

Mahsus Displacement

The studio's first commission was not a film. It was a face. We had to decide which letters would carry the word *misafir* before we could decide which scenes would carry the work. A face built for a studio of this kind has to hold a 240-point title without preening, drop to a 14-point line of running editorial without breaking voice, and meet a Turkish lowercase *ı* the moment it appears — because most of the work, most of the rooms, most of the guests, are Turkish. Mahsus Display is that face: a derivative cut of the open-source Newsreader by Production Type, modified for the studio's specific weights, scales, and silences. What follows is the face on the page, at every size we will ever use it, in the language we will mostly speak.

THE FULL REPERTOIRE

UPPERCASE

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

LOWERCASE

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

NUMERALS

0 1 2 3 4 5 6 7 8 9

PUNCTUATION

· , ; : ! ? - — – & @ * †
‡ § ¶

TURKISH + EXTENDED DIACRITICS

İ ı Ş ş Ç ç Ğ ğ Ö ö Ü ü Â
â â î û û

Misafir, the room has been waiting.

WGHT 200

Misafir, the room has been waiting.

WGHT 300

Misafir, the room has been
waiting.

WGHT 400

Misafir, the room has been
waiting.

WGHT 500

Misafir, the room has been
waiting.

WGHT 600

Misafir, the room has been
waiting.

WGHT 700

Misafir, the room has been
waiting.

WGHT 800

OPTICAL-SIZE AXIS · 6 TO 72

Calibration

OPSZ 6 · CAPTION

Calibration

OPSZ 18 · BODY

Calibration

OPSZ 36 · SUBHEAD

Calibration

OPSZ 72 · DISPLAY

Misafir, oda seni bekliyor.

Bir mekân, bir saat, bir misafir. — Mahsus, Türkçeden gelen bir kelimedir. Anlamı, bir şeyin yalnızca o kişi için, başka hiç kimse için değil, özellikle yapıldığıdır. Stüdyonun adı da bu yüzden Mahsus oldu — çünkü ürettiğimiz her film, her müzik parçası, her web sitesi, yalnızca o konaklama markası için, başka hiçbir misafir için değil, ona özel olarak inşa edilir. Bir butik otelin sabah ışığını, bir restoranın akşam servisini, bir kıyı kaçamağının rüzgârını başka bir markaya devretmek mümkün değildir; o anlar mekâna aittir, mekân da kendi sesini hak eder. Bu tipografi, o sesin yazıdaki karşılığı olarak kesilmiştir. Büyük İ ile küçük noktasız ı'nın aynı satırda birlikte oturabilmesi, ş ile ç'nin altındaki çengellerin tek tek elden geçirilmesi, ğ'nin yumuşak şapkasının iki nokta üzerinde sıkışmaması — bunlar Türkçeyi editöryel olarak çalışmak isteyen her tipografinin gerçek sınavıdır.

Mahsus Display, Production Type'in açık kaynak Newsreader tipografisinden türetilmiş bir varyanttır. Stüdyo, ağırlık ekseninde 200'den 800'e ve optik boyut ekseninde 6 puntodan 72 puntoya kadar tüm aralığı korumuş; yalnızca aile adını, tasarımcı ve sağlayıcı alanlarını ve dosya künyesini kendi adına güncellemiştir. Lisans OFL 1.1 koşullarıyla aynen geçerlidir.

Specifically made for you.

H1 · 70PT · WEIGHT 400 · OPSZ 72 · USED ON THE HOMEPAGE HERO AND CASE-STUDY OPENS

We turn the photographs you already paid for into a film.

H2 · 30PT · WEIGHT 500 · OPSZ 60 · USED FOR SECTION HEADS AND JOURNAL POST TITLES

*Restraint is a kind of generosity – it leaves room for the
work to breathe.*

PULL-QUOTE · 22PT ITALIC · WEIGHT 400 · OPSZ 36 · USED FOR EDITORIAL BREAKS AND CASE-STUDY
STANDFIRSTS

Every brief opens the same way. A photographer's archive, a property's calendar, a deadline that already has a launch date hanging from it. The studio's job is to read what is already there – the grain in the wall, the angle of the light, the second of stillness before the room turns – and decide what the camera will do next. The film is built from that decision.

BODY · 13PT · WEIGHT 400 · OPSZ 18 · USED FOR RUNNING EDITORIAL ACROSS THE JOURNAL, CASE STUDIES, AND THIS SPECIMEN

Mahsus

Mahsus Display was cut for the studio in May 2026 as a derivative of *Newsreader* by Anna Giedrys at Production Type. The variable axes – weight 200 to 800, optical size 6 to 72 – are preserved unchanged from the parent face. The studio modified family naming, designer and vendor fields, and the version string. Mahsus Display is the only typeface used across mahsus.com, in this specimen, and in every deliverable bearing the studio's mark.

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