

REGULAR

110PT REGULAR LOWERCASE

MORON

110PT REGULAR UPPERCASE

THICK

110PT THICK LOWERCASE

MORON

110PT THICK UPPERCASE

MORON WAS ORIGINALLY
THE SANS-SERIF VERSION OF
MYLON, BUT TOOK ON
A LIFE OF ITS OWN.

MORON BECAME A CUTE/
NASTY, OLD/NEW DRAWING
OF VICTORIAN SANS-
SERIF LETTERFORMS,
WITH A BIT OF THE 1970S
'SAUSAGE FONTS' THROWN
IN. THIS ODD SOUNDING
COMBINATION MAKES FOR
A FONT THAT HAS A FRESH,
ORIGINAL FEEL AND A
UNIQUE AESTHETIC.

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13PT REGULAR UPPERCASE

13PT BOLD UPPERCASE

THE INSPIRATION OF THE FONT
WAS VICTORIAN TUSCAN AND
GROTESQUE TYPE FOUND IN
CHURCHES AND CEMETERIES IN
GLASGOW. THESE TYPEFACES WERE
DRAWN JUST BEFORE THE AGE
OF MODERNISM SO THEY SEEMED
TO CONTAIN AN ELEMENT OF
THE 'INDUSTRIAL AGE' BUT STILL
HINTED AT CRAFT AND
THE DECORATIVE ARTS.

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THE VICTORIANS' HANDLING OF ORNAMENT IN
RELATION TO APPROPRIATE DESIGN IN AN AGE OF
MASS PRODUCTION HAS ALWAYS FASCINATED ME.

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MORON REGULAR

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MORON THICK

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