Monotype

Between: One Typeface, Three Designs

Monotype releases the world's most adaptable font family

Today, **Monotype** introduces one of the first typeface designs with three distinct states. **Between**™ riffs on humanist and rounded sans serif designs to offer a typeface that can fluidly transition between three different 'energy levels' as the context demands, seamlessly switching from technical and modern to crisp and highly legible and into warm and friendly.
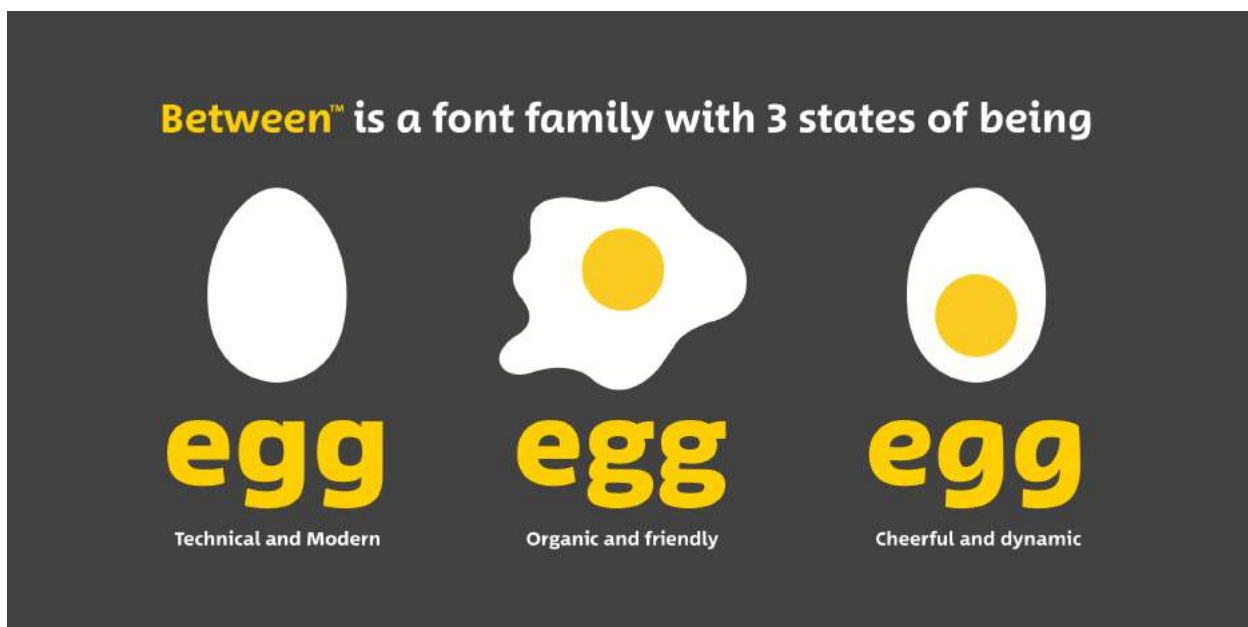
'There is one characteristic that runs through the Between typeface family – the natural rhythm of letters. I did this deliberately to give Between the ability to transition from one use to the next. For instance, a brand can use one Between design for a bold and strong headline, and another design for body text. While the styles of Between are related, they are different enough to elicit separate and distinct reactions from readers. To me, Between is like an egg. It can be prepared a number of different ways based on the needs of the chef, and every form it takes can be pleasing to consume.'

– **Akira Kobayashi**, type designer, Monotype

Mixing the hard and sharp perfection of 20th-century typefaces and the approachability of human-centred designs, **Between's** three designs each offer a different level of energy and speed of movement. Monotype's **Akira Kobayashi** has created eight weights and italics for each of the three, giving Between a fluidity and sophistication that makes it applicable for a wide variety of uses – for example, enabling clothing labels to adapt it for men's, women's

and children's lines – or allowing brand designers to differentiate sub-brands while maintaining visual consistency across their portfolio.

Responding to a global trend towards rounded and humanist sans serifs rather than more traditional typefaces, Kobayashi set out to design a DIN®-style sans serif typeface that was approachable, but offered the right blend of coolness and warmth to make it both confident and professional and engaging and friendly. Drawing inspiration from traces he made in the 1990s, Kobayashi determined that a single font family with three progressive energy levels would provide the flexibility to mix and match designs for the greatest impact. Because the resultant typeface had an ability to shift easily between voices, there was only one thing to call it.
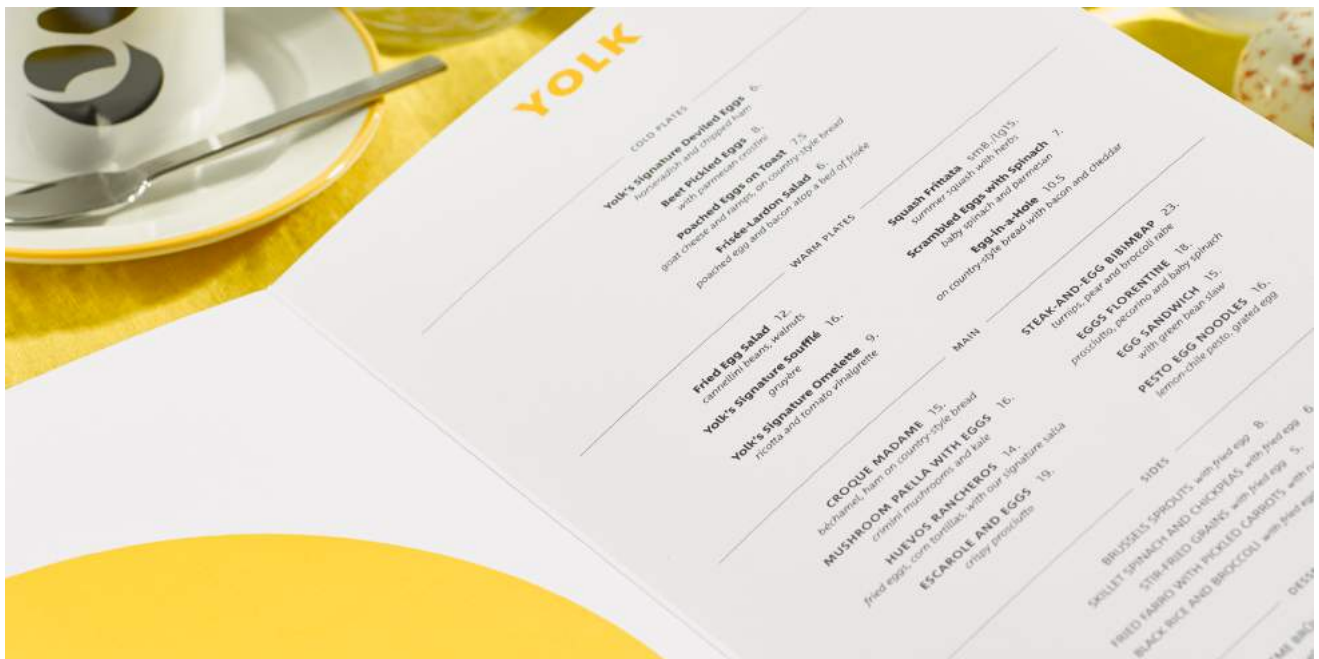
Between 1 is the most modern, fusing industrial and humanistic san serif styles.

Between 2 comprises natural-looking letterforms that strike a balance between crisp legibility and friendliness.

Between 3 offers a lively, handwritten look – a freestyle sans serif with an uplifting, youthful and dynamic feel.

All three designs share the same cap height and x-height and have letterforms in common – establishing a clear family relationship between them. However, certain characters such as 'e' and 'g' both demonstrate the unique characteristics of each font in the family, and embody the differences between them.

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Suggested pairings

Although the three states of the Between typeface work fluidly together, they are also an ideal complement to other typefaces. The adaptability that Between offers both within and outside its typeface family makes it one of the most versatile designs available today, applicable to multiple uses, even within a single project and across a variety of settings and media.

Between 1 is a great pairing for static designs such as Eurostile®, Verdana®, DIN Next™ and DIN Next Slabs typefaces.

Between 2 goes well with designs such as Neue Frutiger® or Avenir® Next.

Between 3 works with designs with round stroke endings such as Akko® Rounded and DIN Next Rounded.

Designer responses

Between is an intriguing typeface, in that it's trying to do something different and unprecedented with this idea of different energies.

Abbott Miller, partner, Pentagram

I tend to personify my type when I am working with it and I see three really distinct personalities with Between, which is remarkable given how similar they are in so many respects.

Nicole Phillips, TypographHer

I love Between's concept of three very different variations within one font family and the weight spectrums are beautiful.

Bryan Edmondson, founder and creative director, SEA Design

From a design viewpoint, Between has much charm. From a practical point of view it has great function. I give it a thumbs up.

Steven Heller, co-chair of the MFA Designer as Author program at the School of Visual Arts in New York, author, New York Times Book Review

All of the fonts in Between have a sense of warmth to them, an inviting and approachable quality – a personal touch.

Laura Worthington, type designer

Notes for editors

Pricing and availability
Single fonts of the Between typeface family: $35.
Complete typeface family: $299.
Between 1, Between 2 and Between 3 can also be purchased individually for $149 each.
All Between family packages are available with 50% off until 1 December 2016.

The Between typeface family will also be added to the Monotype Library Subscription, which includes more than 2,200 typeface families, as well as being available from MyFonts.com, Fonts.com, Linotype.com and FontShop.com.

Twitter, Facebook and Instagram: #MeetBetween

About Monotype
Monotype is a world leader in empowering expression and engagement through a combination of type, technology and expertise. Headquartered in Woburn, Massachusetts, US, Monotype provides customers worldwide with typeface solutions for a broad range of creative applications and consumer devices. The company's libraries and e-commerce sites are home to many of the most widely used typefaces – including the Helvetica®, Frutiger® and Univers® families – as well as the next generation of type designs.

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