

Linotype Veto Medium

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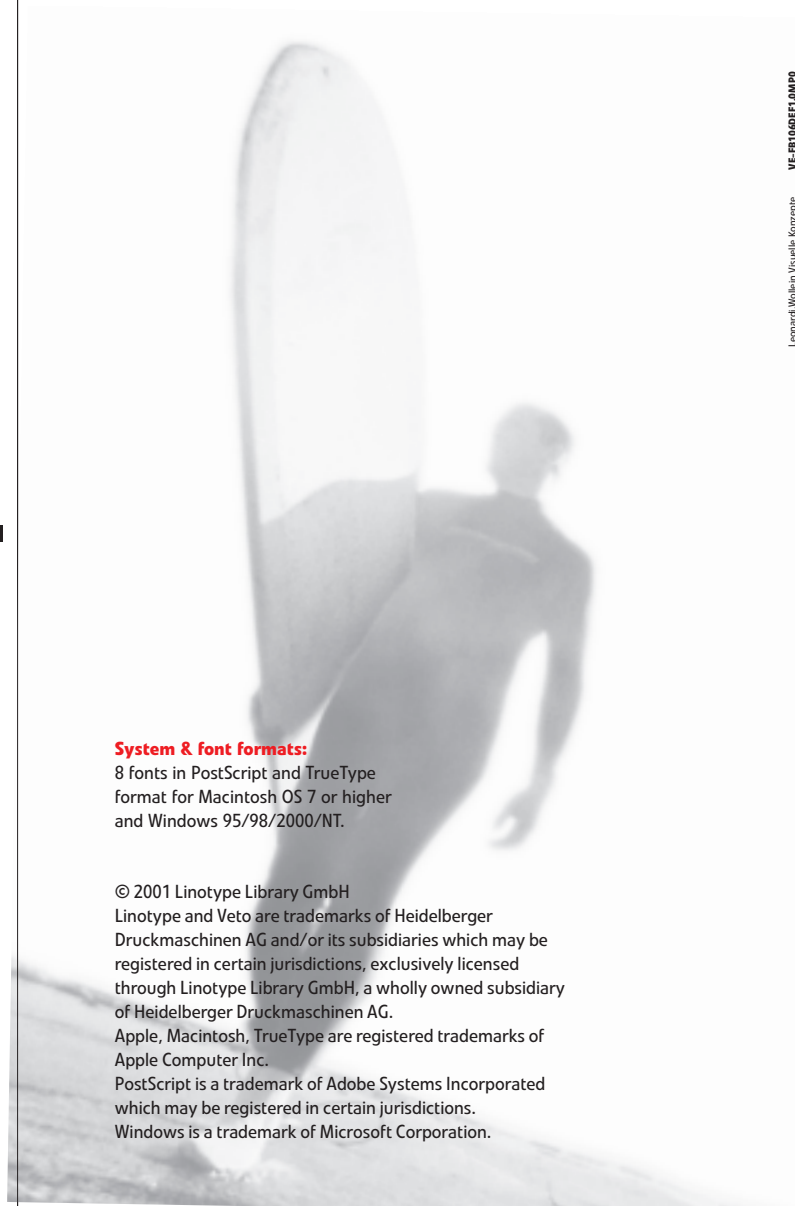
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System & font formats:
8 fonts in PostScript and TrueType format for Macintosh OS 7 or higher and Windows 95/98/2000/NT.

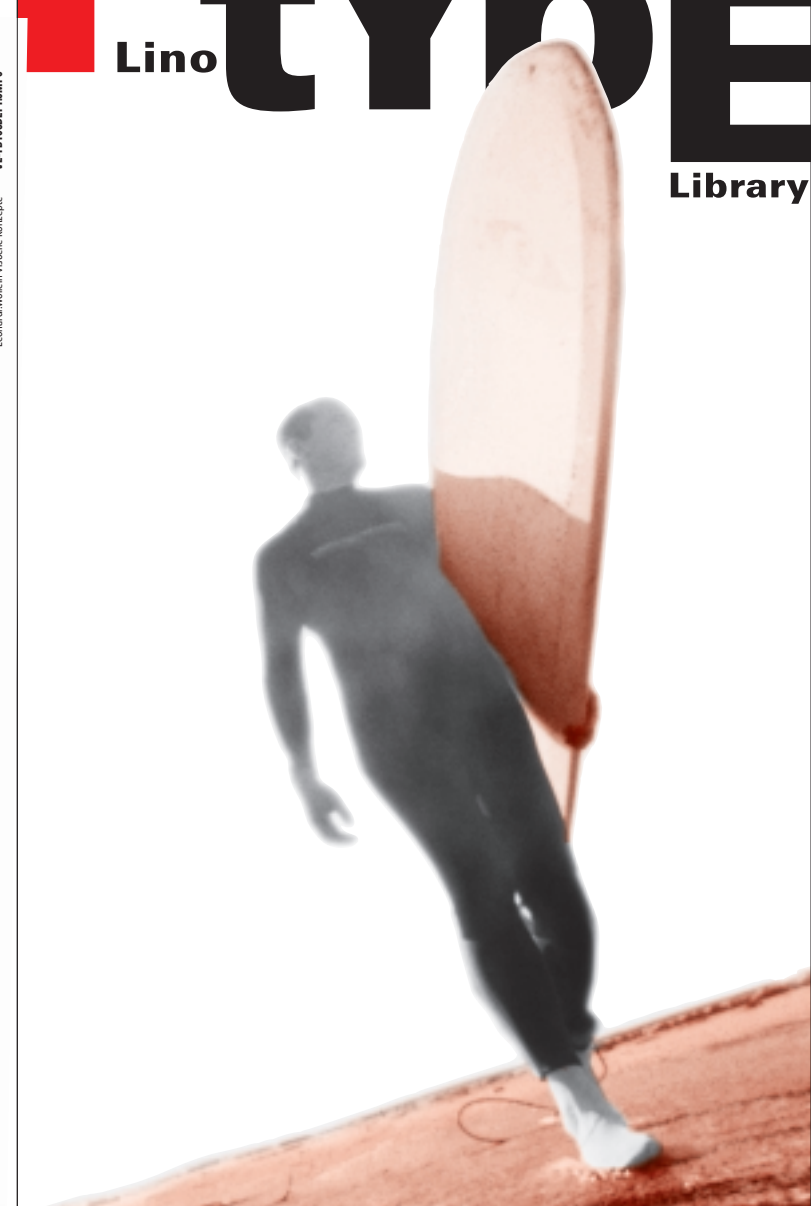
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Lino tYpE Library

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HEIDELBERG



Linotype Veto™



Lino tYpE Library

Leonard Wollein Visuelle Konzepte VE-FR1000DEF1.0MPO

Linotype Veto™

Zero gravity is the currency of the Digital Economy and Culture. Weightless, clear statements and bags of mobility, making adaptation to the blistering pace of change a breeze. And that's how it is for Veto. Veto is dynamic and radically functional – a font without any flourishes or historical baggage, yet with everything that a modern multi-purpose font could want.

Marco Ganz, in time-honored Swiss tradition, has revised the type design and only retained what's essential for the present day. He's created a light and a normal weight, both of which make ideal body types, plus real, easy-to-read italics and bold weights that make ideal display fonts. A total of eight cleverly-coordinated weights that can be used as the building blocks for a whole new world of design in the fields of business, culture, sport and action.

And the great thing is that Veto will still be in vogue when the stock markets have crashed, skateboards are passé and trip hop is regarded as retro.

Prices are available from your font partner or direct from Linotype Library GmbH.

Zero Gravity lautet die Devise der Digital Economy und Culture: kein Ballast, klare Statements und dadurch optimale Beweglichkeit und schnelle Anpassung an den rasanten Wandel. Dieses Prinzip gilt auch für die Veto. Sie ist dynamisch und radikal funktional, eine Schrift ohne historischen Ballast, ohne Schnörkel, aber mit allem, was eine universell einsetzbare Schrift heute braucht.

Marco Ganz hat in bester schweizer Tradition das Type-Design revidiert und nur das für die Gegenwart essenzielle behalten: Ein magerer und ein normaler Schnitt, die sich beide als Brotschrift eignen, lesbare echte kursive und fette Schnitte, die markant als Auszeichnungsschriften funktionieren. Insgesamt acht clever abgestimmte Schnitte, mit denen man eine neue Gestaltungswelt aufbauen kann, fürs Business, für Culture und für Sport und Action. Und das Schöne daran, die Veto funktioniert selbst dann noch, wenn die Kurse crashen, die Kickboards passee sind und Trip Hop zu den Oldies zählt.

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Gravité zéro. Telle est la devise de la nouvelle économie et de la culture numérique: aucun fardeau et des principes clairs pour obtenir ainsi une mobilité optimale et une adaptation rapide aux changements fulgurants. Ce principe s'applique également à la Veto. Une police dynamique, à la fonction radicale, une police sans fardeau historique, sans fioritures mais avec tout ce qu'il faut pour une police au domaine d'application universel.

Dans la meilleure tradition suisse de la conception, Marco Ganz a revu cette police pour ne conserver que l'essentiel de notre époque: une police maigre et une police normale, toutes deux appropriées comme type usuel, de véritables polices en gras ou en italique que l'on peut lire et qui fonctionnent parfaitement comme caractères d'identification. Une famille avec, au total, huit polices adaptées les unes aux autres, permettant de créer un nouveau monde de la conception pour la culture, le sport, l'action et les affaires. Et le meilleur: la police Veto fonctionne encore après le prochain Vendredi noir de la Bourse, lorsque les patins à roulettes seront démodés et le rap sera vieux jeu.

Pour tout renseignement sur les prix, veuillez vous adresser à votre revendeur ou partenaire pour les polices ou encore directement à Linotype Library GmbH.

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