

GUNAR FONT FAMILY

A geometric sans serif font family containing 18 fonts.
Designed by The Northern Block Type Foundry.

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

Technology has affected society and its surroundings in a number of ways. In many societies, technology has helped develop more **ADVANCED** economies and has allowed the rise of a **leisure class**. *"Social Media Revolution"* produced by Socialnomics author Erik Qualman contains numerous statistics on social media including the fact that **93% of businesses** use it for marketing and that if Facebook were a country it would be the **THIRD** largest.

WEIGHTS & STYLES

The use of the term technology has changed significantly over the last 200 years. Before the 20th century, the term was uncommon in English, and usually referred to the description or study of the useful arts. The term was often connected to technical education, as in the Massachusetts Institute of Technology. "Technology" rose to prominence in the 20th century in connection with the Second Industrial Revolution. The meanings of technology changed in the early 20th century when American social scientists, beginning with Thorstein Veblen, translated ideas from the German concept of Technik into "technology." In German and other European languages, a distinction exists between Technik and Technologie that is absent in English, as both terms

Thin

Thin

Thin Italic

Light

Light Italic

Italic

Regular

Medium

Medium Italic

DemiBold

DemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Black

Black Italic

Heavy

Heavy Italic

GUNAR IN NEGATIVE

The font also has great legibility on negative spaces.

Aa Bb Cc Dd Ee

Regular

16 pt

Legibility is the degree to which glyphs (individual characters) in text are understandable or recognizable based on appearance. Which relate to the ability to distinguish one letter from the other." Legibility includes factors such as "x-height, character shapes, stroke contrast, the size of its counters, serifs or lack thereof, and weight."

Italic

16 pt

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Bold

16 pt

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GUNAR IN BODYTEXT

Due to its large x-height and natural width Gunar also has great legibility at small point sizes.

x-height x H f g a A b B

Body text example in 16 pt Regular/Bold

From wikipedia.org

HISTORY OF GRAPHICAL USER INTERFACE

In computing, graphical user interface (GUI, sometimes pronounced 'goeey') is a type of user interface that allows users to interact with electronic devices through graphical icons and visual indicators such as secondary notation, as opposed to text-based interfaces, typed command labels or text navigation. GUIs were introduced in reaction to the perceived steep learning curve of command-line interfaces (CLI), which require commands to be typed on the keyboard.

Precursors

A precursor to GUIs was invented by researchers at the Stanford Research Institute, led by Douglas Engelbart. They developed the use of text-based hyperlinks manipulated with a mouse for the On-Line System (NLS).

The concept of hyperlinks was further refined and extended to graphics by researchers at Xerox PARC and specifically Alan Kay, who went beyond text-based hyperlinks and used a GUI as the primary interface for the Xerox Alto computer. Most

developed a pointer-based system called the Sketchpad in 1963 . It used a light-pen to guide the creation and manipulation of objects in engineering drawings.

PARC user interface

The PARC user interface consisted of graphical elements such as windows, menus, radio buttons, check boxes and icons. The PARC user interface employs a pointing device in addition to a keyboard. These aspects can be emphasized by using the alternative acronym WIMP, which stands for windows, icons, menus and pointing device.

Evolution

The Xerox Star Workstation introduced the first commercial GUI OS as shown above. Following PARC the first GUI-centric computer operating model was the Xerox 8010 Star Information System in 1981,[8] followed by the Apple Lisa (which

Modern Technology

INCREASED

Big Problem, Smart Solution

Facebook Puts the Brakes

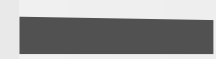
THE SCIENCE BEHIND

GOOGLE

The Silicon Valley Titans

INSTAGRAM

GUNAR SIZES



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10 pt

12 pt

14 pt

16 pt

18 pt

20 pt

22 pt

24 pt

26 pt

28 pt

30 pt

32 pt

34 pt

36 pt

38 pt

40 pt

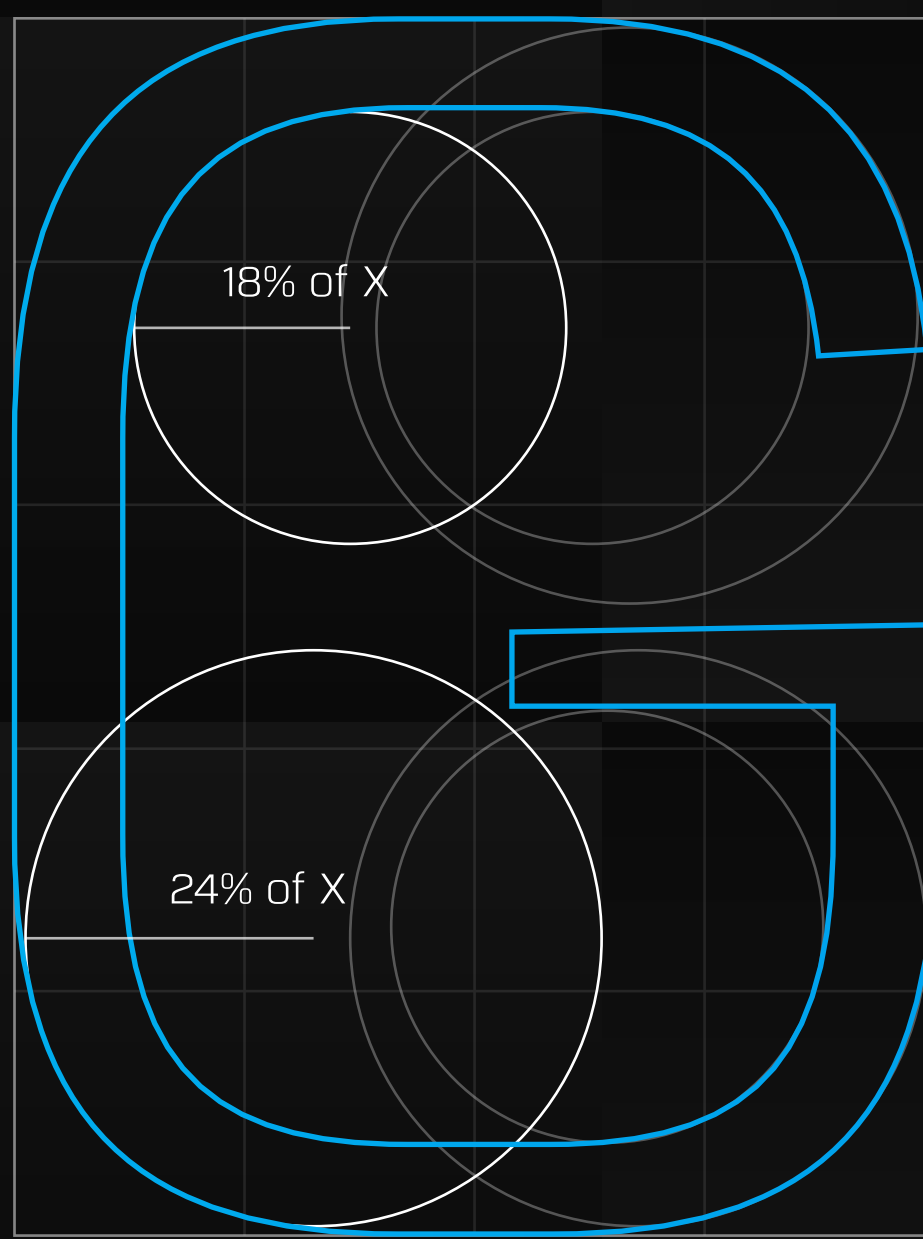
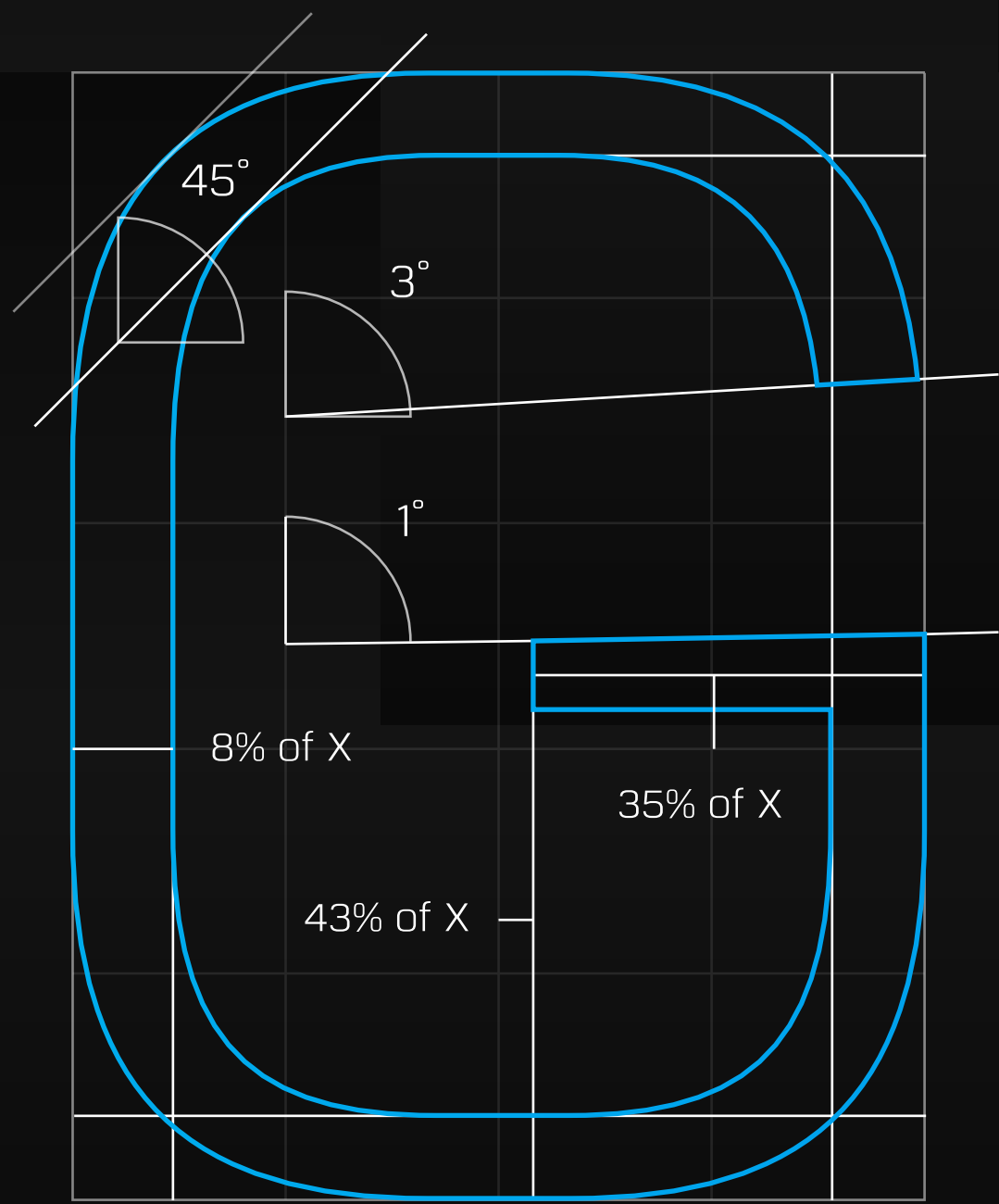
42 pt

44 pt

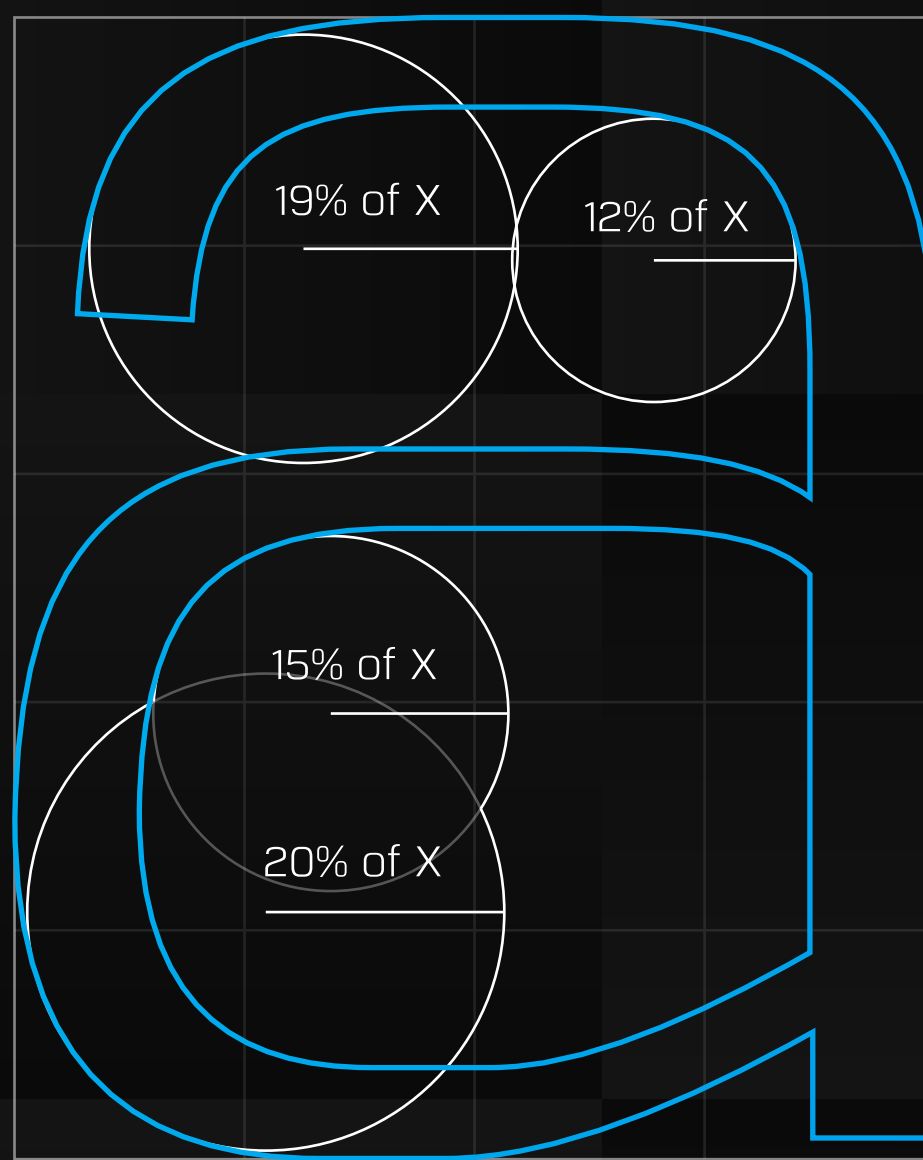
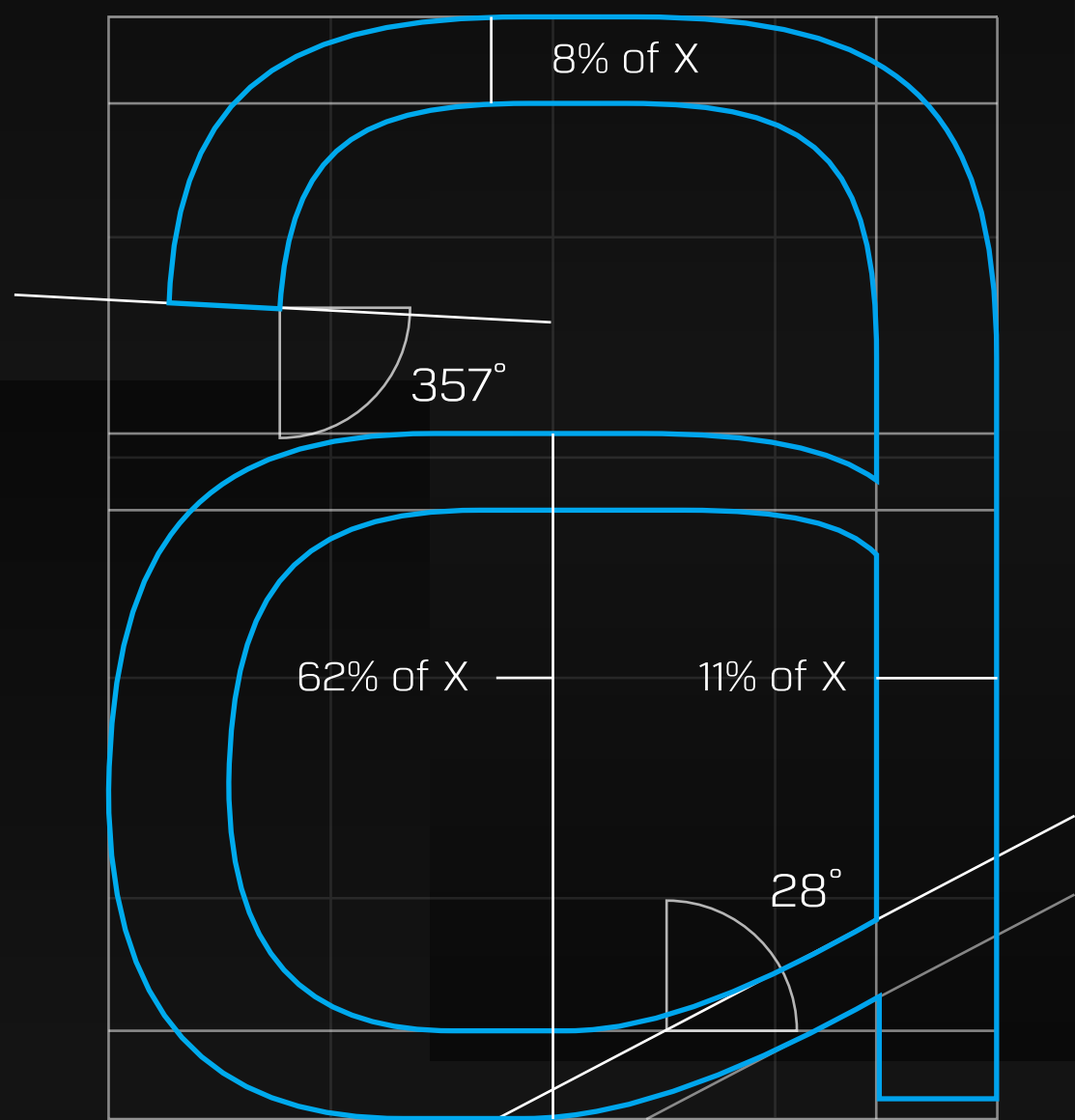
DETAILS OF GUNAR

The height of the letter is equal to the size of "X".

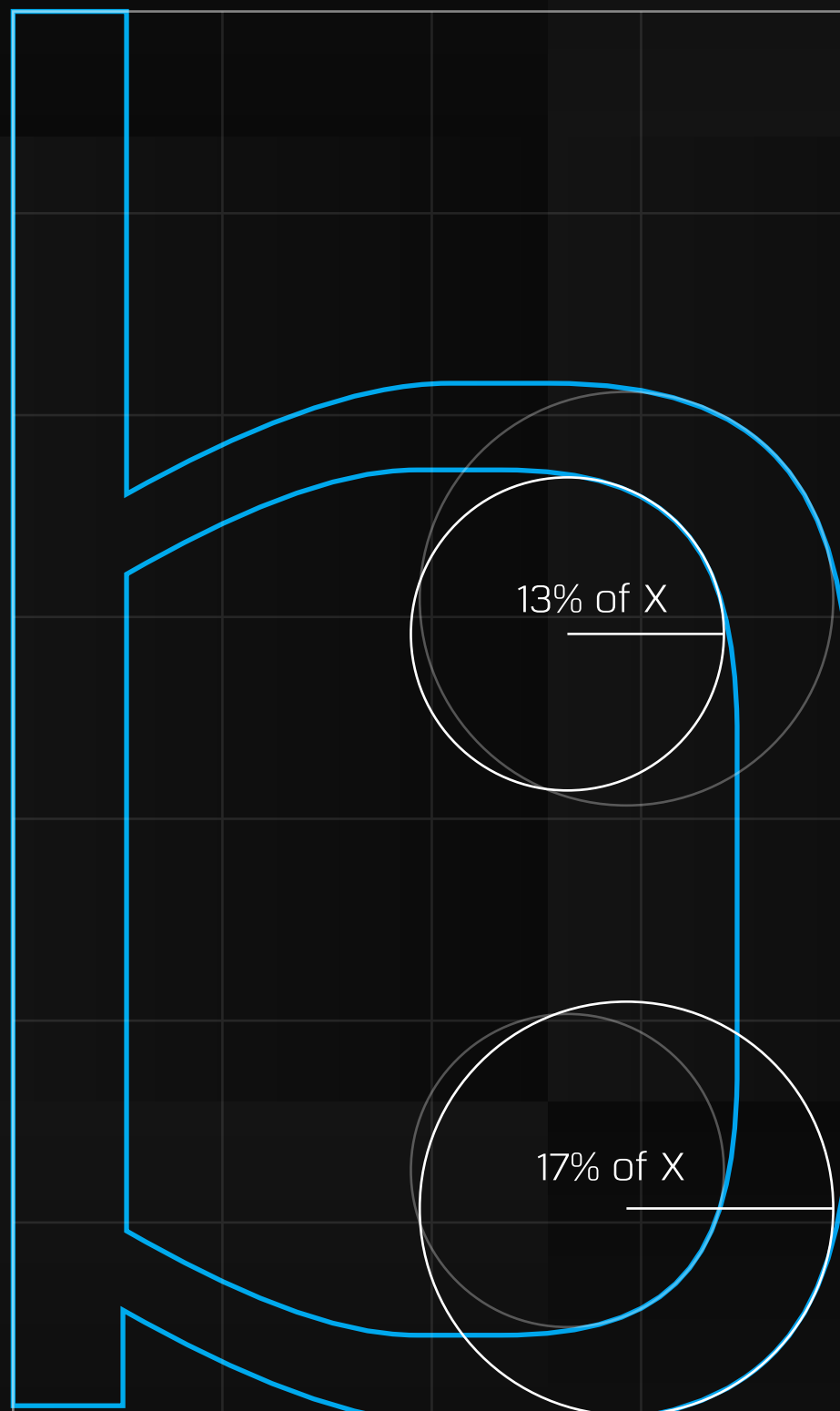
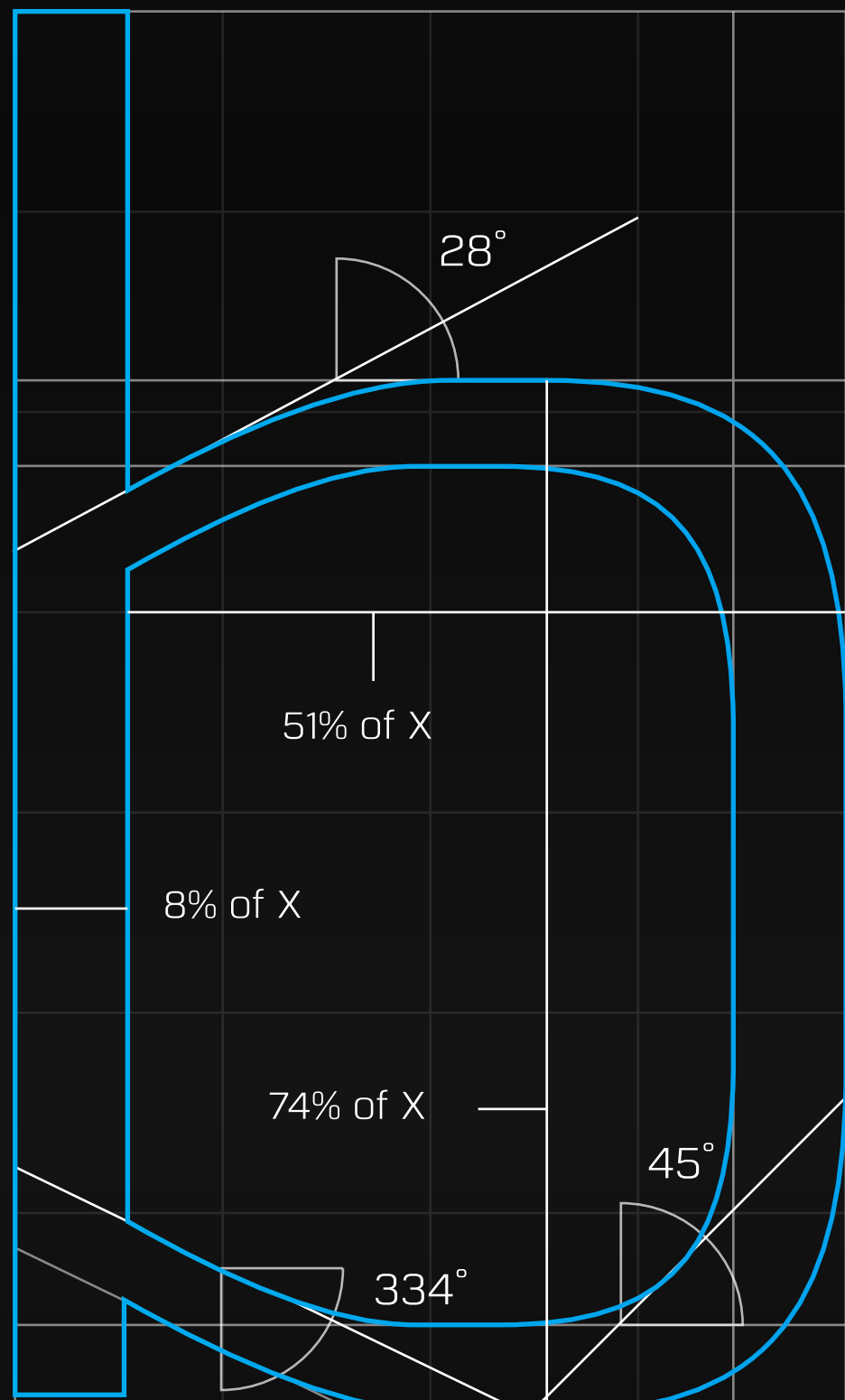
Height (X) = 100% Width (Y) = 75% of X



Height (X) = 100% Width (Y) = 80% of X



Height (X) = 100% Width (Y) = 59% of X



Français

Cos'è questa cosa?

Tschüß! **Estoy Bien ¡Gracias!**

Jó napot kívánok

Încântat de cunoştinţă

Hvað segir þú? Fyrirgefðu

Jak się masz?

Kjører ny teknologi

Är du en lök? Nej!

ALTERNATIVE GLYPHS

aa

ee

gg

yy

In computing, **graphical user interface** (GUI, sometimes pronounced 'gooey') is a type of user interface that **allows users to interact with electronic devices** through graphical icons and visual indicators such as secondary notation, as opposed to text-based interfaces, typed command labels or text navigation. **GUIs were introduced in reaction to** the perceived steep learning curve of **commandline interfaces** (CLI), which require commands to be typed on the keyboard. The actions in GUI are usually performed through direct manipulation of the graphical elements. **Besides in computers**, GUIs can be found in hand-held devices such as **MP3 players**, portable media players, **gaming devices**, house-hold appliances, office, and **industry equipment**.

GUNAR LIGATURES

Th ch ct fb ff fh st

ffl fh fj fk fi fl sp

The couple watched the flow of water in the fjords. The stars are really special she gasped. “This fish is secretly a griffin” he replied while pointing down to a suspicious looking fish in the ocean. “A goofball can affect us all if the cliffhanger is cruel” the fish said while giving the boy an offended look. “Those are some nice cufflinks!” she said, trying to cheer the fish up. “Please press the offkey” he said, clearly not impressed, to the engineer who controlled the virtual game.