

MONOTYPE'S ANNUAL

EST. **M.** 1887

TYPE TRENDS

Report

2023

THE LATEST IN TYPE DESIGN

M.

1887

A circular seal with a blue center containing the year "2023" in white. The outer ring is red with the text "THE LATEST IN TYPE DESIGN" in white, curved along the bottom edge.

SUPER SOBER
zero percent wines

Welcome to the 2023 Type Trends report.

Typographic trendspotting.

As we wandered the main streets and back alleyways of the internet in search of typographic gold for this year's Type Trends report, we realized that we were taking snapshots of a design world that moves at an incredible speed. The internet and social media allow anyone to be seen and heard, contributing to the vast ocean of design every day. Snapshots of creativity, stored in the cloud, act as an ethereal archive from the millions of us who create and share in this vast, endlessly connected public space.

After a few years of fake meeting backgrounds projecting dreams of exotic beaches and spaceships, it's time to get out and face the world once more. Thankfully, designers are resilient creatures. We've seen creativity flourish in infertile grounds with passion and purpose.

Let's look at how the current state of affairs manifests in design terms. This year, playfulness returns in a big way with the splashy Superhero trend. Diversity and inclusion continue to be expressed graphically with the continuation and maturation of last year's Mix-up trend— but now it's showing a spectrum from wild to mild. Motion and 3D continue to expand and blur the boundaries of what graphic design is. As screens become further embedded into daily life and

we inch closer to mainstream adoption of augmented and virtual reality, these expressions and digital touchpoints will become increasingly important to brands. Finally, letterforms that are inherently static and lack the ability to move and shake start to appear as if they are in motion, as you'll see in the Twisted or Liquify trends.

As designers, we know that the best way to hone our craft is by considering, questioning, challenging, appreciating, and doing design work. And that's precisely what this report is: An educational collection of work that fascinates and excites us and, most importantly, represents a ripple coursing through that ocean of design. It's simply a celebration of incredible global typography.

Our lives and our design work are constantly in motion. This report is an opportunity for reflection and projection, a pit-stop along the way, to help you charge up and plan for the year ahead. The trends report in front of you is a scenic overlook, a landscape snapshot worth capturing.

—Terrance Weinzierl, Emilios Theofanous,
and The Monotype Studio.

Trends.

Match maker.

Diversity, variety, and powerful pairing in visual form.



Match maker: Mix-up.

A continuation, maturation, and expansion of the trend from last year. Why use three colors when you can use thirty?

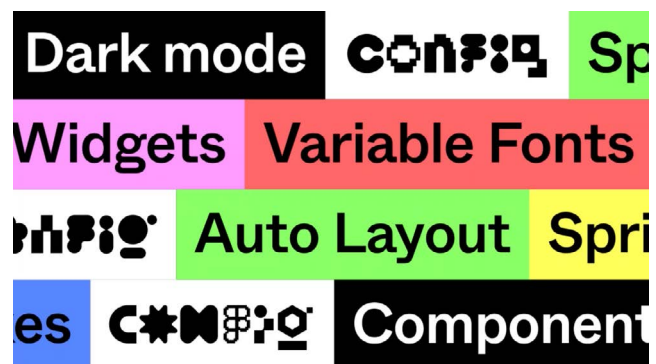
This variety and diversity of typefaces continues to reflect this generation's attitudes, values, goals, and missions. Diversity, equality, and inclusion in visual form, Mix-up describes the human experience and life on Earth: wildly complex, diverse, and rich. It often adds visual depth and interest, being active and inclusive. It's human. It's biodiversity. It's alive.

A 2022 Communication Design TDC award winner, the RE:RISO Naughty Roll Featured Works Exhibition by indigo design / macau is a distressed, half-tone Mix-up masterpiece set in neon, printed via Risograph. The exhibition features 80 posters by four designers focused on the theme of “yesterday/ today” to promote a new generation of designers in Macao and the application of Risograph to the public. Similar weights, alignments, and color choices can calm the effect and steer it away from ransom note clichés. Figma's 2022 Config identity and Stepan Solodkov's BASE media logo are both exemplary Mix-up examples, in black and white and alignment. While Mix-up is an incarnation of the wild side of the trend, the other branches we'll explore next have developed into subtler looks.



Naughty Roll.
Agency/designer: indigo design/macau.







BA

BRAND NEW
PRODUCTION STUDIO

IF YOU ARE READING THIS WE HAVE ACTUALLY USED LOREM
IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISING ELIT, SED
DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE
MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI

QUALITY
TEST

PROD.®

EE

Match maker: Loopy.

While this is also a continuation from last year, it became apparent that this is not a standalone trend but is part of a more significant shift in the approach to pairing. Loopy forms add a lot of organic movement and are often paired with common, static type to create tension and drama.

Prague-based Marlon Studio's fantastic work on Wild Kombucha expertly infuses the logotype with effervescent waves.

The curly forms may imply a human touch, like a signature, or the natural world juxtaposed with the rigidity of grids and geometry.

Along with the Flux trend (which we'll get to in a bit), these swirling forms are often in motion or are static shapes that look like they could be in motion. It's as if the characters are designed with animation, and these are screenshots.

Limburgs Museum gets a refresh from Total Design, where the bouncing letterforms and exciting colors express the promise of progress and change. The graphic elements are particularly striking when paired with the muted colors and detailed imagery from the historical art collection.



Wild Kombucha.
Agency/designer: Marlon Studio.



LIMBURGS
MUSEUM

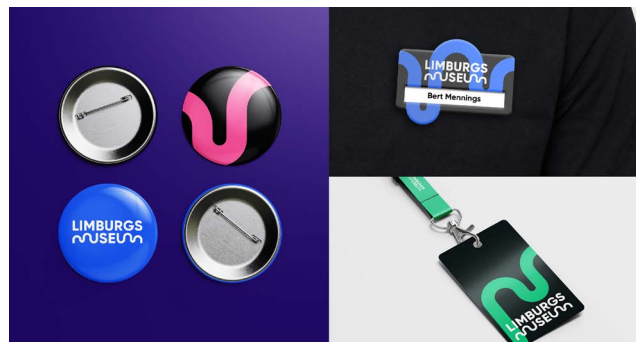
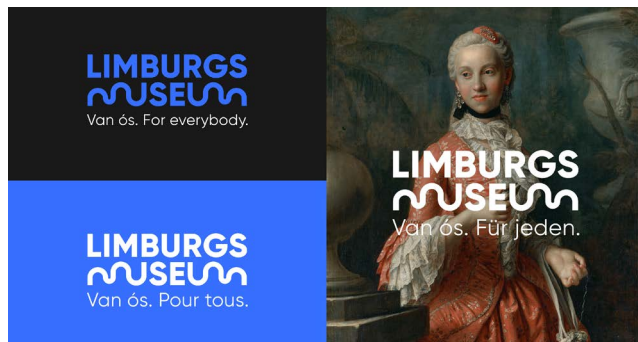
LIMBURGS
MUSEUM

LIMBURGS
MUSEUM

LIMBURGS
MUSEUM

LIMBURGS
MUSEUM

LIMBURGS
MUSEUM



Limburgs Museum.
Agency/designer: Total Design.

Match maker: Subtle.

If Mix-up is the wildest take on the Match maker trend, then this is the mildest branch of the tree. But - “mild” doesn’t have to mean boring.

The Subtle Match maker offers an exciting pairing approach limited to two styles. This is different from a traditional font pairing in layouts—with a sans subhead and serif body, for example—because this pairing is more prominent and used intentionally in headlines or logotypes. It feels more private and conversational, like two friends talking, rather than being at the party in the Mix-up kitchen. This trend can bend the brand’s tone of voice. If you start with a simple sans serif typeface, pairing it with a script makes it more casual and fluid. Or, you can throw in a serif to add sophistication, stability, or honesty.

Bielke & Yang designed this beautiful and subtle mix for a hotel in Norway called Sommerro. It features a slight wave of motion through the wordmark, and the variety it adds to other applications breathes life and humanity into the static and rigid structure of the hotel, proving that it’s not just a room but a place to feel alive.

Pairing typefaces is a spectrum of subjective possibilities, from harmony to contrast. Some pairs might have proportion and structure in common, while others dial up the contrast by pairing square forms with super fluid and curvy lines. There are few wrong answers when pairing typefaces, but there are endless possibilities for good outcomes. The perfect pairing might only exist for your brand, with your message, in your typeface choices. Not sure where to start? Monotype recently launched a free font pairing tool that uses AI to suggest good font pairs. Gain inspiration for your next project today at <https://pairing.monotype.com/>.

Sommerro.
Agency/designer: Bielke & Yang.

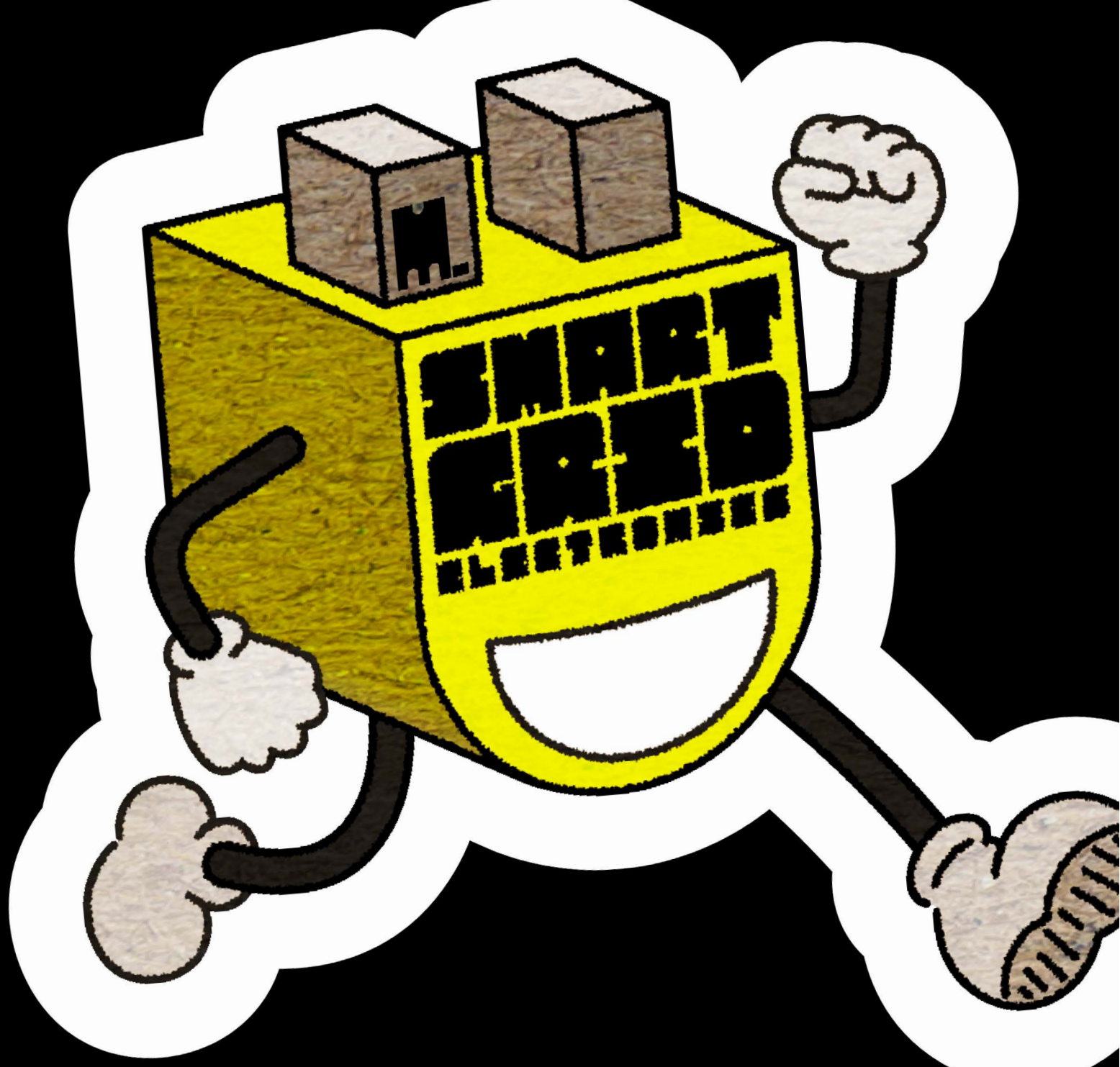


SOMMERRO



Smart grid.

Grids are the main attraction here, but they've been selectively softened and cut with precision and sophistication.



Last year we highlighted Organic Modular, the evolution of a trend we termed “Blockheads” in 2021. Following the grid as an organizing principle, the type was organic and mesmerizing. Now in its third incarnation, we see it evolve to Smart grid, a blend of art and science built on grid structures disrupted - judiciously - by quarter or half circles. This trend follows in the tradition of the NASA “worm” logo, as science and technology brands unite under our hopes and fears about the future and the unknown. Grids are the main attraction here, but they’ve been selectively softened and cut with precision and sophistication.

The new mark for biotech giant GSK, by Wolff Olins, nails this scientific look with the organized precision of a grid, naturalized and humanized by the curves, advocating a shared mission of harmonizing man and machine.

GSK.
Agency/designer: Wolff Olins F37.



GSK

Superhero.

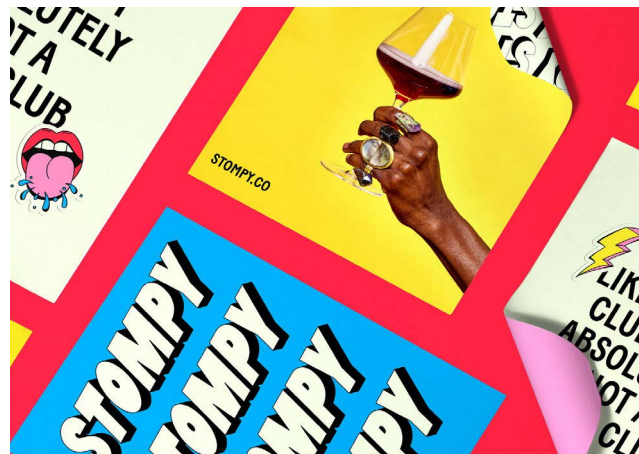
Bursting onto the scene with outlined or shadowed forms, often tilted, skewed, or curved into perspective.



This new trend bursts onto the scene, boasting outlines and shadows, often tilted, skewed, or curved into perspective. It's explosive in form and color. This trend has happy, playful comic book vibes. Could it be inspired by the global popularity and saturation of comic book movies, like a jolt of cultural zeitgeist? Superhero is chock full of electrified and dramatic effects. It's big, loud, fun, and doesn't even shy away from using an exclamation point. The Superhero trend is blowing up!

Agency &Walsh developed the fun, bold brand identity and custom type for Stompy, a wine subscription targeting a modern audience, shedding wine's sometimes stuffy and intimidating formality. The type is in your face with fat shadows, set in bright colors that look more Lichtenstein than your typical sleek, serifed wine packaging with dark and natural palettes.

Stompy.
Agency/designer: &Walsh.

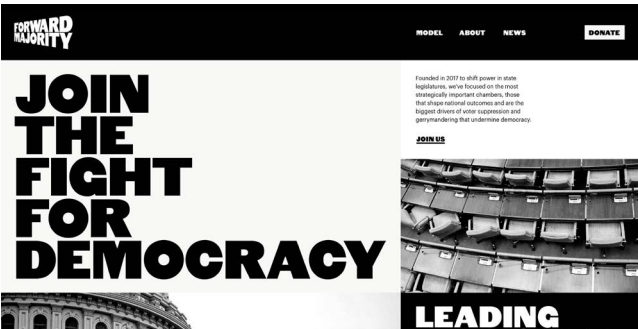
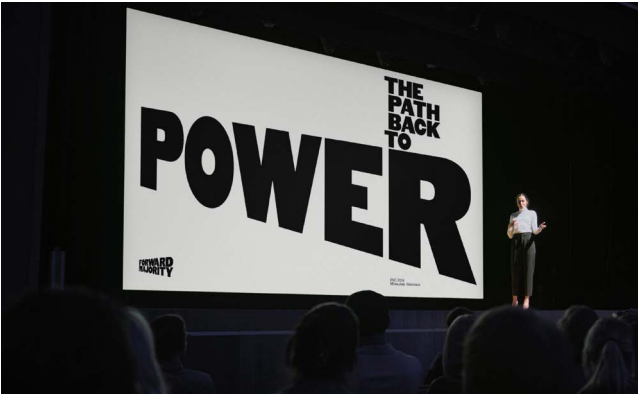
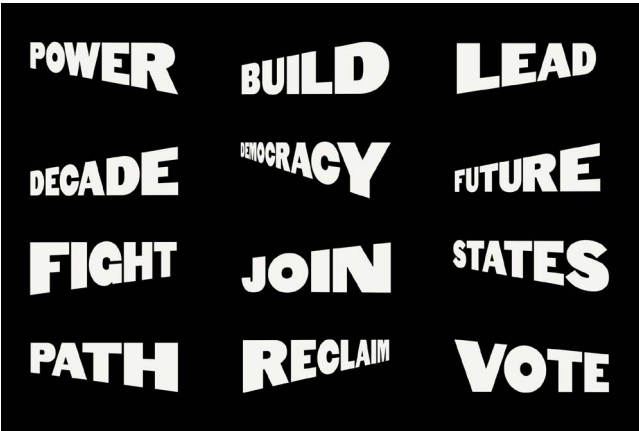


Forward Majority, a political action committee on a mission to accelerate Democratic power in the most consequential state legislatures, was given a loud new look by Brooklyn-based studio Order. The type, a revival of Original Sans from Commercial Type, carries the identity with distorted perspectives splashing across any page and begging for attention. Some are loaded up with nostalgia, too, like the airbrushing gradients in Marvel's Thor, Love and Thunder title text.

Interestingly, PANTONE's color of the year, Viva Magenta, points to the Superhero trend, but the suggested pairings highlight more muted tones. This brings us to our next trend, which sits at the very opposite of Superhero, standing out for different reasons.

Forward Majority.
Agency/designer: Order.

Thor, Love and Thunder.
Agency/designer: Perception.



Super sober.

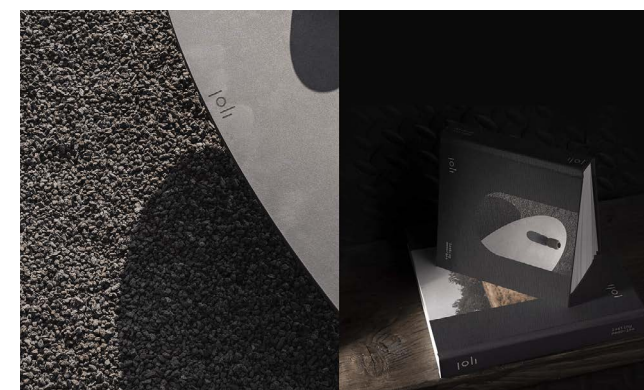
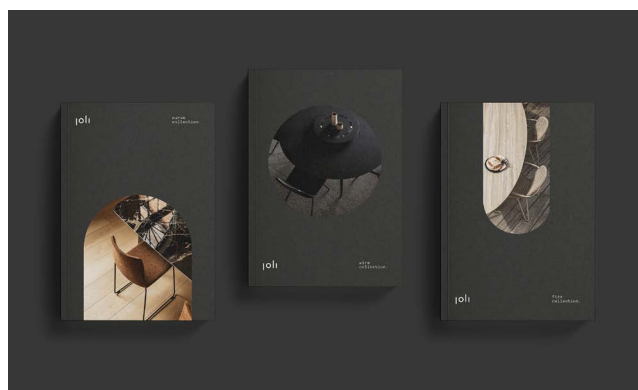
It can be a moment of peace in crowded and loud marketplaces, like an empty bench in an airport.



The graphic austerity we saw as the face of almost every startup and lifestyle brand in the 2010s is back in focus in 2023. Super sober may be an underlying trend that never disappears, or perhaps it's notable yet again simply because of its contrast to the unapologetic exuberance of Mix-up and Superhero. It's often black and white, simple, and centered. The generous white space creates a quiet, calm, and precise look while lending extra focus to the remaining small bits of type, logos, or iconography. It can be a moment of peace in crowded and loud marketplaces, like an empty bench in an airport. Its simplicity stands out in a noisy landscape of competing brands, apps, and notifications.

Skinn branding agency was tasked with refreshing the furniture brand Joli. It cleverly reflects a plate with utensils with the precision and modernity of geometry that pairs perfectly with their custom tables. The quiet sophistication of the product design is not overpowered by the branding, while a calm and natural color palette highlights an appreciation of materials.

Joli.
Agency/designer: SKINN BRANDING AGENCY.



Making the cut.

Treatments often add sparkle, motion, and visual interest to an otherwise plain sans serif.





Here we see a trend of cutting and removing pieces that often produces an exaggerated feeling of sharpness. Some variations of this trend appear high-tech and pixelated, like the new Verge logo. Perhaps they are playing with speed; triangles are fast, squares are slow. Cropping is also showing up, implying movement or a third dimension. These treatments often add sparkle, motion, and visual interest to an otherwise plain sans serif. They make the ordinary extraordinary.

The Verge, a leading tech publication, champions the cutting trend by expertly removing the right portions of the type. The effect gives a dazzling sense of motion, energy, and tension, even at a standstill, like a parked Ferrari. Tech news moves fast, and this brand keeps pace, especially with its hip typefaces and electrified color palette.

The Verge.
Agency/designer: Vox Media Design Team.



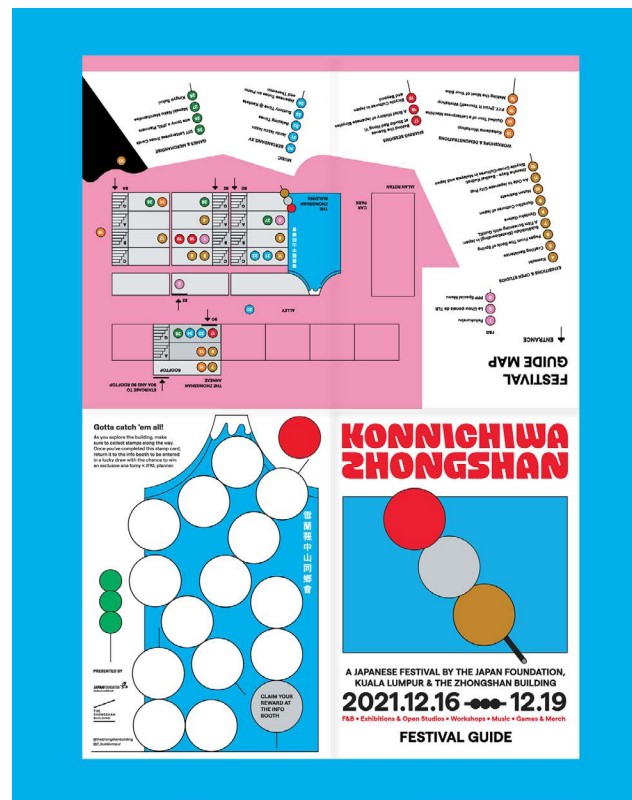
Making the cut: Ink traps.

Last year we marveled at the prevalence of decorative ink traps as a point of interest, adding interest and quirky details to otherwise ordinary sans serifs. This year, we see Ink traps morphing alongside other trends; some examples influence our Smart grid or even Psychedelia trends (more on that later). It's all about the ink trap as a decorative element rather than the functional necessity it used to be.

Any designer will tell you; negative space is as important as positive space. Just look at the event identity for Konnichiwa Zhongshan, a Japanese festival by Valenlim Studio. The custom logotype designed by Hammam Hidayat was inspired by the shape of the Japanese Dango dumpling, with a playful and curvy heavy sans cut with angled counters and traps.

Konnichiwa Zhongshan.

Agency/designer: Valenlim Studio and Hammam Hidayat.



Across the way, a Japanese-named studio, Koto, took a similar approach on the rebrand for Boxy, a startup in Paris that transforms shipping containers into automated grocery stores in French suburbs underserved by supermarket chains. The wordmark pays homage to the shipping containers while retaining curviness to evoke friendliness rather than industrialism.

Boxy.
Agency/designer: Koto Studio.



Making the cut: Hypertension.

Hypertension is a new trend this year, showing up in type treatments with a sharpened point of interest. They often appear flat with leaning forms that create visual tension and a focal point in the work. This trend sits on the edges of Smart grid and Ink traps, pushed to the extreme with diagonals that add to the dynamic energy of these compositions. Hypertension type looks technical and organized but retains elements of spontaneity and surprise.

Our friends at DutchScot helped visualize Oku's mission of creating partnerships between African entrepreneurs and Swiss businesses through expert strategy work. In their words, "At the heart of the identity is a logo that features a rotated 'K' representing the bridge that OKU creates between talent and industry and Africa and the West. The letterforms in the logo are then reorganized to create patterns that are decorative but also communicate various aspects of the business such as one-to-one mentorship and community."



Oku.
Agency/designer: DutchScot.

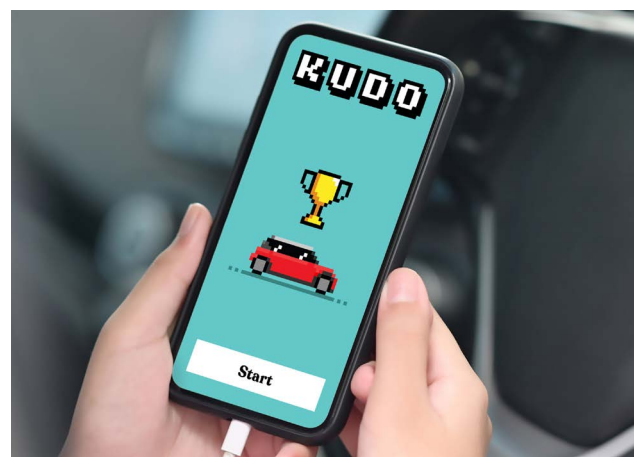
Pixel play.

Using pixel forms by adding moments of interest or planting their digital-focus flag in the ground.



The Pixel play trend roars ahead with the undying love of our digital tools paired with a heavy dose of nostalgia. Some marks use pixel forms like those found in our Making the cut trend by adding moments of interest or planting their digital-focus flag in the ground. Others add beautiful glitches for texture. Pixel play can show playfulness, like vintage video game motifs. Examples of this trend have authenticity or homage to early digital experiences. Just because the construction is reduced to simple squares doesn't take away from the complexity or sophistication, much like fancy Lego kits. A crude restriction can force perseverance and increase creativity.

The new branding for Kudo by NB Studio in the UK brings a gamification and simplification focus to their positioning in the insurance industry, with playful and approachable 8-bit graphics making an undeniable distinction.



Kudo.
Agency/designer: NB Studio.

Flux.

Anything that moves is catching eyes these days. Think animation and variable fonts.



Another case study dear to our hearts is the identity for the 2022 Brand New conference. Everyone's favorite branding pros at UnderConsideration collaborated with motion maestro Sultan Jum, aka Geo, to develop a "weird" design concept using Nuform Type's Ozik. The result packs a kinetic punch that honors the conference's Austin, Texas locale and its slogan, "Keep Austin Weird."





*2022 Brand New Conference.
Agency/designer: UnderConsideration and Sultan Jum/Geo.*

Flux: Extended.

While condensed typefaces are often used for efficiency or towering headlines, the Extended styles in this trend showcase confident, commanding, stable, and often luxurious uses of type. And again, their distinct proportions can convey a sense of movement and speed. Beirut-based sustainable fashion brand Salad received a highly Extended treatment from fagerström studio with an elegant and statuesque wordmark. The design features a “dynamic S used horizontally to represent a wave that evokes the idea of circularity, as well as the irregular cuts that make each garment totally unique.” Logos for Hootsuite, Lumafield, and Buick all sit low and sturdy, modern enough to show up and stand out across platforms and applications.



Salad.
Agency/designer: fagerström studio.

Lumafield.
Agency/designer: Play.



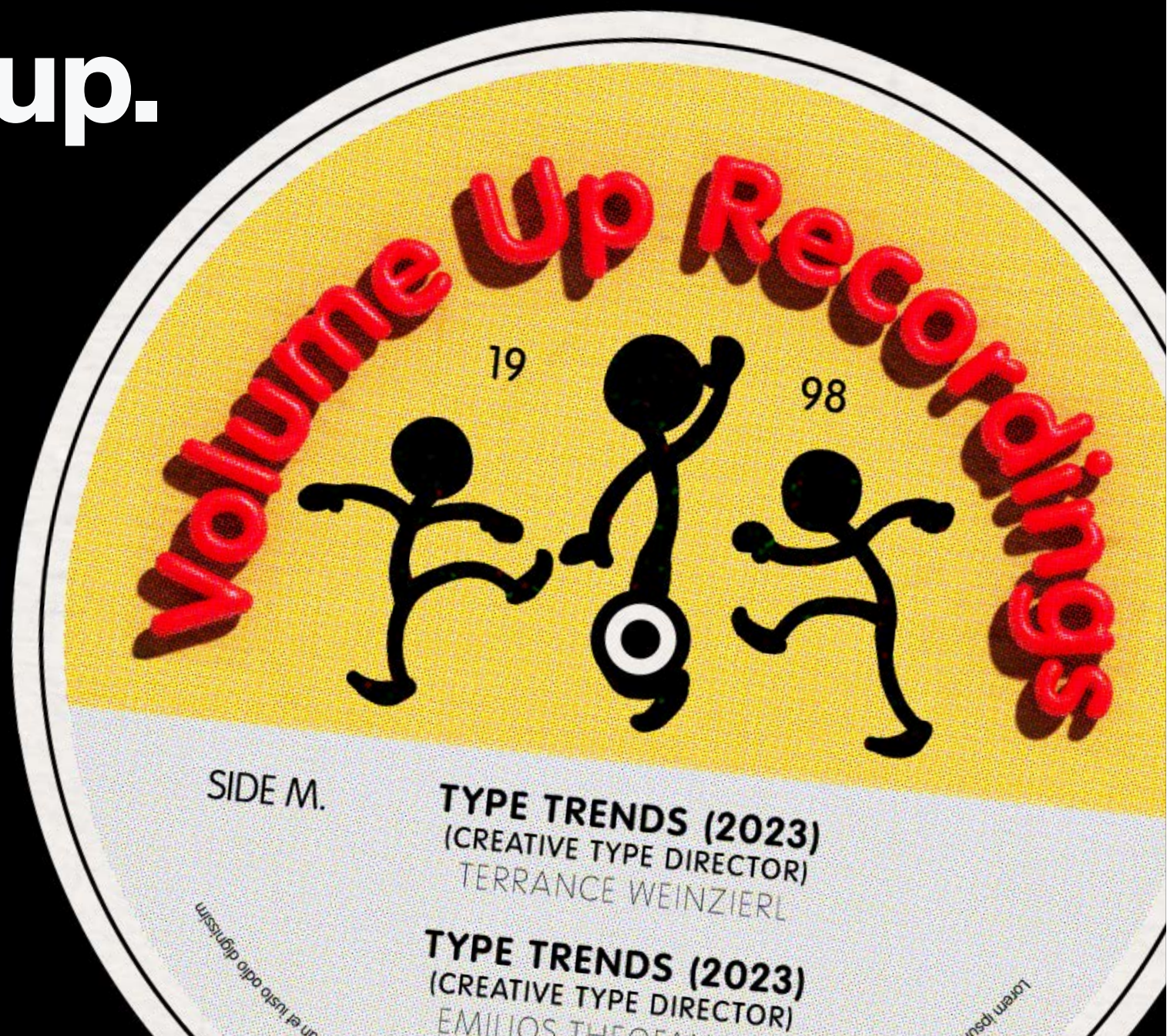
Buick.
Agency/designer: General Motors.

HootSuite.
Agency/designer: Prophet.



Volume up.

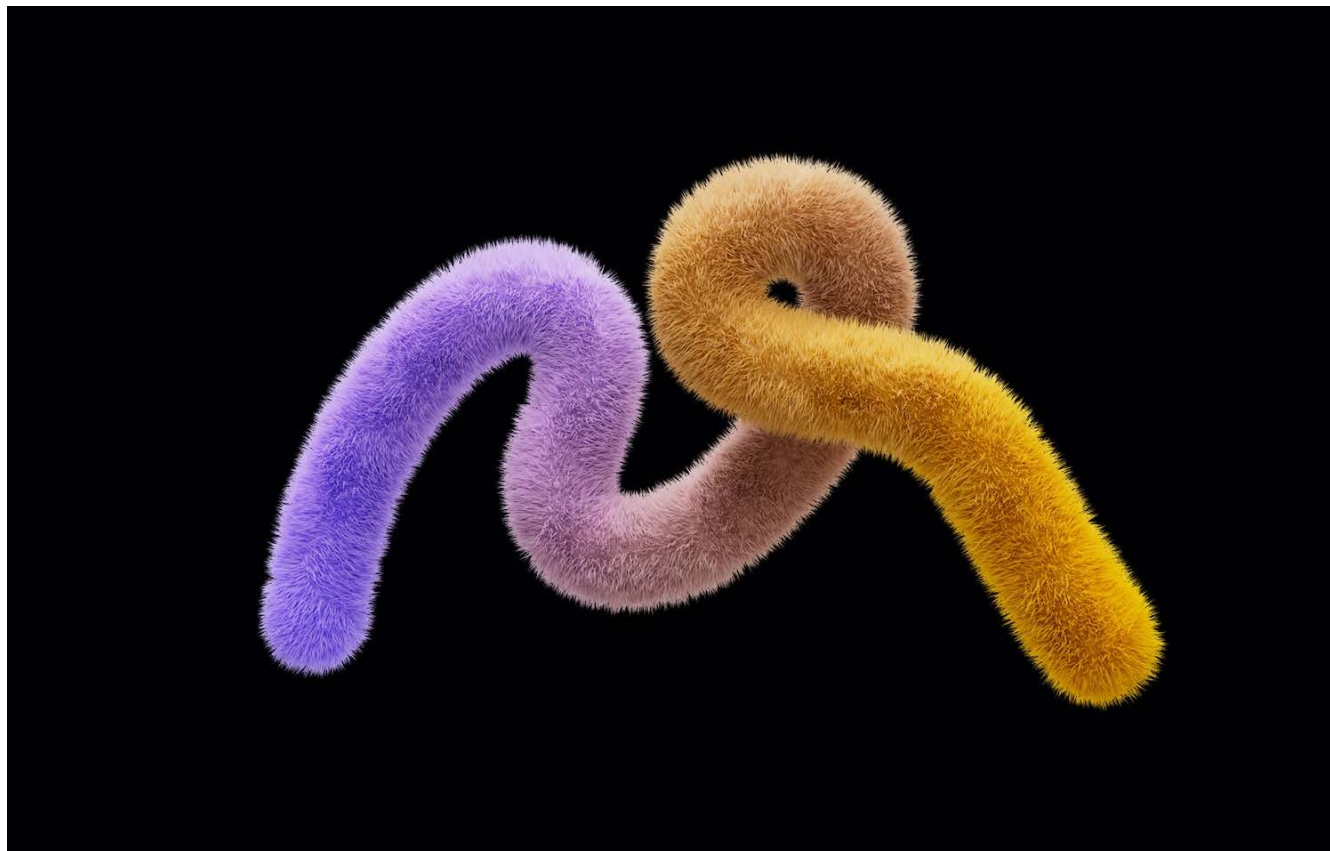
Is 3D modeling and animation now graphic design?



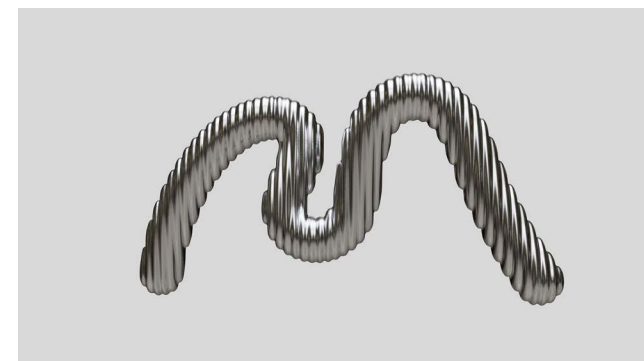
After the Solid Gold trend we tagged last year, type envisioned as 3D models continues to show up all around us. Is it because today's designers have better tools and more sophisticated technical skills than they did decades ago? Has 3D modeling and animation become graphic design? The boundaries continue to be blurred.

Alongside the increasing power of consumer electronics, the typical laptop is increasingly capable of rendering glossy, chromed-out, wild creations that would have been impossible in years past. Pentagram's work for the Mellon Foundation, the largest funder of the arts and humanities in the US, includes a logomark with a dynamic letter 'M' showing the gestural quality of the human hand. "The logomark can adopt colors or materials outside the identity's neutral base to complement the featured content. Translated into different mediums and materials--rendered with textures, molded in three dimensions, or animated in motion--the symbol can playfully evoke art forms like sculpture, dance, painting, and writing."

As AR and VR continue to bubble on the surface, volume may also be an essential attribute to capture. Today's textures are richer than they used to be--this is no longer the plastic-looking world of Toy Story. Lavish textures and lighting are the norm: chrome, glass, and wood.



*Mellon Foundation.
Agency/designer: Pentagram.*



Volume up: Illusion.

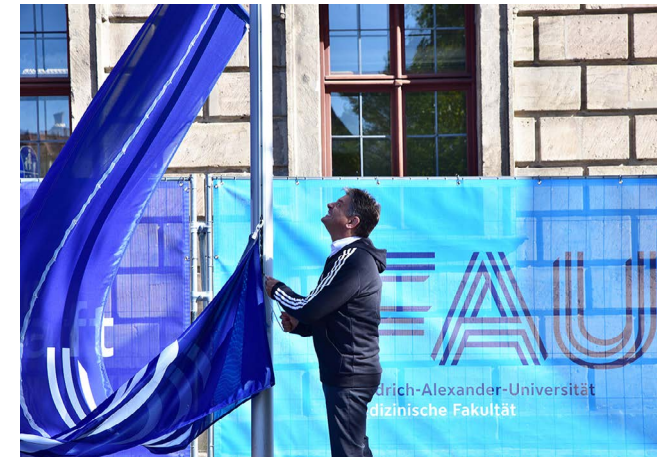
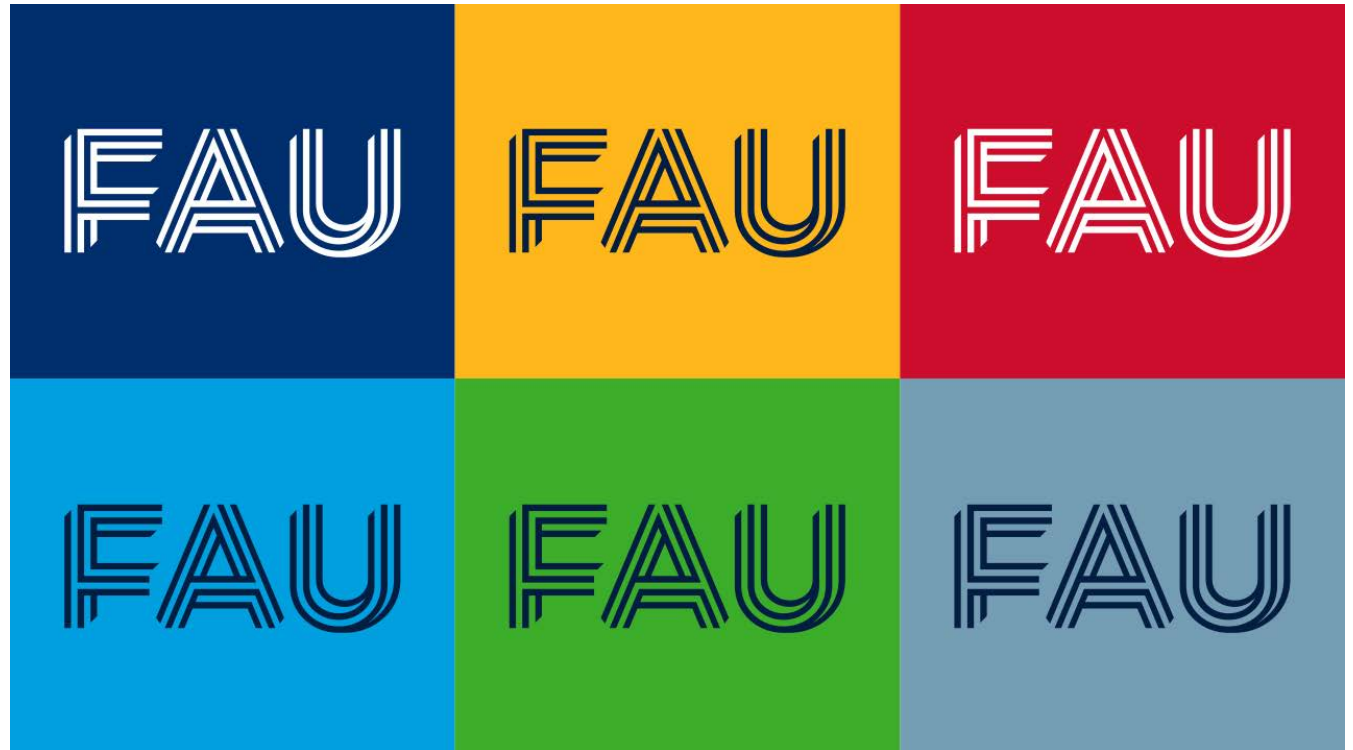
As we've been saying, this trend is all about motion—or the suggestion of motion. Forms wrap around themselves, implying a 3D object or animated 2D shapes. Like the work we saw in the Making the cut trend, this turns “plain” typefaces into exuberant expressions of dynamic design.

German University Friedrich-Alexander-Universität Erlangen-Nürnberg recently rebranded to match its new strategy, “Moving knowledge.” The outcome is a dynamic logotype made up of open lines that twist and cross to show off the interconnectedness of the university.

Red&Grey worked on the identity for The Architects' Council of Europe, which supports a group of diverse architects. The duality of the forms represents the importance of continued dialog and reads immediately as spatial blueprint drawings.

Friedrich-Alexander-Universität Erlangen-Nürnberg.
Agency/designer: Claus Koch.

The Architects' Council of Europe.
Agency/designer: Red&Grey.



Freeform

Volume up: Twisted.

The Twisted trend adds a satisfying pop of flexibility, freedom, and uninhibited expression. This is dancing like no one is watching. American TV network Freeform debuted its “transformative” new logo, with rippled shapes meant to feel like they’re moving even when they’re not—inspired by its ever-evolving audience.

Freeform.
Agency/designer: Collins.



Volume up: Inflated.

A reflection of the urban landscape where most people live, graffiti is art from the street. Last year we took note of the Throw-up trend that elevated or commercialized street lettering style; this year, we see it continue to evolve.

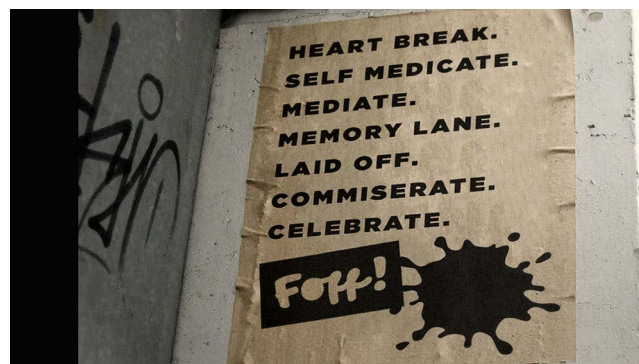
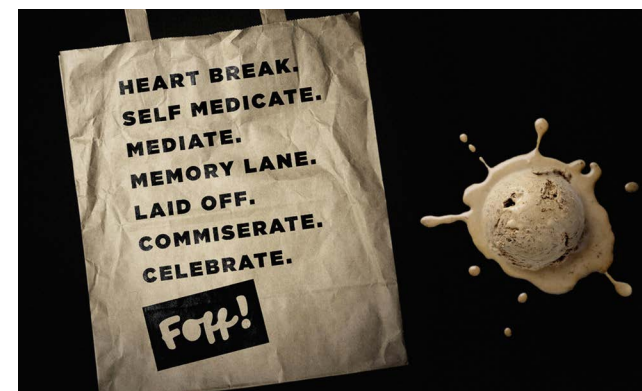
Speaking of evolving, brand guideline tool provider Brandpad launched Brand Activation Management, a post-brand-design suite to help big companies use their identities more efficiently. Along with the new offering comes inflated, motion-driven takes on the new logo, floating, morphing, and coated in multiple textures.

Commissioned murals are also a hot product for artists, opening up large canvases for typographic exploration. This rounded, fun, and friendly style brings an edge and attitude, especially to food packaging. Check out the puffed-up lettering for both Foff! and Nuvem ice cream brands. While the Liquify trend (next on our list) suggests water, these are inflated with air.



Brand Activation Management.
Agency/designer: Brandpad.





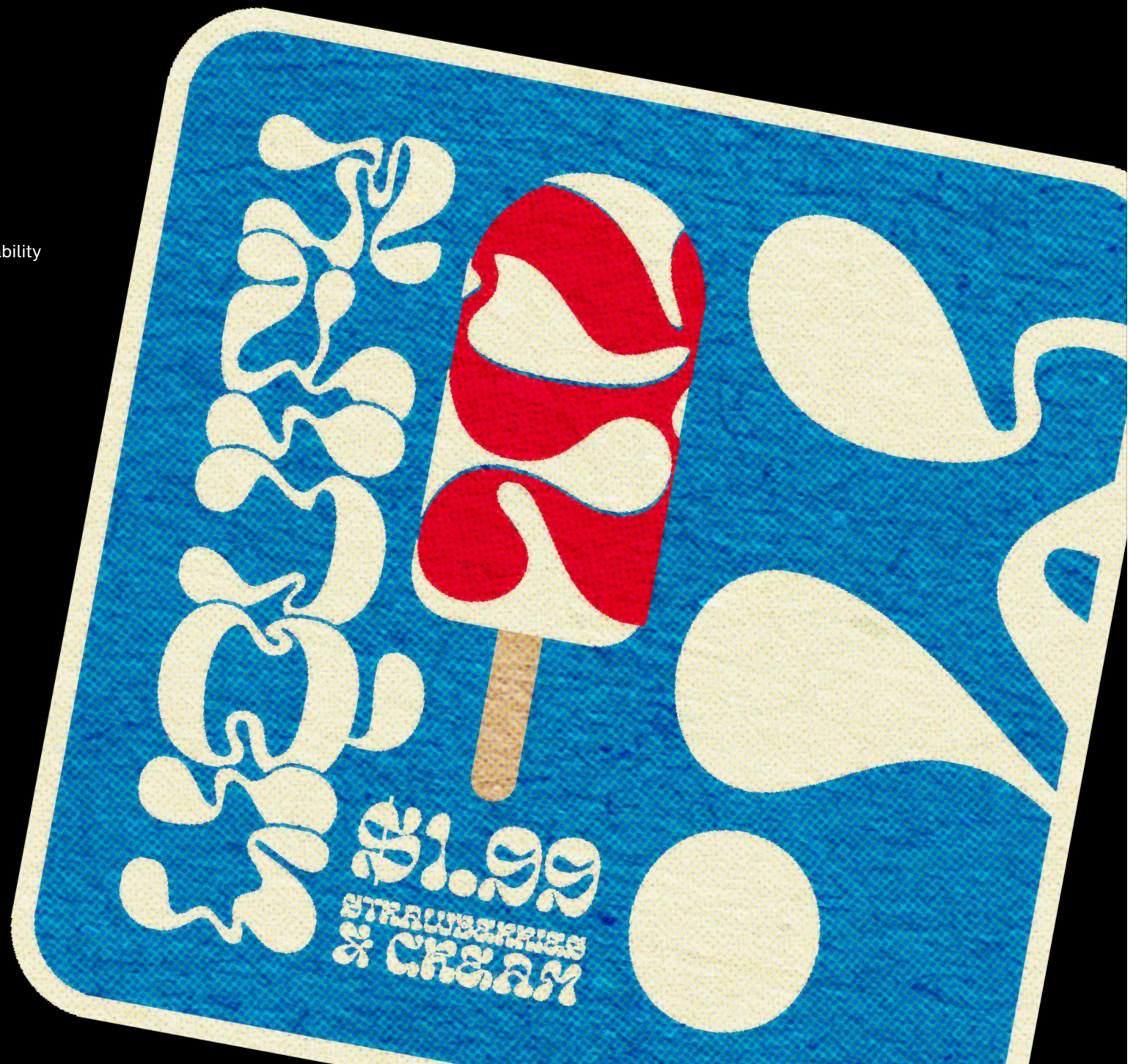
Foff!
Agency/designer: Jade Ratcliffe Creative.

nuven



Liquify.

The more liquified, the better. But legibility and readability hang on by a thread in this trend.



Liquify: Psychedelic.

This trend is our final continuation from last year, in which the Acid Flow trend has morphed into what we call Psychedelic within the broader Liquify genre. There is a greater focus on organic rounded and soft forms, with the more detailed looks of Svelte Serif and Neue Nouveau trends declining. While the Soft-serve serif trend focused on typefaces with rounded serifs, this trend gets groovier—the more organic and wild, the better.

A foodie favorite, we spotted this style on everything from ice cream to soda to coffee. The Psychedelic lava lamp forms that fit into unique combinations are a tell-tale sign of custom lettering. Swerl Coffee Roasters evolved its online coffee subscription from the back of a 1972 Mercedes van straight out of the flower power era. The van inspired designer Andreas Pedersen to draw a groovy serif wordmark whose swirly forms are reminiscent of a milky latte.

The meltier and more liquified, the better. But legibility and readability hang on by a thread in this trend. Dirtbag, a chewy, gooey chocolate bar, is decorated in pleasing pink packaging with a melty wordmark by Dakota Light-Smith from Day Job.



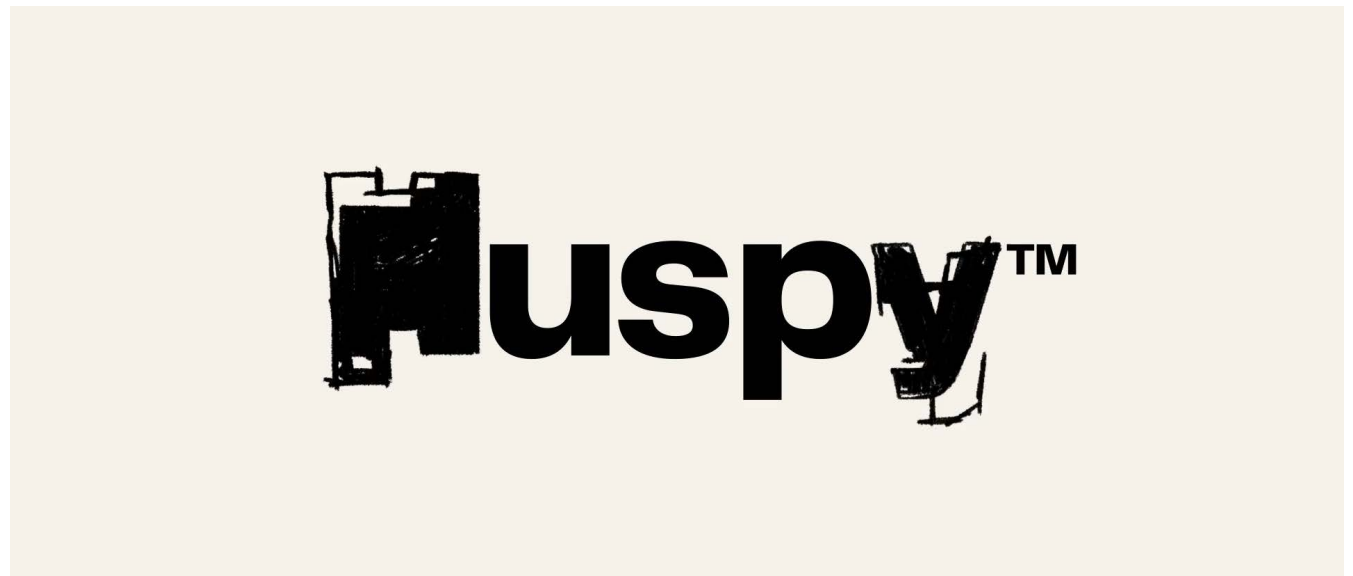
Swerl Coffee Roasters.
Agency/designer: Andreas Pedersen.



Dirtbag.
Agency/designer: Day Job, Dakota Light-Smith.

Liquify: Hand-finished.

In a search for authenticity and novelty, digital designs are being Hand-finished with traditional art-making tools like paint and markers. It keeps the formality and stature of a printed piece, with the texture and imperfection of something crafted by hand. Codea Studio in Barcelona took this innovative approach for Huspy, an online platform changing the world of real estate by enhancing the human side of purchasing a home. The video created for the brand includes sketches and scribbles on top of a simple type system—making it anything but basic. The designed portion or layout often serves as a frame for the analog artwork while being conveniently recorded for social media. It's a performance piece, and the video is half of the authenticity, after all.



Huspy.
Agency/designer: Codea Studio.

Huspy

TAKING THE
HASSLE OUT OF
HOME BUYING
SINCE ©2022

The team.

shocked with how overly complicated and expensive the process of getting a home loan is in most countries and decided to act on it fast.

This became a quest to develop a product that would digitize and simplify the process of home buying for everyone. From finding a property to financing it.

By using technology and the knowledge of our internal experts, we are building a transparent and easy-to-understand experience. Buying a home can finally be an actual moment to celebrate, not a nail-biting stressful event. Careem. Uber. Microsoft. Compass. Loft. Quinto Andar. SumUp. Loggi. Gympass and more. A handful of the best talent from some of the world's top tech companies who joined Huspy because they believe in our mission: to revolutionize the home buying market and making the experience a breeze. Our team of brokers have over 20 years of experience working for banks like Emirates NBD, RAKBANK, ADIB, DIB and also top-notch real estate agencies. They're a smart and friendly group of people who will always go the extra mile to make each customer's life easier. We care about building long-term relationships with our partners that will benefit both sides. If you lose a customer, then we lose this relationship. That's not what we want. That's one of the reasons why we guarantee never to contact your clients directly.

We only deal with you.

To do that, we need people who want to build something from the ground up, who believe in impact, and don't just think outside of the box, but take a hammer to the box. Because changing the way the world works takes courage to do things differently.

Hello World!

On your journey with Huspy, you'll face interesting challenges every day, and you'll get to do it alongside a team of inspiring talent from all over the world. You don't have to imagine having full visibility of your client's case progression. It's happening. Thanks to our app, you have access to real time tracking so you can manage all offers confidentially with all data protected. Any doubts? You have access to our dedicated team at the other end of the screen, willing to assist you at any time. Our agent app allows you to submit mortgage leads, track each client's progress, and earn market-leading commission. Meet the team of experts that are here to guide your client thought the whole process.

P.02

AI painting.

AI image generation, but with letterforms.



We're still in the dawning days of AI design tools, but the speed of evolution among these programs is startling. And while it may still be a bit early for AI painting fonts, this is a space to watch. AI will change the art and design world; we just don't know exactly how it will pan out yet. While artists dabble and dissect the opportunities with new tools like AI, everything is under scrutiny. AI promises to accelerate the prototyping and ideation stages, leaving us more time for strategy.

AI-painted letterforms often have a collaged look, with a soft focus or smudge in places where the machine stitched the image together. Sometimes AI painted type has a bizarre appearance, an uncanny valley vibe we don't immediately trust.

Andrea A. Trabucco-Campos and Martín Azambuja's book *Artificial Typography* explores these questions. With experimental access to Midjourney, they prompted AI to imagine alphabets by famous artists, architects, and designers who never really practiced type design. The results are printed in 26 letters "through the lens of 52 iconic artists across various media," with astonishing results.

The industrial revolution brought forth innovations in manufacturing that, at first glance, seemed to promise us less time at work and more time to play. But those productivity gains and efficiencies were gobbled up by corporate profit and growth. We spent the same amount of time at work, just with faster, more productive machines. Will AI give us more productivity and speed than we can handle?

Artificial Typography.

Agency/designer: Andrea A. Trabucco-Campos and Martín Azambuja.





Appreciate trends but use your own lens.

There is no such thing as a perfect trends report, just one that arrives on time. Today's world is wildly complex and varied, so there may be a trend that, in your view, we missed. Or maybe a developing trend is just about to break the surface and make itself known through a showstopper project. That's all OK.

As creatives, we can never take our finger off the pulse of our community. We trust our instincts and powers of observation to see what's happening and what's poised to be the next big thing. Through that lens, we can create unique and valuable work that tells a story and conveys a viewpoint, whether for a specific project, brand, or for ourselves. It's through that work that trends appear and evolve in the first place—a long thread of creative thinkers experiencing and interpreting the world around them before making it their own.

We invite you to reach out to us where much of this report all started: on social media. Let us know what you think of this year's report. Did we miss any significant trends? Is there a micro-trend in your city that you find interesting? Send it to us.

Use the hashtag #TypeTrends2023 to tag us. :)

Credits.

Image credits:

Naughty Roll.

Agency/designer: indigo design / macau.

2022 Figma Config.

Agency/designer: Figma Brand Studio, Bijan Berahimi, Fisk.

BASE media.

Agency/designer: Stepan Solodkov.

Wild Kombucha.

Agency/designer: Marlon Studio.

Limburgs Museum.

Agency/designer: Total Design.

Sommerro.

Agency/designer: Bielke & Yang.

GSK.

Agency/designer: Wolff Olins and F37.

Stompy.

Agency/designer: &Walsh.

Forward Majority.

Agency/designer: Order.

Thor, Love and Thunder.

Agency/designer: Perception.

Joli.

Agency/designer: SKINN BRANDING AGENCY.

The Verge.

Agency/designer: Vox Media Design Team.

Konnichiwa Zhongshan.

Agency/designer: Valenlim Studio and Hammam Hidayat.

Boxy.

Agency/designer: Koto Studio.

Oku.

Agency/designer: DutchScot.

Kudo.

Agency/designer: NB Studio.

Aerial.

Agency/designer: Hobbes.

2022 Brand New Conference.

Agency/designer: UnderConsideration and Sultan Jum/Geo.

Salad.

Agency/designer: fagerström studio.

HootSuite.

Agency/designer: Prophet.

Lumafield.

Agency/designer: Play.

Buick.

Agency/designer: General Motors.

Mellon Foundation.

Agency/designer: Pentagram.

Friedrich-Alexander-Universität Erlangen-Nürnberg.

Agency/designer: Claus Koch.

The Architects' Council of Europe.

Agency/designer: Red&Grey.

Freeform.

Agency/designer: Collins.

Brand Activation Management.

Agency/designer: Brandpad.

Foff!

Agency/designer: Jade Ratcliffe Creative.

Nuvm.

Agency/designer: MOVE.

Swerl Coffee Roasters.

Agency/designer: Andreas Pedersen.

Dirtbag.

Agency/designer: Day Job, Dakota Light-Smith.

Huspy.

Agency/designer: Codea Studio.

Artificial Typography.

Agency/designer: Andrea A. Trabucco-Campos and Martín Azambuja.

Beer mat typefaces:

Match maker - **Rawnster by Letterhend**

Smart grid - **Perfora by In-House International**

Superhero - **PoiPoi by Dharma Type**

Super sober - **ABC Normal by Alphabets by Chileans**

(A.B.C)

Making the cut - **Eyesome by VP Creative Shop**

Pixel play - **Pixelar by Graviton**

Flux - **Margit by Schriftlabor**

Volume up - **Vag Rounded by Linotype**

Liquify - **Deep Dope by Creativemedialab**

AI painting - **Artificial Intelligence by Mans Greback**

