

## Press Release

### Monotype® brand re-launched with release of a major new typeface family

Salfords, Surrey, UK, 7th April 2004: Agfa Monotype re-introduces the legendary Monotype foundry brand as it unveils its latest new typefaces: Neo Sans® and Neo Tech®, designed by Sebastian Lester.

A new website [www.monotype.co.uk/neosans](http://www.monotype.co.uk/neosans) features the typeface.

Many of the ideas for Neo Sans and Neo Tech took shape when a design agency approached Monotype to develop conceptual work for a versatile futuristic typeface. The challenge was to create something that, in the words of the agency, didn't look 'crude, gimmicky or ephemeral'. Despite the enthusiasm of the agency a bureaucratic decision meant the project didn't proceed. However Lester was left with a sketchbook full of ideas and research into what constitute 'ultra modern' and 'futuristic' features in a typeface.

The Neo Sans character set creates an ultra modern impression. The Neo Tech character set subtly evokes a futuristic one. Both designs excel in display and extended text settings. Lester describes them as: "legible without being neutral; nuanced without being fussy; expressive without being distracting. Both designs integrate seamlessly to create a clean, versatile and distinctive typographic system".

The new typefaces will be launched in the European design press with an advertising campaign which carries the Monotype brand.

"Maybe Monotype is seen purely as a source of the classics. These new typefaces, combined with other recent releases from our studio, show the versatility of our design team to produce innovative typefaces that keep pace with current trends".  
John McCallum, managing director of Monotype.

Both typefaces are available from 19th April for Macintosh and PC in PostScript and TrueType formats. Customers can contact Monotype on +44 (0)1737 765959 and select one for details. For a Neo Sans press evaluation kit please contact Julie Strawson.

**Availability:** Neo Sans and Neo Tech ship on 19th April 2004.

**Contact:** Julie Strawson. **Tel:** +44 (0)1737 781624 / +44 (0)7703 313530

**E-mail:** [julie.strawson@agfamonotype.com](mailto:julie.strawson@agfamonotype.com)

This document is set in Neo Sans.

© Agfa Monotype 2004. All trademarks are recognised.

Monotype®

# NEOSANS

An ultra modern corporate typeface family  
Light, Regular, **Medium, Bold, Black, Ultra**

**Speak Global**

WOMAN

Clean *versatile* legible distinctive

Neo Sans:ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz01234

# MEGAMASS

*Sleek Spirited Gothic Supermodel*

*Six weights plus italics in two styles. Designed by Sebastian Lester for Monotype.*

# URBAN FUTURISTIC STYLE

Neo Tech:ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz(ŋŊŬa)

## About Monotype

Monotype has designed and revived some of the most popular typefaces in use today. Timeless classics such as Bembo, Dante, Gill Sans and Times New Roman are our hallmark and we continue to innovate with contemporary new designs such as; Felbridge, Scene, Mundo and Neo Sans. We provide typefaces for 95% of the world's scripts with a comprehensive Non-Latin typeface library. As technology has progressed so have we, to provide support for all platforms across all media - from print to the Internet to wireless communications. We launched the world's first font licence management software, Fontwise® in 2003 and offer clients access to our world-class design team through our custom font design service. We have designed typefaces for companies such as Barclays, Compaq and Microsoft. Monotype's design studio is based at the European headquarters of Agfa Monotype Ltd. in Salfords, UK.

## About Agfa Monotype Ltd

Agfa Monotype Limited, part of Agfa Monotype Corp., specialises in font licensing, design and technology for design professionals. Most of the world's computer users employ many of our original typeface designs daily as they are included in the Microsoft® Windows operating system eg: Times New Roman and Arial. Our extensive typeface collection includes the Monotype Classic Library, and the ITC Typeface Library and as a distributor of typefaces we offer a wide choice of typefaces from over 200 foundries world-wide. British Airways, Opel, The British Council and Waitrose have worked with us to develop their unique typefaces. We're also the recognised source for multi-language solutions, Unicode implementation, consumer font products, font rasterisation, font compression and embedded type. Additional information about Agfa Monotype and its products can be found on the company's Web sites at [www.agfamonotype.co.uk](http://www.agfamonotype.co.uk) and [www.fontwise.com](http://www.fontwise.com).

All trademarks are the property of their respective owners.