

Otari

A typeface by TRAVIS KOCHEL

WELLINGTON'S EARTHQUAKES, VOLCANOES & TSUNAMIS

REGULARLY

cause the sheep, grazing in the bush, to

stumble

flail and wish they lived

somewhere that was much safer.*

**Perhaps the lovely state of Pennsylvania.*

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

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

Light & *Light Italic*

Regular & *Regular Italic*

Medium & *Medium Italic*

Bold & *Bold Italic*

Heavy & *Heavy Italic*

Sample Text

OTARI LIGHT 6/8

In 1855 an earthquake, with an estimated magnitude of 8.2, struck the Waiarapa fault line. In some areas the ground was uplifted up to six metres. Wellington's central business district sits almost entirely on land that was below sea level before what is believed to be NZ's most powerful earthquake since European colonization.

OTARI LIGHT 8/10

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OTARI LIGHT 10/12

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OTARI LIGHT 12/15

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OTARI LIGHT 14/17

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OTARI LIGHT 18/22

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OTARI LIGHT 24/28

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OTARI LIGHT ITALIC 6/8

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The Story

OTARI, Travis Kochel's first type effort, aims to capture the essence of Wellington, New Zealand in a single typeface. The contrast of a colorful art scene and the conservative colonial British aesthetic, which is still evident in the capital city, laid the groundwork for this design.

Otari is vibrant and contemporary, but serious and built to last. Its character shines in display type, but doesn't interfere at text sizes.

The name *Otari* is a nod to the *Otari-Wilton Bush*, a fantastic natural reserve in Wellington, where a number of the initial sketches were produced.

THE DESIGNER

Travis Kochel grew up in rural Pennsylvania, and attended the *School of the Art Institute of Chicago*, where he received a Bachelor of Fine Arts in 2008. Travis is currently based in Wellington, New Zealand, where he makes a living as a self-employed graphic designer, focusing spare energy on type design, screenprinting and hiking around the country.



Various design around Wellington that served as inspiration for *Otari*