

SPUR &
SPUR OUTLINE



A semi-serif typeface with old-time Texas Charm.

Inspired by mid-century Texas roadside eateries, this typeface captures the bold, utilitarian charm of hand-lettered BBQ signage. It's designed to bring a sense of Americana, grit, and local flavor to modern visual storytelling.

Spur pays homage to the old-school branding irons and bold signage of Texas BBQ. It evokes a sense of bold, nostalgic Texas spirit, bringing together the authentic feel of a BBQ cookout.

Styles

18 (Spur), 14 (Spur Outline)

Weights

9 (Spur), 7 (Spur Outline)

GlyphCount

248 glyphs

OpenType Features

Alternative Q, g, j
Contextual Alternatives
Small Capitals
Ligatures

Format

OTF, WOFF, WOFF2
and Variable

Released

2025



Spur

Thin *Italic*

Extra Light *Italic*

Light *Italic*

Regular *Italic*

Medium *Italic*

Semi Bold *Italic*

Bold *Italic*

Extra Bold *Italic*

Heavy *Italic*

Variable

Spur Outline

Thin *Italic*

Extra Light *Italic*

Light *Italic*

Regular *Italic*

Thick *Italic*

Extra Thick *Italic*

Heavy *Italic*

Variable

A B C D E F G
H I J K L M N
O P Q Q R S T U
V W X Y Z

a b c d e f g g
h i j 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 Q R S T
U V W X Y Z

a b c d e f g g
h i j j k l m
n o p q r s t
u v w x y z

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ñ ò ó ö ō ø '
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1 2 3
4 5 6 7
8 9

1 2 3
4 5 6 7
8 9

Bold 65 pt/Outline, Thin 65 pt



Outline, Thin 550 pt

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**Serve ribs
for \$25,
& offer 50%
off brisket!***

Call #101
(Mon–Fri, 10AM–6PM)
pit@texas.bbq

*[Smoked turkey available
on request]

Ö

Diacritics/Accents, Medium, 450 pt

Ů

Diacritics/Accents, Outline, Light, 450 pt

**maïs
grillé
jalapeño
à la carte
pâté**

café
dòlce
crème
brûlée
té de piña

SMOKY

RIBS

BEEF

HOTFIRE

TOAST

Small Capital, Medium, 75 pt

AROMA

CUTS

MEAT

BRISKET

JOINT

Small Capital, Outline, Extra Light, 75 pt

ÆGIS
THICK
BUTTER
Flame
Thigh
Buffalo

Ligatures, Regular, 70 pt



Ligatures, Thin, 380 pt

sniffing

fire

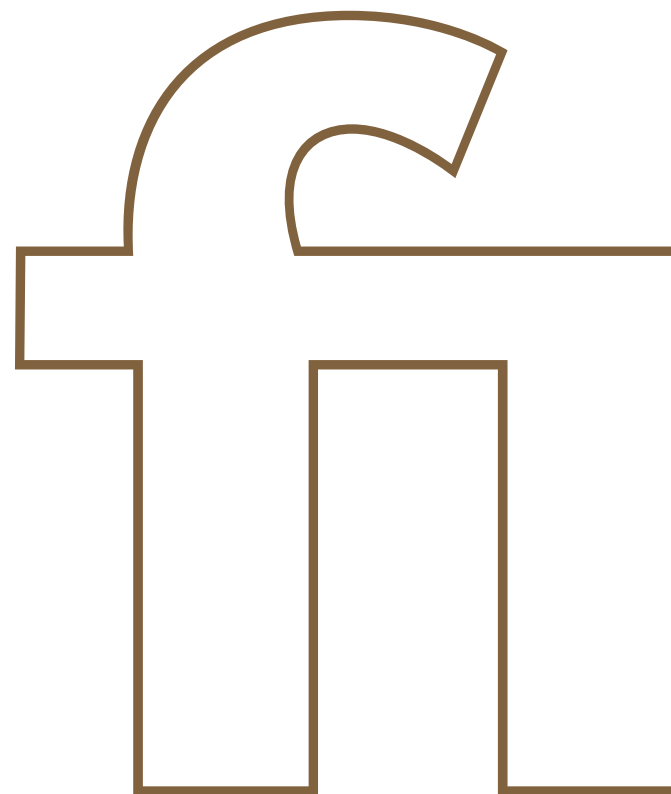
flavor

craft

fuego

outfitter

Ligatures, Outline, Light, 70 pt



Ligatures, Outline, Thin, 380 pt

Juicy
jalapeño
mojito

Grill

sizzling

gravy



Spur and Spur Outline share the same vertical metrics to maintain consistency in their forms. The tickness of each vertical and horizontal stroke are optically adjusted to maintain the balance.

Q tail cuts in with a bold, angular spur—setting a dramatic tone and echoing Spur's signature tension.

M stands out with subtly diagonal verticals, adding boldness without sacrificing balance—its stance feels both dynamic and stable.

Sharp semi-serifs define Spur's voice, most visible on every vertical stems and diagonal.

Curves with control, finishing in a firm, spurred exit that breaks from convention without losing balance.

Q

Bold, 430 pt

MESQUITE
SMOKED
BAR-B-Q

**The quick ol'
brown fox
jumps over
the lazy ol'
hound.**

Outline, Heavy, 54 pt/Bold, 40 pt

Everything's
bigger in Texas,
including the
stories. From the
wide-open plains
of West Texas

When the day isn't gone,
and night's just starting
to breathe

People come here for the
the feeling that anything is
possible

*Everything's
bigger in Texas,
including the
stories. From the
wide-open plains
of West Texas*

*When the day isn't gone,
and night's just starting
to breathe*

*People come here for the
the feeling that anything is
possible*

Everything's bigger in Texas, including the stories. From the wide-open plains of West Texas to the vibrant cities like Austin, Houston, and Dallas, the Lone Star State blends rich history with modern innovation. Cowboys, tacos, oil rigs, and live music coexist in a cultural stew as vast as the state itself. Whether you're driving down endless highways under the hot sun or two-stepping in a honky-tonk, Texas always leaves a strong impression. This is just a sample of what makes Texas more than just a place—it's a state of mind. From sunrise over dusty ranchlands to the glow of city skylines at night, Texas moves to its own rhythm. You might find yourself sipping sweet tea on a porch ...

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Texas always leaves a strong impression. From sunrise over dusty ranchlands to the glow of city skylines at night, Texas moves to its own rhythm. You might find yourself sipping sweet tea on a porch swing, watching rodeo riders kick up dirt, or chasing food trucks through streets alive with music. The mix of grit and charm runs deep, from the silence of desert canyons to the roar of Friday night football.

People come here for the space, the flavor, and the feeling that anything is possible. Texas doesn't ask you to fit in; it invites you to stand tall. There's a raw honesty to Texas that's hard to ...

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Tradition and rebellion ride side by side in Texas. One moment you're exploring historic missions or admiring bluebonnets in bloom, the next you're catching a rodeo or watching rockets launch. Barbecue smoke drifts across backyard fences while country anthems echo through the air. Every town has a tale, and every corner, a bit of grit and glory. There's no one way to define it—Texas is always writing its next chapter.

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From the open road to
the late night glow—
some things just feel
better together.

The fire's been going since late afternoon, casting soft shadows on the old wooden fence. Out past the pasture, the wind hums steady, carrying bits of conversation, laughter, and the kind of quiet that only shows up when the sun starts to dip. Someone tunes a radio, someone else leans back in a folding chair,

boots crossed, eyes half-closed. Time slows out here—not out of laziness, but because there's no rush. The sky glows faint orange, the air still warm, and everything around feels stitched together by habit and heat. You don't need much—just a place to sit, a breeze to catch, and folks who don't mind letting the evening last.

WeType

A type foundry at the cross-section of Western and Eastern cultural heritage. Regardless of where your "center" is, WeType is committed to the preservation, modernization, and creation of typographic voices for purposeful designers, brands, and institutions of today.

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