

The background of the entire slide is a close-up, high-angle shot of numerous wooden letterpress blocks. These blocks are arranged in a dense, overlapping pattern, creating a textured surface. The wood has a warm, brownish-gold tone with visible grain and some darker staining or wear. The lighting is soft, highlighting the three-dimensional nature of the raised letters on the blocks.

kika

Font Customization & Licensing Service

2020.08

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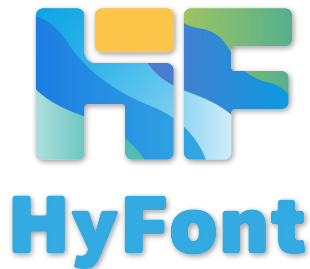
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- 2 Font Service
- 3 Ready-made Typefaces Content
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- 6 Our Advantages

About Kika & HyFont



- Founded in 2011
- World's largest third-party keyboard IME solution provider
- Headquartered in the US and China, with offices in Taiwan, India and Indonesia
- In 2020, Kika founded [**HyFont**], a brand-new Global Type Design Brand

About Kika & HyFont



- Mainly design fonts for global languages
- Aim to create novel and unique fonts for clients worldwide
- Extraordinary advantages of using Logogram over 5000 years & Hieroglyph Heritage for reference
- Business partners including Hisense, Huawei, Xiaomi, Vivo, oppo, etc.

• **Font Service**•

Font Service

1. Customi- zation

Specially
Customized

Show Uniqueness
& Core Value

Brand
Reengineering

2. License

43 Latin
Character Sets

11 Chinese
Character Sets

Support

1. Serif / Sans Serif
2. Slab Serif
3. Rounded
4. Handwriting
5. Script
6. Decorative

Font Service - Customization

Customization

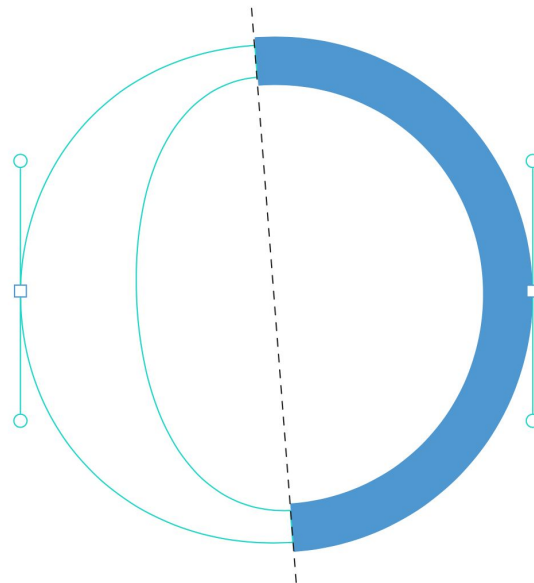
Help clients to tailor a unique visual voice that represents their own core value by creating a customized typeface.

Uniqueness

Based on client's brand voice and requirements, a custom type can add an authentic flavor to the brand and refresh a new voice.

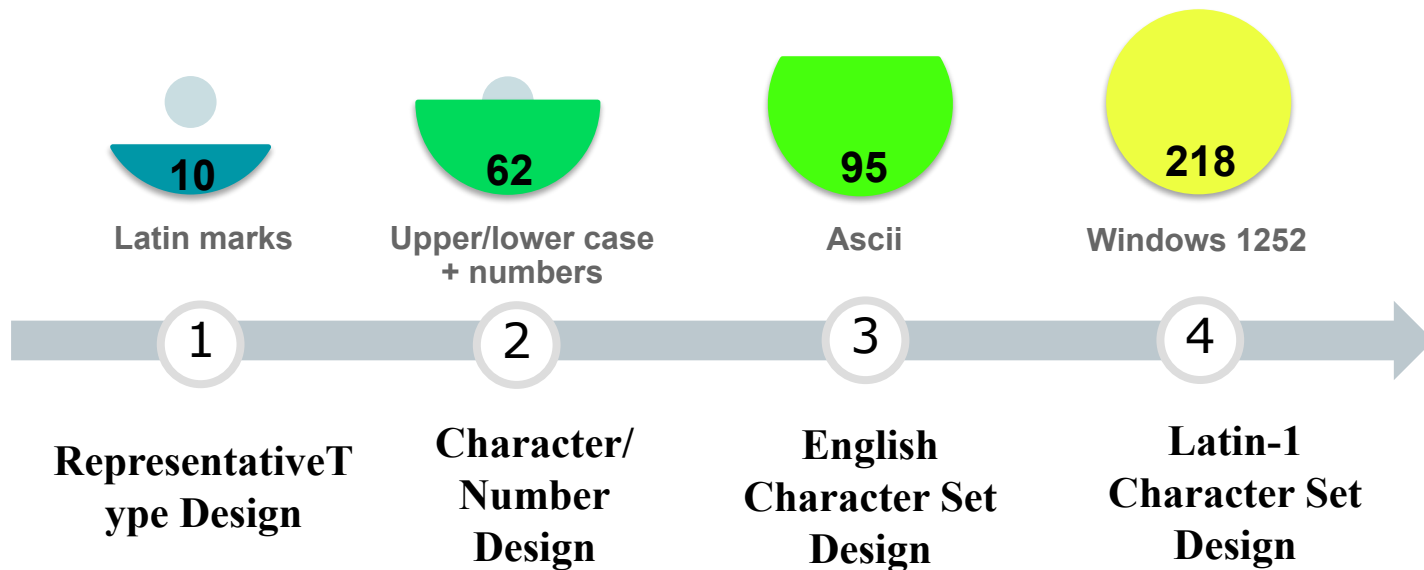
Brand Reengineering

Help to elevate brands to the next level.



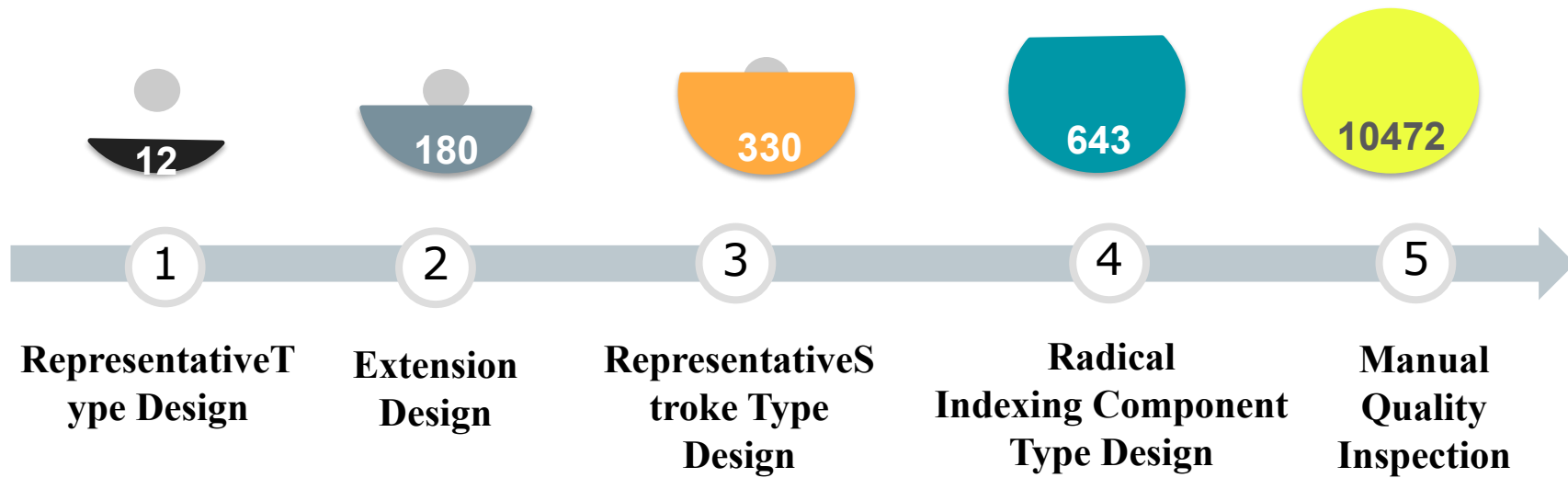
Font Service - Customization

Latin Font Formation



Font Service - Customization

Chinese Font Formation



Font Service - Customization

Chinese

Type Differences

- The image is the simulation of fonts under different resolution.
- Song Typeface shows horizontal stroke break or loss due to stroke contrast.
- Heiti shows the best clearness in small font size, so it's the most suitable one to be used in small screen devices.

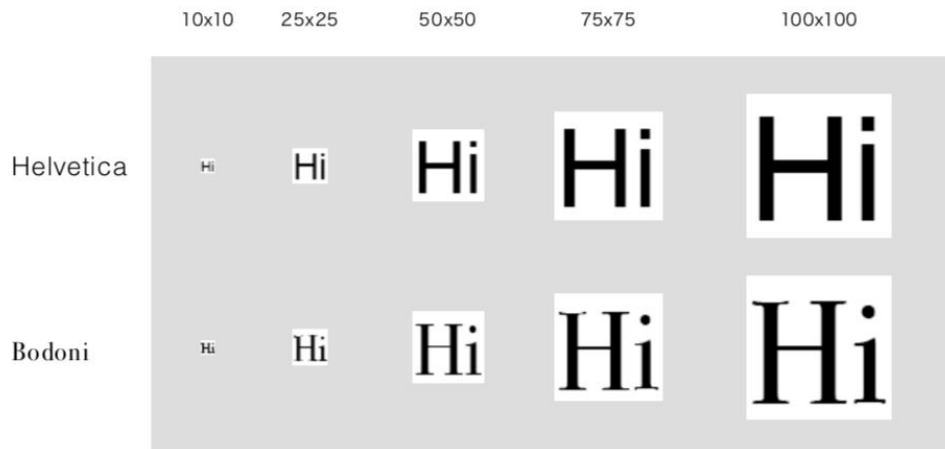


Font Service - Customization

Latin

Type Differences

- Mainly divided into Serif and Sans Serif
- In small font size, Serif shows more clearly than Sans Serif



Font Service - License

HySans

5 weights



Light

That I exist is a perpetual surprise which is life.

Regular

That I exist is a perpetual surprise which is life.

Medium

That I exist is a perpetual surprise which is life.

Bold

That I exist is a perpetual surprise which is life.

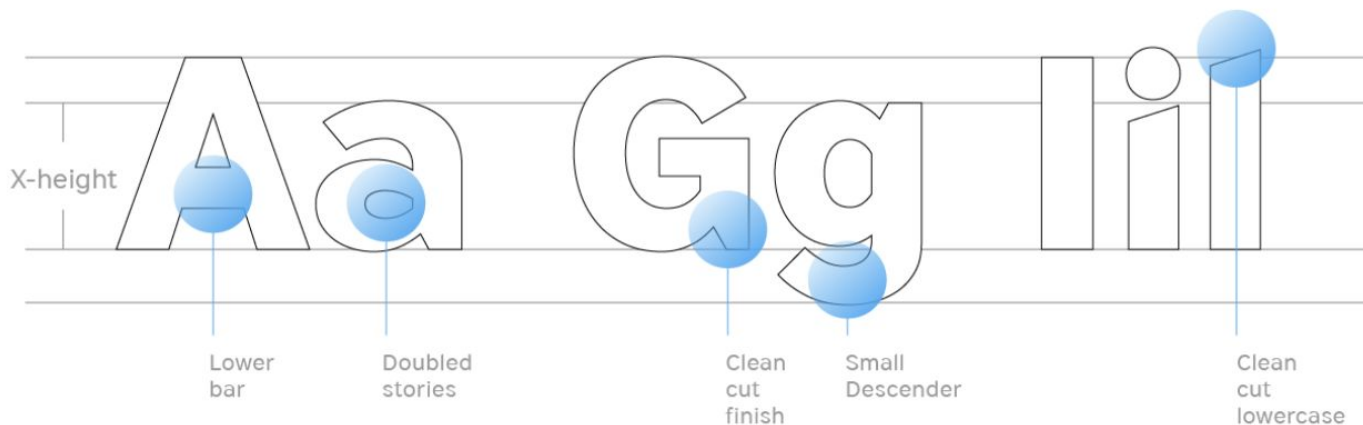
Black

That I exist is a perpetual surprise which is life.

Font Service - License

HySans

Features



Font Service - License

Carol

Features



Glyphs

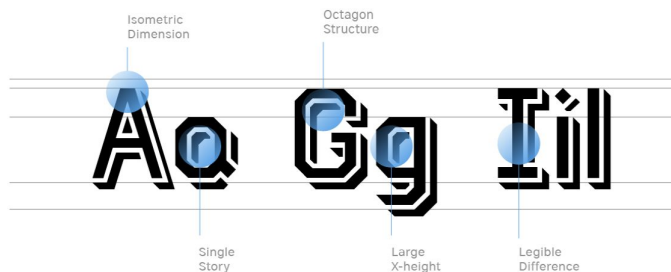
Aa Bb Cc Dd Ee Ff Gg Hh Ii
 Jj Kk Ll Mm Nn Oo Pp Qq Rr
 Ss Tt Uu Vv Ww Xx Yy Zz
 0123456789!@#\$%^&*(){}



Font Service - License

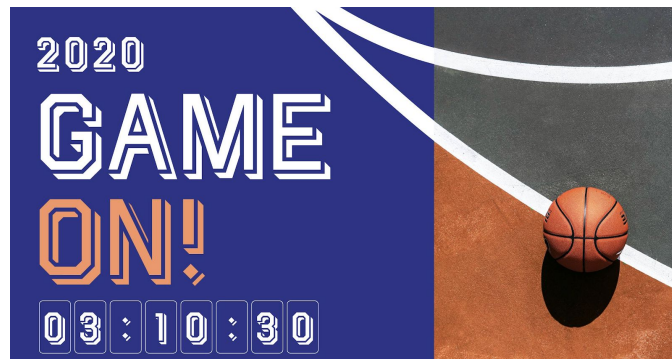
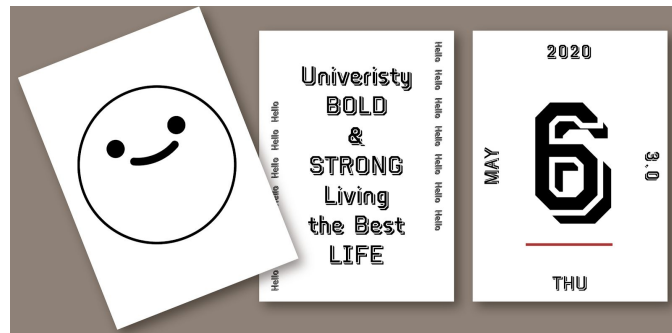
University

Features



Glyphs

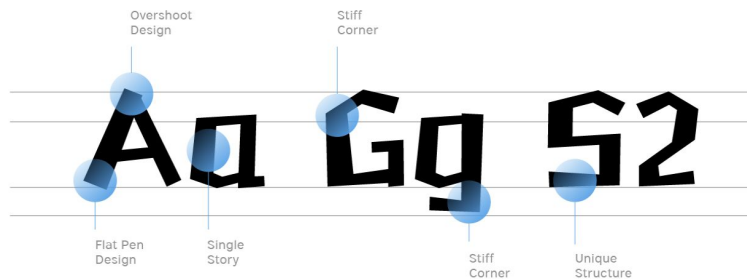
Aa Bb Cc Dd Ee Ff Gg Hh Ii
 Jj Kk Ll Mm Nn Oo Pp Qq Rr
 Ss Tt Uu Vv Ww Xx Yy Zz
 0123456789!@#\$%^&*[]{}



Font Service - License

Growing

Features



Glyphs

Aa Bb Cc Dd Ee Ff Gg Hh Ii
 Jj Kk Ll Mm Nn Oo Pp Qq Rr
 Ss Tt Uu Vv Ww Xx Yy Zz
 0123456789!@#\$%^&*(){} }



- **Ready-made Typefaces** •

Ready-made Typefaces

HyFont Latin Character Sets

Serif

hamburgesfontiv

Carol

hamburgesfontiv

Montage

hamburgesfontiv

Victoria

Sans Serif

hamburgesfontiv

Peace

hamburgesfontiv

Whale

Rounded

hamburgesfontiv

Mido Round

Slab Serif

hamburgesfontiv

Aria Slab

hamburgesfontiv

Bronte

hamburgesfontiv

Fassil

hamburgesfontiv

Heson

Ready-made Typefaces

HyFont Latin Character Sets

Handwriting

hamburgesfontiv

Best Wishes

hamburgesfontiv

Comic

hamburgesfontiv

Growing

hamburgesfontiv

Holiday

hamburgesfontiv

Marshmallow

hamburgesfontiv

Migraffiti

hamburgesfontiv

Skate Sonic

hamburgesfontiv

Sweetie

Script

hamburgesfontiv

Roseonly

hamburgesfontiv

Xmas Script

Ready-made Typefaces

HyFont Latin Character Sets

Decorative

hamburgesfontiv

Animal

hamburgesfontiv

Halloween

hamburgesfontiv

Lunation

hamburgesfontiv

Archite

hamburgesfontiv

Jetter

hamburgesfontiv

MasterPan

hamburgesfontiv

Confusion

hamburgesfontiv

Joker

hamburgesfontiv

Monster

hamburgesfontiv

H2O

hamburgesfontiv

Lacrimosa

hamburgesfontiv

Moon Cake

Ready-made Typefaces

HyFont Latin Character Sets

Decorative

hamburgesfontiv

Musical

hamburgesfontiv

Singing

hamburgesfontiv

Soldier

hamburgesfontiv

Naughty

hamburgesfontiv

Skywalker

hamburgesfontiv

Speed

hamburgesfontiv

NUTS

hamburgesfontiv

Smoke-off

hamburgesfontiv

Spot

hamburgesfontiv

Santa

hamburgesfontiv

Snake

Ready-made Typefaces

kika

HyFont Chinese Character Sets

手寫

新美文字互通世界

蒜頭蒜腦△

新美文字互通世界

芒小果△

新美文字互通世界

雲深不知處△

新美文字互通世界

小星星△

新美文字互通世界

奇妙之旅△

新美文字互通世界

執念莫相惜-瘦金△

新美文字互通世界

唏唏△

新美文字互通世界

美人篆△

新美文字互通世界

時光少女△

新美文字互通世界

奇思胖丫儿△

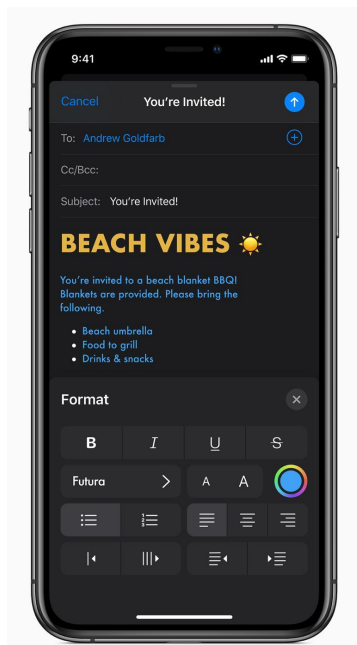
新美文字互通世界

一川烟雨△

- **Multiple Applications** •

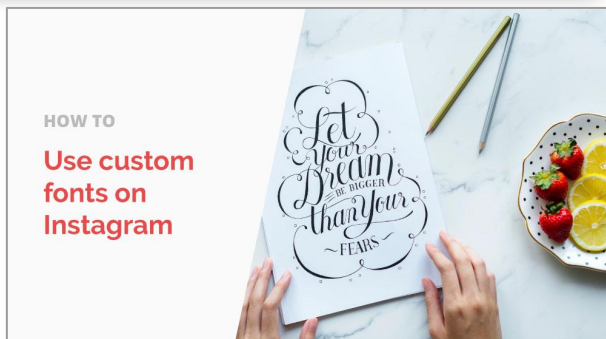
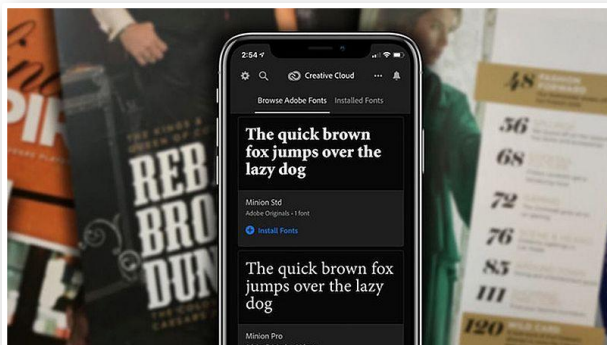
Multiple Applications

Various Devices



Multiple Applications

Omnimedia



• Customization
Successful Case •

Customization Successful Case

Hisense / Design Concept

- Support multiple languages ; Heiti
- Apply the Latin glyph features of cleanness & simpleness
- All the strokes and corners have clean cuts
- Still maintain the humanist feeling, a friendly and approachable style
- To create a comfortable reading experience, all glyphs have their own white space and stroke width.



Customization Successful Case

Hisense / MoBeSans

- Developed for 2 years, specially designed for pixel perfection on displays
- Containing Simple Chinese, Traditional Chinese, Japanese, Korean, Latin, etc., 72 Languages and 22 Writing Systems
- 2 Weights : Regular & Light
- Latin Character Sets contains 42 languages



Customization Successful Case

Hisense / **MoBeSans** - contains 72 languages & 22 writing systems



MoBe
Simple Chinese

Hisense E3系列电视

家的智慧 你做主

格调生活 智慧之选



MoBe

Traditional Chinese

[極 簡]



美學
空間

呼

吸

在生活中，有人好靜，有人好動，然而這兩種人無論是哪一種都容易走向一個極端。太過於好動，只能看到浮躁的一面，很難深入紮根。太過於好靜的人，就如同喪失生機的枯木，沒有了青春活力。也沒有了善於發展的一個思路和思維。

動 靜

MoBe Latin

[SIMPLICITY]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In euismod eu quam a rhoncus. Etiam posuere ligula sed eleifend facilisis. In nibh ligula, commodo nec tortor laoreet, cursus lobortis augue. Nunc imperdiet faucibus mi, eget consequat leo ultrices in. Suspendisse eget risus neque. Sed tincidunt, orci a pellentesque elementum, lorem risus consectetur urna, ac maximus est ipsum vitae justo. Quisque mollis, libero at elementum posuere, metus nulla molestie turpis, eget pellentesque lectus diam vitae augue. Sed rutrum tinci-

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cursus lobortis augue. Nunc imperdiet faucibus mi, eget consequat leo ultrices in. Suspendisse eget risus neque. Sed tincidunt, orci a pellentesque elementum.

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2

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STRENGTH

MoBe

Multiple Languages

World News

AFRICA | AMERICA | ASIA | AUSTRALIA | CANADA | EUROPE | MIDDLE EAST

MoBe Thai

ภาษาไทย

ໂລກນີ້ໄມເປັນແລະຂາຍຫຼັກວ່າເປັນຜູ້ເລ່ນ
ຫາກເຫມົນກວດກາແລະກາຍເຫຼາະກາກາກາ ແລະ
ຂາຍກາຍເຫຼົ່າໄມແລະກາຍເຫຼາະກາກາກາກາ



MoBe Georgian

ქართული

მსოფლიოს ყველა ქვეყანა და ყველა
ქალის და მამაკაცის მხოლოდ
ფუნქციონირების არიან მათ აქვთ
მათი განსაკუთრებული და განსაკუთრებული
და ერთი ადამიანი თავის დროზე
ბევრ ნაწილს თამაშობს.

MoBe Ethiopic

ቋንቋ ቅንጅግ

ሁሉም ዓለም መድረክ ፣ እና ሁሉም ግንደት እና ሴቶች
ብቻ ተጫዋቾች ናቸው። መጠቃቻቸው እና
መግቢያቸው አላቸው ፣ በአርሎ ዘመን እንደ
ሱ ፣ቱ ክፍሎች ይጫወታል ።

MoBe Tamil

மொழி அழகாக இராக்

உலகமெல்லாம் ஒரூ மட்டேன,
மற்றோம் அனதைத்து ஆண்களும்
பெண்களும் வளிரும் வீரர்கள்.
அவர்கள் வளெளியேறோம்
நாமுளவாயில்கள் உள்ளன; ஒரூ
மண்தின் தனது காலத்தில பஸ
பாகுதிகளன வகிக்கிறான்.

MoBe Armenian

Լեզուներ գեղեցիկ է

Այնքոց աշխարհի բնիկ և բոլոր
տղայի աղքատիկ և կանաչ պարզապես
խաղաղությունը են նրանք ունեն իրենց
եղբայր և մոտեցելը Եվ իր ժամանակի
մի մարդ խաղաղ է Էշալս մասերի:

MoBe Gujarati

ભાષા સુંદર છે

બધા વર્ણનો એક મંત્ર, અને બધા પુણ્યો અને
સુણ્ણીઓ ફક્ત બિલાવેલા, તેમની બધે બહાર નીકળી
અને પુરવઠાઓ છે; અને તેના સમયમાં એક માણસ
થવા ભાગો એ છે.

MoBe Kannada

ಭಾಷೆ ಸುಂದರಗಾರುತ್‌ತದ್

ಪೌರಪಂಪದಾದ್ಯಂತ ಒಂದು ಪಂತ್, ಮತ್‌ತು
ಎಲ್ಲೂ ಸುಂದರ ಮತ್‌ತು ಮಹತ್‌ಯರು
ಕೇವಲ ಆಟಗಾರರು. ಅವರು ತಮಮ
ನೌರಗಮನ ಮತ್‌ತು ಪೌರಪಂಪದಾದ್ಯಂತ
ಪಂಪದಾದ್ಯಂತ; ಮತ್‌ತು ಒಬ್ಬ
ಮಾಯತ್‌ತಾಯ ತನ್‌ನ ಕಾಲದಲ್‌ ಅನೇಕ
ಭಾಗಗಳನ್ನು ನೌರಪಂಪತ್‌ತಾತ್.

MoBe Devanagari

भाषा सुंदर है

दुनिया के सभी एक मंत्र, और सभी पुण्य और
सुण्णियों केवल खिलौने हैं। उनके पास अपने नविस
और उनके पुरवड़े द्यार हैं; और एक आदमी अपने
समय में कई भाग खेलेगा।



MoBe Malayalam

ഭാഷ മനോഹരമാണ്

ലോകമെങ്ങിലും ഒരു സ്വർഗ്ഗമേ,
എല്ലാവർ പൂർവ്വജന്മവും സ്വർഗ്ഗകളും
വരവും കളിക്കാരും. അവർക്ക്
അവരുടെ പരിവേഷവും പരിവേഷം
കൊണ്ട് ഇരുന്നുണ്ട്; ഒരു മനുഷ്യൻ
തന്റെ കാലഘട്ടത്തിൽ പല
ഭാഗങ്ങളും വഹിക്കുന്നു.



MoBe Bengali

ভাষা সুন্দর

বিশ্বের সমস্ত মন্ত্র এবং সমস্ত পুণ্য এবং
সুণ্ণী কবেল খেলোয়াড়। তাদের পুরস্কার
এবং পুরস্কার সব রয়েছে; এবং তার সময়
একজন মানুষ অনেক অংশ খেলে।

MoBe Gurmukhi

ਭਾਸ਼ਾ ਸੁੰਦਰ ਹੈ

ਸਾਰੇ ਸੰਸਾਰ ਦਾ ਇੱਕ ਮੰਤ੍ਰ, ਅਤੇ ਸਾਰੇ ਆਦਮੀ ਅਤੇ ਰਾਤਾਂ
ਸਫਿਰ ਖੜਿਰੀ. ਉਨ੍ਹਾਂ ਦੇ ਬਾਰ ਅਤੇ ਦਰਵਾਜ਼ੇ ਹਨ; ਅਤੇ
ਇੱਕ ਆਦਮੀ ਆਪਣੇ ਸਮੇਂ ਵਿੱਚ ਬਹੁਤ ਸਾਰੇ ਹਿੱਸੇ ਖੇਡਦਾ ਹੈ.

MoBe Myanmar

ဘာသာစကားကလွတ်ယွ

အမ္ဘာဘာတုတ်တုတ်တုတ်တုတ်တုတ်တုတ်တုတ်
အမျိုးသမီးအားလုံးသည်ကစားသမားများသာ
ဖြစ်သည်။ သူတို့ထွက်ပေါက်နှင့်ဝင်ပေါက်များ
ရှိသည်။ ပါဠိဘာသာအမျိုးကလွတ်ယွတုတ်တုတ်
မျိုးကလွတ်ယွတုတ်တုတ်တုတ်။

MoBe Telugu

భాష అందంగా ఉంది

వీరంచమంతా ఒక వేదేక, మరియు మరుపులు
మరియు మహిమలు అందరూ కేవలం ఆటగాళ్ళే.
వారు వారి నేపథ్యములను మరియు వేదేక
దేహాల కంటే ఉన్నార; మరియు ఒక వేయకే
తన కాలంలో వారు భాగాలు వేషిస్తారు.

MoBe Oriya

ଲେଖିଆଣେ ଇସର ବେଆଇଲେଲୁଲ

ଏ ଥରେ ବେଲେଓ'ର ଏ ଷ୍ଟାଣ୍ଡେର, ଆଶ୍ଚର୍ଯ୍ୟ ଏ ଥରେ
ମନ ଆଉଟ ବେଲେଓ ମିଲେଇଲେ ବେଲେଓ. ଥରେ
ବେବେ ଥରେ ବେବେର ଆଶ୍ଚର୍ଯ୍ୟ ଥରେ
ଏବେବେବେ, ଆଶ୍ଚର୍ଯ୍ୟ ଥରେ ମନ ଏ ଥରେ
ବେବେ ବେଲେଓ ବେଲେଓ.



MoBe NaskArabic

عربية

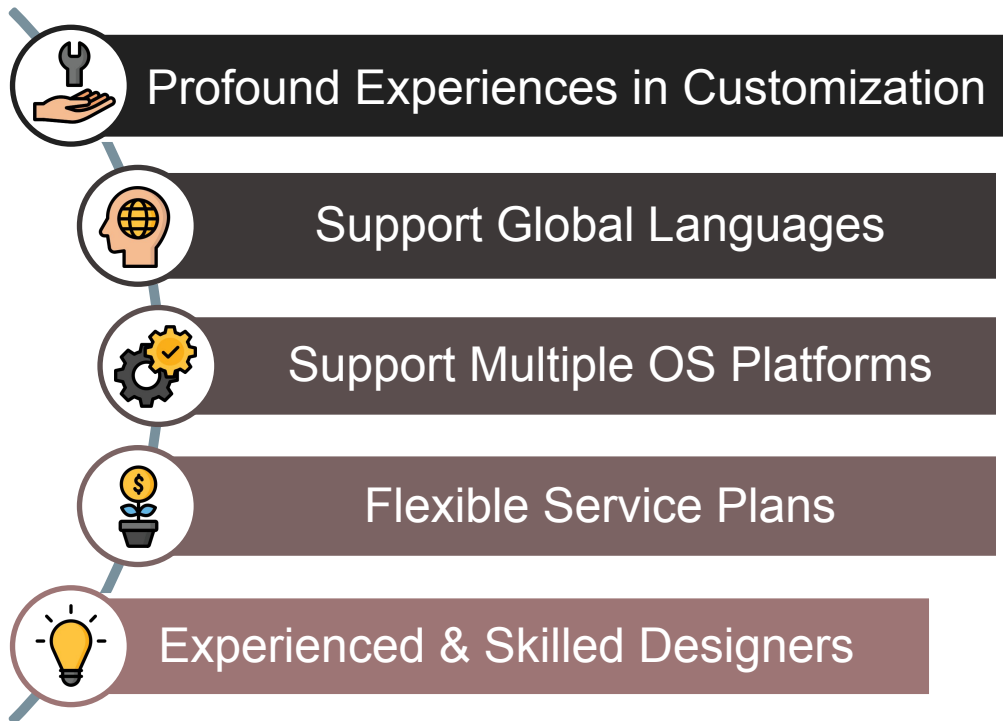
كل لغة لها روحها، وكل لغة لها
روحها. كل لغة لها روحها، وكل لغة لها
روحها. كل لغة لها روحها، وكل لغة لها
روحها.

MoBe Hebrew

השפה

כל לשון היא מלאה ברוח, כל לשון היא
מלאה ברוח. כל לשון היא מלאה ברוח,
כל לשון היא מלאה ברוח.

Our Advantages



A close-up of two hands shaking in a firm grip, signifying a business agreement. The hands are wearing grey suit sleeves with white cuffs. The background is a blurred crowd of people in business attire, suggesting a professional setting.

Welcome to Contact Us

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