



# HAMSTER™

## WE ARE GETTING SERIOUS – WITH FUN FONTS!

HAMSTER IS A COLORFUL PLAYGROUND FOR DESIGNERS, A CELEBRATION OF JOY AND DELIGHT

### DESIGN

Joe Stitzlein

### DESIGN

#### CONTRIBUTIONS

Laurie Schmitt Illustrations

Leslie Stitzlein

Olli Meier

#### MASTERING, PRODUCTION

Olli Meier

### MARKETING

Joe Stitzlein Naming, Copywriting

Snask Artwork, Campaign

Darwood Sound Design

Golden Retriever Photography

Olli Meier Microsite, Artwork

Ivo Gabrowitsch Copywriting,

Specimen

Lucy Beckley English Translation

### AWARDS



2024 TDC Awards Certificate  
of Typographic Excellence

### DESIGN PERIOD

2019–2022

### RELEASE HISTORY

Version 1.00; February 21, 2023

### LANGUAGES

305 Latin → page 7

### GLYPHS PER FONT

518 → page 8

### 60 STYLES

6 upright weights in 10 color  
versions → page 4

### TRADEMARKS

Hamster™ is a trademark of  
Fontwerk GmbH

### 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: 109–158 KB

### LICENSING; PRICING

Trial Free Test license, ase Includes  
Desktop, Web and Social Media use,  
Extended Larger volume, App or  
Audio-Visual, Additional licenses  
on request → page 17

### MODIFICATIONS, EXTENSIONS

Available on request

### RECOMMENDED USE

Advertising & Packaging  
Editorial & Publishing  
Festive Occasions  
Film & TV  
Logo, Branding & CI  
Fashion  
Music & Nightlife  
Poster & Billboards  
Software & Gaming

### CONTACT

Fontwerk GmbH  
Prenzlauer Allee 186  
10405 Berlin, Germany  
hello@fontwerk.com

Available exclusively  
from [fontwerk.com/  
fonts/hamster](https://fontwerk.com/fonts/hamster) or  
[hamsterfont.com](https://hamsterfont.com)

GAME OVER!

RENDERIZAÇÃO

ALOE PROPOLIS CREME

JACK'S

GRIBETUS

NO ADDED PRESERVATIVES

SOCKERRÖR   

HABITRAILS

SKIN PERFECTOR 3006

CHO-CELLS

RESONATION

ORTEGA

THURSDAY 8:15 PM

CÉLINE & PAUL

HANS-WILHELM SMOLIK, PHD



HAMSTER THIN

HAMSTER LIGHT

HAMSTER REGULAR

HAMSTER MEDIUM

HAMSTER BOLD

HAMSTER XBLACK

**ORIGINAL COLORLESS CORN MINT GRAY PINK  
LAVENDER MINT GREEN MINT SALMON ORANGE  
PINK PINK RED TAN WHITE**

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AVAILABLE IN 6 SINGLE STYLES AND 10 COLORS  
(ONE IS FULLY CUSTOMIZABLE AND ONE IS COLORLESS)

BER → CDG ↓  
↑ SFO ← EWR

Lavender Medium 80 pt, Light 80 pt, Orange Pink Medium 80 pt, Light 80 pt

Mint Green XBlack 94 pt, XBlack 62.5 pt, Mint Salmon Bold 94 pt



Tan White XBlack 65 pt, Mint Green Bold 280 pt

FES 25



TIVAL

Lavender Thin 80 pt

MUSEO  
DE ARTE  
MODERNO

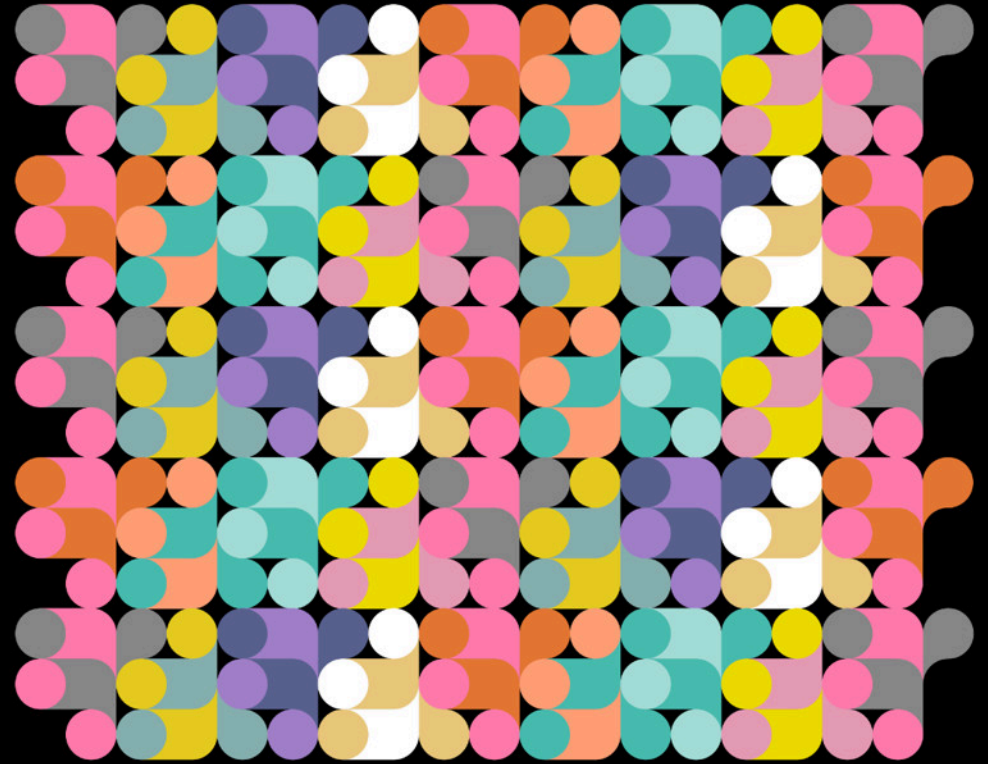
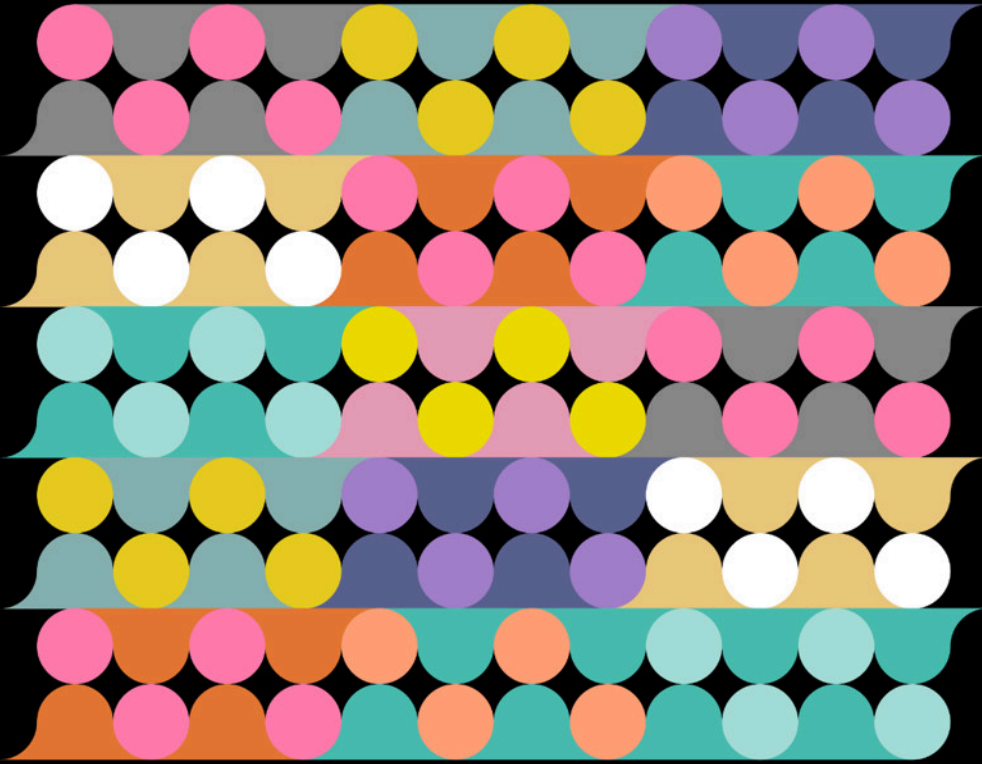
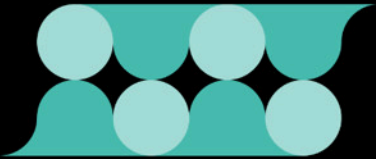
 **WHOA!**   
**I FEEL NICE, LIKE  
SUGAR AND SPICE**  
 JAMES BROWN 

VERONICA

HAS A FOXY

FAVICON!





# 20 MIL LÉGUAS SUBMARINAS

Mint Salmon Bold 52 pt, Português

**THE YEAR 1866 WAS SIGNALIZED BY A  
REMARKABLE INCIDENT, A MYSTERIOUS AND  
INEXPLICABLE PHENOMENON, WHICH DOUBT-  
LESS NO ONE HAS YET FORGOTTEN.**

Colorless Medium 32 pt,  
Pink Red Medium 32 pt, English

**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.**

Colorless Regular 20.5 pt, English

KAUFLEUTE, REEDER, SCHIFFSKAPITÄNE, SKIPPER UND MASTER IN EUROPA  
UND AMERIKA, OFFIZIERE DER KRIEGSMARINE ALLER LÄNDER UND SCHLIEß-  
LICH DIE REGIERUNGEN DER VERSCHIEDENEN STAATEN BEIDER KONTI-  
NENTE NAHMEN DIE VORFÄLLE AUßERORDENTLICH ERNST.

Colorless Light 20.5 pt, Deutsch

# 305 LANGUAGES SUPPORTED

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, GREEK OR CYRILLIC (E.G. RUSSIAN, BULGARIAN, UKRAINIAN). IF YOU NEED FURTHER LANGUAGES OR SCRIPT SYSTEMS (E.G. THAI, DEVANAGARI, CHINESE, JAPANESE, KOREAN), WE CAN MAKE CUSTOM FONTS FOR YOU.

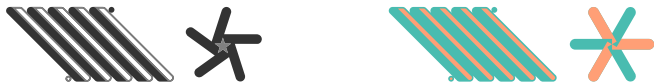
• Latin	Batak Dairi	Congo Swahili	Gourmanchéma	Kashubian	Makwe	North Ndebele	Romanian	Sundanese	Vóro
Acheron	Batak Karo	Cook Islands Māori	Guadeloup. Creole French	Kekchi	Malagasy	Northern Kurdish	Romansh	Swahili	Walloon
Achinese	Batak Mandailing	Cornish	Gusii	Kenzi, Mattokki	Malay (Standard)	Northern Qiangdong Miao	Rotokas	Swati	Walsler
Acholi	Batak Simalungun	Corsican	Haitian	Khasi	Malaysian	Northern Sami	Rundi	Swedish	Wangaaybuwan-Ngiyambaa
Achuar-Shiwiar	Batak Toba	Creek	Hani	Kikuyu	Maltese	Northern Uzbek	Rwa	Swiss German	Warani
Afar	Bemba (Zambia)	Crimean Tatar	Hiligaynon	Kimbundu	Mandinka	Norwegian	Samburu	Tagalog	Waray (Philippines)
Afrikaans	Bena (Tanzania)	Croatian	Ho-Chunk	Kinyarwanda	Mankanya	Nyanja	Samoan	Tahitian	Warlpiri
Aguaruna	Bikol	Czech	Hopi	Kituba (DRC)	Manx	Nyankole	Sango	Taita	Wayuu
Albanian (Arbëreshë)	Bislama	Danish	Huastec	Kongo	Maore Comorian	Occitan	Sangu (Tanzania)	Tedim Chin	Welsh
Albanian (Arvanitika)	Borana-Arsi-Guji Oromo	Dehu	Hungarian	Konzo	Maori	Ojtlán Chinantec	Saramaccan Sardinian	Tetum	West Central Oromo
Albanian (Gheg)	Bosnian	Eastern Abnaki	Icelandic	Kuanyama	Mapudungun	Orma	Scottish Gaelic	Tetun Dili	Western Abnaki
Albanian (Tosk)	Breton	Eastern Arrernte	Iloko	Kven Finnish	Marshallese	Oroqen	Sena Seri	Tiv	Western Frisian
Alekano	Buginese	Eastern Oromo	Inari Sami	Kölsch	Matsés	Páez	Seselwa Creole French	Toba	Wik-Mungkan
Aleut	Candoshi-Shapra	Embu	Indonesian	Ladin	Mauritian Creole	Palauan	Shambala Shawnee	Tok Pisin	Wiradjuri
Amahuaca	Caquinte	English	Irish	Ladino	Meriam Mir	Paluan	Shipibo-Conibo	Tokelau	Wolof
Amarakaeri	Caribbean Hindustani	Ese Ejja	Istro Romanian	Latgalian	Meru	Pampang	Shona	Tonga (Tonga Islands)	Xavánte
Amis	Cashibo-Cacataibo	Estonian (Standard)	Italian	Latin	Minangkabau	Papantla Totonac	Shuar	Tonga (Zambia)	Xhosa
Anaang	Cashinahua	Faroese	Ixcatlán Mazatec	Latvian (Standard)	Mirandese	Papiamento	Sicilian	Tsonga	Yanesha'
Andaandi, Dongolawi	Catalan	Fijian	Jamaican Creole English	Ligurian	Mohawk	Pedi	Silesian	Tswana	Yao
Anuta	Cebuano	Filipino	Japanese	Lithuanian	Montenegrin	Picard	Slovak	Tumbuka	Yapese
Ao Naga	Central Aymara	Finnish	Javanese	Lombard	Munsee	Pichis Ashéninka	Slovenian	Turkish	Yindjibarndi
Apinayé	Central Kurdish Chachi	French	Jola-Fonyi	Low German	Murrinh-Patha	Piemontese	Soga	Turkmen	Yucateco
Aragonese	Chamorro	Friulian	K'iche'	Lower Sorbian	Mwani	Pijin	Somali	Tzeltal	Záparo
Asháninka	Chavacano	Gagauz	Kabuverdianu	Luba-Lulua	Mískito	Pintupi-Luritja	Soninke	Tzotzil	Zapotec
Ashéninka Perené	Chiga	Galician	Kaingang	Lule Sami	Naga Pidgin	Pipil	South Ndebele	Uab Meto	Zulu
Asu (Tanzania)	Chiltepec	Ganda	Kala Lagaw Ya	Luo (Kenya & Tanzania)	Ndonga	Pohnpeian	Southern Aymara	Umbundu	
Atayal	Chinantec	Garifuna	Kalaallisut	Luxembourgish	Neapolitan	Polish	Southern Qiangdong Miao	Ume Sami	
Balinese	Chokwe	Ga'anda	Kalenjin	Macedo-Romanian	Ngazidja Comorian	Portuguese	Southern Sami	Upper Guinea Crioulo	
Bari	Chuukese	German	Kamba (Kenya)	Makhuwa	Niuean	Potawatomi	Southern Sotho	Upper Sorbian	
Basque	Cimbrian	Gilbertese	Kaonde	Makhuwa-Meetto	Nobiin	Purepecha	Spanish	Venetian	
	Cofán	Gooniyandi	Karelian	Makonde	Nomatsiguenga	Quechua	Sranan Tongo	Veps	



Stylistic Set 1 #SS01 — Alternative Hamsterface 1  
 Stylistic Set 2 #SS02 — Alternative Hamsterface 2  
 Stylistic Set 3 #SS03 — Dancing Hamster  
 Stylistic Set 4 #SS04 — Handstand Hamster

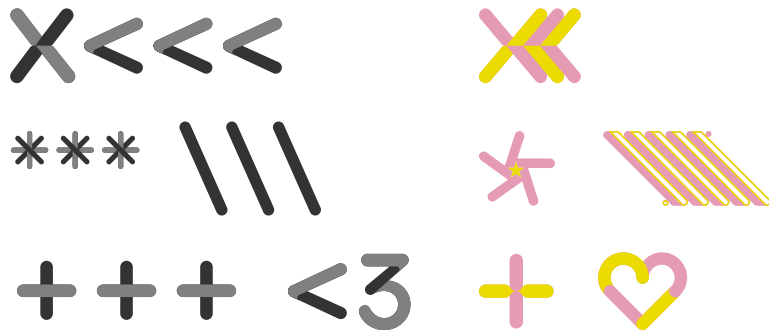


Stylistic Set 5 #SS05 — Alternative Dingbats  
 ▨ ✱ + ▯ included



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

Contextual Alternates #CALT  
 ♡ (<3) ◀ (<<<) ▶ (>>>) ◀ (<<<<) ▶ (>>>) ◀ (<<<<<)  
 ✕ (X<<<) ▨ (\\\) ▯ (|||) ✱ (\*\*\*) + (+++) included



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

3714 3714

Fractions #FRAC, Numerators #NUMR, Denominators #DNOM

4/8520 4/8520

Ordinals #ORDN

6<sup>A</sup> 2<sup>O</sup> 6<sup>A</sup> 2<sup>O</sup>

Superscript #SUPS

M<sup>3</sup> M<sup>3</sup>

Slashed Zero #ZERO

73808 73808

Localized Forms #LOCL; İı → İi (Turk), L·L l·l → L:L l:l (Catalan),  
 ÍJ íj → ÍJ íj (Dutch) and Ș Ț ș ț → Ș Ț ș ț (Romanian) included

ISMET İSMET

## HAMSTER IS A COLORFUL PLAYGROUND FOR DESIGNERS. INSPIRED BY THE PETS OF JOE STITZLEIN'S CHILDHOOD FRIENDS, THE CONSTRUCTION OF THE LETTERFORMS FOLLOWS THE TUBULAR "HABITRAILS" IN WHICH THE CUTE NAMESAKES LIVE.

It was not only the transparent, partly colored plastic tubes and terrariums that made an impression on the designer, but also the animals. Their two-tone fur inspired Joe to design his typeface as a Color Font. The rounded ends and bold font weights are reminiscent of the rodents' distinctive chubby cheeks. The characteristics cuddly and chubby therefore apply equally to both animal and font. The lighter weights appear less playful and would make for a perfect logotype for young fashion brands, for example.

Hamster is a capital display typeface, if you select the lowercase letters they invert the colors for additional variation. The six fonts from Thin to ExtraBlack each contain five hamster characters drawn by illustrator Laurie Schmitt, as well as 19 decorative ornaments. The designer gives this tip: *"The dingbats that lock together to form patterns are elegant and fun, I could see these used as wallpapers or in architecture."* See the magic of the dingbats in

action, with a few specially made wallpapers that are available to download via [hamsterfont.com/downloads/wallpapers.zip](https://fontwerk.com/downloads/wallpapers.zip).

Users can determine the coloring of the fonts individually, for example to reflect the special colors of a brand, an event or a TV series. *"We wanted Hamster to be a celebration of joy and delight,"* explains Joe Stitzlein. Therefore, he had color expert Leslie Stitzlein define an additional eight fixed combinations, some colorful and playful, some subtle and elegant. A non-color font and thus traditionally usable variant rounds off the palette. In total, ten variable fonts and 60 static fonts are available, as a complete package for the price of three individual styles – so even the purchase is fun!

The fonts are based on COLR-V0 technology. In contrast to the newer VI specification, it works perfectly in all relevant browsers at the time of its release. On our specially created microsite and with the help of the free trial fonts, you can see and have a play for yourself.

As is not unusual for a technology that is still in its infancy, implementation on the program side is proceeding at different speeds. While it has long been supported by applications such as Microsoft Word, the variable desktop font does not yet work as desired in Adobe's Creative Suite. As a workaround, we equipped the static fonts with an additional SVG table. While we await full support of color fonplakat afpubts across all applications, everything still works in a familiar way.

Hamster is a refreshingly playful, fun font full of typographic possibilities. It's the perfect addition to all designers' type palettes, who like this namesake, are keen on collecting, fonts rather than nuts, of course ;) But unlike the cuddly role model, this hamster doesn't even need to be fed ... except with happy ideas.

## DESIGNER

## JOE STITZLEIN

**Retail typefaces by Joe Stitzlein are in fact somewhat of a rarity. After ITC Tactile, which won a TDC award in 1999, Hamster follows a quarter of a century later.**

Hamster is a typeface that is simply fun to use and is peppered with all kinds of design and technical subtleties. Usually, Joe can be found creating waves and stirring up dust in the custom font sector. In fact, he has designed fonts for SGI (awarded a D&AD Pencil), Sempra Energy, Cloudera, Glasgow Rangers, Telge and a popular social network, many of which included huge language extensions.

First and foremost, Joe is a designer of brand systems and identities, of which his or other designers' fonts play an integral part. He has left his mark on many household and well-known brands such as FedEx,



Herman Miller, Michelle Obama's Let's Move program, H2FLY, Helion, P&G and Pixar, and has designed logos for Netflix, Lilly and dwell.

With Steve Jobs, he defined Apple's imagery and packaging standards, as Executive Creative Director at Google he helped them become a global design studio, and for Nike he was Senior Global Creative Director for

Nike+ and Nike Running, creating a campaign that resulted in the world's most successful shoes (Nike Free).

In 2016, he joined forces with Leslie Stitzlein to form Stitzlein Studio, a brand identity, type design and digital environments practice

in the San Francisco Bay Area. Drawing on his vast expertise to help brands stand out.

We couldn't be happier that his immense experience is now making its way into the Fontwerk library with Hamster.

📍 San Francisco Bay Area, United States

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

in [linkedin.com/in/joestitzlein](https://www.linkedin.com/in/joestitzlein)

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

# 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.

## 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).

## 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.

**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, use in logos for larger organizations, embedding in hardware) an individual agreement is required and we will be happy to provide a quote for this.

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



**ADDRESS**

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10405 Berlin,  
Germany

**WEBSITE**

[fontwerk.com](http://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

Colorless Bold 9.5 pt, Pangea  
Text Regular 9.5 pt, Colorless  
Bold 15.5 pt, Lavender 15.5 pt,  
Colorless Light 13 pt,  
Lavender Medium 13 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.



DOWNLOAD  
TRIAL  
FONTS