

Hupla Typeface by Paul Robb Wins Silver in A' Graphics Industry Awards

Innovative Typeface Design Recognized for Excellence in Graphics, Illustration and Visual Communication

COMO, CO, ITALY, August 30, 2024 /EINPresswire.com/ -- The prestigious A' Design Award, a highly respected recognition in the field of [graphic design](#), has announced Hupla Typeface by [Paul Robb](#) as a Silver Award winner in the Graphics, Illustration and Visual Communication Design category. This esteemed accolade positions Hupla Typeface as a notable and innovative work within the graphic design industry, showcasing its exceptional merits and functionality.

Hupla Typeface's recognition by the A' Graphics, Illustration and Visual Communication Design Award

highlights its relevance to current trends and needs within the graphic design industry. The typeface's meticulously crafted design, versatility across various sizes, and comprehensive set of OpenType stylistic features align with and advance industry standards, offering practical benefits for users and stakeholders alike.

Hupla Typeface emerges as a stylistic font family, meticulously crafted as a mechanical font within a precisely defined grid. This design philosophy extends its versatility, making it an ideal choice for application at various sizes, seamlessly transitioning between text and display settings. Enriched with a comprehensive set of OpenType stylistic features, Hupla becomes more than just a typeface; it transforms into a dynamic tool for creative expression.

The Silver A' Design Award recognition for Hupla Typeface serves as motivation for Paul Robb and the S6 Foundry team to continue striving for excellence and innovation in their future



Hupla Typeface Design

projects. This achievement may foster further exploration and advancement in typeface design, potentially influencing industry standards and inspiring fellow designers.

Project Members

Hupla Typeface was designed by Paul Henry Robb, who led the creative direction, and Moira Bartoloni, who contributed to the design process.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=157298>

About Paul Robb

Paul Robb is a Creative Director and Type designer with over 30 years of experience, serving as a Professor of Graphic design at the University of Perugia and a Professor on the MA Brand design course of the Academia of Perugia. As the Creative Director for Salt&Pepper, an award-winning multidisciplinary contemporary graphic design studio, he focuses on transforming brands and businesses through expressive and authentic work. In 2020, he founded S6 Foundry, an independent contemporary digital type foundry crafting retail typefaces for digital and print applications.

About S6 Foundry

S6 is an independent digital type foundry dedicated to crafting top-tier retail and custom typeface designs. With a focus on delivering original typefaces that address the demands of today's design landscape, S6 caters to both text and display applications, producing high-quality fonts tailored for contemporary designers.

About Silver A' Design Award

The Silver A' Design Award recognizes top-tier designs that embody excellence and innovation in the Graphics, Illustration and Visual Communication Design category. Recipients are acknowledged for their contribution to raising industry standards and advancing design practice through their highly functional and aesthetically pleasing creations. The award celebrates designs that incorporate original innovations, elicit strong emotional responses, and make a notable impact on everyday life. Winning designs are selected based on criteria such as innovative concept, visual impact, effective communication, technical excellence, aesthetic appeal, originality, strategic approach, consistency, cultural relevance, sustainability consideration, user experience enhancement, typography mastery, color scheme effectiveness, design scalability, inclusion of new technologies, adaptability across platforms, social impact, brand identity enhancement, design versatility, and attention to detail.

About A' Design Award

The A' Design Award is an esteemed international design competition that recognizes superior products and projects across all industries. Entries are blind peer-reviewed and evaluated based on pre-established criteria by an influential and expert jury panel comprising design professionals, industry leaders, journalists, and academics. The ultimate aim of the A' Design

Award, now in its 16th year, is to make the world a better place by recognizing and promoting exceptional designs that positively impact society. By showcasing these pioneering works on a global stage, the A' Design Award inspires and advances the principles of good design. Interested parties may learn more about the A' [Design Awards](#), explore jury members, view past laureates, and participate with their projects at <https://graphicdesignaward.com>

Makpal Bayetova

A' DESIGN AWARD & COMPETITION SRL

+39 0314972900

[email us here](#)

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