



# Farmacia

Farmacia, Nguyen Gobber, 2019



Farmacia is an interpretation of MT Grottesque Condensed that is bolder, more suitable for big headlines, and incorporates some oddities observed from an old signage for a pharmacy in Basel. It gains its character through formal details such as the sharp spike of M and W or the expressively formulated upwards diagonal of K.

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 ↙ © W M W ® ↗  
 Nr. 53147  
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 Quiz × ① ②

Once again, we encounter the phenomenon that typefaces – regardless of their optical legibility – trigger particular feelings on the part of readers simply through their appearance, and can have a positive or negative impact. This seems to be pragmatic evidence to show that, over and above their primary and essential task of acting as a visual means of transport ...

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**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**  
**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**  
**Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ł Ń Ó Ô Õ Ö Ø Ñ Š**  
**Ú Û Ü Ü Ý Ÿ Ž Þ á â ã ä å Æ ç é ê ë ì í î ï ł Ń ó ô õ ö ø ñ**  
**ó ô õ ö ø ñ š ú û ü ý Ÿ ž þ Œ œ Æ Th Tt ff fi**  
**ffj fj ft tz**

**0 1 2 3 4 5 6 7 8 9**

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**0 1 2 3 4 5 6 7 8 9**

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