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Typeface

the type issue

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typeface selections

平面設計師的

by graphic designers

字體推薦

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Chris Lee / Akzidenz-Grotesk

Chris Lee is the founder and Creative Director of Asylum, one of the most respected creative companies in Asia. His work in the creative industry is recognized with many international awards. He is a founding member and ex-President of The Design Society, a non-profit organization aimed at promoting creativity in Singapore.



Chris Lee, 亞洲其中一家最負盛名的設計工作室 Asylum 的創始人和創意總監。設計作品曾多次獲得國際大獎。Chris 也是新加坡非營利性設計組織 The Design Society 的創辦人員和前主席。

2013年，我們接到了新加坡國家美術館品牌形象設計的委託，這是其中一個令我們最感興趣的專案。美術館坐落於人民路中心，建於政府大廈和前高等法院，這兩座新加坡最具代表性的、見證過很多歷史重大事件的建築物之間。我們對建築物的外形進行濃縮和簡化，設計呈現出這座兩棟連體建築物的簡潔形態。平面上兩個相連的方格引人遐想，它們可以是兩棟建築物，兩個對話方塊，兩個平臺，兩個空間…… Akzidenz-Grotesk 這種字體於1896年由 Berthold Type Foundry 設計而成，是第一種被廣泛使用的無襯線字體，對1950年以後的 neo-grotesk 字型造成了深遠影響。因為其經久不衰的魅力和品質，所以我們選擇了這種字體。

Futura

Asylum was given the opportunity to work on SIPP 2012, which consisted of event collaterals such as poster, brochure, festival guide, merchandise and most importantly a photography book. Keeping in mind that we would be working with hundreds of great images from different photographers in varied styles, we had to strike a balance with our design. While trying to create an interesting set of collaterals that would draw people to the festival, we were also careful that the design did not steal attention from the photography works itself. The choice of typeface was Futura. Designed by Paul Renner in 1927, Futura has an appearance of efficiency and forwardness. The typeface is derived from simple geometric forms (near-perfect circles, triangles and squares) and is based on strokes of near-even weight, which are low in contrast. In designing Futura, Renner avoided the decorative, eliminating the non-essential elements.

新加坡國際攝影節委託我們為其設計2012年的宣傳印刷品，其中包括海報，小冊子，指南，禮品和一本畫冊。因為考慮到需要處理大量不同風格的攝影師的作品，設計時我們十分小心。一方面，印刷品要足夠有趣以吸引人們參加活動，另一方面，我們要避免設計蓋過攝影作品本身的鋒芒。字體方面我們選擇了 Futura。這是一款取源於幾何圖形（幾乎完美的圓形，三角形和正方形）的文字。筆劃粗細很平均，對比度低。在設計這種字體時，Renner 避免使用裝飾性的線條和襯線，去掉非主要的元素。

In 2013, Asylum embarked on one of the most exciting projects: to create the brand identity for National Gallery Singapore, a gallery housed in 2 of the most iconic buildings in Singapore and situated in the heart of the Civic District. The City Hall and former Supreme Court buildings were focal points for many important events in Singapore's history. Distilling the silhouette of the architecture, this identity took on a simple expression of two basic blocks. These two graphically arresting blocks encourage interpretation in every imaginable way – 2 buildings, 2 dialogue boxes, 2 platforms, 2 spaces... The typeface Akzidenz-Grotesk, originally released by the Berthold Type Foundry in 1896, was the first sans serif typeface to be widely used. And it influenced many later neo-grotesk typefaces after 1950. We selected this typeface for its timeless appeal and quality.

1. National Gallery Singapore

Branding Design: Asylum

Typeface: Akzidenz-Grotesk

新加坡國家美術館

形象設計: Asylum

字體: Akzidenz-Grotesk

2. Singapore International Photography Festival (SIPP) 2012
- Print Collateral Design: Asylum
- Typeface: Futura
- 2012年新加坡國際攝影節
- 宣傳印刷品設計: Asylum
- 字體: Futura

