
Bespoke Type by chester

Indestructible Language

Site-specific lettering for conceptual artist Mary Ellen Carroll. These letters will be reproduced in 7-foot-high neon and will be installed in the windows of an abandoned factory complex in Jersey City. The artwork is on display from November 2006 through April 2007.

IT IS GREEN THINKS NATURE EVEN IN THE DARK

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NATURALE

Snickers

A typeface based on the Snickers candy bar logo drawn for a 2006 summer blitz ad campaign. Commissioned by Ghat/Day for Mars.

PEANUTOPOLIS

Snickers

A typeface based on the Snickers candy bar logo drawn for a 2006 summer blitz ad campaign. Commissioned by Ghat/Day for Mars.

NOUGATIVITY

Snickers

A typeface based on the Snickers candy bar logo drawn for a 2006 summer blitz ad campaign. Commissioned by Ghat/Day for Mars.

0123456789

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnop

qrstuvwxyz

Hirshhorn

Commissioned by Pentagram partner Abbott Miller for presentation to the Hirshhorn Museum and Sculpture Garden in Washington DC. (Sadly, the museum canceled the project.)

Hirshhorn Hirshhorn
Hirshhorn Hirshhorn

Thirty-Two Degrees

Commissioned by Pentagram partner Michael Bierut for presentation to the Connecticut Science Center. The extreme italic angle echoes the architecture of the museum building. (Sadly, the museum canceled the project.)

*CONNECTICUT
SCIENCE CENTER*

2wice Egyptian

Commissioned by Pentagram partner Abbott Miller for the summer 2006 issue of '2wice' magazine edition about the collaboration between choreographer Merce Cunningham and artist Robert Rauschenberg.

L A B Y R I N T H I A N
D A N C E S

2wice Egyptian

Commissioned by Pentagram partner Abbott Miller for the summer 2006 issue of '2wice' magazine edition about the collaboration between choreographer Merce Cunningham and artist Robert Rauschenberg.

0123456789

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

2wice Egyptian

Commissioned by Pentagram partner Abbott Miller for the summer 2006 issue of '2wice' magazine edition about the collaboration between choreographer Merce Cunningham and artist Robert Rauschenberg.

WHEN IS READING A MAGAZINE
AS GOOD AS WATCHING THE
MERCE CUNNINGHAM DANCE
COMPANY FROM THE BEST SEAT
IN THE HOUSE?

LMVDR

COMMISSIONED BY PENTAGRAM PARTNER
MICHAEL BIERUT FOR A BOOK PROJECT,
BASED UPON LETTER DRAWINGS BY MIES, BUT
REFLECTING THE KNOWLEDGE OF LETTERFORMS
WHICH HE LACKED. / IN PROGRESS

MODERNIST

LMVDR

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0123456789

ABCDEFGHIJKLMN O P

QRSTUVWXYZ.,:;'"!*/

LMVDR

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BASED UPON LETTER DRAWINGS BY MIES, BUT
REFLECTING THE KNOWLEDGE OF LETTERFORMS
WHICH HE LACKED. / IN PROGRESS

LUDWIG MIES VAN DER ROHE,
ALONG WITH FRANK LLOYD
WRIGHT AND LE CORBUSIER,
IS WIDELY REGARDED AS ONE
OF THE MASTERS OF MODERN
ARCHITECTURE.

DCPA Gothic

Originally created for 2x4 for Toshiko Mori's Martin House Visitor Center. The family is now being used by 2x4 / OMA for the Dallas Center for the Performing Arts. A system consisting of 11 fonts which range from Light Regular to Bold Condensed.

H M

DCPA Gothic

Originally created for 2x4 for Toshiko Mori's Martin House Visitor Center. The family is now being used by 2x4 / OMA for the Dallas Center for the Performing Arts. A system consisting of 11 fonts which range from Light Regular to Bold Condensed.

BIG

SMALL

DCPA Gothic 000

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Performing Arts. A system consisting of 11 fonts which range from Light
Regular to Bold Condensed.

0123456789

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

DCPA Gothic 100

Originally created for 2x4 for Toshiko Mori's Martin House Visitor Center. The family is now being used by 2x4 / OMA for the Dallas Center for the Performing Arts. A system consisting of 11 fonts which range from Light Regular to Bold Condensed.

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Always Radio (with Magnus Rakeng)

*Commissioned by Leo Burnett for Procter & Gamble,
a customised and revised version of the popular Radio
typeface for the Always brand.*

Birds and Bees, too.

Always Radio (with Magnus Rakeng)

*Commissioned by Leo Burnett for Procter & Gamble,
a customised and revised version of the popular Radio
typeface for the Always brand.*

0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Always Radio (with Magnus Rakeng)

*Commissioned by Leo Burnett for Procter & Gamble,
a customised and revised version of the popular Radio
typeface for the Always brand.*

*Are you there God? It's me, Margaret. I can't wait until two
o'clock God. That's when our dance starts. Do you think I'll get
Philip Leroy for a partner? It's not so much that I like him as
a person God, but as a boy he's very handsome. And I'd love to
dance with him... just once or twice. Thank you God.*

Rewards (with Kris Sowersby)

Commissioned by Pentagram partner Abbott Miller for
the American Express “Membership Rewards” program.

Being a member
has its privileges.

Rewards (with Kris Sowersby)

Commissioned by Pentagram partner Abbott Miller for
the American Express “Membership Rewards” program.

0123456789

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

Rewards (with Kris Sowersby)

Commissioned by Pentagram partner Abbott Miller for
the American Express “Membership Rewards” program.

So how do you earn points?

It happens automatically — just use your Card every day. You can earn one point for virtually every dollar you spend on the Card. And throughout the year, we’ll tell you about special opportunities to earn additional bonus points.

With so many ways to earn points, it just makes sense to use the Card for everything you buy.

Endzone

Complete redraw and expansion of the National Football League's house typeface. The original consisted only of Slab Serif fonts; we have designed complementary Sans and Tech fonts. / In progress

Touchdown!

Endzone

Complete redraw and expansion of the National Football League's house typeface. The original consisted only of Slab Serif fonts; we have designed complementary Sans and Tech fonts. / In progress

Sans Slab Tech

Endzone

Complete redraw and expansion of the National Football League's house typeface. The original consisted only of Slab Serif fonts; we have designed complementary Sans and Tech fonts. / In progress

0123456789

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

Modernismo

Lettering commissioned by the Monacelli Press for the cover and spine of a book about early 20th-Century Spanish Modernismo arts, architecture, literature, music, etc.

MODERNISMO

Modernismo

Lettering commissioned by the Monacelli Press for the cover and spine of a book about early 20th-Century Spanish Modernismo arts, architecture, literature, music, etc.

M O O D
B E R N
I S M O

Galaxie Copernicus

A Plantin-esque serif typeface designed upon the
Galaxie skeleton. / In progress

Copernicus

Galaxie Copernicus

A Plantin-esque serif typeface designed upon the
Galaxie skeleton. / In progress

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

Galaxie Ariane

A wide sans design inspired by Aldo Novarese's 1960s-era typefaces for Nebbiolo. Designed upon the Galaxie skeleton. / In progress

Up, up, and away!

Galaxie Ariane

A wide sans design inspired by Aldo Novarese's 1960s-era typefaces for Nebbiolo. Designed upon the Galaxie skeleton. / In progress

0123456789

ABCDEFGHIJKLMN OP

QRSTUVWXYZ

abcdefghijklmnop

qrstuvwxyz

Apex Compact

An economical version of the Apex New type family with shortened capitals, ascenders, and descenders. The letterforms themselves are approximately 5% narrower, which combined with the smaller body size reduces the "set size" by @15%. The font is being designed with Cyrillic, Greek, and Hebrew scripts. / In progress

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0123456789

A B C D E F G H I J K L M N Δ Θ Ξ Σ Υ Φ

O P Q R S T U V W X Y Z Б Д Ж З Л У

a b c d e f g h i j k l m n o p β γ δ ε ζ θ λ ξ ρ ς

q r s t u v w x y z б д ж л φ α β γ τ ζ υ ψ

Apex New Condensed

Initially created for R+D+Co for the London Design Festival. / In progress

Apex Condensed sed

Apex New Condensed

Initially created for R+D+Co for the London Design Festival. / In progress

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Baro

A publication-friendly face with a large x-height, this sans is purposefully top-balanced. Inspired by memories of Roger Excoffon's Antique Olive. / In progress

quelquefois

Baro Light

A publication-friendly face with a large x-height, this sans is purposefully top-balanced. Inspired by memories of Roger Excoffon's Antique Olive. / In progress

0123456789

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

Baro Medium

A publication-friendly face with a large x-height, this sans is purposefully top-balanced. Inspired by memories of Roger Excoffon's Antique Olive. / In progress

0123456789

ABCDEFGHIJKLMN OP

QRSTUVWXYZ

abcdefghijklmnop

qrstuvwxyz

Baro Heavy

A publication-friendly face with a large x-height, this sans is purposefully top-balanced. Inspired by memories of Roger Excoffon's Antique Olive.
/ In progress

0123456789

ABCDEFGHIJKLMN OP

QRSTUVWXYZ

abcdefghijklmnop

qrstuvwxyz

Baro Super

A publication-friendly face with a large x-height, this sans is purposefully top-balanced. Inspired by memories of Roger Excoffon's Antique Olive.
/ In progress

0123456789

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnop

qrstuvwxyz