

2

new families

Hmg

Organon Sans Regular

Hmg

Organon Serif Regular

I

Corresponding weights
in both families share
similar x-height, Cap height,
ascenders, descenders and
stem thicknesses.

Organon Sans
Organon Serif

Organon Sans

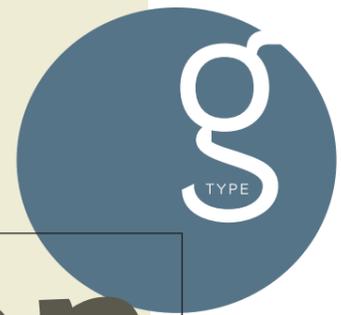
Engineer efficient mindshare
 Maximize **REVENUE STREAMS**
 to MINIMIZE Social Exclusion
QUICK HIT
NORMALISING
 THE INTERFACE facilitates consensual
Cohesiveness
Bamboozle the workforce
 by utilizing incomprehensible **JARGON**
 IMPROVISED EMPOWERING DEBATE
 or **thought shower**
Diarize **BESPOKE**
 Transparent success barometers
SUSTAINABLE
 Core principles

REGULAR WITH LIGATURE
 LIGHT - STYLE SET 1 'a'
 ULTRA BLACK
 LIGHT
 REGULAR
 LIGHT
 BLACK
 BOLD SMALL CAPS
 LIGHT & DEMI BOLD
 REGULAR
 ULTRA BLACK
 BLACK - STYLE SET 1 'a' & REGULAR
 DEMI BOLD - STYLE SET 3 'y' & LIGHT
 LIGHT
 BOLD - STYLE SET 2 'g'
 BLACK
 DEMI BOLD & REGULAR
 DEMI BOLD - STYLE SET 1 'a'
 ULTRA BLACK
 LIGHT

ORGANON SANS — The new characterful six-weight sans family from G-Type designer Nick Cooke has been thoughtfully designed for excellent legibility when used in text sizes. Tapered stems give a distinctive robust quality which is also suitable for display. Using Organon Sans in conjunction with the accompanying serif family makes it ideal for any project requiring elegantly sophisticated typography over a range of applications.

An extensive character set includes both tabular and proportional lining and non-lining numerals and SMALL CAPS. Language coverage includes: Albanian, Basque, Catalan, Cornish, Croatian, Czech, Danish, Dutch, English, Estonian, Faroese, Finnish, French, Galician, German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Malay, Norwegian, Polish, Portuguese, Romanian, Slovak, Slovenian, Somali, Spanish, Swahili, Swedish, Turkish and Welsh

CAN ALSO BE USED FOR
Display



**Organon
 Sans**

- LIGHT Light
- REGULAR Regular
- DEMI BOLD DemiBold
- BOLD Bold
- BLACK Black
- ULTRA BLACK UltraBlack

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz

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Organon Serif

Engineer efficient mindshare

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to **MINIMIZE** Social Exclusion

QUICK HIT

NORMALISING

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facilitates

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by utilizing incomprehensible **JARGON**

IMPROVISED EMPOWERING DEBATE

Diarize or **thought shower**

BESPOKE METHODOLOGY

Transparent success barometers

SUSTAINABLE Core principles

Core principles

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
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CAN ALSO BE USED FOR **Display**

Organon
Serif

- LIGHT Light
- REGULAR Regular
- DEMI BOLD DemiBold
- BOLD Bold
- BLACK Black
- ULTRA BLACK UltraBlack

