

2

new families

Hmg

Organon Sans Regular

Hmg

Organon Serif Regular

I

Corresponding weights  
in both families share  
similar x-height, Cap height,  
ascenders, descenders and  
stem thicknesses.

Organon Sans  
Organon Serif

Organon Sans

Engineer efficient mindshare

Maximize **REVENUE STREAMS**

to **MINIMIZE** Social Exclusion

**QUICK HIT**

**NORMALISING**

THE INTERFACE

facilitates consensual

**Cohesiveness**

**Bamboozle** the workforce

by utilizing incomprehensible **JARGON**

IMPROVISED EMPOWERING DEBATE

or **thought shower**

**Diarize** **BESPOKE**  
METHODODOLOGY

Transparent success barometers

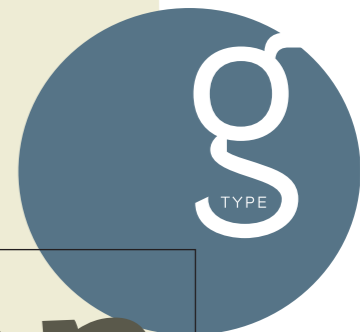
**SUSTAINABLE**  
Core principles

**ORGANON SANS** — The new characterful six-weight sans family from G-Type designer Nick Cooke has been thoughtfully designed for excellent legibility when used in text sizes. Tapered stems give a distinctive robust quality which is also suitable for display. Using Organon Sans in conjunction with the accompanying serif family makes it ideal for any project requiring elegantly sophisticated typography over a range of applications.

**CAN ALSO BE USED FOR**  
**Display**

An extensive character set includes both tabular and proportional lining and non-lining numerals and SMALL CAPS.

Language coverage includes: Albanian, Basque, Catalan, Cornish, Croatian, Czech, Danish, Dutch, English, Estonian, Faroese, Finnish, French, Galician, German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Malay, Norwegian, Polish, Portuguese, Romanian, Slovak, Slovenian, Somali, Spanish, Swahili, Swedish, Turkish and Welsh



**Organon**  
**Sans**

- LIGHT Light
- REGULAR Regular
- DEMI BOLD DemiBold
- BOLD Bold
- BLACK Black
- ULTRABLACK UltraBlack

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz



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Organon Serif

Engineer efficient mindshare  
 Maximize **REVENUE STREAMS**  
 to MINIMIZE Social Exclusion  
**QUICK HIT**  
 NORMALISING  
 THE INTERFACE facilitates consensual  
**Cohesiveness**  
**Bamboozle** the workforce  
 by utilizing incomprehensible **JARGON**  
 IMPROVISED EMPOWERING DEBATE  
 or thought shower  
**Diarize** **BESPOKE**  
 METHODOLOGY  
 Transparent success barometers  
**SUSTAINABLE**  
 Core principles

REGULAR WITH LIGATURE

LIGHT

ULTRA BLACK

LIGHT

REGULAR

LIGHT WITH SWASH

BLACK

LIGHT & DEMI BOLD

BOLD SMALL CAPS WITH SWASH

REGULAR

ULTRA BLACK

BLACK & REGULAR

DEMI BOLD & LIGHT

LIGHT

BOLD

DEMI BOLD & REGULAR

DEMI BOLD

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
 abcdefghijklmnopqrstuvwxyz



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ORGANON SERIF — The new characterful six-weight serif

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CAN ALSO BE USED FOR  
**Display**

**Organon**  
 Serif



- LIGHT Light
- REGULAR Regular
- DEMI BOLD DemiBold
- BOLD Bold
- BLACK Black
- ULTRA BLACK UltraBlack











