SQ, Nguyen Gobber, 2019

SQ is the result of a small type design study. It explores the possibilities of the most basic kind of modular typeface: A typeface based on the multiplication of only one element, a square.

ATARI
513 KM
GOLD
ALTERN
PIXEL
FALTEN
NASA
EMAIL?

ONCE AGAIN, WE EN-
COUNTER THE PHE-
NOMENON THAT TYPE-
FACES – REGARDLESS
OF THEIR OPTICAL LEG-
IBILITY – TRIGGER
PARTICULAR FEELINGS
ON THE PART OF…

ONCE AGAIN, WE ENCOUNTER THE PHENOME-
NON 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 ES-
SENTIAL TASK OF ACTING AS A VISUAL MEANS
OF TRANSPORT FOR LANGUAGE, TYPEFACES
ARE ALSO ABLE TO COMMUNICATE ATMOS-
PHERE. IN THIS CONTEXT, SPENCER MEN-
TIONS ANALYSES BY OVINK AND ZACHRISSON
THAT REINFORCE THIS ASSUMPTION. HOW-
EVER, ON THE BASIS OF AN ANALYSIS OF AD-
VERTISEMENTS OVER A PERIOD OF 50 YEARS,
SPENCER BELIEVES 'THAT FINDINGS OF…

ABCDEFGHIJKLMNO
PQRSTUVWXYZABCDE
FGHIJKLMNOPQRSTU
VWXYZXÖÜXÖÜ

0123456789
0123456789

.,:;-----...''',,""„{}«»×/\
!?()[]{}

™@°□|_×‰€$™†‡

+-±×÷=<>