

NEOGRAM™

Typeface

The
Northern
Block

Designer
Jonathan Hill

A Collection of
54 Fonts

LESS AND MORE TYPOGRAPHY

Available from
[http://www.
thenorthernblock
.co.uk](http://www.thenorthernblock.co.uk)



THE
NORTHERN
BLOCK™

NEOGRAM

2011

UltraLight

[WWW.THENORTHERNBLOCK.CO.UK/
NEOGRAM.HTM](http://WWW.THENORTHERNBLOCK.CO.UK/NEOGRAM.HTM)

60 PTS CHARACTER SET

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

72 PTS TEXT SAMPLE

Less and More

9 WEIGHTS

UltraLight

Light

Regular

Medium

DemiBold

Bold

ExtraBold

Heavy

Black

NEOGRAM

2011

Regular

[WWW.THENORTHERNBLOCK.CO.UK/
NEOGRAM.HTM](http://WWW.THENORTHERNBLOCK.CO.UK/NEOGRAM.HTM)

60 PTS CHARACTER SET

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

24 PTS TEXT SAMPLE

There is no longer room for irrelevant things. We have no longer got the resources. Irrelevance is out.

14 PTS BODY COPY

Dieter Rams (born May 20, 1932 in Wiesbaden, Hesse) is a German industrial designer closely associated with the consumer products company Braun and the Functionalist school of industrial design.

Rams studied architecture at the Werkkunstschule Wiesbaden as well as learning carpentry from 1943 to 1957. After working for the architect Otto Apel between 1953 and 1955 he joined the electronic devices manufacturer Braun where he became chief of design in 1961, a position he kept until 1995.

NEOGRAM

2011

Black

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NEOGRAM.HTM](http://WWW.THENORTHERNBLOCK.CO.UK/NEOGRAM.HTM)

60 PTS CHARACTER SET

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz**

100 PTS HEADLINE

PCV-3

72 PTS TEXT SAMPLE

**Portable
Record
Player**

NEOGRAM

2011

[WWW.THENORTHERNBLOCK.CO.UK/
NEOGRAM.HTM](http://WWW.THENORTHERNBLOCK.CO.UK/NEOGRAM.HTM)

Condensed
Light

60 PTS CHARACTER SET

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

72 PTS TEXT SAMPLE

Less and More

9 WEIGHTS

UltraLight

Light

Regular

Medium

DemiBold

Bold

ExtraBold

Heavy

Black

NEOGRAM

2011

[WWW.THENORTHERNBLOCK.CO.UK/
NEOGRAM.HTM](http://WWW.THENORTHERNBLOCK.CO.UK/NEOGRAM.HTM)

Condensed
Medium

60 PTS CHARACTER SET

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

24 PTS TEXT SAMPLE

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic.

14 PTS BODY COPY

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NEOGRAM

2011

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NEOGRAM.HTM](http://WWW.THENORTHERNBLOCK.CO.UK/NEOGRAM.HTM)

**Condensed
Heavy**

60 PTS CHARACTER SET

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz**

100 PTS HEADLINE

T-1000

72 PTS TEXT SAMPLE

**World
Receiver**

NEOGRAM

2011

[WWW.THENORTHERNBLOCK.CO.UK/
NEOGRAM.HTM](http://WWW.THENORTHERNBLOCK.CO.UK/NEOGRAM.HTM)

Extended
Regular

50 PTS CHARACTER SET

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

72 PTS TEXT SAMPLE

Less and More

9 WEIGHTS

UltraLight

Light

Regular

Medium

DemiBold

Bold

ExtraBold

Heavy

Black

NEOGRAM

2011

[WWW.THENORTHERNBLOCK.CO.UK/
NEOGRAM.HTM](http://WWW.THENORTHERNBLOCK.CO.UK/NEOGRAM.HTM)

Extended
Bold

50 PTS CHARACTER SET

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz

24 PTS TEXT SAMPLE

Products and their design should be both neutral and restrained, to leave room for the user's self-expression.

14 PTS BODY COPY

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NEOGRAM

2011

[WWW.THENORTHERNBLOCK.CO.UK/
NEOGRAM.HTM](http://WWW.THENORTHERNBLOCK.CO.UK/NEOGRAM.HTM)

Extended
ExtraBold

50 PTS CHARACTER SET

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

100 PTS HEADLINE

PC3-SV

72 PTS TEXT SAMPLE

Record
Player

Functionalist

GOOD DESIGN

ios

Audio 310

U n i v e r s a l

BRAUN

NEOGRAM

2011

Regular Set

[WWW.THENORTHERNBLOCK.CO.UK/
NEOGRAM.HTM](http://WWW.THENORTHERNBLOCK.CO.UK/NEOGRAM.HTM)

30 PTS

NeoGram UltraLight

NeoGram Light

NeoGram Regular

NeoGram Medium

NeoGram DemiBold

NeoGram Bold

NeoGram ExtraBold

NeoGram Heavy

NeoGram Black

NeoGram UltraLight Italic

NeoGram Light Italic

NeoGram Italic

NeoGram Medium Italic

NeoGram DemiBold Italic

NeoGram Bold Italic

NeoGram ExtraBold Italic

NeoGram Heavy Italic

NeoGram Black Italic

SK4

**Record
Player**

Designed
By

**Dieter Rams
And
Hans Gugelot**

1956