

MONOPOL KOMPAKT

Monopol Kompakt, Nguyen Gobber, 2020

The peculiar appearance of this typeface with its inverted stroke contrast and its oddly shaped details is the result of compressing the rather wide, original cut of Monopol to the desired width. The idea was to design a version of Monopol that allows the designer to get as much information as densely packed as possible on a limited surface area. In combination with its expressive appearance, this compact display typeface is now an ideal choice for anybody who is looking for a typeface with a strong character to use for big titles and statements on billboards, protest poster, banners, and such.

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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 FOR LANGUAGE, TYPEFACES ARE ALSO ABLE TO COMMUNICATE ATMOSPHERE. IN THIS CONTEXT, SPENCER MENTIONS ANALYSES BY OVINK AND ZACHRISSON THAT REINFORCE THIS ASSUMPTION. ...

HOWEVER, ON THE BASIS OF AN ANALYSIS OF ADVERTISEMENTS OVER A PERIOD OF 50 YEARS, SPENCER BELIEVES 'THAT FINDINGS OF CONGENIALITY MAY HAVE LITTLE TEMPORAL STABILITY, AND SUCH AN EXAMINATION SUPPORTS WARDE'S VIEW, THAT THE CHOICE OF AN APPROPRIATE TYPEFACE IS A SUBCONSCIOUS ACT, THE EFFECT OF WHICH IS EPHEMERAL. WE MAY ALSO REFLECT THAT SANSERIF LETTERFORMS WHICH HAVE BEEN MUCH USED IN THIS CENTURY TO EXPRESS THE NOTION OF "MODERNITY" WERE FIRST REVIVED IN THE EIGHTEENTH CENTURY BECAUSE OF THEIR ASSOCIATIONS WITH RUGGED ANTIQUITY.' IN KAPR'S OPINION: 'THE CHOICE OF TYPEFACE IS NATURALLY DECISIVE FOR THE INTERPRETATION OF A TEXT AND ITS CONTENT. IT IS ALSO PERMISSIBLE TO INTERPRET A TEXT IN VARIOUS WAYS, MUCH AS AN OPERA OR A PIECE OF ...

