

LAGOM GROTESK

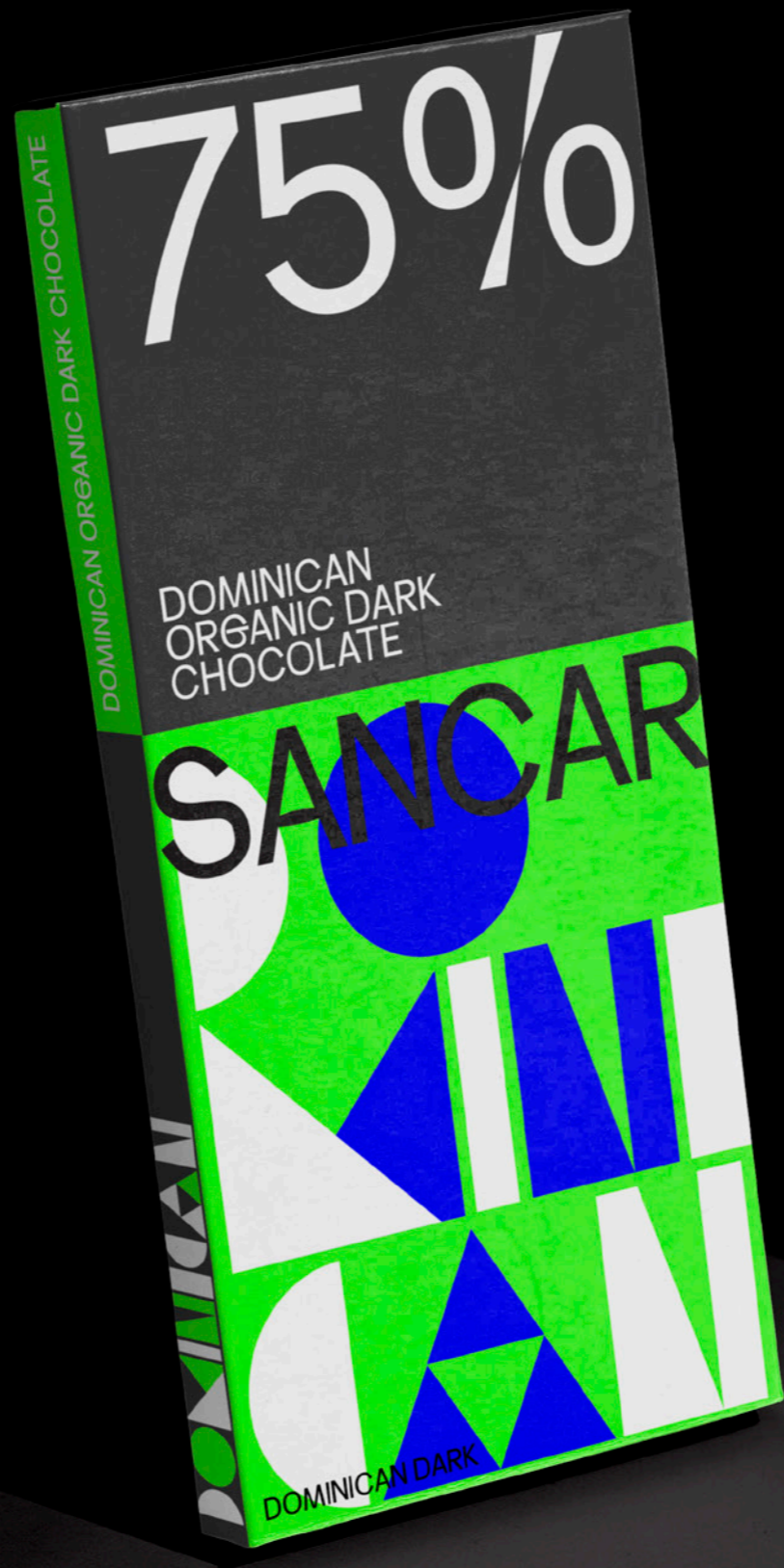




LAGOM GROTESK IS A CONTEMPORARY NEO-GROTESQUE SANS SERIF TYPEFACE WITH STRONG STYLISTIC GEOMETRIC CONTRASTS. ITS DISTINCTIVE WIDE-OPEN STANCE WAS DESIGNED TO GIVE THE RIGHT VISUAL CONSISTENCY FOR BRANDING AND COMMUNICATIONS, REPRESENTING THE SHIFTING CONTEMPORARY AESTHETICS.

THE DISTINCTIVE STANCE GIVES THE RIGHT VISUAL CONSISTENCY FOR BRANDING AND COMMUNICATIONS. LAGOM GROTESK IS PERFECTLY SUITED FOR HEADLINES, LARGE-FORMAT PRINTS, BRAND IDENTITIES, SOCIAL MEDIA, ADVERTISING, EDITORIAL DESIGN, POSTERS, MAGAZINES, LOGOS, HEADINGS, BODY COPY, DIGITAL AND MORE.

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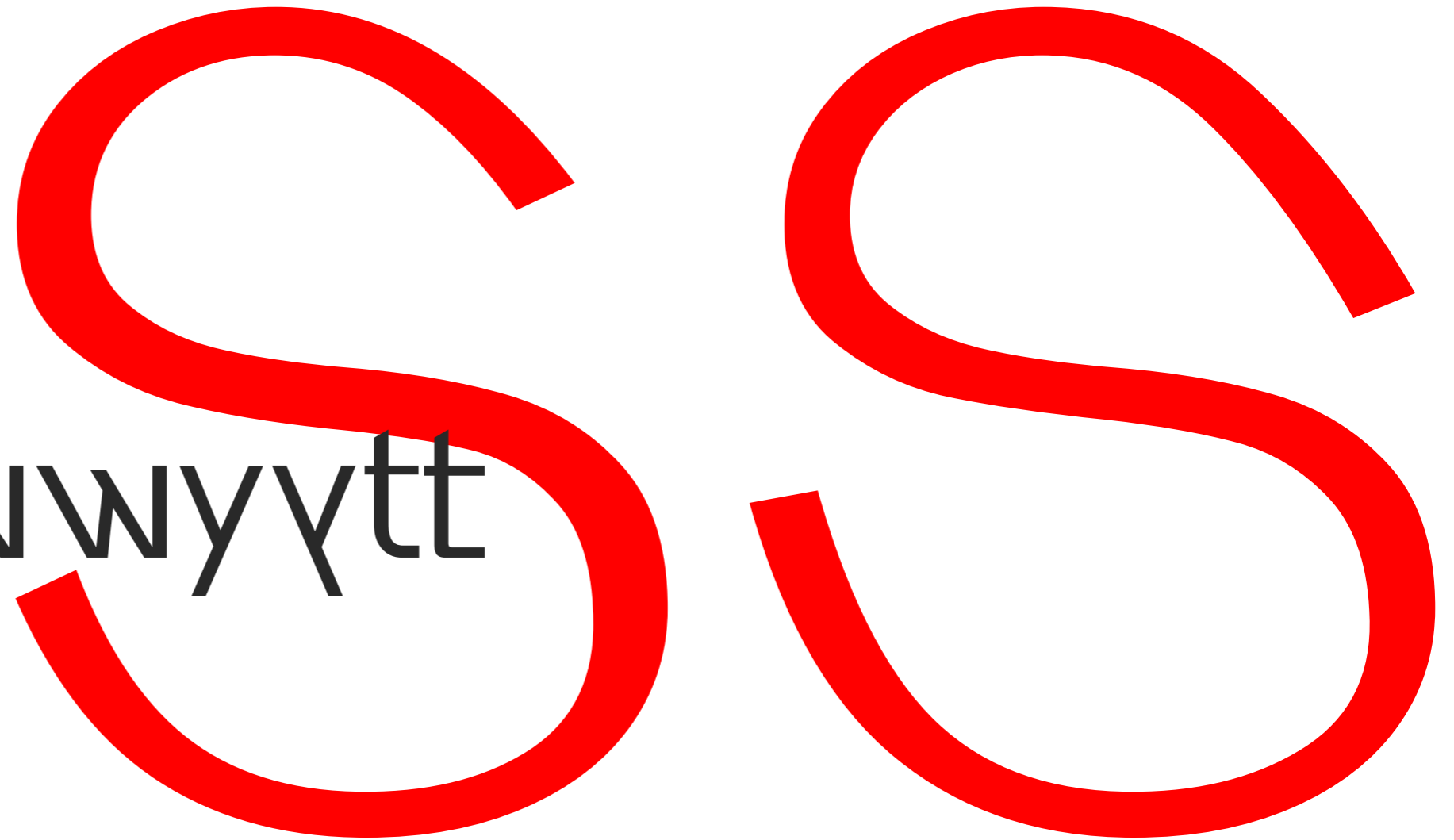


LAGOM GROTESK LIGHT
LAGOM GROTESK BOOK
LAGOM GROTESK REGULAR
LAGOM GROTESK MEDIUM
LAGOM GROTESK BOLD
LAGOM GROTESK BLACK
LAGOM GROTESK ULTRA

Lagom Grotesk Light
Lagom Grotesk Book
Lagom Grotesk Regular
Lagom Grotesk Medium
Lagom Grotesk Bold
Lagom Grotesk Black
Lagom Grotesk Ultra

Alternative Glyphs

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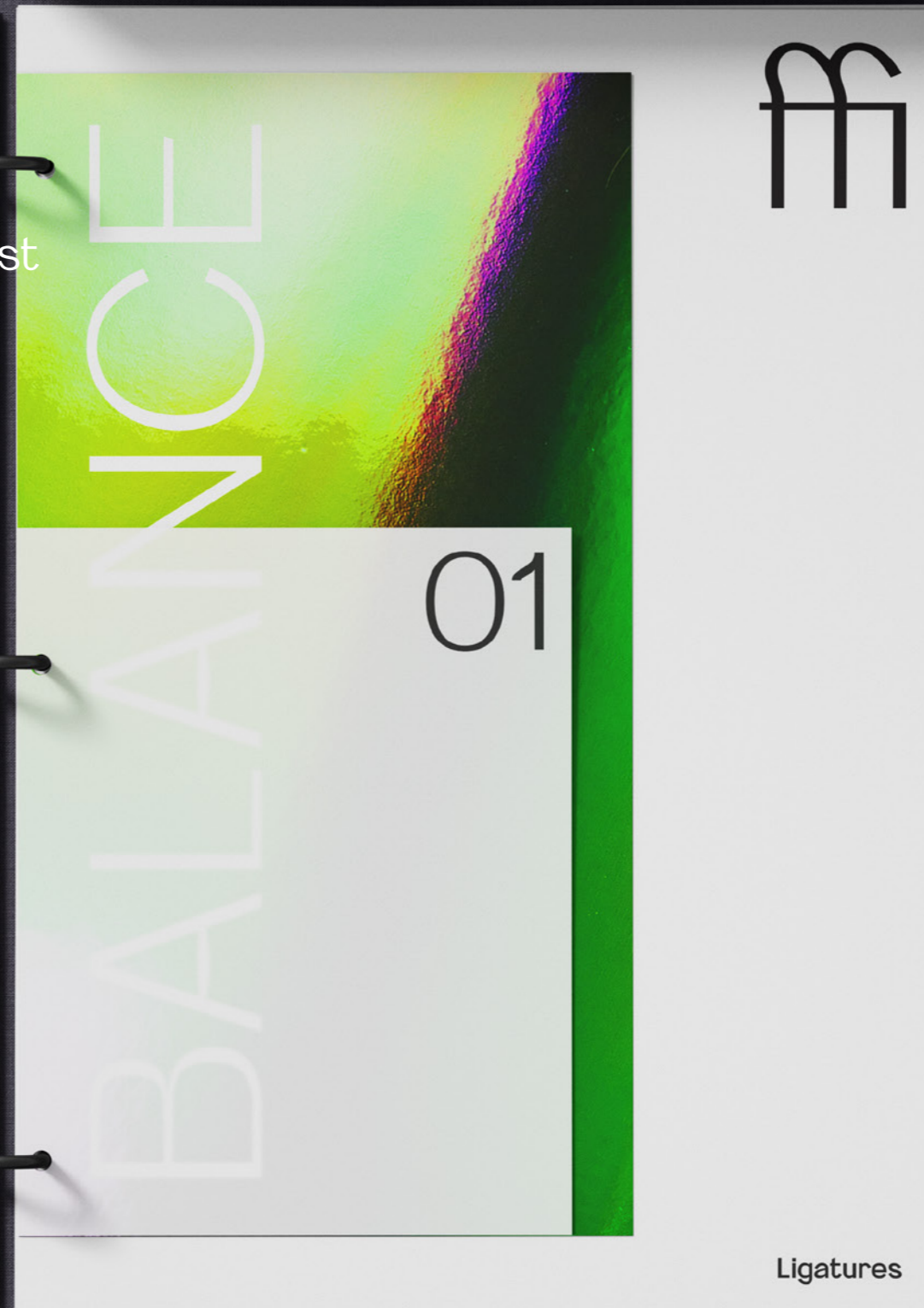
Structuralism in Europe developed in the early 20th century, mainly in France and the Russian Empire, in the structural linguistics of Ferdinand de Saussure and the subsequent Prague, Moscow, and Copenhagen schools of linguistics. As an intellectual movement, structuralism became the heir to existentialism. After World War II, an array of scholars in the humanities borrowed Saussure's concepts for use in their respective fields. French anthropologist Claude Lévi-Strauss was arguably the first such scholar, sparking a widespread interest in structuralism.

Many proponents of structuralism, such as Lacan, continue to influence continental philosophy and many of the fundamental assumptions of some of structuralism's post-structuralist critics are a continuation of structuralist thinking.

Lagom Grotesk

By the late 1960s, many of structuralism's basic tenets came under attack from a new wave of predominantly French intellectuals/philosophers such as historian Michel Foucault, Jacques Derrida, Marxist philosopher Louis Althusser, and literary critic Roland Barthes. Though elements of their work necessarily relate to structuralism and are informed by it, these theorists eventually came to be referred to as post-structuralists.

LIGHT	light
BOOK	book
REGULAR	regular
MEDIUM	medium
BOLD	bold
BLACK	black
ULTRA	ultra



BROADWAY ↑
SIXTH
AVENUE
STATEN ISLAND
MANHATTAN
QUEENS
Lexington →



AA A Q G I J R R S V W

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Alternative Glyphs