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PROTOTYPE PLAIN IS A
UNIVERSAL ALPHABET WITH
A VERY CONTEMPORARY
IDENTITY CRISIS - IS IT OLD
OR NEW? UPPERCASE OR
LOWERCASE? SERIF OR
SANS SERIF? EXPERIMENTAL
LETTERFORMS BUT WITH
AN IRRITATING FAMILIARITY
OF A COVER VERSION OF A
PLAYED-TO-DEATH POP SONG.
PROTOTYPE TRIES TO BE ALL
THINGS TO ALL PEOPLE.

PLAIN 18PT

**PROTOTYPE BOLD IS A
UNIVERSAL ALPHABET WITH
A VERY CONTEMPORARY
IDENTITY CRISIS - IS IT OLD
OR NEW? UPPERCASE OR
LOWERCASE? SERIF OR
SANS SERIF? EXPERIMENTAL
LETTERFORMS BUT WITH
AN IRRITATING FAMILIARITY
OF A COVER VERSION OF A
PLAYED-TO-DEATH POP SONG.
PROTOTYPE TRIES TO BE ALL
THINGS TO ALL PEOPLE.**

BOLD 18PT

IMPLEMENTING



LOGIC

MANY DESIGNERS HAVE DRAWN A UNIVERSAL FONT WHICH RATIONALISES THE ALPHABET, REMOVING THE INCONSISTENCIES OF UPPER AND LOWER CASE – IMPLEMENTING A LOGIC TO SOMETHING WHICH HAD GROWN ORGANICALLY.

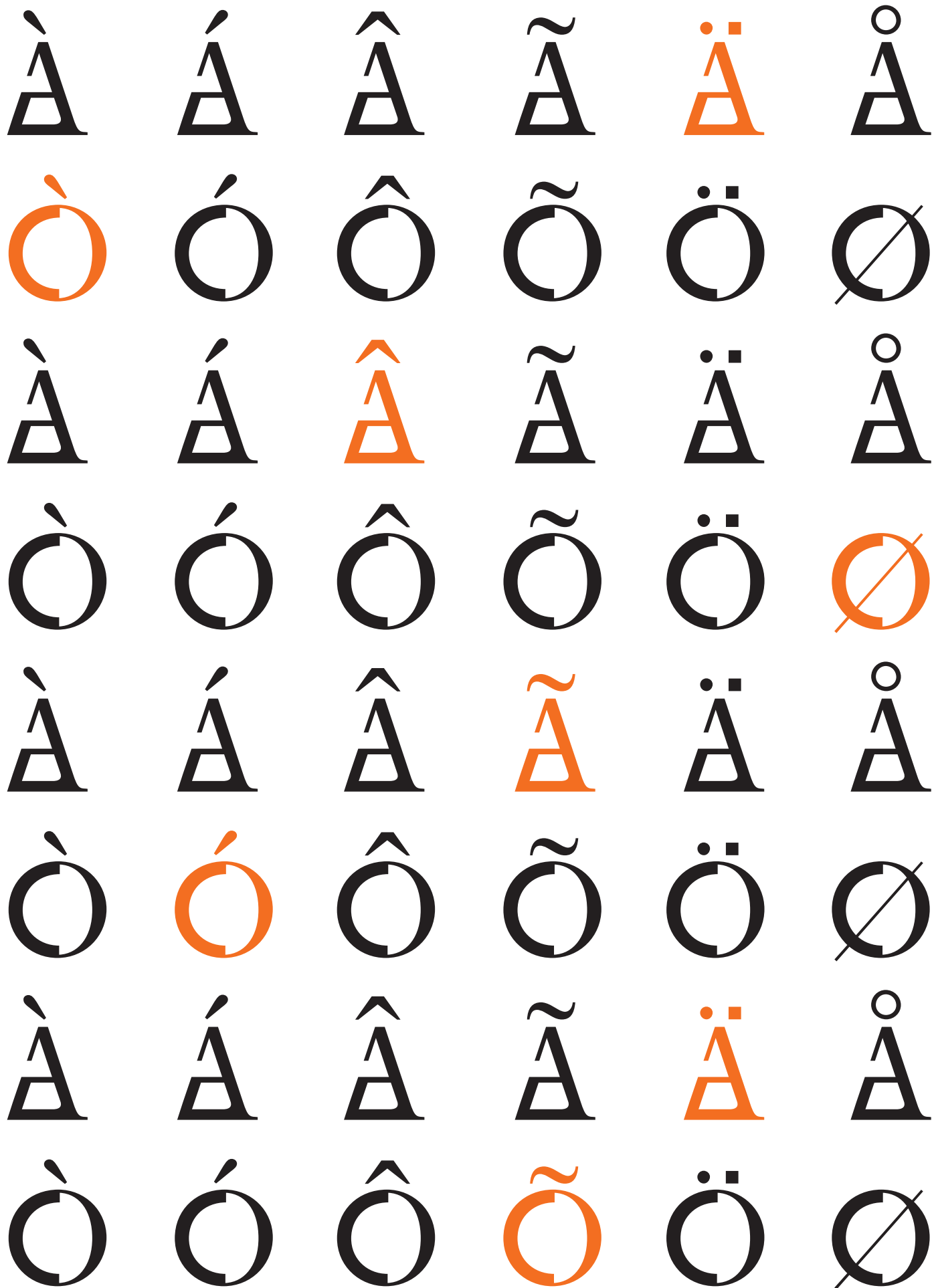
PLAIN 20PT

PROTOTYPE

IS THE SAME EXPERIMENT CARRIED OUT IN THE 90S, AN ERA OF CRISIS IN DESIGN, WITH THE PROFESSION FRAGMENTED MEANINGLESS ABYSS NOT SURE WHICH IDEOLOGY TO FOLLOW.

THE IDEA FOR THE FIRST SKETCHES CAME FROM THE CONCEPT OF SAMPLING THAT WAS INFLUENCING POP MUSIC AT THE TIME.

BOLD 20PT



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