

Intro

Squares, circles and triangles often fascinate creatives, not least those who design typefaces. It's therefore hardly surprising that many fonts that are rooted in these classical forms look rather similar. **West** follows in this very geometric tradition, but achieves independence and its own distinct character with a simple formula: visually similar forms do not repeat. Combining conciseness and pragmatism, it presents itself as timelessly modern but has its roots firmly planted in the practicality and functionality of classical modernism.

West reinterprets the concept of geometric sans serifs in an original way. In order to maintain a harmonious canon of shapes individual letters vary in their widths (e.g. a narrow **a** & **s** vs. a wide **b**, **n** & **J**). This unique character is further emphasized with unusual glyphs such as W, t, f, 2, etc. West's character beautifully oscillates between Art Deco influences, more technoid influences of the nineties and fully reduced geometric grotesques. All together, these design idiosyncrasies result in a compelling, contemporary mix.

Hairline Hairline Italic Thin Thin Italic ExtraLight ExtraLight Italic Light Light Italic Regular Regular Italic Medium Medium Italic Bold Bold Italic ExtraBold ExtraBold Italic Black Black Italic

Specimen

Styles 18 (9 weights w/ Italics) Nº of Glyphs 754



Styles 18 (9 weights w/ Italics) Nº of Glyphs

Modernist Bauhaus Typeface Nº 100

Quality & Quantity

NATHANAEL GROBMANN

Foster & Partner Modernism

INTES MAN DER ROHE Specimen

West

No of Glyphs
18 (9 weights w/ Italics)

No of Glyphs
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### Signage-ready icons

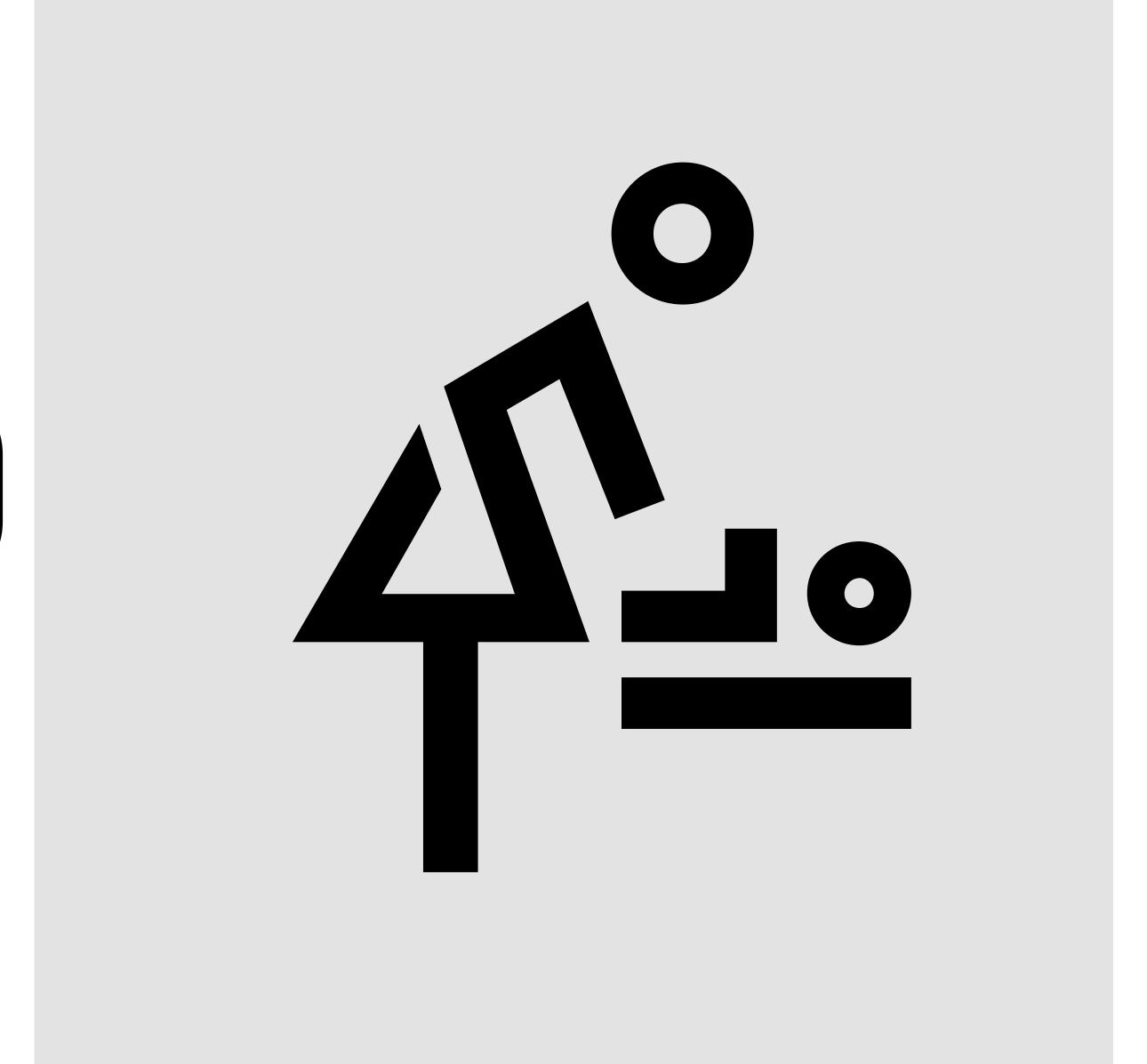
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Specimen

West

Styles 18 (9 weights w/ Italics) Nº of Glyphs 754

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West Styles Specimen

18 (9 weights w/ Italics)

Nº of Glyphs 754

## OPAOUE

Styles 18 (9 weights w/ Italics) Nº of Glyphs

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Styles 18 (9 weights w/ Italics)

Nº of Glyphs

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Specimen

West

Styles 18 (9 weights w/ Italics) Nº of Glyphs 754

#### Queer - Queer

Queer - Queer

World - World

H&M > H&M

Ro&Co - Ro&Co

gift → 曲



Stylistic Set 10 works for a handful of signage-relevant icons:

elevator Propentock openLock cloakroom 2 babycareRoom 42

Gate (2) - Gate 2

West V.1.0 June 2021

Available at www.fontwerk.com



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