET
COLOURWAY — WHITE

UPPERCASE LETTERS

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

NUMERALS

0 1 2 3 4 5 6 7 8 9

PUNCTUATION

& / - . , : ; ' " ! ? ()

ALTERNATE R

R

ALTERNATE LETTERFORMS

ALTERNATE Y

Y

ALTERNATE J

J

USAGE EXAMPLES

REAL BEEF

REAL CHEW

AIR-DRIED

CRAFTED BY

Colourway Specimen - Gold #D89F37

BYRON DISPLAY

MASTER GLYPH SHEET
COLOURWAY — WHITE

UPPERCASE LETTERS

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

NUMERALS

0 1 2 3 4 5 6 7 8 9

PUNCTUATION

& / - . , : ; ' " ! ? ()

ALTERNATE R

R

ALTERNATE LETTERFORMS

ALTERNATE Y

Y

ALTERNATE J

J

USAGE EXAMPLES

REAL BEEF | REAL CHEW | AIR-DRIED | CRAFTED BY

Colourway Specimen - Black

BYRON DISPLAY

MASTER GLYPH SHEET
COLOURWAY — BLACK

UPPERCASE LETTERS

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

NUMERALS

0 1 2 3 4 5 6 7 8 9

PUNCTUATION

& / - . , : ; ' " ! ? ()

ALTERNATE R

R

ALTERNATE LETTERFORMS

ALTERNATE Y

Y

ALTERNATE J

J

USAGE EXAMPLES

REAL BEEF | REAL CHEW | AIR-DRIED | CRAFTED BY

2. Production Approach

1. Create a clean solid vector font first. This should be the functional, installable base font.
2. Create a separate textured/dimensional application style in Illustrator or equivalent software. The 3D/chiselled surface should usually be a graphic treatment, not the core font outlines.
3. Only after the solid version works should a textured font file be considered. A textured font can become heavy, messy, and less reliable in packaging files.

3. Required Font Versions

Recommended font files

- ByronDisplay-Solid.otf and ByronDisplay-Solid.ttf
- Optional later: ByronDisplay-Textured.otf and ByronDisplay-Textured.ttf

Brand colour applications

- Byron Jerky Font_White: white/light grey on black
- Byron Jerky Font_Gold: #D89F37 on black
- Byron Jerky Font_Black: black/dark charcoal on white or warm light background

Note: these colourways are best treated as style-guide applications rather than separate font files. Standard fonts are usually colour-neutral.

4. Glyph Set

Minimum required glyphs: A-Z, 0-9, and common headline punctuation. Recommended additions are included in glyph_set.csv.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

& / - . , : ; ' " ! ? () % + @ # \$ *

5. Letterform Rules

- Keep the chunky middle weight from the approved direction. Do not make the font thinner or more blocky.
- Maintain tall, condensed uppercase proportions.
- Preserve the subtle central chisel/split identity where it helps the character, but do not force it into every glyph if it harms legibility.
- Open counters and internal spaces in B, R, P, O, A, S and numerals.
- Use controlled distress. Texture should support the letter, not break the first-read silhouette.
- Avoid a cartoon Western, novelty, horror, pirate, military stencil, or generic grunge look.

6. Spacing and Tracking

The approved direction relies on slightly opened spacing. For design use, avoid overly tight tracking. A practical working range in Illustrator is approximately +20 to +60 depending on size, substrate, and viewing distance.

- Large hero headlines: moderate tracking, enough air for instant word recognition.
- Small pack callouts: use the cleaner/solid font and slightly more tracking.
- Numerals should be optically balanced and not too narrow, because retail weights and percentages must remain legible.

7. Kerning Priorities

The kerning should be tested using real Byron Jerky words first. See kerning_pairs.csv for the working list.

- Primary words: BYRON, JERKY, REAL, BEEF, CHEW, AIR-DRIED, CRAFTED BY.
- High-priority pairs include BY, YR, RO, ON, JE, ER, RK, KY, RE, EA, AL, BE, EE, EF, CH, HE, EW, CR, RA, AF, FT, TE.

8. Test Phrases

Use test_phrases.txt for repeated proofing. The font should be judged in real Byron use cases, not only generic alphabet sheets.

9. Deliverables Checklist for Font Technician

- Clean vector glyph master file (.ai or .svg)
- Solid installable font (.otf and .ttf)
- Optional textured installable font (.otf and .ttf)
- Kerning table applied to the font
- PDF specimen sheet
- Basic usage note for designers
- Final colourway application examples for White, Gold #D89F37, and Black

10. Acceptance Criteria

- Words must be instantly legible at shelf/pack distance.
- The font must retain the Byron rugged, premium, chiselled character.
- Default spacing should not feel cramped.
- Texture must not overwhelm letter recognition.
- The font must work in Illustrator, InDesign and common print-production workflows.

11. Contents of This Production Kit

- assets/Byron_Display_Approved_Direction_V1.png
- assets/Byron_Jerky_Font_White_specimen.png
- assets/Byron_Jerky_Font_Gold_D89F37_specimen.png
- assets/Byron_Jerky_Font_Black_specimen.png
- templates/Byron_Display_Vector_Tracing_Template.svg
- glyph_set.csv
- kerning_pairs.csv
- test_phrases.txt