

MONOPOL

Monopol, Nguyen Gobber, 2020

Monopol is a bold and heavy display typeface intended for strong headlines, wordmarks, and poster design in general. Its lack of lower-case characters indicates clearly that this typeface wants to be used to state strong messages. Characters which do usually feature sharp angles such as the A, M, N, V, W are drawn in two ways. One version expresses these sharp angles explicitly and appears rather modular, while the other is more toned down. Characters like the S and many of the figures are reminiscent of typical wordmarks from the 80s.

20,50 €
 & © ® ™
 W E O N
 ↙ ↕ ↔ ↕ ↗
 C A S I O
 2 × 3 = 6
 W W O ! ? *

ONCE AGAIN, WE
 ENCOUNTER THE
 PHENOMENON
 THAT TYPEFACES
 – REGARDLESS OF
 THEIR OPTICAL
 LEGIBILITY – ...

AGAIN, WE ENCOUNTER THE PHENOM-
 ENON THAT TYPEFACES – REGARD-
 LESS 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 PRAG-
 MATIC EVIDENCE TO SHOW THAT, OVER
 AND ABOVE THEIR PRIMARY AND ES-
 SENTIAL TASK OF ACTING AS A VISUAL
 MEANS OF TRANSPORT FOR LANGUAGE,
 TYPEFACES ARE ALSO ABLE TO COM-
 MUNICATE ATMOSPHERE. IN THIS
 CONTEXT, SPENCER MENTIONS ANAL-
 YSES BY OVINK AND ZACHRISSON ...

