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PRIORI ACUTE

DRAWING ON THE
VISUAL CONCEIT IN
THE WORK OF THE
DUTCH GRAPHIC
ARTIST M.C. ESCHER,
PRIORI ACUTE IS
A PLAYFUL EXHIBIT
OF INCONGRUOUS
PERSPECTIVES AND
TWISTING SHAPES THAT
FOLD INTO THEMSELVES
TRICKING THE EYE
TO SHIFT THE PLANE.

FALSE

FALSE

HOPE

HOPE

A B C D E

F G H I J K

L M N O P

Q R S T U

V W X Y Z

A B C D E

F G H I J K

L M N O P

Q R S T U

V W X Y Z

AT FIRST GLANCE AND AT SMALL SIZES THE EFFECT IS SUBTLE AND THE ORIGINAL LETTER FORMS THEMSELVES REMAIN INTACT, RETAINING THE HISTORY OF BRITISH EARLY 20TH CENTURY TYPOGRAPHY, WHICH WAS AN INSPIRATION FOR THE ORIGINAL PRIORI FAMILY. BUT WHEN BLOWN UP, THE INDIVIDUAL PRIORI ACUTE CHARACTERS BECOME BEAUTIFULLY ANIMATED AND WORK WELL IN SELECTIVE SITUATIONS SUCH AS INITIAL CAPS, SHORT HEADLINES OR LOGO DESIGN.

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R

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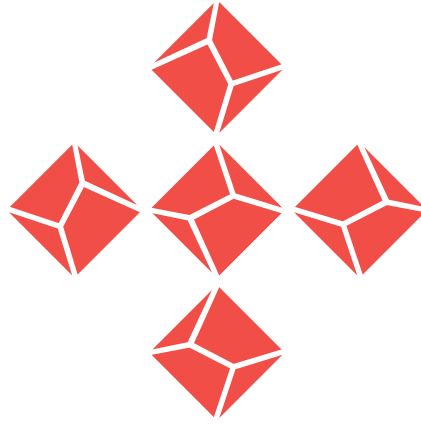
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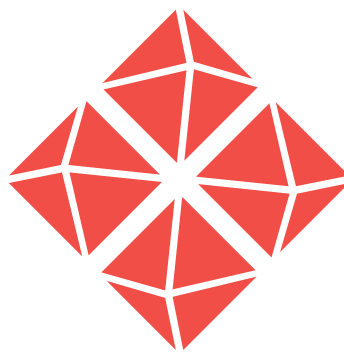
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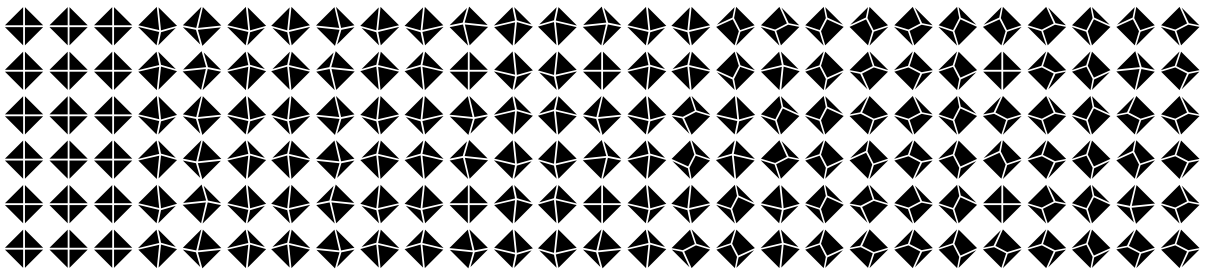
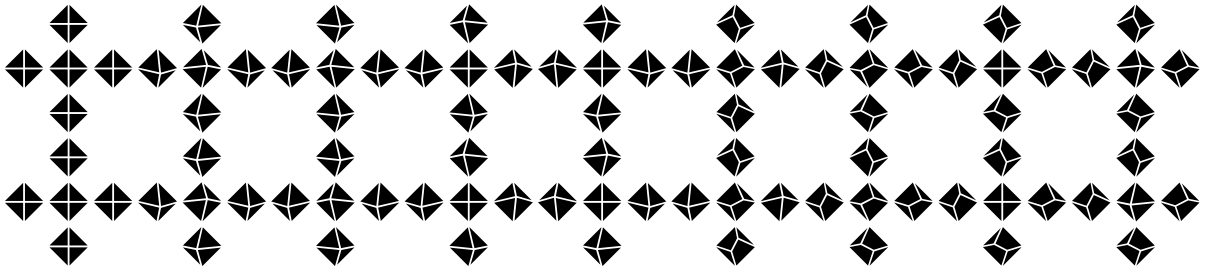
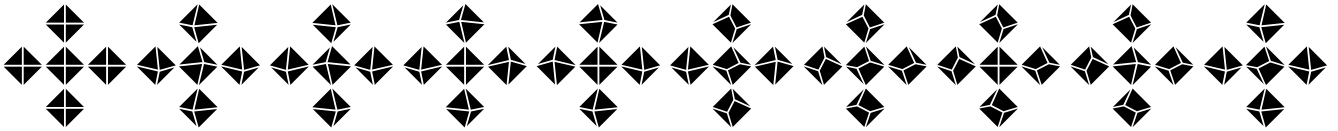
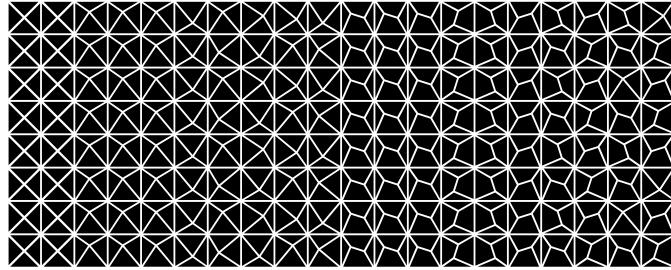
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AS A BONUS, THE PRIORI ACUTE
FONT INCLUDES A COLLECTION OF
ORNAMENTAL ELEMENTS THAT CAN
BE COMBINED INTO UNLIMITED
MESMERIZING PATTERNS.





A

PRIORI ACUTE