

este es

prohibido

I am the forbidden.



MU

SAS

soy lo prohibido.

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### Prohibido

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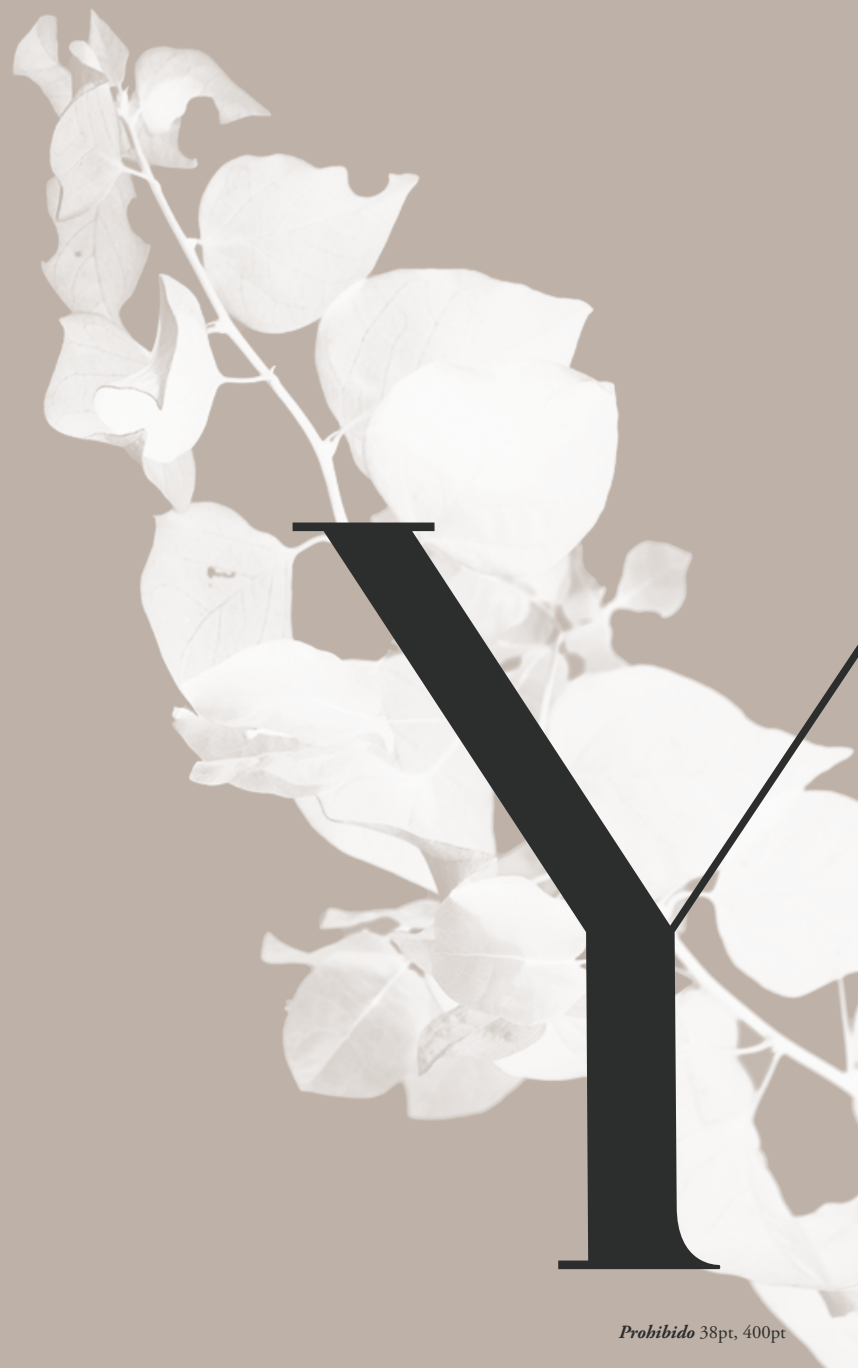
Prohibido is a single-weight display serif typeface designed by Esalee Andrade-Guerrero in 2017. It is inspired by the album *Musas* by Mexican singer-songwriter *Natalia Lafourcade*. Just as Natalia references ideas of resurrection in cultural tradition, neverending love, the inherent power and delicate nature of femininity, so do the letterforms in Prohibido.

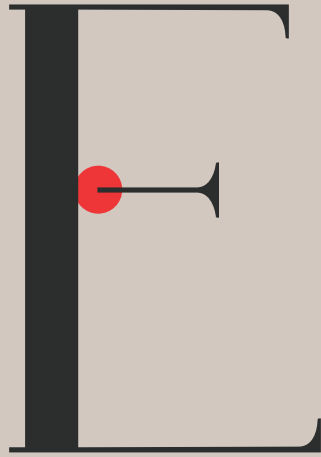
Through the high contrast of thick to thin strokes, exaggerated character width, and hairline strokes that are broken at the axis, Prohibido aims to weave a story of the balance between strength and vulnerability.

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

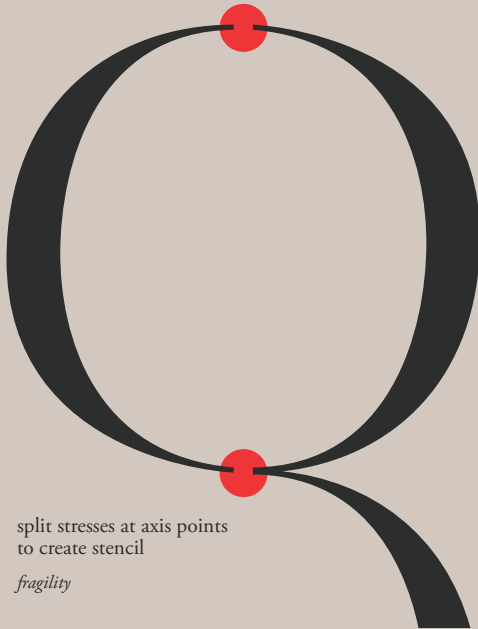
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a b c d e f  
g h i j k l  
m n o p q  
r s t u v w  
x y z



A large, black, serif capital letter 'E' is centered on a light beige background. A small red circle is placed on the horizontal crossbar of the letter, slightly to the left of the center.

broken crossbar  
*vulnerability*

A large, black, serif capital letter 'Q' is centered on a light beige background. Two red circles are placed on the letter: one at the top of the vertical stem and one at the bottom of the vertical stem, where the stem meets the bowl of the letter.

split stresses at axis points  
to create stencil  
*fragility*

The text 'SOY LA FLOR ENCENDIDA' is repeated six times, stacked vertically on a white background. The text is in a black, serif font. On the right side of the page, there is a vertical strip of torn, textured paper that overlaps the text. The word 'ENCENDIDA' in the second and third lines is highlighted in red. The overall effect is that of a stencil or a piece of paper being torn away from the right edge.

SOY  
ES  
AMOR  
QUE  
NEGARAS

**MINO**

**WXX**

Se me parte el alma

QUE VIVA LA

Que meura la esperanza

NOSTALGIA

Y toda la dulzura del amor

QUE REPARE

En lí

EL TIEMPO

A dónde va la calma

Finalmente descubrí tus **besos.**

TUS

BE -  
SOS

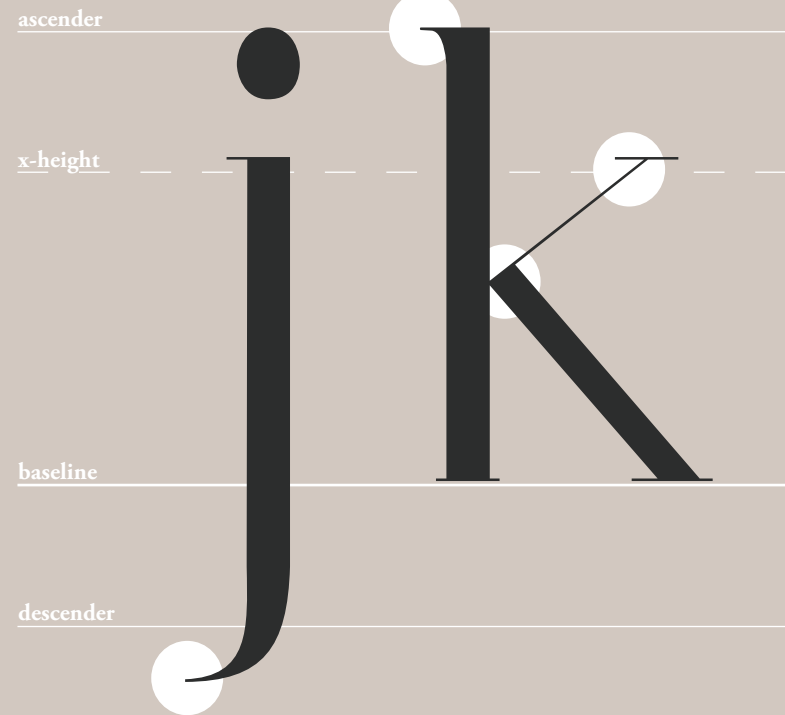
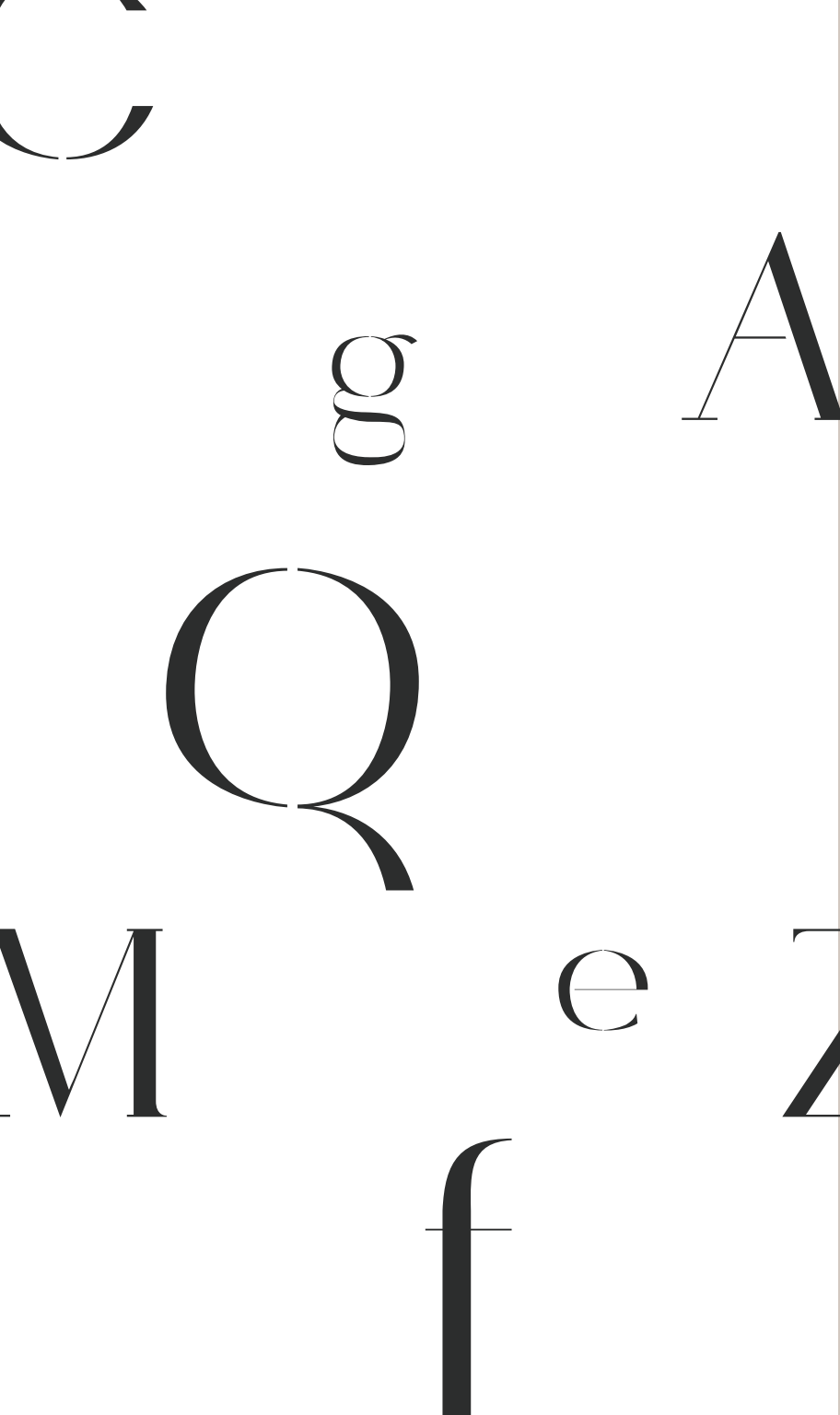




corazón  
corazón

tu si sabes  
quererme  
como  
mi amor  
a mi me gusta





*Prohibido* has a number of subtle qualities that are designed to reference the tension between strength and weakness. As show above, both serifs and brackets are used at a fine weight and are combined with heavy stems. The tail on Prohibido's descenders are thinned out so that they gently lead you out of the character. Details like these are juxtaposed against other letterforms that contain abrupt arm connections at sharp angles.

fin de

prohibido