



HOFMANN

Hofmann, Nguyen Gobber, 2020

Hofmann is based on a grid system by Armin Hofmann, hence the name of this display typeface. The grid system was (to our knowledge) never used to create any kind of applied design. It was more of an experimental design tool for visual studies. In the same spirit, this typeface is an exploration of the possibilities and limits of creating a typeface with Hofmann's design tool. The result is a display typeface with a distinct visual appearance. While it is for sure not suited in any kind of environment where crystal clear readability is demanded, Hofmann does lend itself to create unconventional wordmarks, offbeat typographic posters, and eye-catching titles.

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 THEIR PRIMARY AND ESSEN-
 TIAL TASK OF ACTING AS A
 VISUAL MEANS OF TRANS-
 PORT FOR LANGUAGE, TYPE-
 FACES ARE ALSO ABLE TO
 COMMUNICATE ATMOSPHERE.
 IN THIS CONTEXT, SPENCER
 MENTIONS ANALYSES BY
 OVENK AND ZACHRISSON THAT
 REINFORCE THIS ASSUMPTION.

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