

LOEW

11 | Light

3

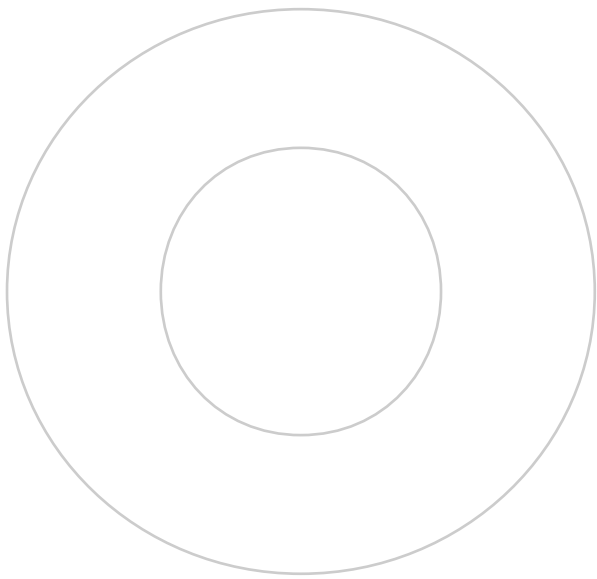
Loew is a geometric based sans serif influenced by the early industrial designer's.

14 | Medium

18 | XBold

**Loew is a geometric based sans serif font influenced by the early industrial designer's. Pure mechanical shapes are adjusted to give the characters the right form, function and usability. These subtle human touches combined with the technical precision provide great readability at both large and small point sizes. Loew is a versatile sans serif font with simple and honest geometry for a wide range of modern applications. Details include over 800 characters with alternative lower**

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A blend of optical refinements & geometric construction result in **a near perfect circle**, for both uppercase & lowercase 'O'

**“OUR SUCCESS IS A  
VICTORY FOR PURITY,  
INTEGRITY – FOR  
GIVING A DAMN.”**

– JONY IVE

*“We’re surrounded by anonymous, poorly made objects. It’s tempting to think it’s because the people who use them don’t care – just like the people who make them. But what we’ve shown is that people do care. It’s not just about aesthetics. They care about things that are thoughtfully conceived & well made. We make & sell a very, very large number of (hopefully) beautiful, well-made things.”*



**abcdefghijklmnop**

**qrstuvwxyz**

**1234567**

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loew glyk

**HIJKLM**

**UVWXYZ**

**“ ” ( - ) £**

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YPHSET

*(FORM, FUNCTION AND USABILITY)*

BLUE COLLAR

**PURE**

*fanatical care beyond the obvious*

**Simplicity & Focus**

*dauerhafte*

**SYNERGY**

“our products are tools & we don’t want design to get in the way”



*intuitive*

**INQUISITIVE AND CURIOUS**

**SIMPLE**

***“I’m very aware of an incredible tradition in the UK of designing and making...”***

*minimalistisch*

**HONEST**

***The beauty is in the clear expression of function***

**CLARITY**



# simplicity isn't simple.

Designing anything of consequence is incredibly challenging. Our goal is to try to bring a calm and simplicity to what are incredibly complex problems so that you're not aware really of the solution, you're not aware of how hard the problem was that was eventually solved. The quest for simplicity has to pervade every part of the process. It really is fundamental.

Simplicity is not the absence of clutter, that is a consequence of simplicity. Simplicity is somehow essentially describing the purpose and place of an object & product. The absence of clutter is just a clutter-free product. That's not simple.

A

A B

A B C

A B C D

A B C D E

A B C D E F

A B C D E F G

A B C D E F G H

MASTER WEIGHTS

a b c d e

**a b c d e**

**a b c d e**

/

*IJ*

*IJK*

*IJKL*

*IJKLM*

*IJKLMNOP*

*IJKLMNOP O*

*IJKLMNOP OP.*

# OPENTYPE FEATURES

X 1 2 3 4 5 6 7 8 9 0

X 1 2 3 4 5 6 7 8 9 0

Lining Figures

Oldstyle Figures

Numerator/Denominator

Superscript/Subscript

Small Caps

X 1  
2

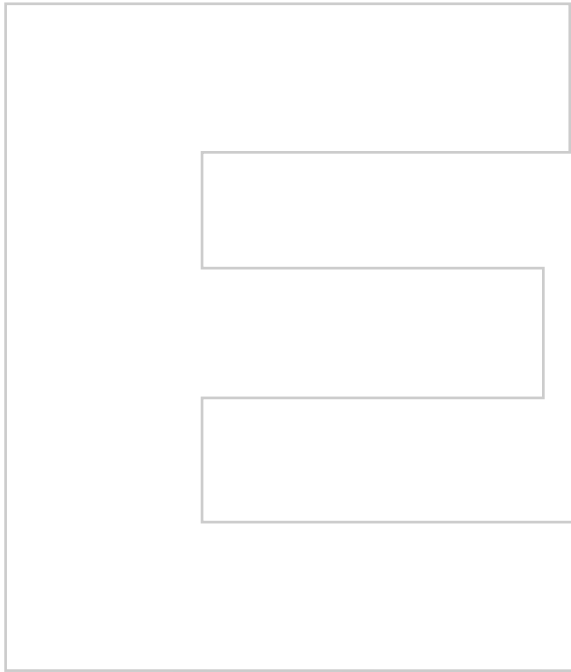
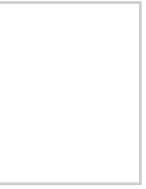
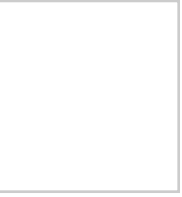
X 3  
4

X 5 6 7 8 9 0





# OPENTYPE FEATURES



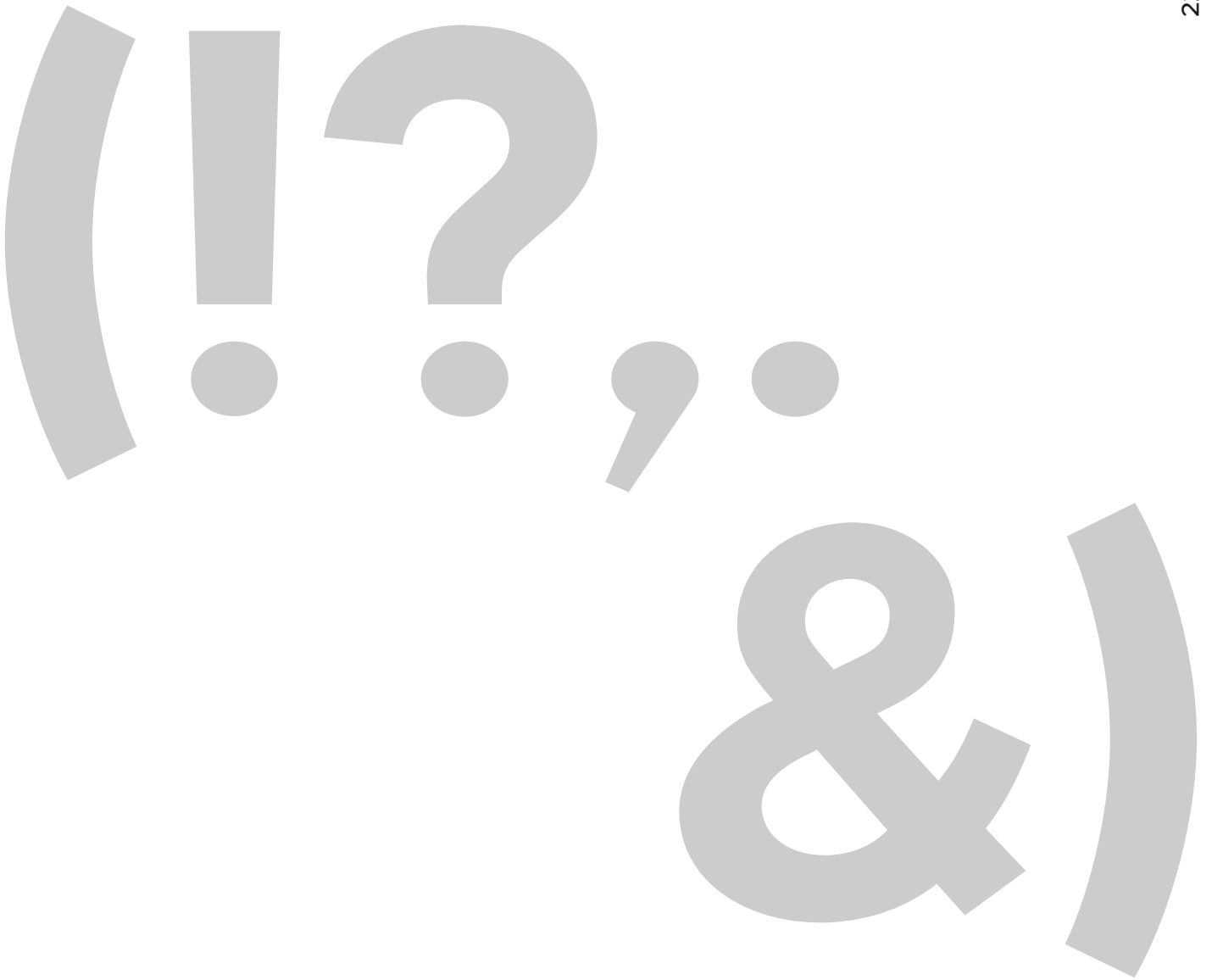
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*aaa*

*ABCDEFGHIJKLMN*

*—OPQRSTUVWXYZ*

SMALL CAPS



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**HEAVY.**

A COMPLETE DISPLAY  
WEIGHT WITH OVER 800

CHARACTERS. **FREE.**

A COMPLETE DISPLAY  
WEIGHT WITH OVER 800

CHARACTERS. **FREE.**

A COMPLETE DISPLAY  
WEIGHT WITH OVER 800

CHARACTERS. **FREE.**

**A COMPLETE WEIGHT.**

# Rapid-Prototyping

# HALLMARK

'form and colour defines your perception of the nature of an object'

SLEEK, MINIMALIST VIBE

# intuitive

the shape, the form defines its function

0.00

(Design drives the technology, not the other way around)

# BONA FIDE

**Q**

**QR**

**QRS**

**QRST**

**QRSTU**

**QRSTUV**

**QRSTUVW**

**QRSTUVW\***

£

| £ \$ € ¥ ¢ f

**ff ffj fh**

**ff ffi ffi fi fl ffj fj fh**

**Th ch ct sp st fb**

**a**

**á â ã ä å æ ø**

**à á â ã ä å æ ø**

**ê ë**

**è é**





**it's hard to  
overestimate  
the influence  
of jony ive.**

*the last  
decade has  
belonged  
to him.*

***TOMORROW  
DOESN'T***

***WAIT***

FOR THE

MAN

WHO

DESIGNS IT.