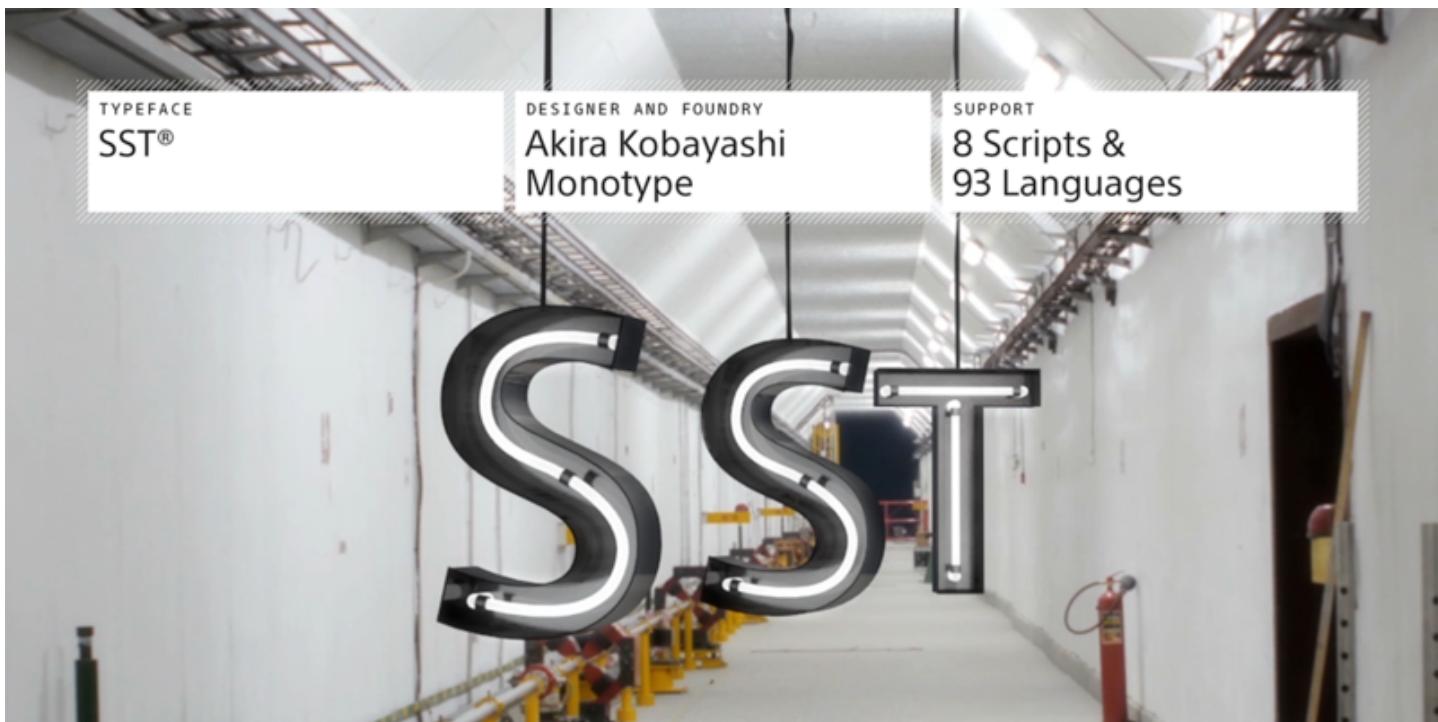# Monotype

Monotype Introduces the SST Typeface: A Timeless Design for Global Branding

With support for nearly 100 languages, the SST typeface gives brands an identity and voice that's harmonized across multiple mediums and cultures

WOBURN, Mass., June 13, 2017 – Monotype (NASDAQ: TYPE) today introduced the SST® typeface, a timeless sans serif created specifically to help brands consistently extend their brand across multiple mediums and geographies. Designed under the direction of Akira Kobayashi of the Monotype Studio, the SST typeface supports nearly 100 languages and offers a series of highly legible and clean tone designs, making it one of the most widely accessible and useable typefaces available. With six weights and italics, including condensed and typewriter alternate styles, the SST typeface is both expressive and flexible, helping brand identities endure both now and well into the future.

The SST typeface is an original design built on solid typographic traditions. It combines the organic readability of humanist sans serif designs with the sharp geometrics of neo-grotesque styles, providing a balance of legibility and usability across a wide range of environments. It is nimble and

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impactful – both easy to read in its smaller sizes, like on a smartphone screen, and in larger form factors like billboards and event signage. These attributes are consistent across the languages covered by the SST typeface, making it a versatile, technical and elaborate type design.

"Global brands have long struggled to find a brand identity that can help them carry a harmonious and appropriate tone of voice across multiple languages and geographies," said **Akira Kobayashi, Type Director, APAC, at Monotype**. "The SST typeface is consistently rich and legible and was designed with the purpose of making a brand experience memorable and uniform, without being too flashy. As a part of our design remit at Monotype, we are focused on creating global designs that have both staying power and the ability to tell a consistent story, no matter what language is being used to tell it."

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The SST typeface was originally designed in partnership with the creative department of Sony Corporation to be used on a global scale, so Kobayashi and his team struck a careful balance between style requirements and cultural sensitivities for the design of each font. The result is a uniform look and feel that helps enable a positive brand experience in the places where a customer could consume it, including in marketing, customer service, products, packaging and documentation, in online, offline, print and digital media.

For further information please contact Dorothy Bourne at dorothy@zetteler.co.uk or call +44(0)7939 200519

Suggested Typeface Pairings
The combination of readability and geometrics offered by the SST typeface means that it pairs well with typefaces like the ITC Berkeley Oldstyle®, FF Meta®, PMN Caecilia®, Malabar® and Neue Swift® typefaces.

Pricing and Availability
The SST typeface is available for purchase in a number of family packs, including:

- SST Pan-European Family Pack (17 fonts): $/€399 or £339 for the family, $/€79 or £68 for individual fonts
- SST Japanese Pro Family Pack (6 fonts): $/€719 or £625 for the family, $/€225 or £192 for individual fonts
- SST Arabic Family Pack (4 fonts): $/€129 or £110 for the family, $/€65 or £56 for individual fonts
- SST Thai Family Pack (4 fonts): $/€129 or £110 for the family, $/€65 or £56 for individual fonts
- SST Vietnamese Family Pack (4 fonts): $/€129 or £110 for the family, $/€65 or £56 for individual fonts

The SST typeface family packs are immediately available for purchase through MyFonts.com, and will be available at a discounted price of 50 percent off through July 27, 2017. The typeface is also available with a variety of licensing options for customers through Monotype enterprise sales.

To join the conversation about the SST typeface online, search #MeetSST on Twitter, Facebook and Instagram.

To see more of the SST typeface in action, watch this video: https://vimeo.com/219706188/150d41de9d

About Monotype
Monotype is a leader in empowering expression and engagement through a combination of type, technology and expertise. Headquartered in Woburn, Mass., 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. Further information is available at www.monotype.com. Follow Monotype on Twitter, Instagram and LinkedIn.

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