



**Content first**  
**Typeface second**

**RGB**

**Reliable**

**Global**

**Built.**

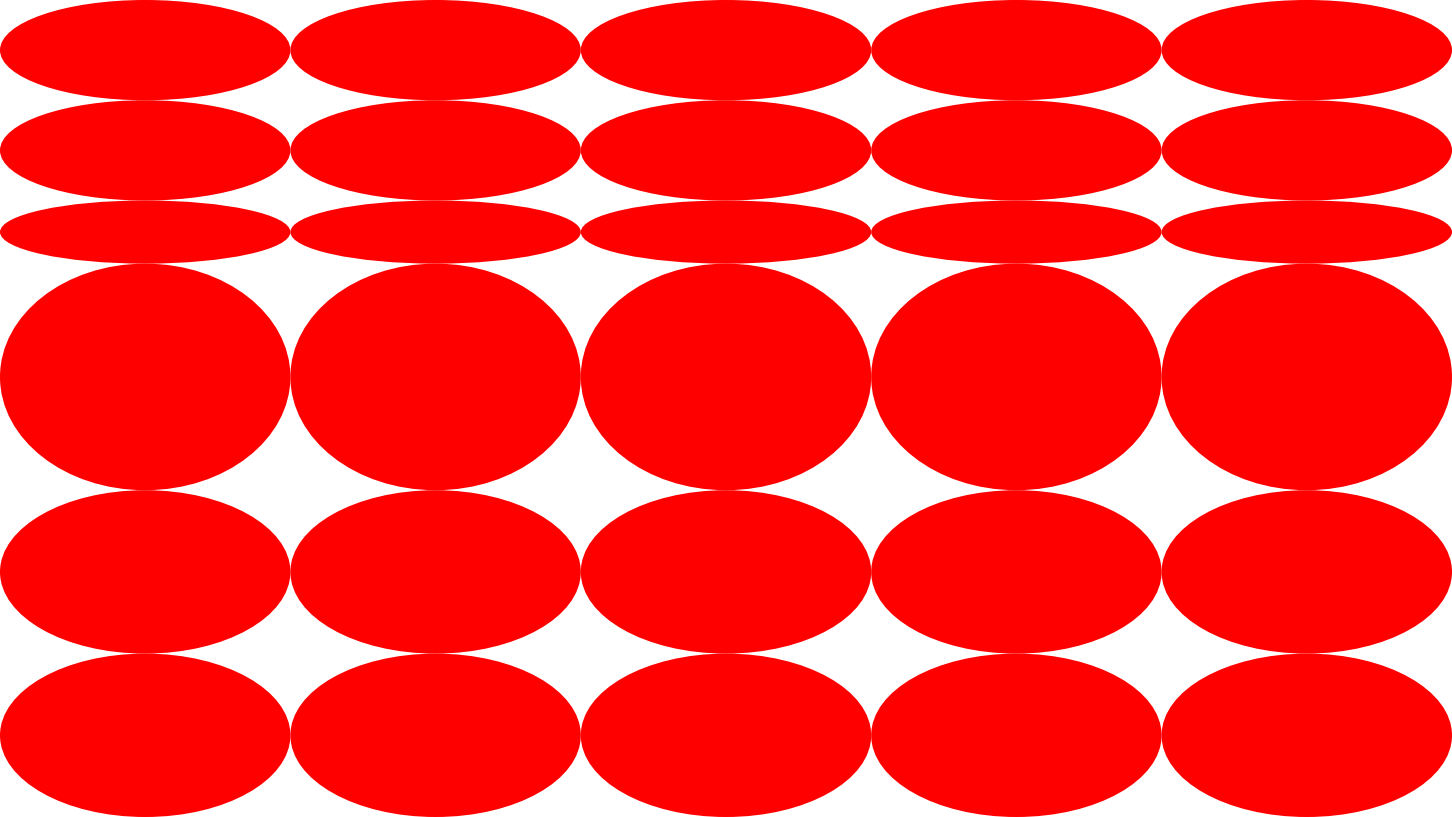
RGB

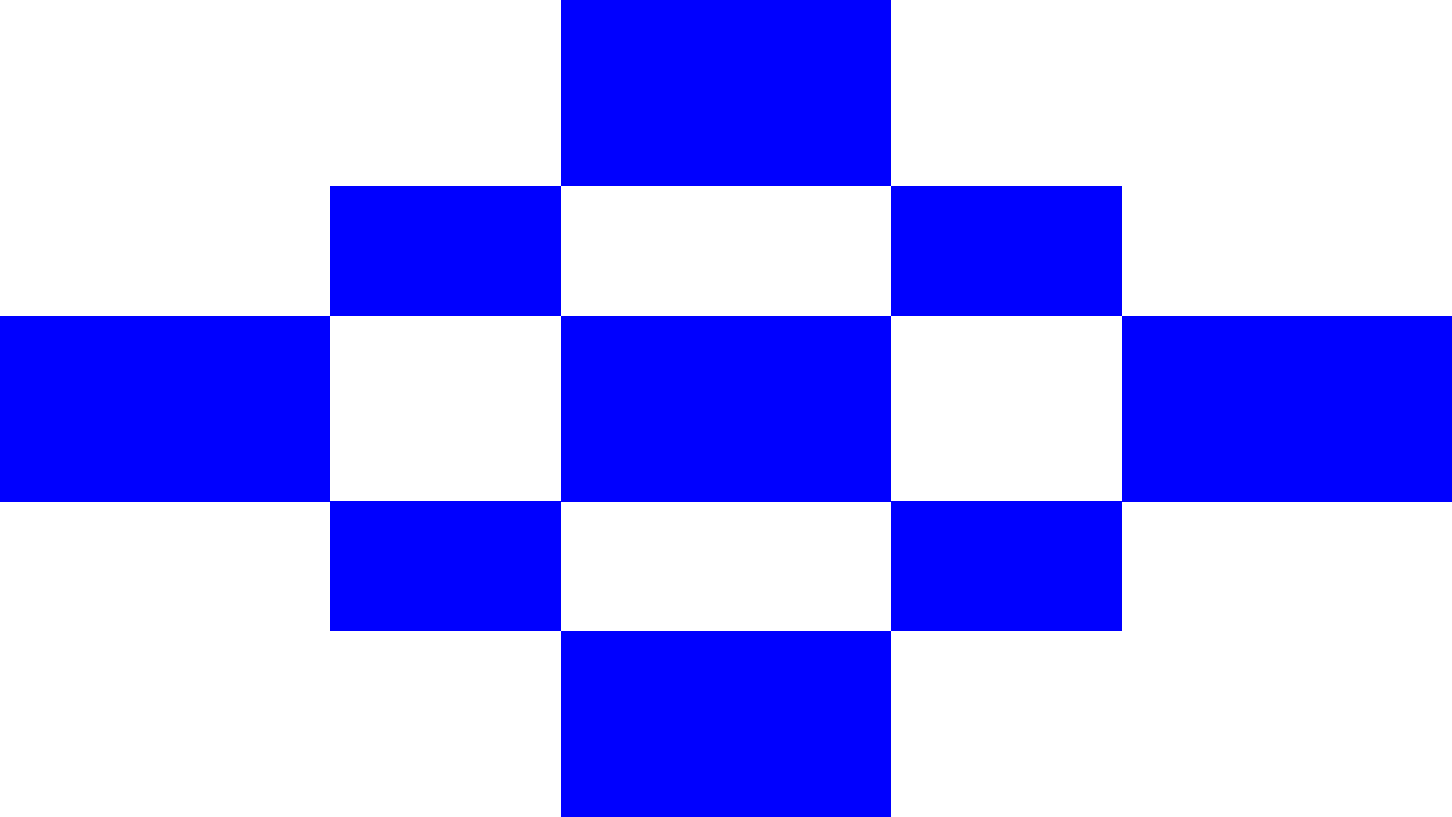
As with many of our fonts, details are paramount. This is where we spent our time. Our typefaces are recognised by how they look – a certain design DNA built into our library through craft and experience. Sometimes a single letter defines a font. We asked ourselves, is anything missing?

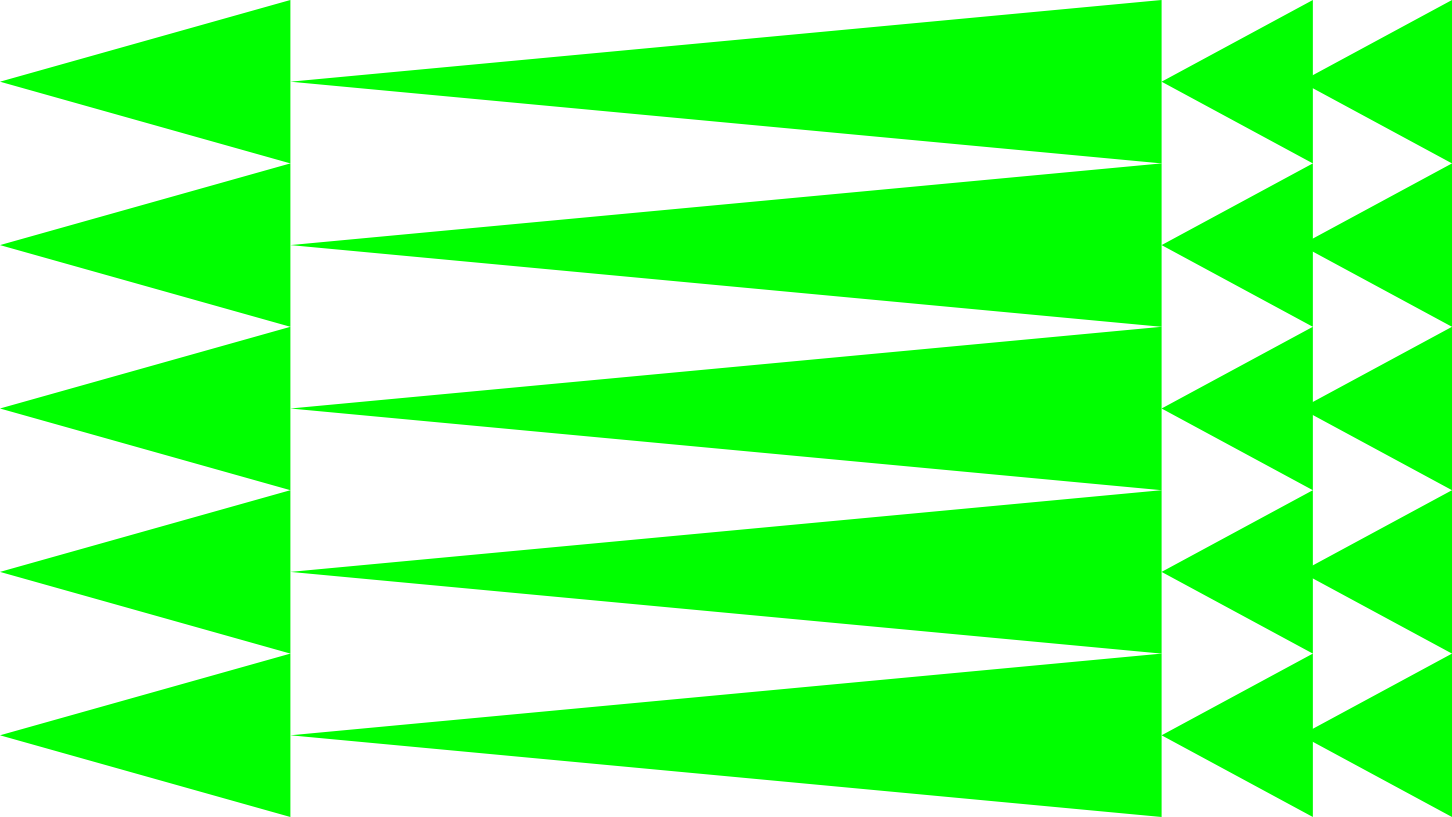
The answer was ‘a utilitarian sans’ built for screens and everyday use – from micro-typography on medical packaging to digital products shaping daily life. Through research, we wrote a brief for

every glyph. Then we built it. It took time because we wanted to create something distinctly different from what we had done before.

Here it is: RGB  
A new font system for screens.  
Content first.  
Typeface second.







RGB is both a name and a principle.

It is derived from Reliable, Global, Built – defining a system that is consistent, scalable and made for real digital use. Not descriptors, but embedded in how it works. At the same time, RGB nods to the screen itself: Red, Green, and Blue – the model of light shaping everything we see.

Technical and conceptual. Clear, reliable, purposeful. RGB is not expressive. It doesn't compete for attention.

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We built RGB for a purpose. For clarity.  
For consistency. For scale.

- It is a variable font.
- It has 10 predefined weight instances.  
(100—1000)
- It has true italics.
- It is built for screen and for small sizes.
- It supports over 100 languages.
- It was built for a purpose.
- It's not nostalgic.
- It's not expressive.
- It has a duplexed option  
(300—700)

**RGB**

**Reliable**

**RGB**

**Reliable**

**Global**

**RGB**

**Reliable**

**Global**

**Built.**



RGB is built for clarity, consistency, and scale, performing the same everywhere across systems, platforms, and products without surprise or deviation. Designed for data-driven environments and high-

frequency use, it supports repeated touchpoints with quiet reliability, building familiarity over time. It doesn't flex or brand-speak, and it never competes for attention. Instead, it stays neutral and precise,

allowing content and interface to lead. Made for products used by millions, it delivers a stable, dependable typographic foundation that holds up under constant use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 /abcdefghijklmnopqrstuvwxyz  
 &0123456789.,:

Thin  
 ExtraLight  
 Light  
 Regular  
 Medium  
 SemiBold  
 Bold  
 ExtraBold  
 Black  
 Heavy

*Thin Italic*  
*ExtraLight Italic*  
*Light Italic*  
*Regular Italic*  
*Medium Italic*  
*SemiBold Italic*  
*Bold Italic*  
*ExtraBold Italic*  
*Black Italic*  
*Heavy Italic*

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**RGB**

**It scales**

**Reliable**

**It's variable**

**RGB**

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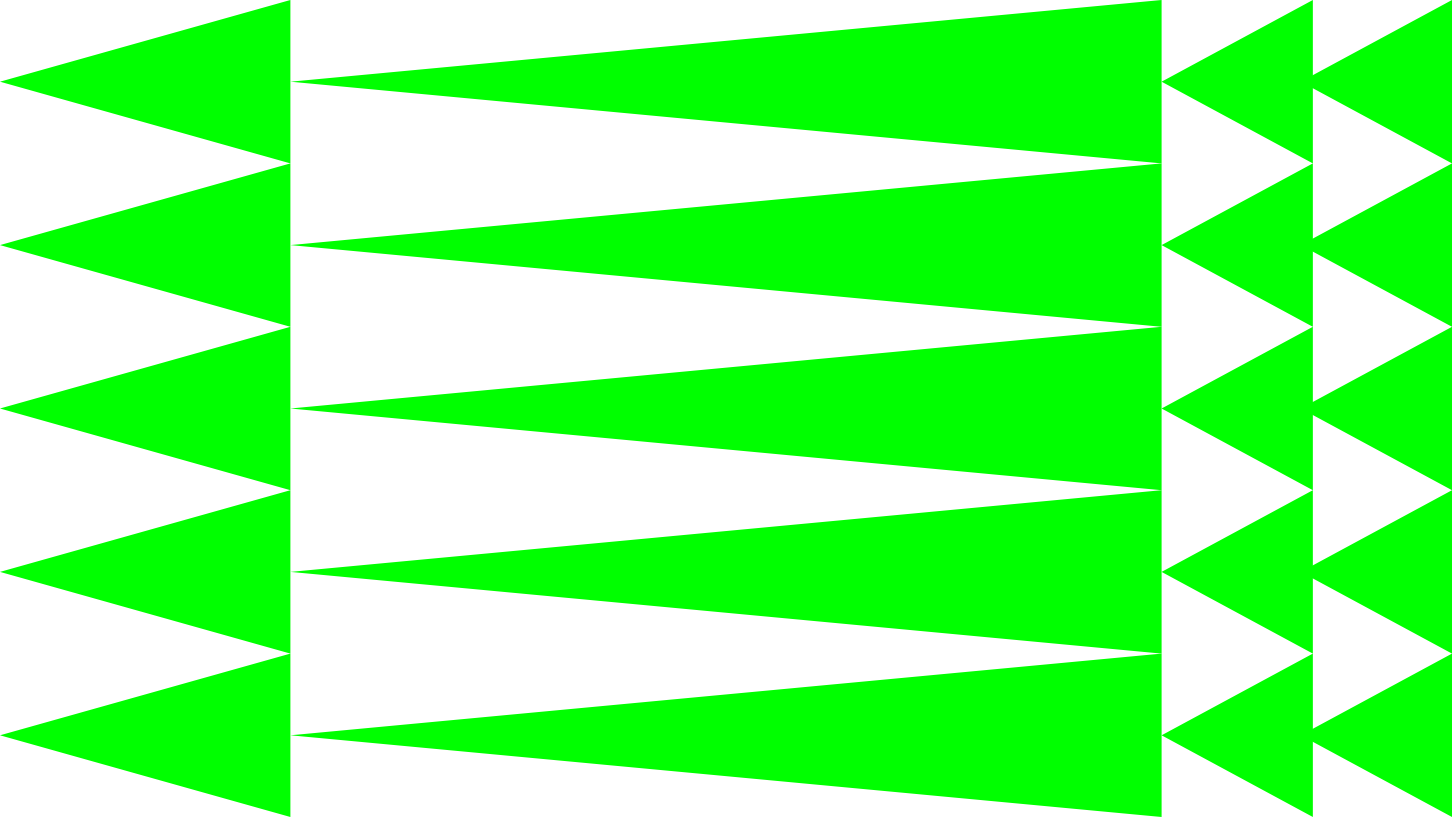
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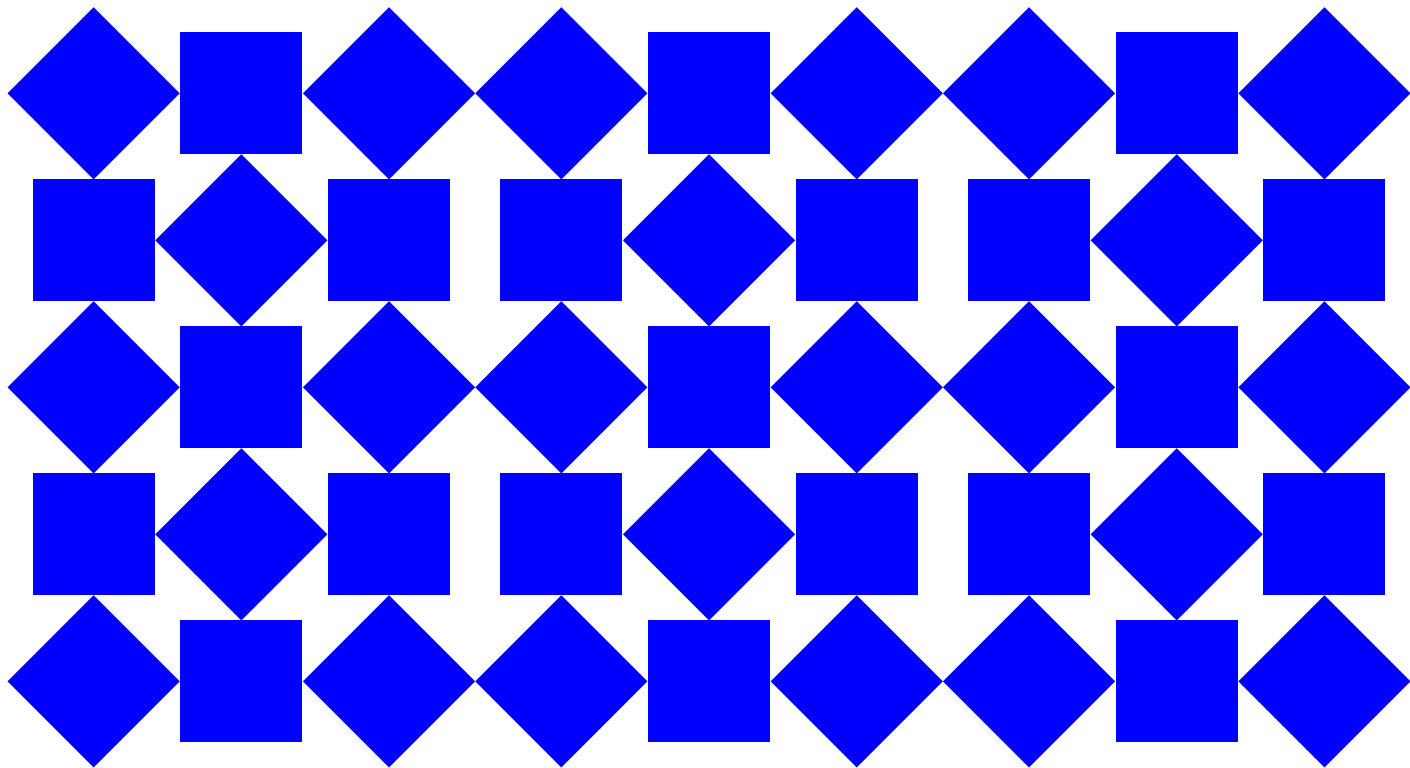
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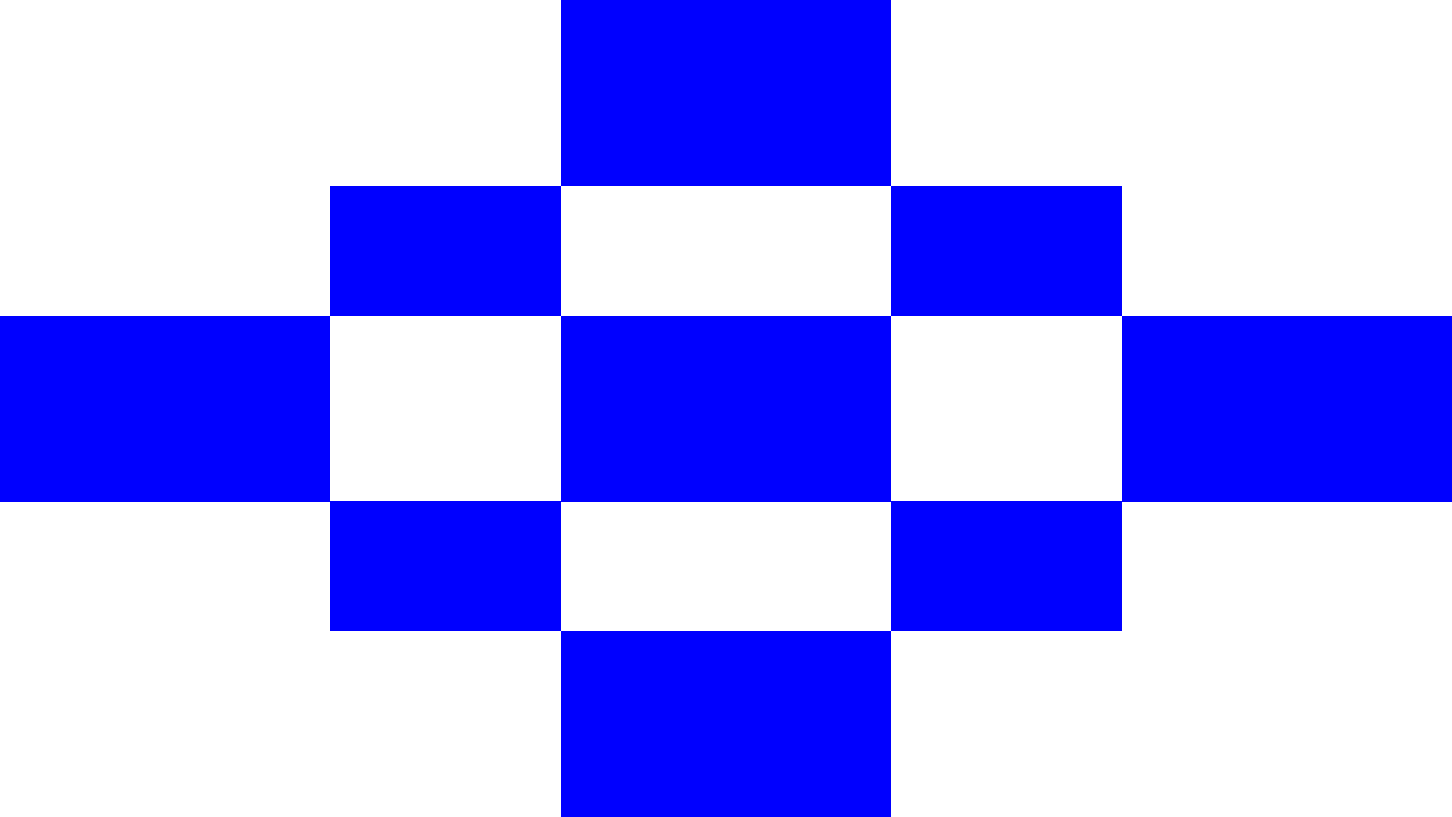
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**Global**

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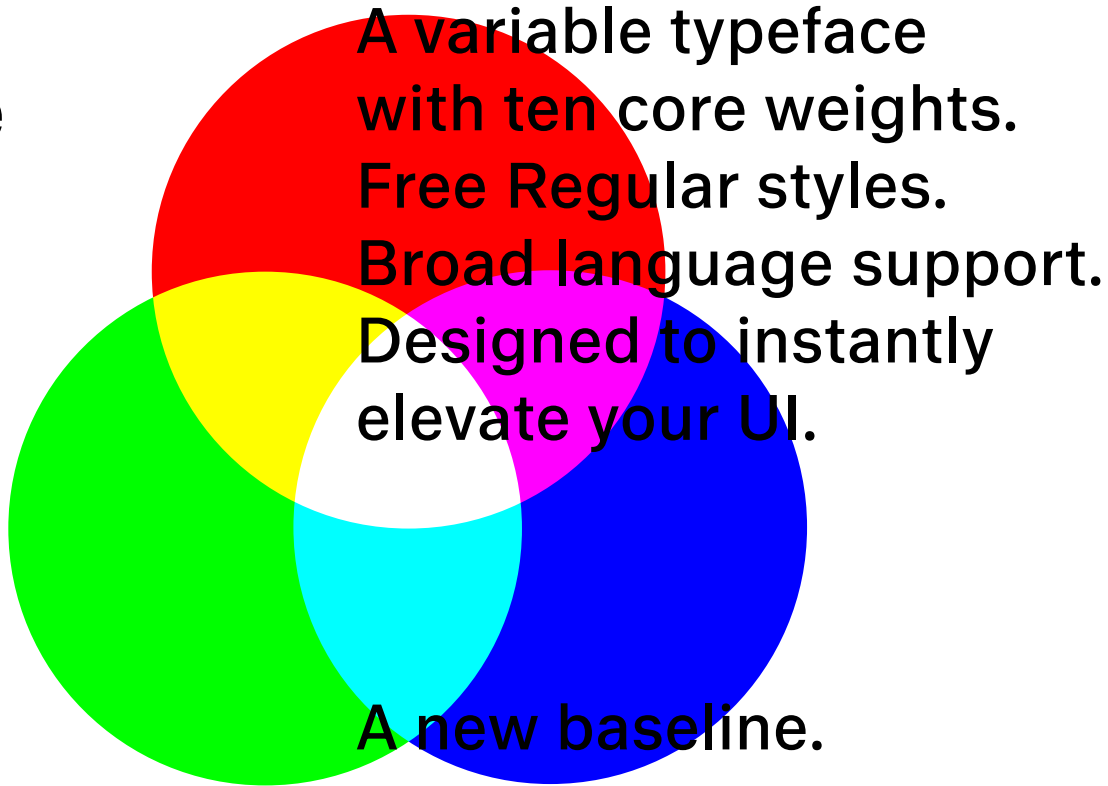
*Thin Italic*  
*ExtraLight Italic*  
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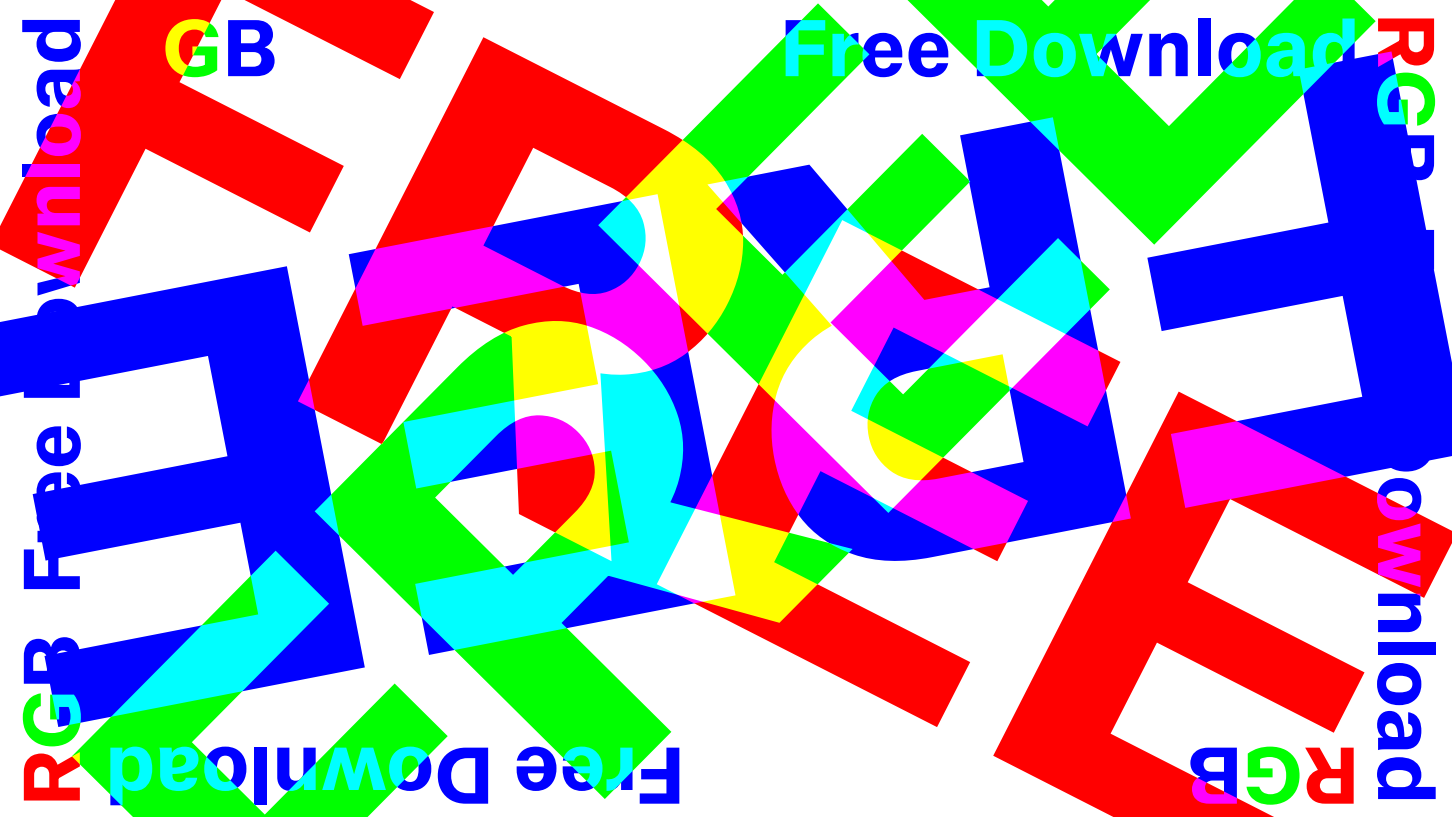
**RGB**

**Reliable  
Global  
Built.**



A variable typeface  
with ten core weights.  
Free Regular styles.  
Broad language support.  
Designed to instantly  
elevate your UI.

A new baseline.





RGB

It scales

B

ui

t.

It's variable

**RGB**

**A new**

**UI first typeface**

**from**

**A2-TYPE**

**The Regular style**

**is free**

**R**

**G**

**B**

R

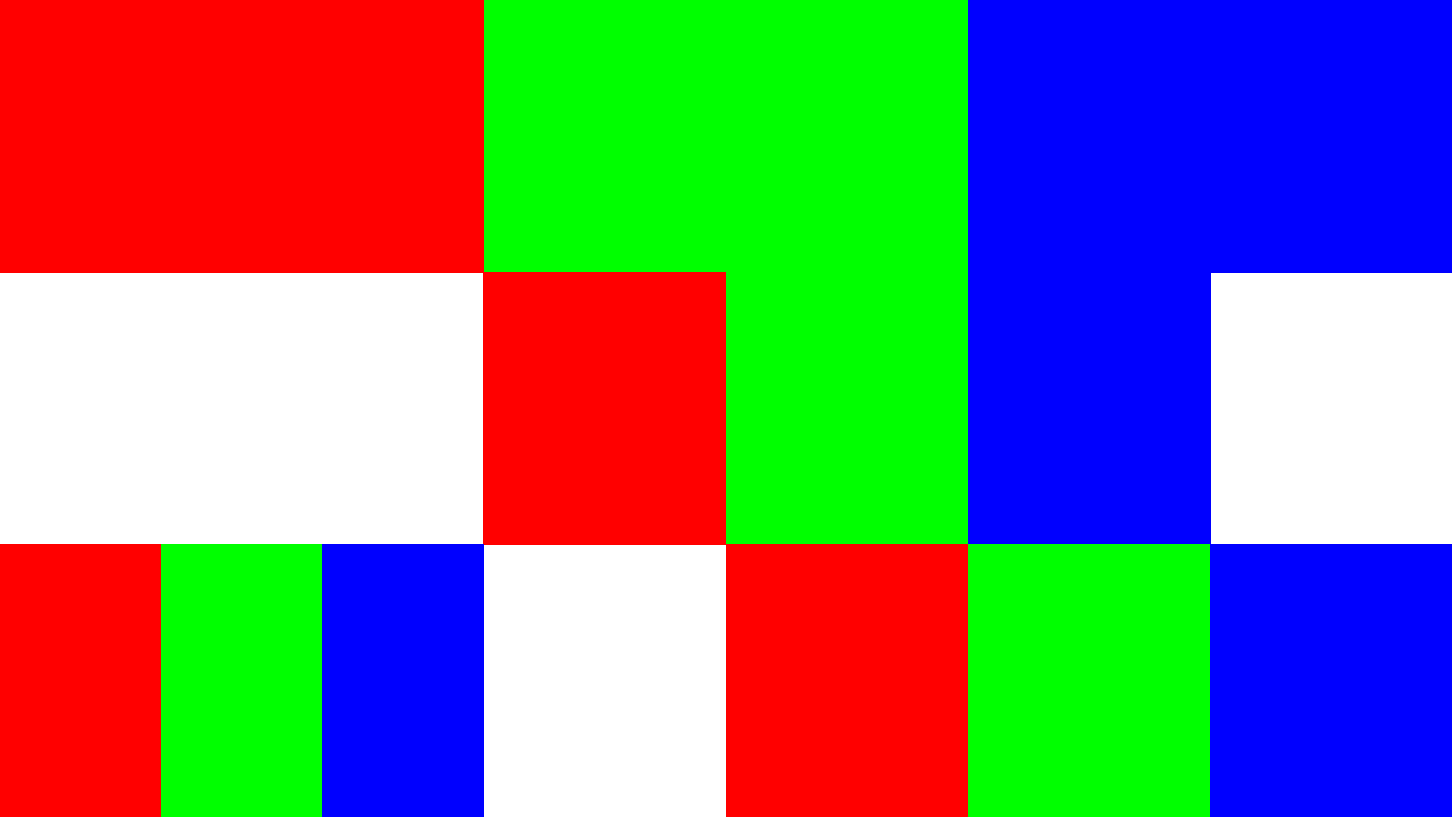
G

B

**RGB**

**Reliable**

**Global**



10 predefined instances with Italics  
Unlimited possibilities.

Thin	<i>Italic</i>
ExtraLight	<i>Italic</i>
Light	<i>Italic</i>
Regular	<i>Italic</i>
Medium	<i>Italic</i>
SemiBold	<i>Italic</i>
Bold	<i>Italic</i>
ExtraBold	<i>Italic</i>
Black	<i>Italic</i>
Heavy	<i>Italic</i>

Thin	<i>Italic</i>
ExtraLight	<i>Italic</i>
Light	<i>Italic</i>
Regular	<i>Italic</i>
Medium	<i>Italic</i>
SemiBold	<i>Italic</i>
Bold	<i>Italic</i>
ExtraBold	<i>Italic</i>
Black	<i>Italic</i>
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Bold	<i>Italic</i>
ExtraBold	<i>Italic</i>
Black	<i>Italic</i>
Heavy	<i>Italic</i>

**Global  
Built.**

Set in RGB Bold 135pt, 180px

**RGB**

**A2**

**Reliable**

**TYPE**

**Global**

**UK**

**Built.**

