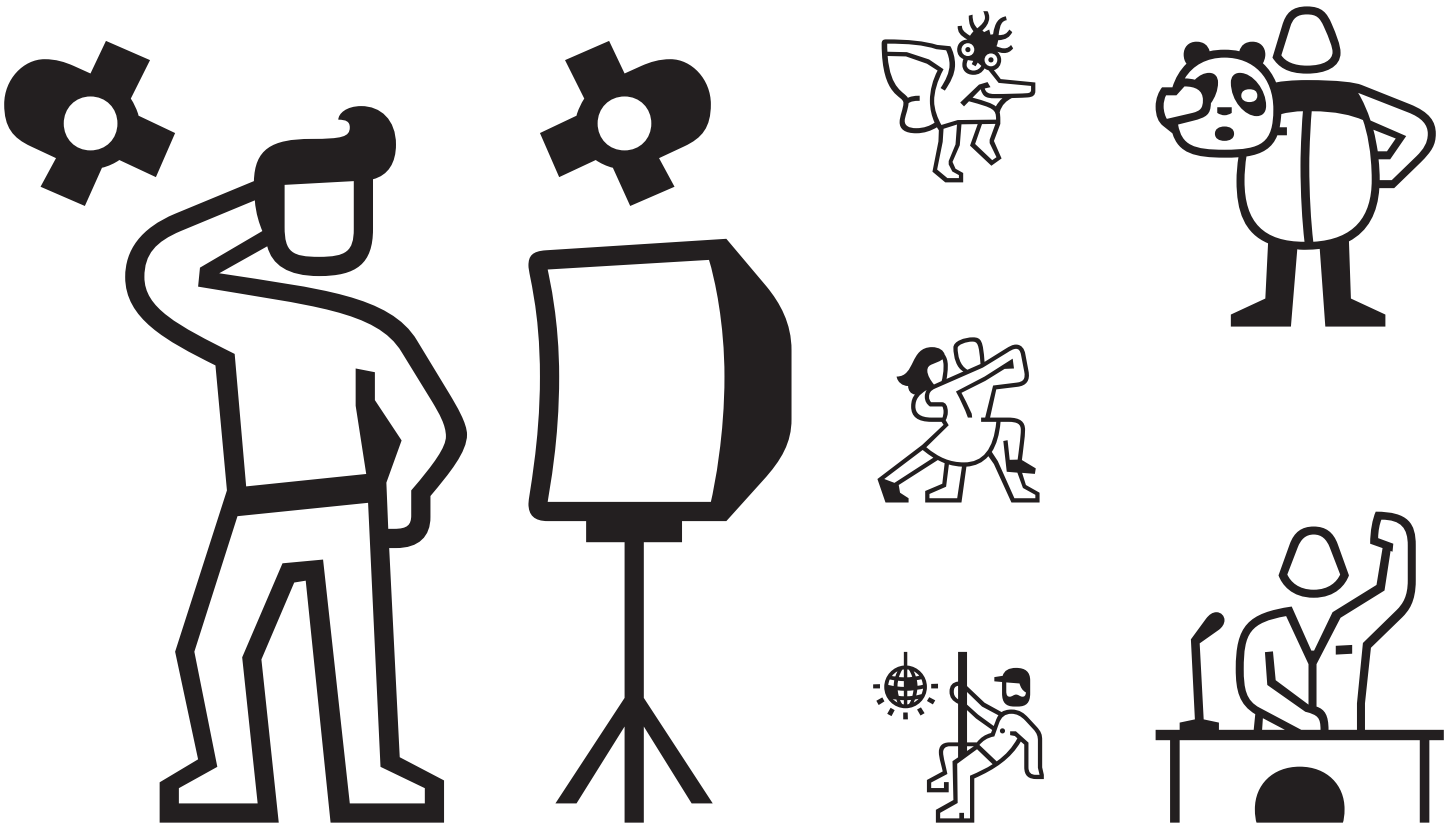
VIVACETA

A laborious non-stop icon set of crafts

by **SERGIO RAMÍREZ FLORES**
www.quintana-font.cl



Quintana-Font introduces *Vivaceta*, a set of pictograms and symbols depicting different human activities. Vivaceta has been planned to be in constant expansion: each font contains 70 glyphs, labeled in spanish: Vivaceta uno, dos, tres, and so on. Thus, Vivaceta family will be adding more symbols constantly, while depicting new activities.

Vivaceta displays the world of jobs and labors, in areas as distant as sports, transport, food, art, construction, and so on. In theses pictographic sets, the glyphs share the space as an expression of equality and integration: each activity has a value. This is the reflection of a personal vision regarding the value of our work and choices.

Vivaceta is a system of linear drawings of a constant thickness, its proportions are equivalent, and there is a general balance between white and black spaces. Vivaceta allows an optimum performance when used in infographics, maps, tables, motions graphics and all kind of visual interfases. It can be used as a desktop font file (.otf) and / or a webfont — easy to use in edition and design softwares.

Vivaceta reminds us of Fermín Vivaceta, the first chilean architect. He formed the Society Union of Artisans and the Association of Workers, in the mid - 1800s, among other remarkable projects.

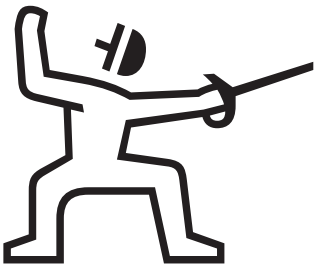
DESIGNED BY SERGIO RAMÍREZ F.

VIVACETA FAMILY
3 FONTS
Vivaceta-UNO
Vivaceta-DOS
Vivaceta-TRES

VERSION 1.0

GLYPHS SET 70 PER FONT

FIRST PUBLISHED JULY 2019



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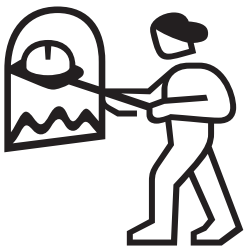

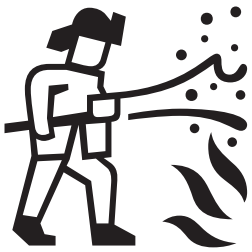
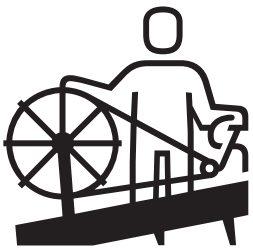

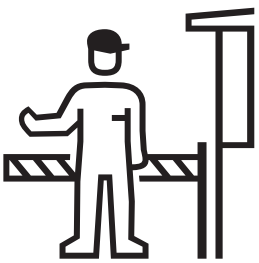

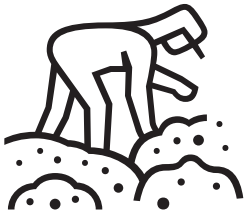

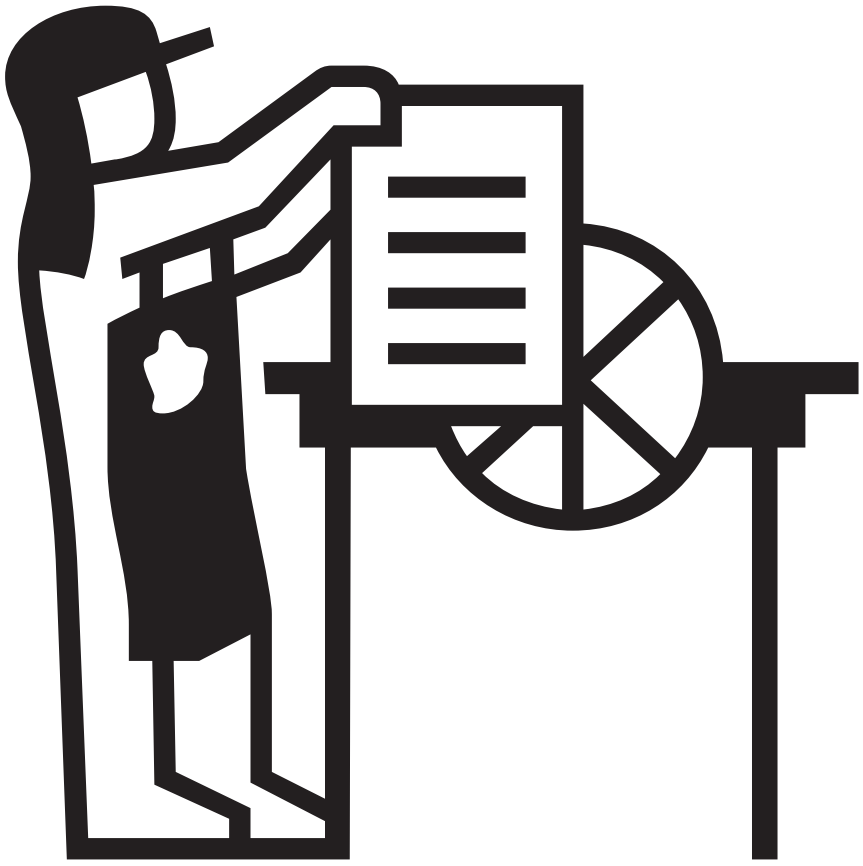

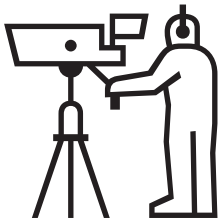

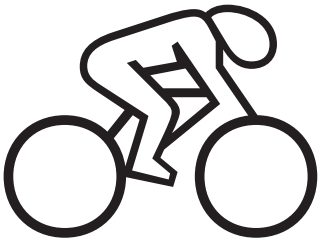

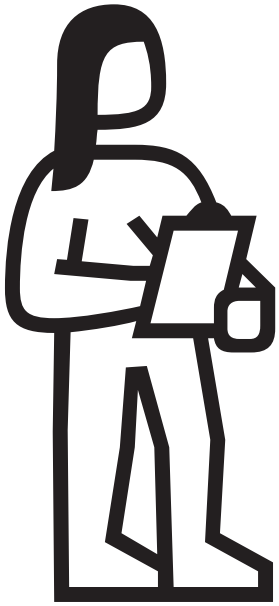

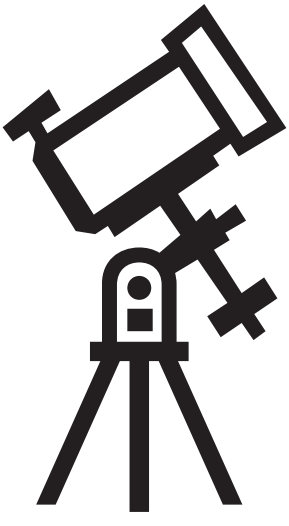

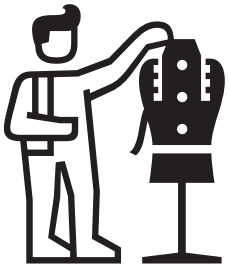

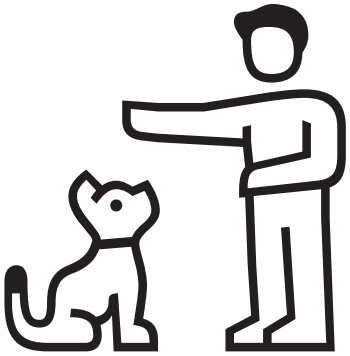

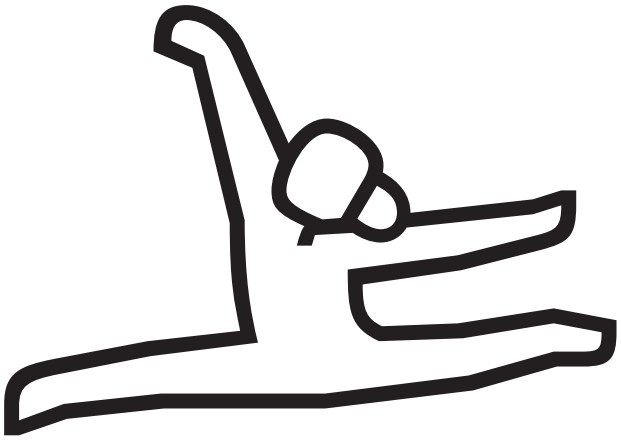

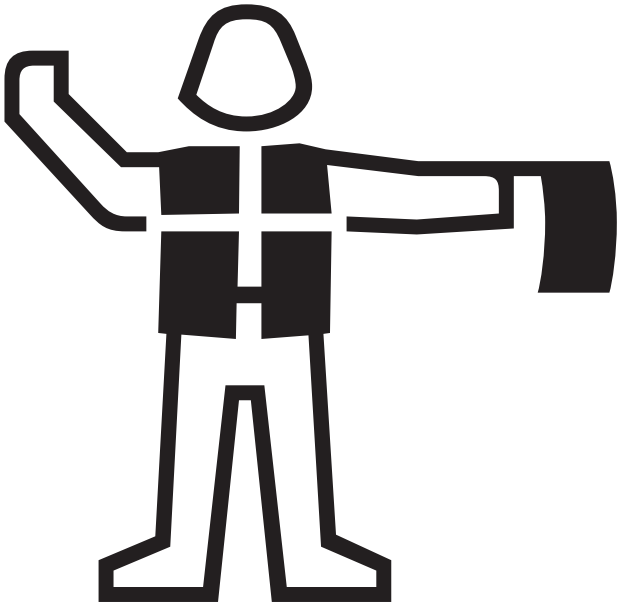

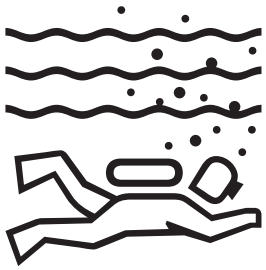

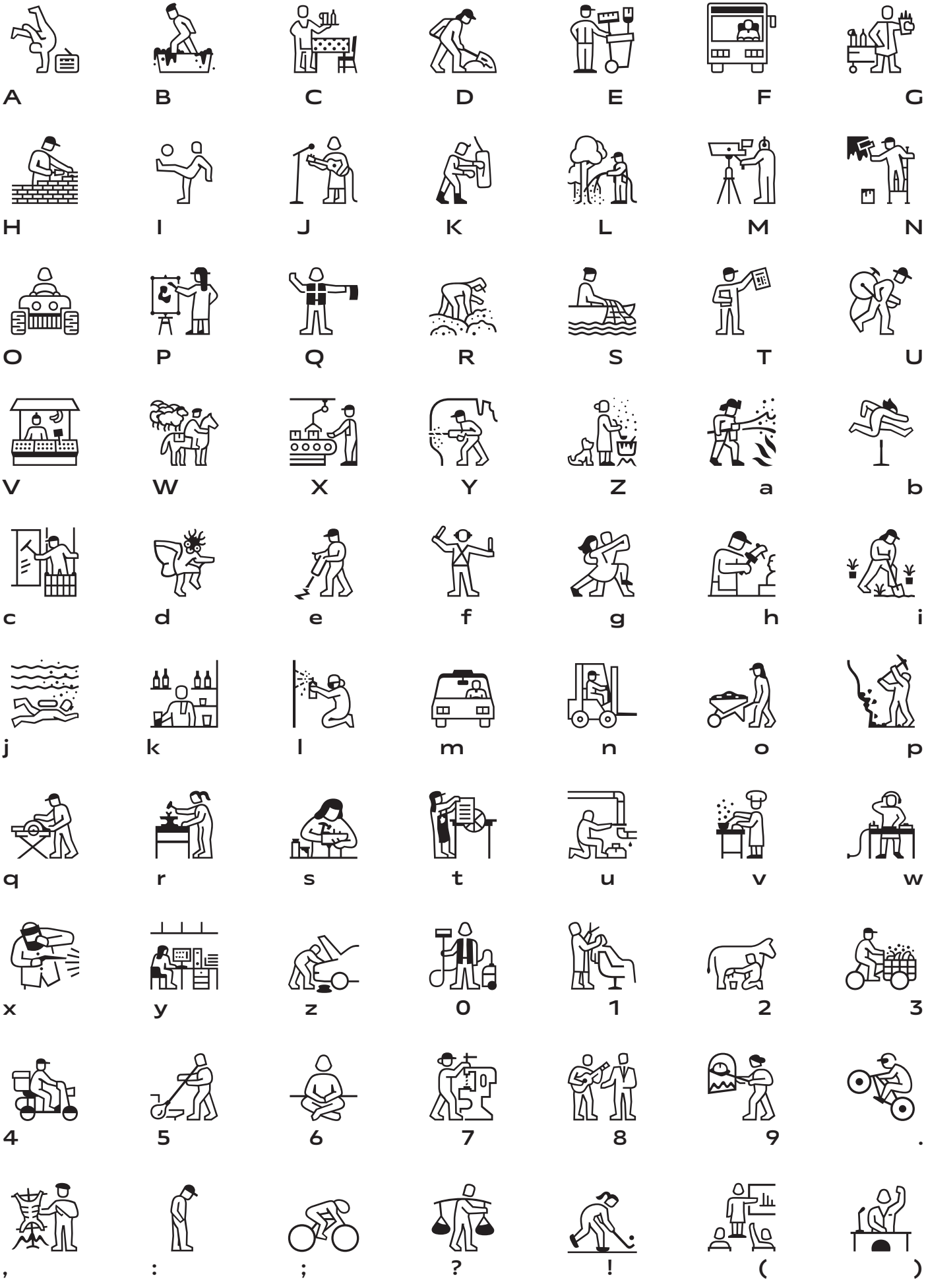
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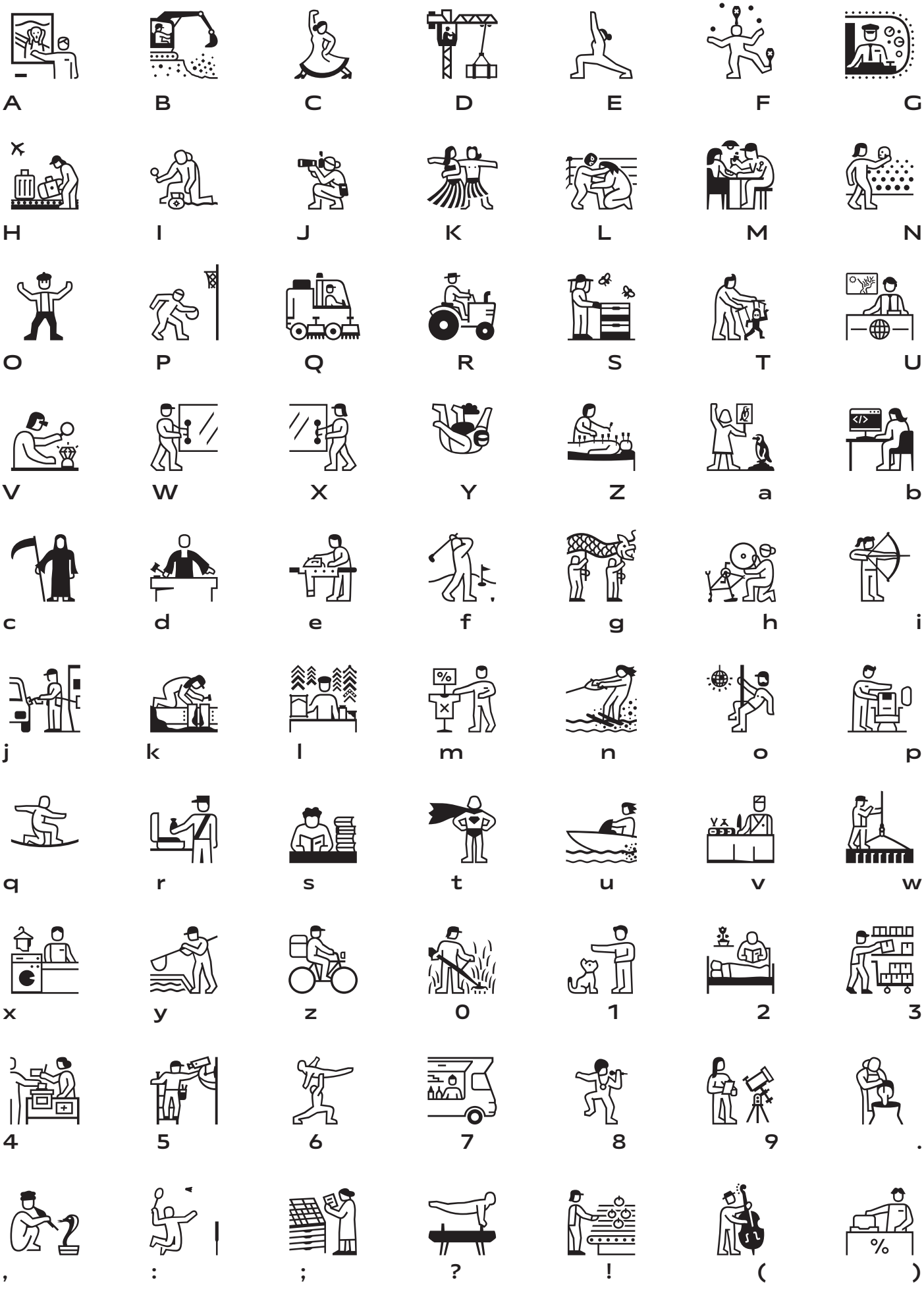
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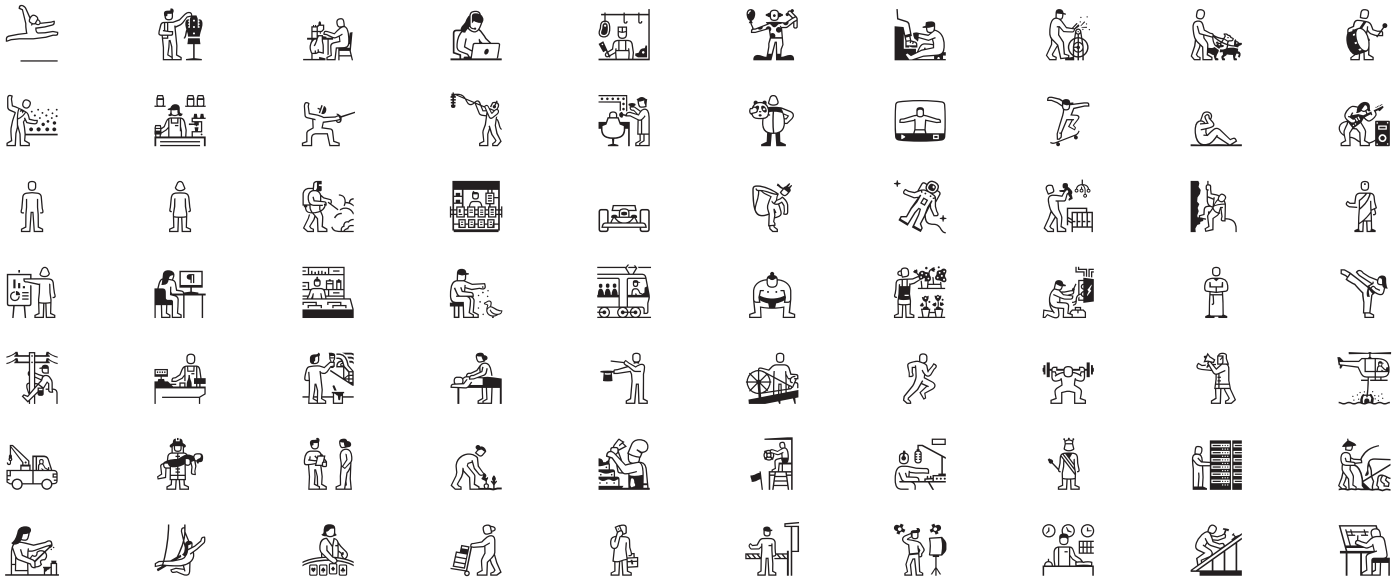
Vivaceta

UNO ☞ 24 PT

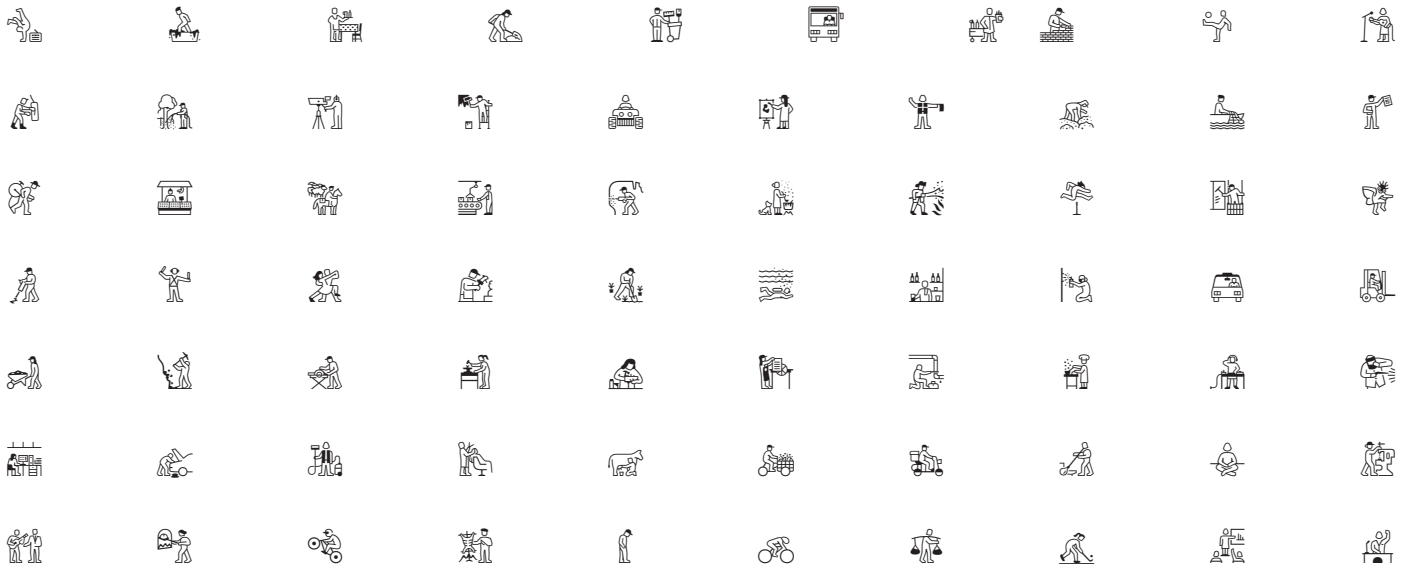
DOS ☞ 24 PT



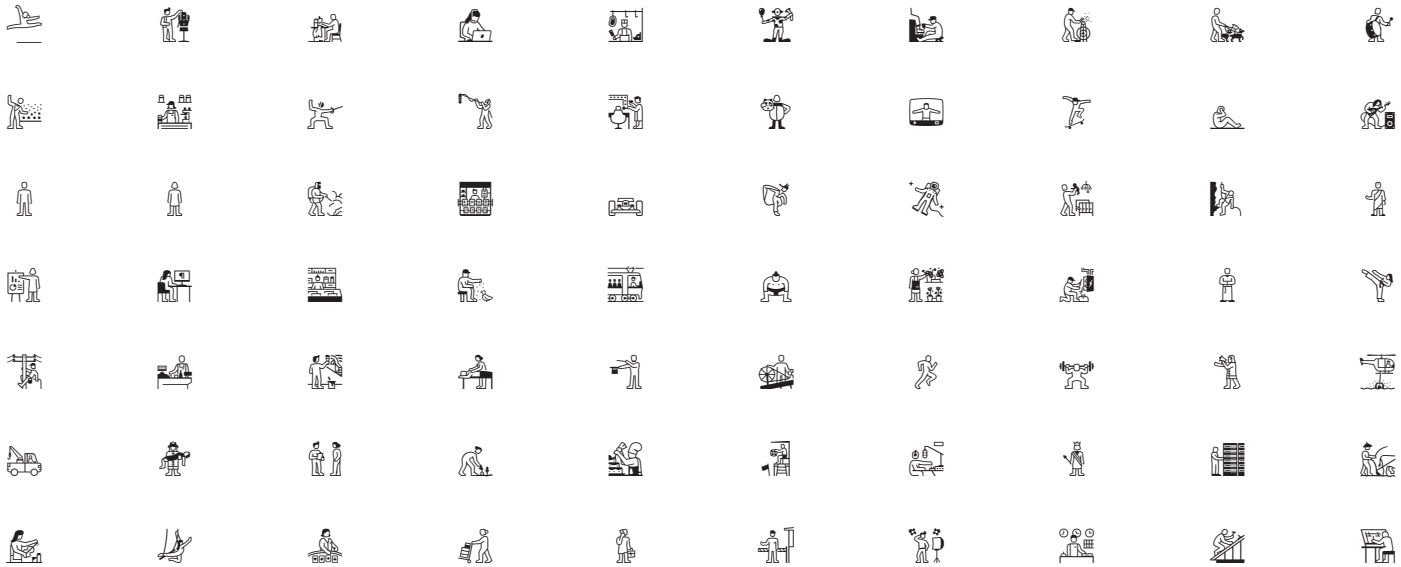
TRES ☞ 24 PT

Vivaceta

UNO ☞ 16 PT



DOS ☞ 16 PT



TRES ☞ 16 PT

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ABOUT THE DESIGNER

Sergio Ramírez Flores is a freelance graphic designer. Over the years he has been specialized in pictogram design, infographics and also as Art Director for books and magazines. Recently, he has collaborated in several projects of Public Information for transportation, tourism and natural parks, and publishing several dingbat sets for different foundries. He holds a Master degree in Information Design at the University of Reading, England.