## Boing MONO

The long awaited 'default' companion to our Boing font family. It has been designed with six matching upright font weights: Thin, Regular, Medium, SemiBold \& Bold.


This specimen is for evaluation purposes only－not for commercial publication．All fonts，including images and illustrations，are the intellectual property of A2－TYPE unless otherwise stated．

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## Merchants <br> MERCHANTS

## Reign

REIGN

## Efficient

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Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classi cal Latin literature from 45 BC making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10 .32 and 1.10 .33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 $B C$. This book is a treatise on the theory of ethics, very popular dur ing the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet", comes from a line in section 1.10.32. The standard chunk of Lorem Ipsum used since the $1500 s$ is reproduced below for those interested. Sections 1.10.32 and 1.10 .33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by

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## Hello World!

Doing Mono. Six upright styles.
It's soft.

It has single width letters.
It's defaulty \& friendly looking.

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\begin{gathered}
\text { It's the next thing. } \\
\text { It's out! }
\end{gathered}
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$M$




| Thin |
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| Light |
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#### Abstract

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[^0]ed humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc. Text from lipsum. comContrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source.

The End.

A2-TYPE is an online foundry and type design consultancy founded by Scott Williams and Henrik Kubel (members of AGI, Alliance Graphique Internationale), dedicated to the craft of contemporary typeface design. Our ever-growing library now includes more than 100 unique fonts created over the past 20 years. Since launching A2-TYPE in 2010, we have collaborated with leading design companies and global clients to create bespoke typefaces for their brands. Our fonts are engineered to work seamlessly across all platforms and to perform exceptionally in print, on screen, and for broadcast. A2-TYPE has been recognised with typeface design awards from TDC in New York, Graphis, D\&AD, and Tokyo Type Directors Club, which awarded us the prestigious Grand Prix for our design of the New York Times Magazine custom fonts. All fonts are available exclusively from A2-TYPE. Trial fonts are available for existing customers.

Please note: We do not sell or license our fonts through resellers.

Please get in touch if you would like to commission a custom typeface or rework one of our existing designs. We have over twenty years' experience working across all sectors.


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