



Content first
Typeface second

RGB

Reliable
Global
Built.

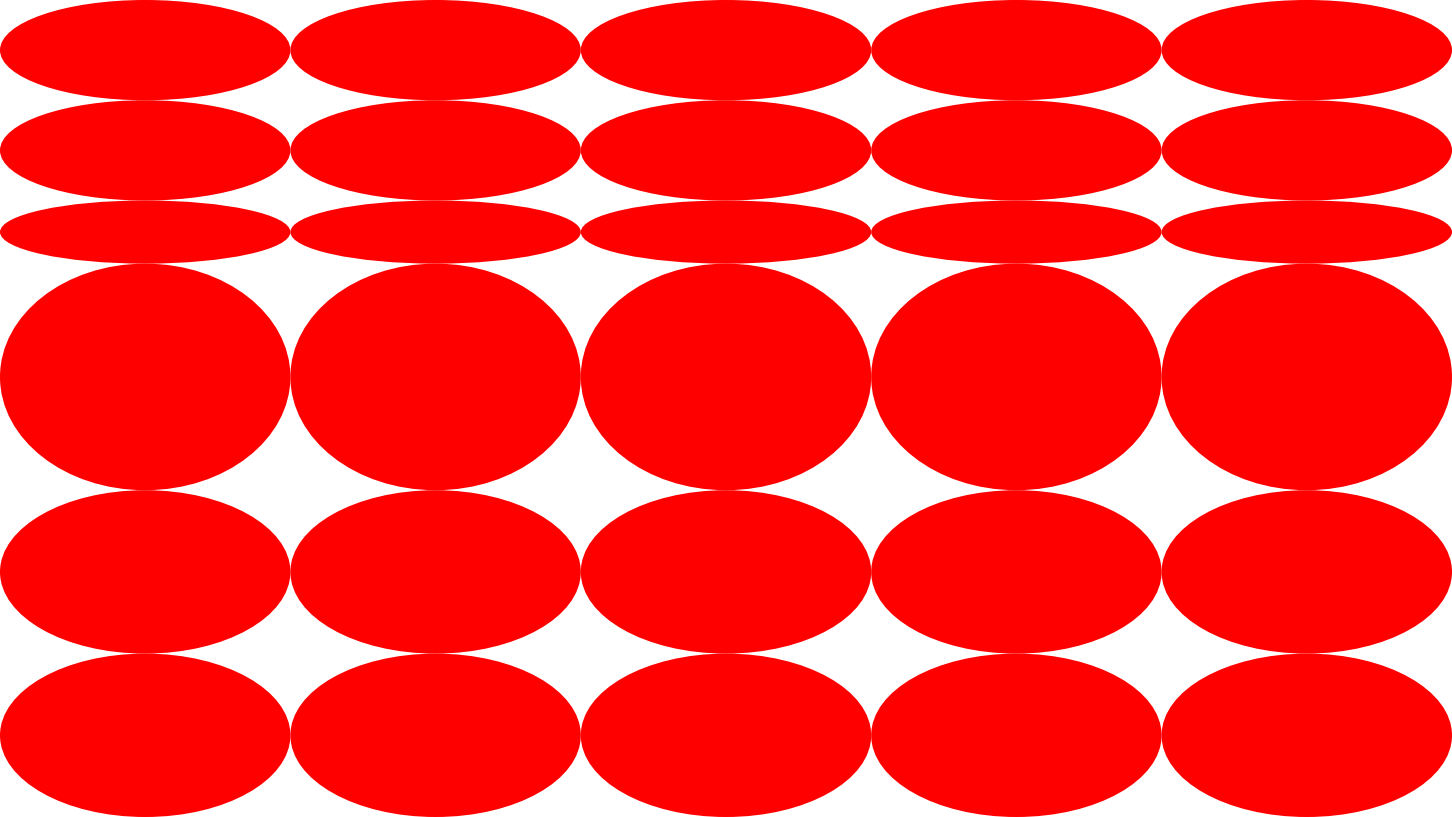
RGB

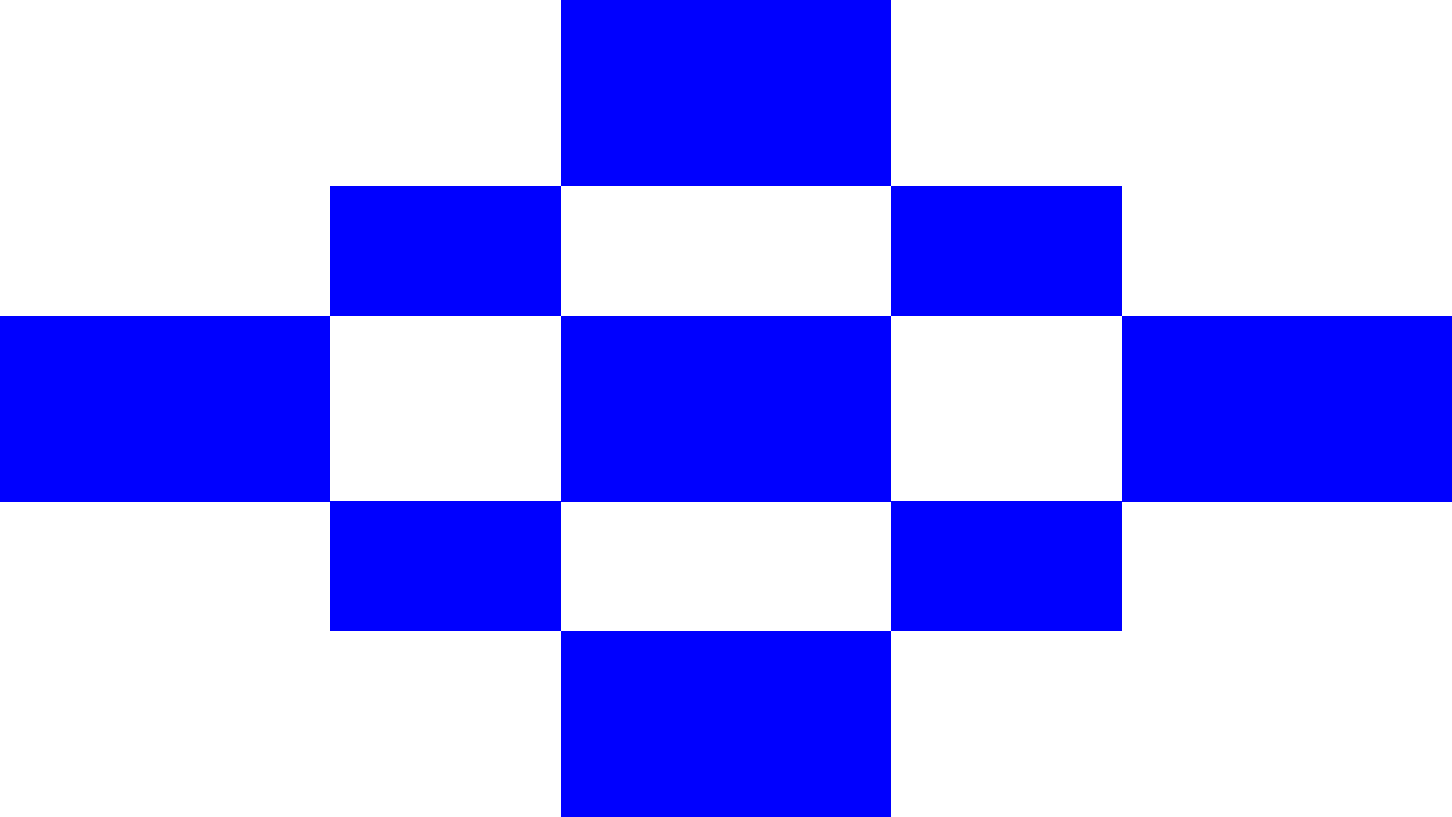
As with many of our fonts, details are paramount. This is where we spent our time. Our typefaces are recognised by how they look – a certain design DNA built into our library through craft and experience. Sometimes a single letter defines a font. We asked ourselves, is anything missing?

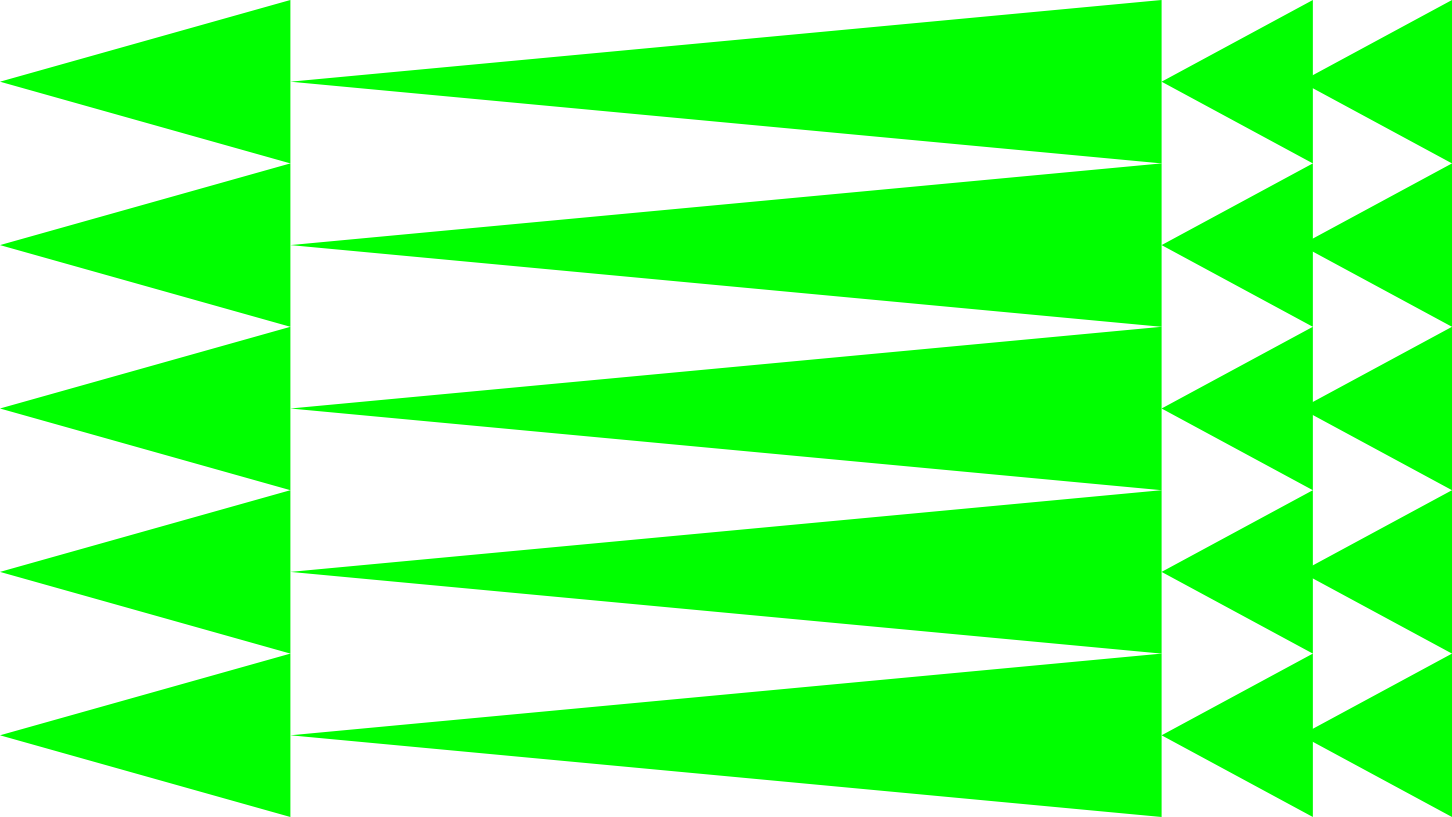
The answer was ‘a utilitarian sans’ built for screens and everyday use – from micro-typography on medical packaging to digital products shaping daily life. Through research, we wrote a brief for

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

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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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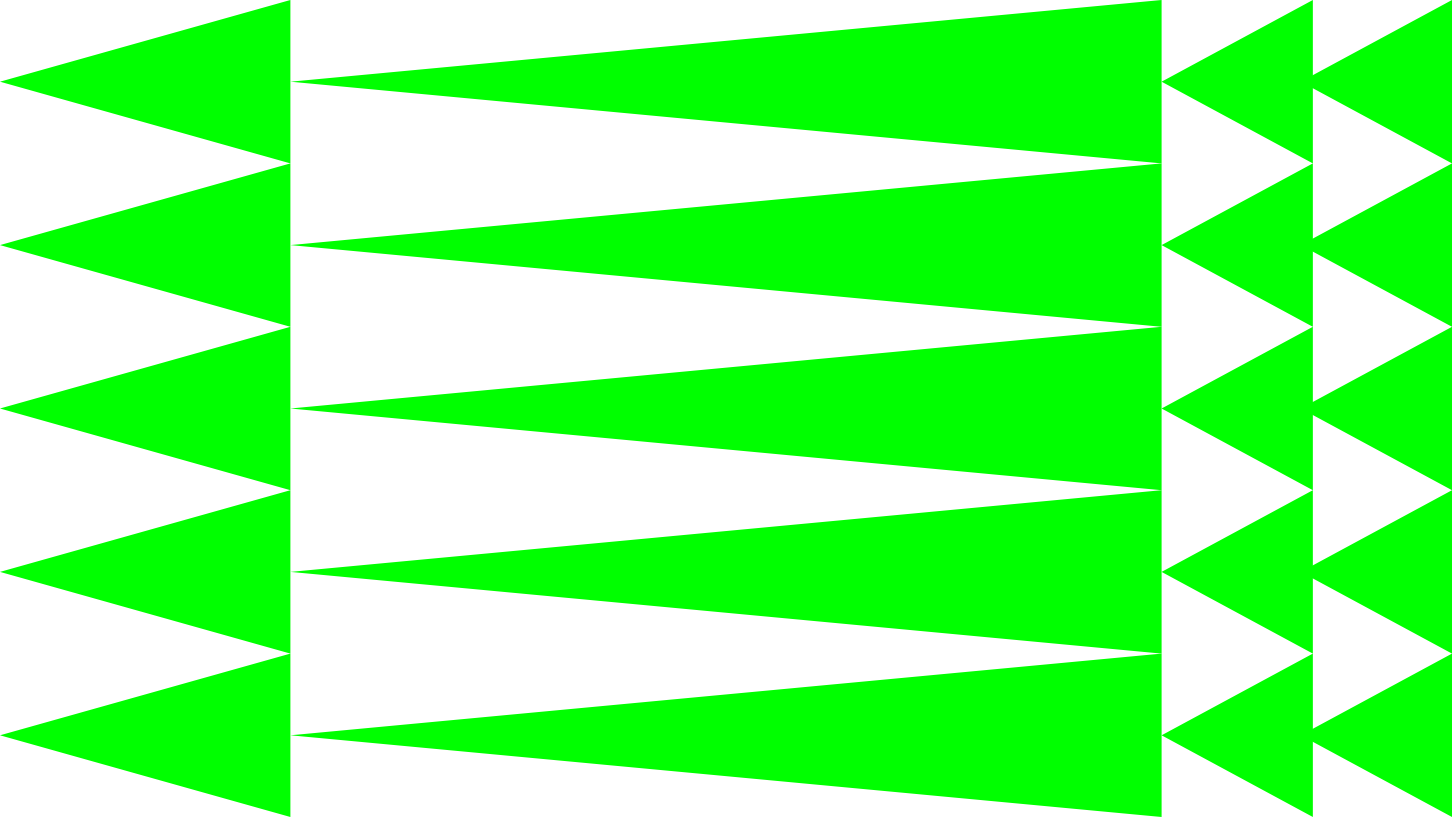
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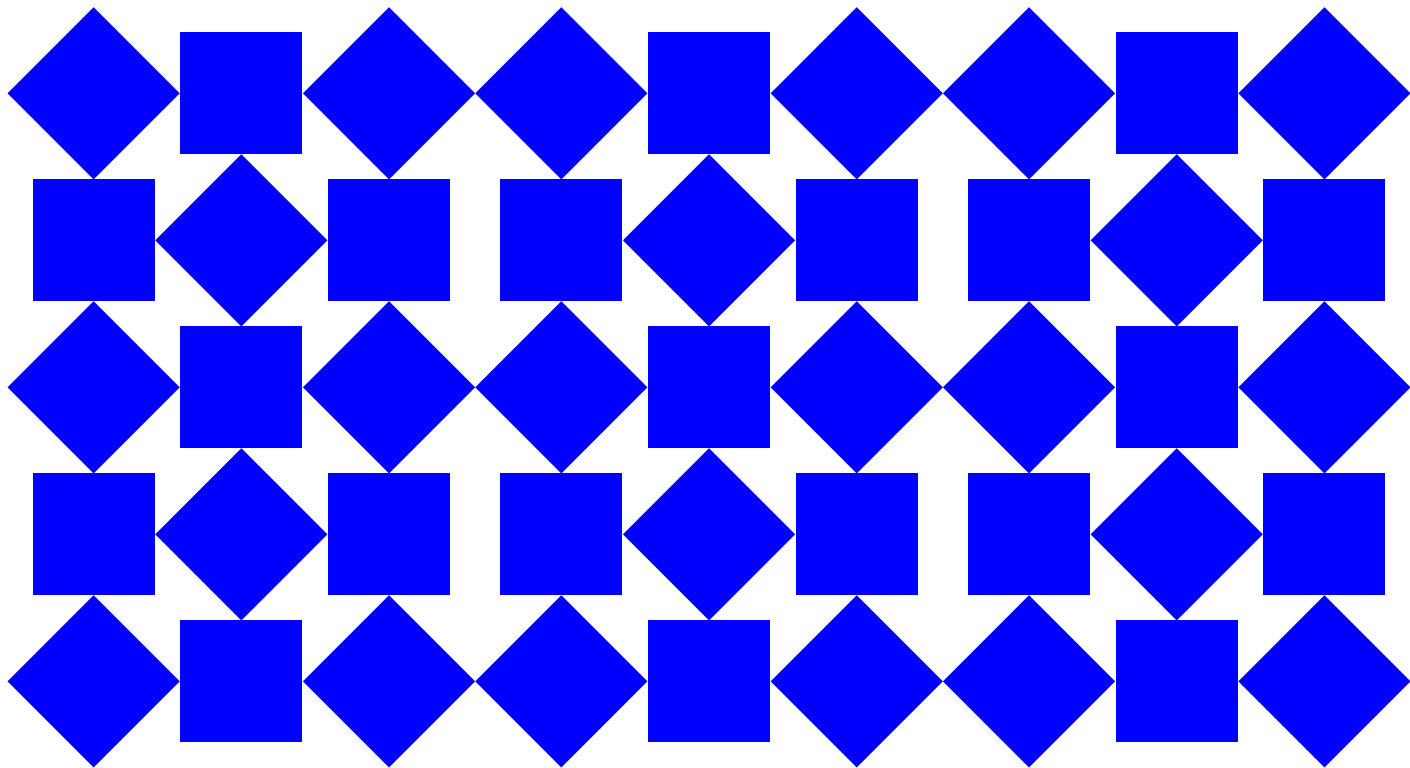
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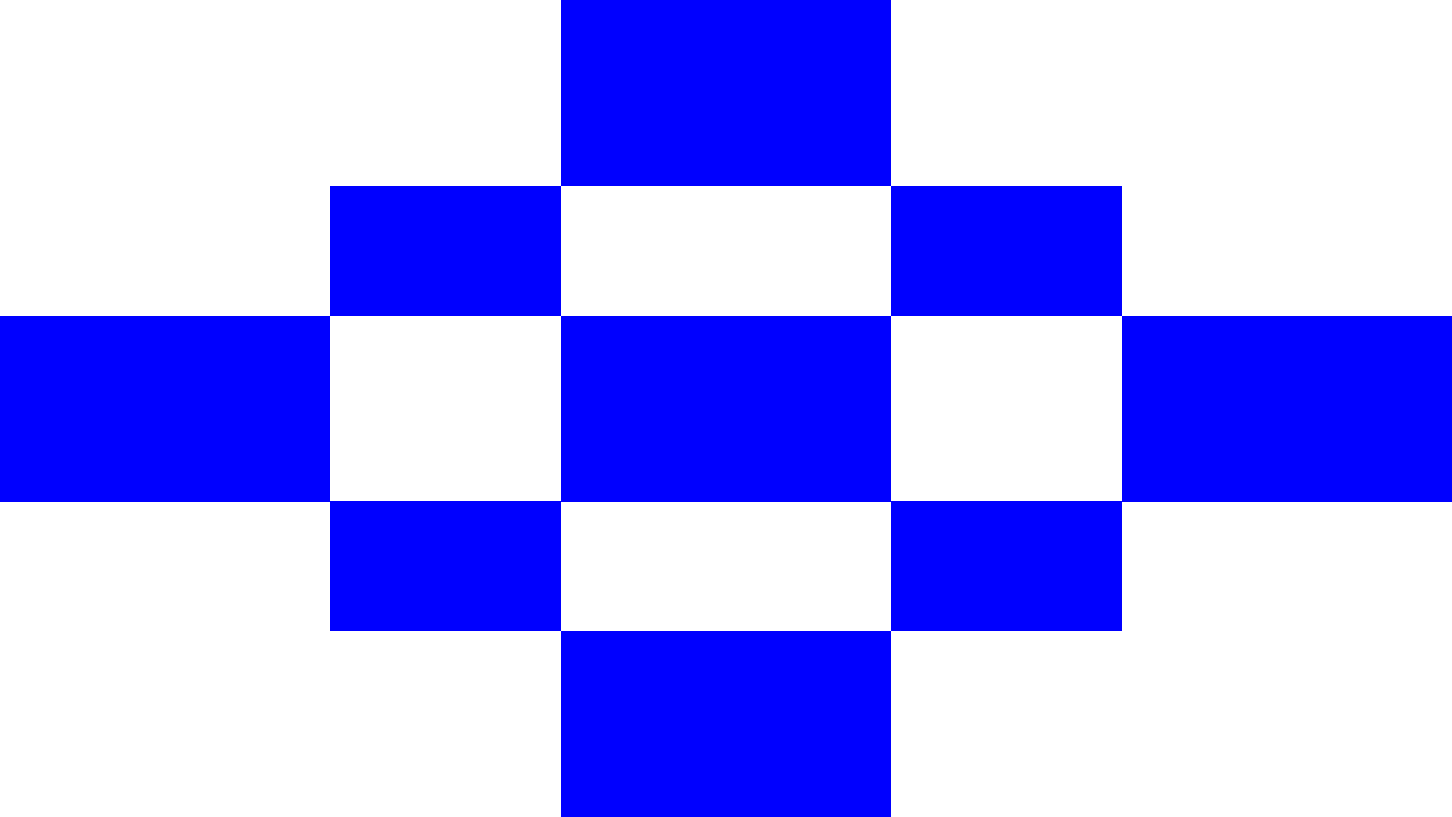
RGB

It scales

Global

It's variable







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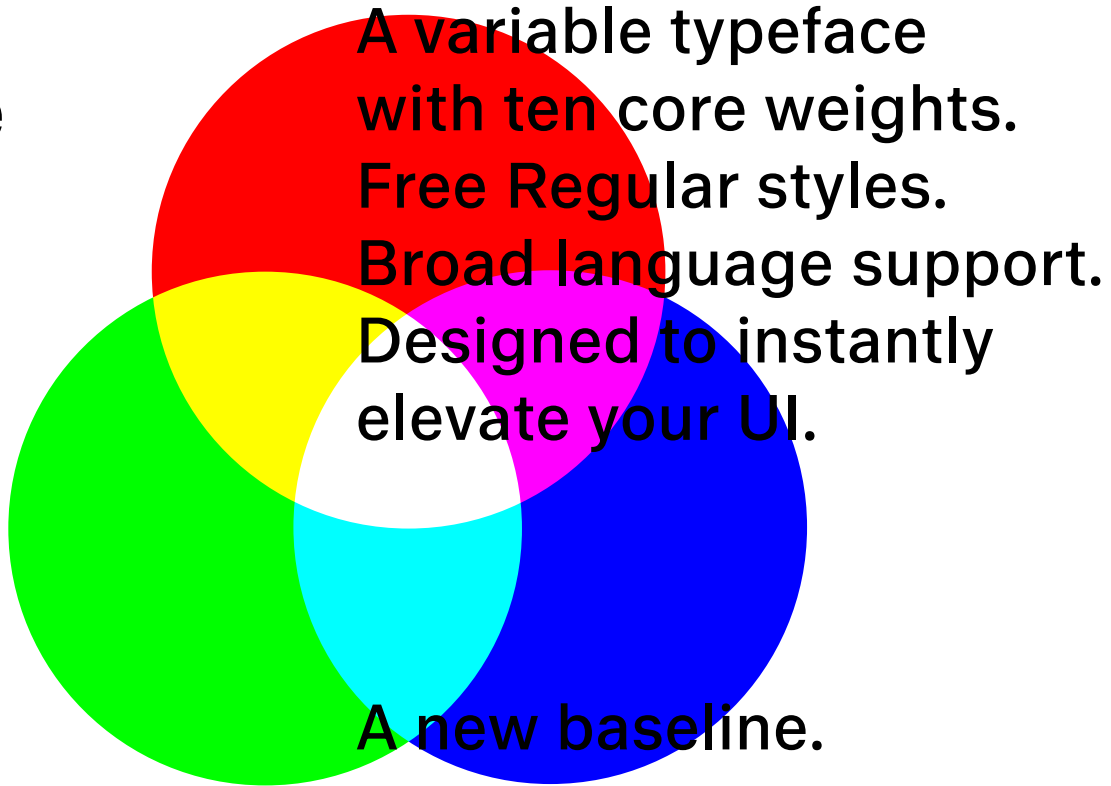
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 /abcdefghijklmnopqrstuvwxyz
 &0123456789.,:

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

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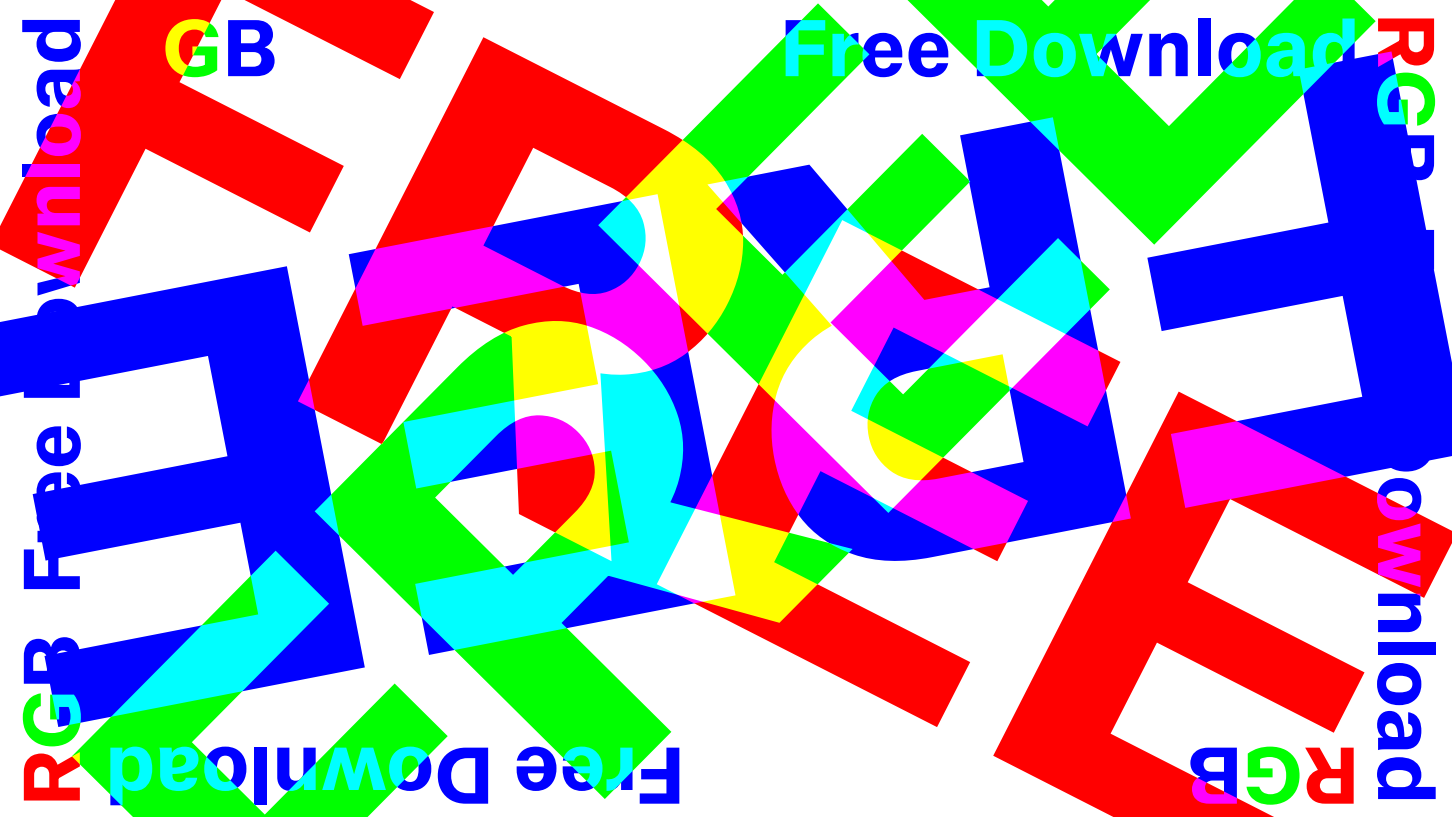
RGB

**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

uild

t.

It's variable

RGB

A new

UI first typeface

from

A2-TYPE

The Regular style

is free

R

G

B

R

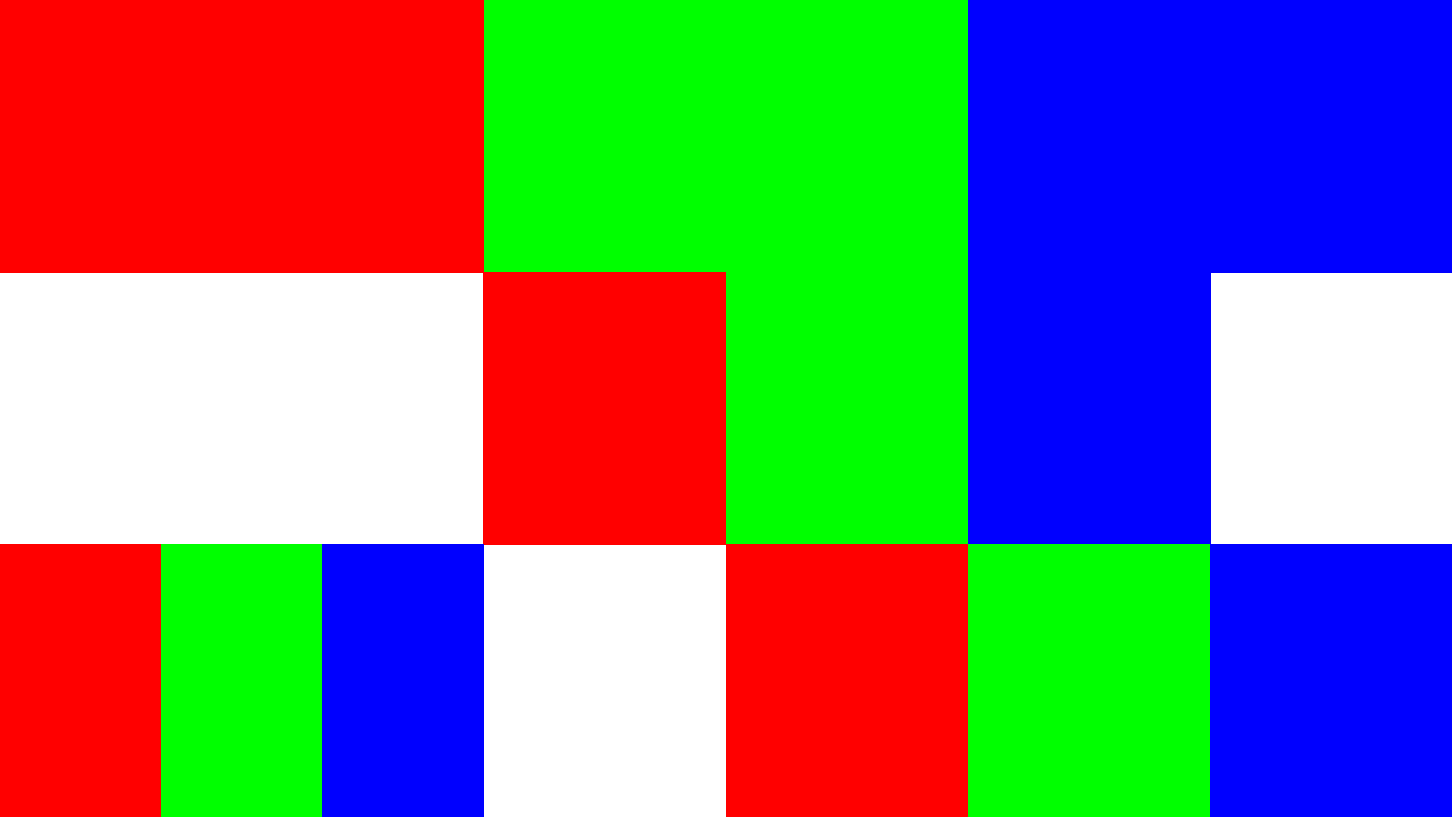
G

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>
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SemiBold	<i>Italic</i>
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.

