

ACROM

A typefamily of 6 fonts. Designed by The Northern Block

– TYPEFAMILY –

**A IS FOR
ACROM.**

A FONT
FAMILY OF
6 WEIGHTS.

A B C D E F G H I J

K **K** L M N O P Q R **R**

S T U V W X Y Z

a b c d e f g h i j

k **k l m n o p q r**

s t u v w x y z

ABC

DISPLAY

EFGHJ

KMNOOQ

RTU

VWXZ

ВАЖНОСТЬ БЫТЬ УНИКАЛЬНЫМ

EVENTS

NEW EXHIBITIONS

SS14

a modern day influencer

МОДНЫЙ

every subject has its own vocabulary

INDIVIDUAL

Music recommended for you

WEEKEND PASS

£99

TODAYS CULTURE

footfall of + 5,000,000

kuratierten

ТРЕНДИ

experienced by 2,500,000 online visitors

JKLMNOPNO?PQRS

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П п Р р С с Т т У у Ф ф Х х Ц ц Ч ч
Ш ш Щ щ Ъ ъ Ы ы Э э Ю ю Я я

OPENTYPE FEATURES

KR – KR

Stylistic Alternates

ЖЯ – ЖЯ

Cyrillic Stylistic Alternates

123 – 123

Proportional Oldstyle

123 – 123

Tabular Lining

3×2 – 3²

Denominators–Numerators

6 3/4 – 6³/₄

Fractions

— WEIGHTS

ACROM THIN

ACROM LIGHT

ACROM REGULAR

ACROM MEDIUM

ACROM BOLD

ACROM EXTRABOLD

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≤ Departures

≥ Arrivals



MODERN TYPOGRAPHY

Design Concept

Modern typography reflected a modern, universal communication. This design concept assumes perception is almost automatic - subconscious visual experience based on the rationality of both, graphic designer/producer and the audience that is receiving the message. The act of perception that is involved is simple and direct. The reader is passive, detached and objective. "[Typographic style and layout] do not obstruct the transmission of meaning." [1] Jan Tschichold codified the principles of modern typography in his 1928 book, *New Typography*, which he later repudiated the philosophy he espoused in the

FOYER

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GALLERIES 1-3

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MEZZANINE LEVEL

>>

**'you can have an art
experience in front
of a rembrandt ...
or in front of a piece
of graphic design'**

– stefan sagmeister

Please do not cross the line

EXHIBITIONS + TALKS

DRAWING FASHION

22 JANUARY '14
— 04 MAY '14

Drawing Fashion celebrates a unique collection of some of the most remarkable fashion illustrations from the twentieth and twenty first centuries. These original works define the fine

What's On

Le Corsaire

19th –

28th Jan

8:15pm

Please **Exit**
Through the
Gift **Shop**

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THANKS——