

**GB**

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. Other inspirational touchstones include letterpress printed wood alphabets and early sans serif fonts found in historical type specimens. The font is a striking balance of tradition and modernity.

**G
B**

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.

GB
Category: Sans
Styles: 1 Weight
Year: 2022
Designer: Henrik Kubel

All fonts contain the A2-TYPE Advanced Character set, which covers both Western and Eastern European languages, plus an advanced set of OpenType features.

Latin 1: Supplement
Latin 2: Eastern Europe
Latin Extended A
Latin Extended B
Spacing Modifier Letters
Combining Diacritical Marks
Proportional Lining Figures
Proportional Oldstyle Figures
Fractions
General Punctuation
Currency Symbols
Letterlike Symbols
Number Forms
Turkish

Language support: Afrikaans, Albanian, Asu, Basque, Bemba, Bena, Bosnian, Breton, Catalan, Cebuano, Chiga, Colognian, Cornish, Corsican, Croatian, Danish, Dutch, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, Ganda, German, Gusii, Hungarian, Icelandic, Ido, Inari Sami, Indonesian, Interlingua, Irish, Italian, Javanese, Jju, Jola-Fonyi, Kabuverdianu, Kalenjin, Kinyarwanda, Kurdish, Latvian, Lithuanian, Lojban, Low German, Lower Sorbian, Luo, Luxembourgish, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Maori, Mohawk, Morisyen, North Ndebele, Northern Sami, Northern Sotho, Norwegian Bokmål, Norwegian Nynorsk, Nyanja, Nyankole, Occitan, Oromo, Polish, Portuguese, Quechua, Romanian, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Sardinian, Scottish Gaelic, Sena, Shambala, Shona, Slovenian, Soga, Somali, South Ndebele, Southern Sotho, Spanish, Swahili, Swati, Swedish, Swiss German, Taita, Taroko, Teso, Tsonga, Tswana, Turkish, Upper Sorbian, Vunjo, Walloon, Welsh, Western Frisian, Wolof, Xhosa and Zulu.

				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	Æ	Œ	Ł	Ø	Ɔ	Ɇ	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	æ	œ	ı	ø	ð	þ	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı
Å	Ā	Ă	Ȧ	Ą	Ç	Ć	Ĉ	Č	Ď	Đ	É	Ê	Ë	Ě	Ĕ	Ė	Ę	Ğ	Ĝ	Ġ	Ģ	Ĥ	Ħ	Í		
Î	Ī	Ì	Ĭ	Ī	Ĵ	Ĳ	Ķ	Ĺ	Ľ	Ł	Ł	Ń	Ņ	Ň	Ŋ	Ŋ	Ó	Ô	Õ	Ò	Ö	Ŏ	Ŕ	Ř		
Ŗ	Š	Ś	Ş	Ŝ	Ș	Ŧ	Ţ	Ŧ	Ŧ	Ú	Û	Ū	Ù	Ŭ	Ů	Ű	Ų	Ŵ	Ŷ	Ÿ	Ź	Ż	Ų	Ų	Ų	Ų
Ž	Ž	Ž	á	â	ã	à	ã	ă	ă	ă	ă	ă	ă	ă	ă	ă	ă	ă	ă	ă	ă	ă	ă	ă	ă	ă
ğ	ğ	ğ	ğ	h	h	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı	ı
ö	ò	õ	õ	ó	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř	ř
ŵ	ŵ	ŵ	ý	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ	ÿ
ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ
ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ
ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ
ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ	ˆ
†	‡	§	*	™	®	©	®	®	®	®	®	®	®	®	®	®	®	®	®	®	®	®	®	®	®	®
6	7	8	9	0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7	8	9	0	%	%
0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6
7	8	9	0	1	2	3	4	5	6	7	8	9	/	1/2	1/4	3/4	1/3	2/3	1/8	3/8	5/8	7/8	+	-	x	÷
=	~	<	>	±	∧	≠	≈	≤	≥	∞	∞	∞	∞	∞	∞	∞	∞	∞	∞	∞	∞	∞	∞	∞	∞	∞
[]	←	→	↑	↓	↖	↗	↘	↙	↘	↙	↘	↙	↘	↙	↘	↙	↘	↙	↘	↙	↘	↙	↘	↙	↘

Black

GB

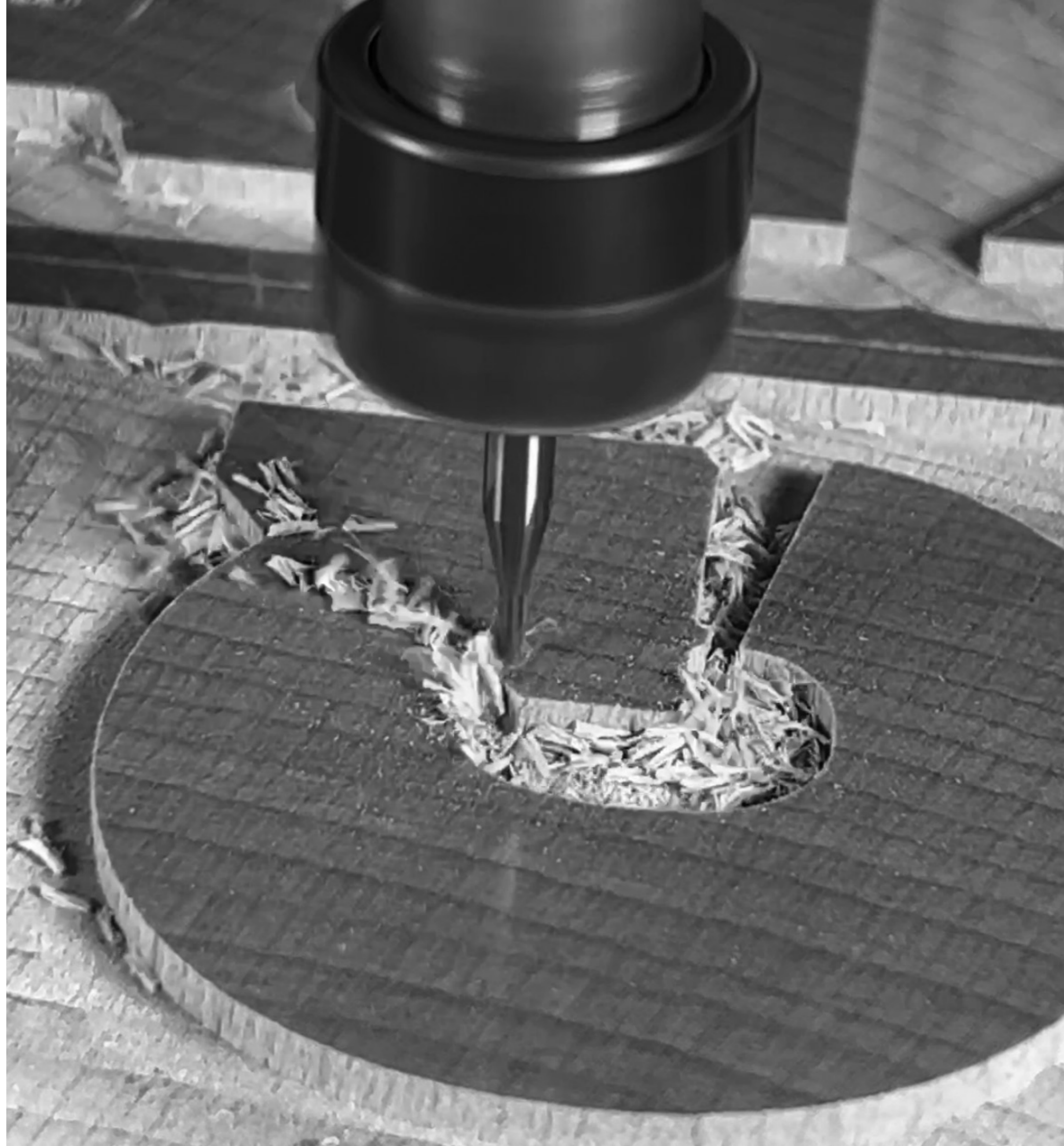
Aa:

Aa:

Aa:

Aa:

GB is 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. Other inspirational touchstones include letterpress printed wood alphabets and early sans serif fonts found in historical type specimens. The font is a striking balance of tradition and modernity.





53 Point. GB Black — Basic character set

53 Point. GB Black — Basic character set

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

0123456789

([{}])

25 Point. GB Black — Basic character set

25 Point. GB Black — Basic character set

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

1234567890

([{}])

Regular

Ghetto Blaster/Glancing Blow/Greedy Bankers/Gospel Blues/Grand Bazaar/Glove Box/Genre Bending/Glam Band/Great Britain/Gala Bingo/Give Blood/Gym Bags/Golden Boy/Giant Balloon/Gilt Bonds/Gentleman Barbers/Grow-Bag/Gender Bias/Golf Buggy/Garage Band/Gallon Bucket/Gun Barrel/Goji-Berry/Gentle Breeze/Gordon Bennett/Gulf Breeze/Gold Bullion/God Bless...

Regular

**GHETTO BLASTER/GLANCING BLO
GREEDY BANKERS/GOSPEL BLUES
GRAND BAZAAR/GLOVE BOX/GENI
BENDING/GLAM BAND/GREAT BRIT
AIN/GALA BINGO/GIVE BLOOD/ GY
BAGS/GOLDEN BOY/GIANT BALLOO
GILT BONDS/GENTLEMAN BARBER
GROW BAG/GENDER BIAS/GOLF BU
GY/GARAGE BAND/GALLON BUCKE
GUN BARREL/GOJI BERRY/GENTLI**

Contrary 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. 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 BC. This book is a treatise on the theory of ethics, very popular during 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 1500s 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 H. Rackham. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using ‘Content here, content here’, making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as

Contrary 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. 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 BC. This book is a treatise on the theory of ethics, very popular during 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 1500s 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 H. Rackham. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using ‘Content here, content here’, making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for ‘lorem ipsum’ will uncover many web sites still in their infancy. Vari-

Contrary 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. 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 BC. This book is a treatise on the theory of ethics, very popular during 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 1500s 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 H. Rackham. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using ‘Content here, content here’, making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for ‘lorem ipsum’ will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like). There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected 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. Contrary 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. 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 BC. This book is a treatise on the theory of ethics, very popular during 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 1500s 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 H. Rackham. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using ‘Content here, content here’, making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for ‘lorem ipsum’ will uncover many web sites still in their infancy. Vari-

**GB.
ALBION. BLIGHTY
BRITAIN. BRITANNIA
COMMONWEALTH
OF NATIONS. ENGLAND
GREAT BRITAIN
LAND OF THE ROSE
UK.**

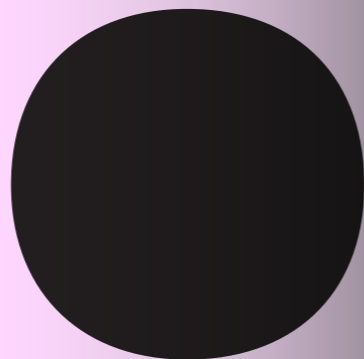
\$ 0 1 2 3
4 5 6 7 . ■
8 9 . % ! £

GB

1Weight

G

B



1Style



Contrary 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. 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 BC. This book is a

Contrary 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,

Contrary 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,

Contrary 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. Lorem

Contrary 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. Lorem

Contrary 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. Lorem Ipsum comes

Contrary 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. Lorem Ipsum comes

Contrary 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

Contrary 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

Contrary 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,

Contrary 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. 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 BC. This book is a treatise on the theory of ethics, very popular during 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 1500s 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 H. Rackham. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like). There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected 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-char-

acteristic words etc. Text from lipsum.com Contrary 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. 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 BC. This book is a treatise on the theory of ethics, very popular during 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 1500s 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 H. Rackham. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.

The End.

GB.

**Available for letterpress
printing at New North
Press in London**



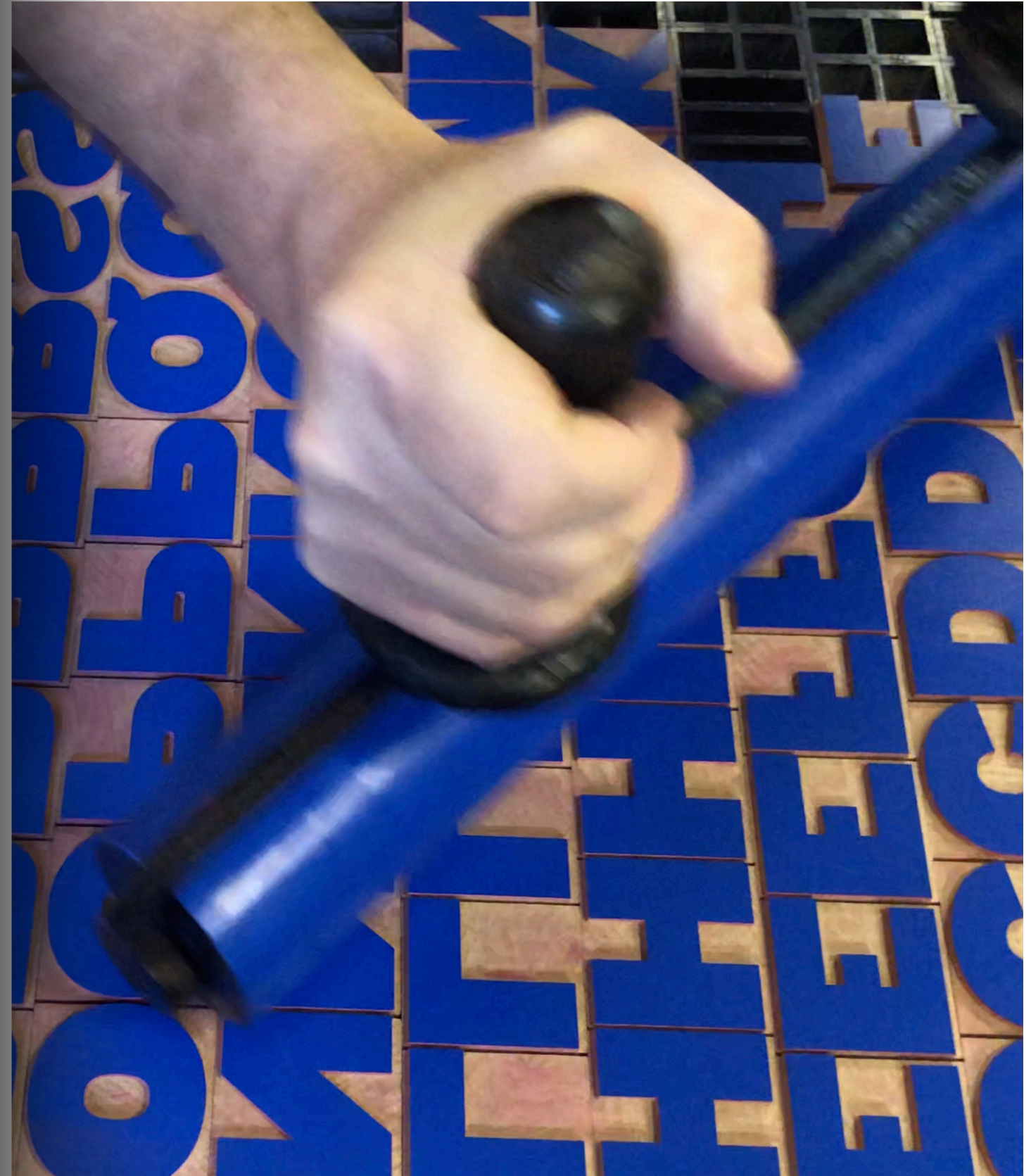
**Special edition large
scale specimen poster
in 2 colours for sale
£250.-**

Please contact info@a2-type.co.uk

**Printing GB. Specimen poster in letterpress
with alphabet cut as woodtype.**



Work in Progress





**AAAA aaaa abbb
CCCD cccddeeee
EEFFFGGHH hhhiiii
LLLMMIJKLNm
NNNNNOOO ooooo
OOPPQQ ooo
RRRRRRrrrrr
SSSTTTTTTsst
UUUVVWWWw
XXYYZZ xxYZ
! ? & £ 0 1 2 3 4 5 6
7 8 9**

GB. A2-TYPE



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.

**info@a2-type.co.uk
+44 (0)20 7739 4249
Social: a2_type**