



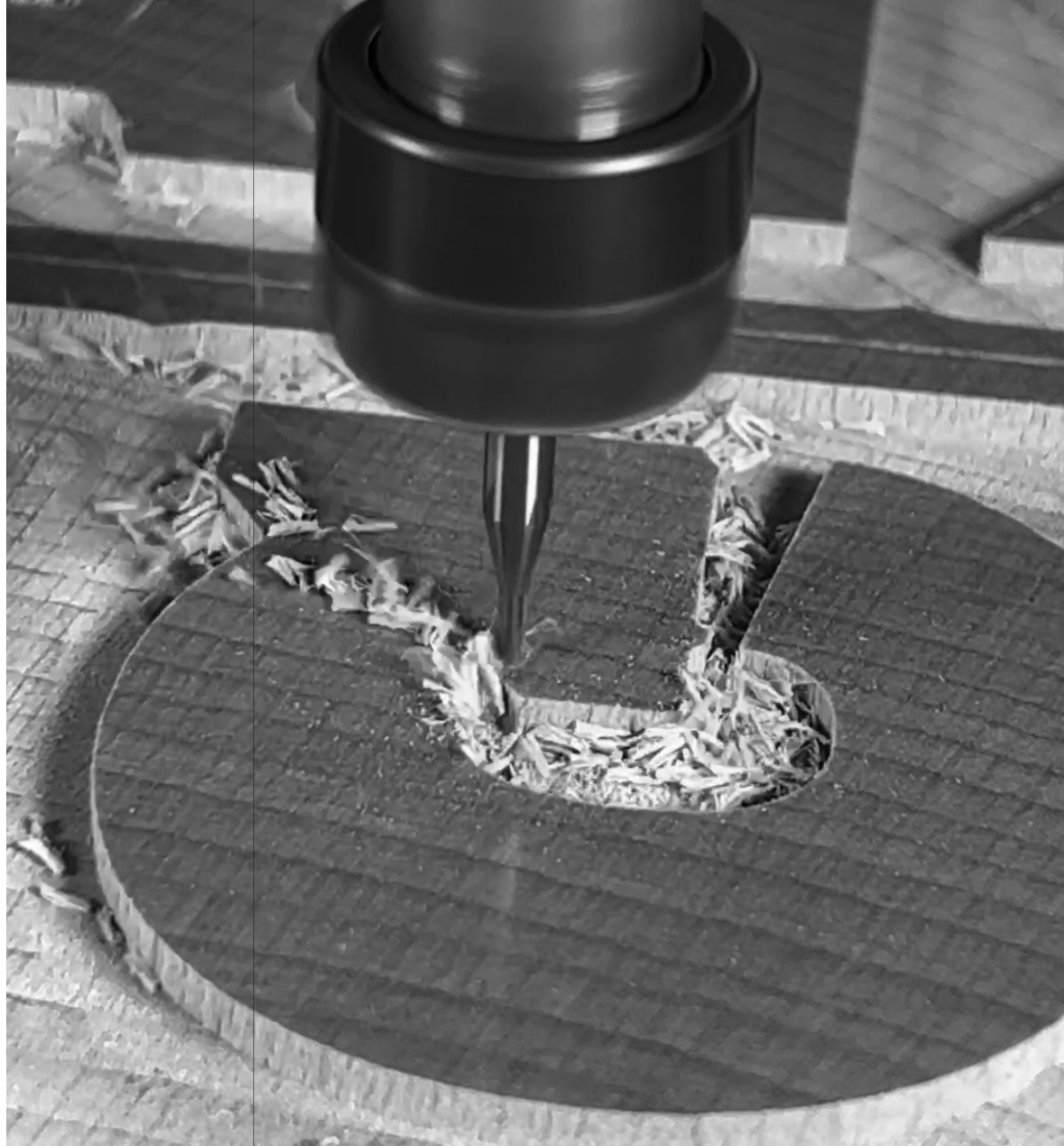
GB.

From analogue to digital and back again

A bold sans serif typeface inspired by two single capital letters – G & B – found printed on a single page of the Morgan Press Type catalogue. Having only two random letters to start with, the challenge of creating a harmonious and coherent design was immense and open-ended.



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53 Point. GB. Regular — Basic character set

53 Point. GB. Regular — Basic character set

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

0123456789

([&])

25 Point. GB. Bold — Basic character set

25 Point. GB. Black — Basic character set

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

1234567890

([&])

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Bizarre

Black

Satisfying

Light

MERCHANTS

Regular

REIGNITES

Medium

CHANGEABILITY

SemiBold

EFFICACIOUS

Bold

INCANDESCENT

ExtraBold

BIZARRE

Black

SATISFYING

Light

Historical & Contemporary References

Regular

A form with a graceful elegance; it's robust

Medium

Elements of Style Reconfigured, Reintegrated

SemiBold

Historical Revivals are conversations with

Bold

A prime example of the intersection of

ExtraBold

Cohesive pairings of interconnected typography

Black

An Exemplar of Harmony, Balance & Flexibility

Light

HISTORICAL & CONTEMPORARY

Regular

A FORM WITH A GRACEFUL ELEG

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ELEMENTS OF STYLE RECONFIG

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6/8.5

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