

Neo Grotesk

A dual type system
by Arne Freytag

A woman in profile, looking out a window. The background is a vibrant, abstract composition of colors: warm oranges and reds on the left, transitioning to cool blues and purples on the right. The woman's silhouette is dark against the bright background. The text "visions of a better life" is overlaid in white, bold, sans-serif font.

visions of
a better life

VISIONS OF A FUTURISTIC TYPE

Neo Grotesk is an attempt to create a dual typeface system in different weights. The basis is a modern, factual sans serif in the style of a New Grotesque, while the second typeface variant builds on the basic form of the first and varies the shapes with curves, similar to a „blur effect“.

The combination of these two basic types opens up endless design possibilities in a futuristic style to meet the different requirements of design projects.

The Font is available in two versions: either as a classic dual font family with 18 different weights or as a variable font.

As a tool for visionary creatives in areas such as branding, editorial and fashion design, Neo Grotesk may provide a platform to push conventional boundaries and develop innovative, forward-thinking design solutions.

lifestyle



140 → 74

HEAD *THÉSE* **fluffy**
twenty **TUNA** UHREN
LOOSE *atypic* **UPBEAT**
HELLO **EVENT** *Stylish*



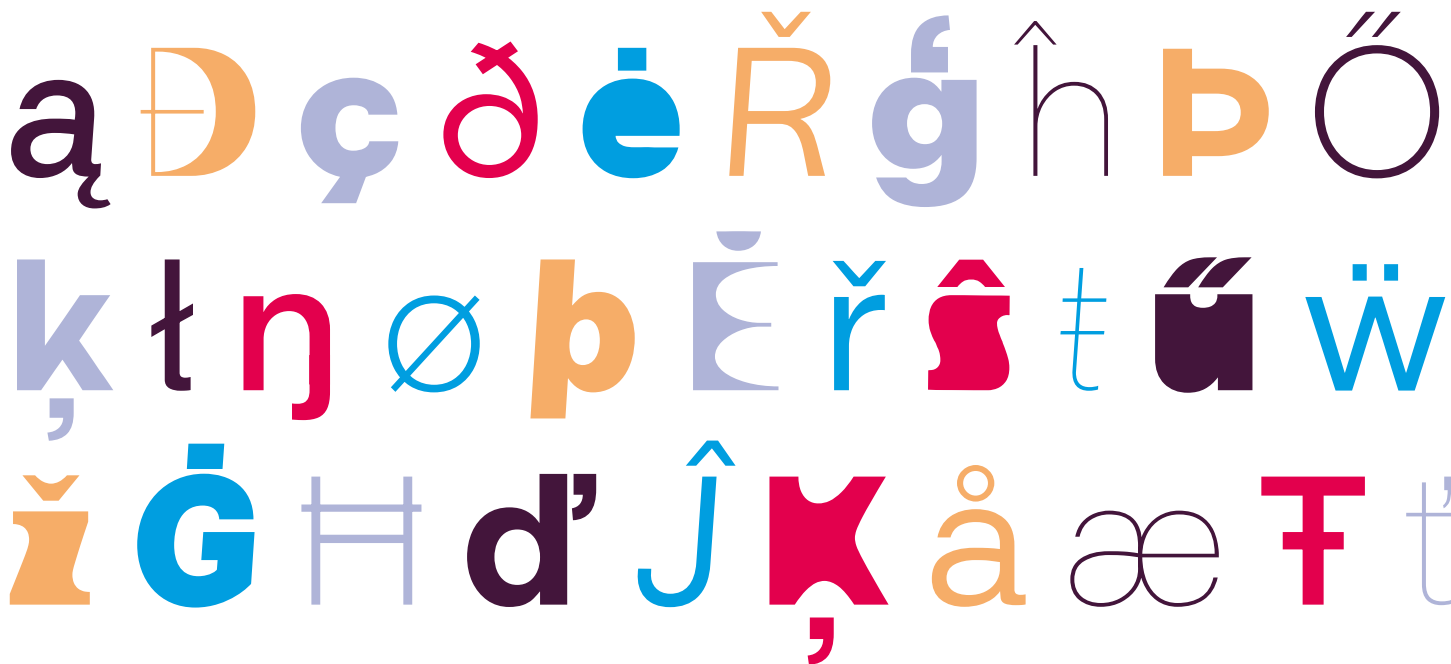
74 → 74

Editorial

LANGUAGE SUPPORT

SUPPORTS 34 LANGUAGES (PRO/OT CFF)

Afrikaans, Basque, Breton, Catalan, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, Gaelic (Irish, Scots), German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Saami (Southern), Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Turkish, Russian.



Unknown World

NEO GROTESK 21 (THIN)

DISPLAY 0

Unknown World

NEO GROTESK THIN-ITALIC

Characteristical

NEO GROTESK 44 (LIGHT)

DISPLAY 0

Characteristical

NEO GROTESK LIGHT-ITALIC

Natural History

NEO GROTESK 71 (REGULAR)

DISPLAY 0

Natural History

NEO GROTESK ITALIC

Hippopotamus

NEO GROTESK 102 (MEDIUM)

DISPLAY 0

Hippopotamus

NEO GROTESK MEDIUM-ITALIC

Superhighway

NEO GROTESK 140 (BOLD)

DISPLAY 0

Superhighway

NEO GROTESK BOLD-ITALIC

Wastebaskets

NEO GROTESK 178 (BLACK)

DISPLAY 0

Wastebaskets

NEO GROTESK BLACK-ITALIC

Unknown World

NEO GROTESK 21 (THIN)

DISPLAY 37

Unknown World

NEO GROTESK 21 (THIN)

DISPLAY 74

Characteristical

NEO GROTESK 44 (LIGHT)

DISPLAY 37

Characteristical

NEO GROTESK 44 (LIGHT)

DISPLAY 74

Natural History

NEO GROTESK 71 (REGULAR)

DISPLAY 37

Natural History

NEO GROTESK 71 (REGULAR)

DISPLAY 74

Hippopotamus

NEO GROTESK 102 (MEDIUM)

DISPLAY 37

Hippopotamus

NEO GROTESK 102 (MEDIUM)

DISPLAY 74

Superhighway

NEO GROTESK 140 (BOLD)

DISPLAY 37

Superhighway

NEO GROTESK 140 (BOLD)

DISPLAY 74

Wastebaskets

NEO GROTESK 178 (BLACK)

DISPLAY 37

Wastebaskets

NEO GROTESK 178 (BLACK)

DISPLAY 74

A glass of amber liqueur with a straw, tilted on a light background. The glass is partially filled with a golden-brown liquid, and a white straw is inserted into it. The glass is tilted, and the liquid is sloshing around. The background is a soft, light beige color.

Liquid

74 → 74

REGULAR, ITALIC & DISPLAY (11 PT / 14 PT)

Moments of contemplation. We often find ourselves dreaming of visions of a better life. It's a universal longing, an innate desire to transcend the challenges and limitations of the present, and step into a brighter, more fulfilling reality.

For some, a better life may mean finding inner peace and contentment, cultivating a sense of mindfulness and gratitude that permeates every aspect of existence. *It's about cherishing the simple joys, savoring each moment, and nurturing meaningful connections with those around us.*

For others, a better life may entail chasing ambitious dreams and aspirations, daring to reach beyond the boundaries of what seems possible. It's about embracing risk, pursuing passions with unwavering determination, and *refusing to settle for anything less than extraordinary.*

Yet, amidst the **diverse interpretations** of what constitutes a better life, there exists a unifying theme—a shared commitment to personal growth and societal betterment. It's about recognizing that our individual journeys are inexorably intertwined with the collective tapestry of humanity, and that true fulfillment is found not only in the pursuit of personal goals, but also in the upliftment of those around us.

(7 pt / 9 pt)

In the moments of quiet reflection, our minds often wander to visions of a brighter tomorrow, filled with possibilities waiting to be realized. It's a deeply ingrained human instinct, this yearning for a life that surpasses the constraints of our current reality, propelling us towards a future brimming with potential.

For many, the pursuit of a better life is intricately linked with the quest for inner peace and tranquility. It involves delving deep into the recesses of our souls, cultivating a profound sense of mindfulness that colors every facet of our existence. This journey is about not just finding joy in the grand milestones, but also in the quiet moments of everyday life, where simple pleasures blossom into profound sources of fulfillment.

However, the notion of a better life extends far beyond mere contentment for others. It's about daring to dream audaciously, to envision a life that transcends the boundaries of convention and expectation. It's about embracing the exhilarating dance with uncertainty, where each step forward is fueled by an unwavering belief in one's own potential to achieve greatness.

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44 → 74

Konkret





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FO

Linotype Freytag™

Quitador Sans™

Quitador™

Manometer

Manometer Sans

Curve

Punto

Ador

Quador

Quador Display

Object

Bionik

Whiteblack

Puntino

Manometer Serif