



WORDS

USING TYPOGRAPHY WHICH HAS BEEN AT THE CENTRE OF MAJOR HUMAN EVENTS AS A STARTING POINT, THE SHOCK AND AWE SERIES WAS CREATED TO RELEASE FONTS OF SPECIAL POLITICAL SIGNIFICANCE. THIS PACKAGE CONTAINS 2 FONTS

SHOCK &

AWE

2004

ENOLA GAY & TOMOHAWK



**—AS
WEAPONS?**

THE FIRST IS A FULL FONT BASED ON THE NOSE CONE LETTERING OF 'ENOLA GAY', THE B-29 AEROPLANE THAT DROPPED THE FIRST ATOMIC BOMB ON HIROSHIMA IN 1945. THE SECOND IS FROM THE LETTERING ON THE TOMAHAWK CRUISE MISSILE. ALTHOUGH CONTROVERSIAL WE HOPE THAT THIS RELEASE WILL CREATE DISCUSSION AMONGST THE DESIGN COMMUNITY ABOUT THE CONTEXT AND SIGNIFICANCE OF LETTERFORMS.

TWO STYLES IN A FAMILY CREATED FROM SIMILAR INFLUENCES.

18PT

5PT

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6PT

THE FIRST IS A FULL FONT BASED ON THE NOSE CONE LETTERING OF 'ENOLA GAY', THE B-29 AEROPLANE THAT DROPPED THE FIRST ATOMIC BOMB ON HIROSHIMA IN 1945. THE SECOND IS FROM THE LETTERING ON THE TOMAHAWK CRUISE MISSILE.

ENOLA

166PT

USING TYPOGRAPHY WHICH HAS BEEN AT THE CENTRE OF MAJOR HUMAN EVENTS AS A STARTING POINT, THE SHOCK AND AWE SERIES WAS CREATED TO RELEASE FONTS OF SPECIAL POLITICAL SIGNIFICANCE. THIS PACKAGE CONTAINS 2 FONTS.

GAY

10PT

84PT

WAS CREATED FROM THE TYPEFACE ON THE SIDE OF THE PLANE FROM WHICH THE HIROSHIMA BOMB WAS DROPPED ON

PART 1 OF THE FIRST RELEASE WAS ENOLA WE CHOSE ONE KEY MOMENT OF HISTORY — THE DROPPING OF THE ATOMIC BOMB IN HIROSHIMA. WE ALL KNOW THE PLANE AND HAVING SEEN THE NAME ON THE SIDE WE WANTED TO PRESENT THAT TYPE IN A FORM THAT DEFINETELY DREW ATTENTION TO ITSELF. THIS WOULD RAISE MANY QUESTIONS ABOUT TYPEFACES, THEIR NAMES AND THEIR 'NEUTRALITY'. ONCE A FONT HAS BEEN USED OR COMES FROM SOMETHING OF GREAT SOCIAL SIGNIFICANCE, DOES THIS AFFECT EVERY OTHER USAGE? THE CULTURAL RESONANCE OF THE TYPEFACE OVER AND ABOVE THE DESIGNERS INTENT IS RARELY DISCUSSED.

22PT

8PT

6/8/1945

56PT



112PT

58PT

**FROM +HE
LE++ERING**

22PT

ON +HE SIDE OF +HE

TOMAHAWK

62PT

CRUISE MISSILE,

18PT

OFTEN THE LAST THING

22PT

THAT MANY PEOPLE

34PT

WILL READ.

48PT

**THE SECOND IS FROM +HE LE++ERING ON +HE TOMAHAWK
CRUISE MISSILE. AL+HOUGH CON+ROVERSIAL WE HOPE
+HA+ +HIS RELEASE WILL CREA+E DISCUSSION AMONGS+
+HE DESIGN COMMUNI+Y ABOU+ +HE CON+EX+ AND
THE SIGNIFICANCE OF LE++ERFORMS.**

10PT

WAR

122PT

AMERICAN TROOPS

28PT

'NEUTRALITY'

70PT

SIGNIFICANCE

50PT

RISK

152PT

ONE KEY MOMENT

78PT

HIROSHIMA

124PT

WORDS AS

36PT

WEAPONS?

36PT

U.S.A.

58PT

JAPAN

96PT

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TOMAHAWK 2004

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