

Maxi  
Round

STANDARD vs MONO

**maxi**

**maxi**

ROUND LIGHT

Explicit

ROUND REGULAR

Potential

ROUND BOLD

Floral

ROUND MONO LIGHT

Explicit

ROUND MONO REGULAR

Potential

ROUND MONO BOLD

Floral

SHARP LIGHT

Explicit

SHARP REGULAR

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Explicit

SHARP MONO REGULAR

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SHARP MONO BOLD

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## BACKGROUND

ABC Maxi is a heavily-engineered yet warm and witty type system of spaghetti movements and angular lines. Its familiar shapes, informed by the long history of the International Style, can be newly exaggerated and emboldened by way of variable font technology.

With an underlying skeleton referencing mid-century and post-modern Swiss designs—including Josef Müller-Brockmann’s CWS word mark (1958) and Marlyse Schmid and Bernard Müller Swatch logo (1981)—ABC Maxi’s forms can be altered and animated by the user, stretching from Hairline to Black to everything in-between. While designing the font, we were interested in how subtle manipulations in shape could affect the tone of the overall typeface. To explore this further, we created two stylistic variations for emphasis, rather than a standard Italics. Four subfamilies of the font are therefore available: Round, Round Mono, Sharp, and Sharp Mono.

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## TECHNICALITIES

### CREDITS

Design: Dinamo (Johannes Breyer & Fabian Harb with Andree Paat)  
Spacing and Kerning: Igino Marini  
Production: Dinamo (Robert Janes)

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### SUPPORTED LANGUAGES

Afrikaans, Albanian, Basque, Bemba, Bosnian, Breton, Catalan, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Frisian, Friulian, Gaelic, Galician, German, Greenlandic, Hungarian, Icelandic, Indonesian, Irish, Italian, Kinyarwanda, Latin, Latvian, Lithuanian, Luxembourgish, Malay, Maltese, Montenegrin, Māori, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansh, Inari Sami, Lule Sami, Northern Sami, Southern Sami, Serbian (Latin), Slovak, Slovenian, Spanish, Swahili, Swedish, Turkish, Welsh and more

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### FILE FORMATS

Desktop format: OTF  
Web formats: WOFF, WOFF2

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### AVAILABLE LICENSES

Print, Web, App, ePub, Social Media, Video/Broadcasting, Unlimited/Enterprise, Digital POS, Logo/Word mark, Game

Not all of the licenses we provide are available online. Get in touch for a custom quote [mail@abcdinamo.com](mailto:mail@abcdinamo.com)

Typefaces may only be used as dictated by the terms of the Dinamo End User License Agreement (EULA): [www.abcdinamo.com/licenses](http://www.abcdinamo.com/licenses)





ALTERNATE LOWER CASE A  
80 PT

Chair → Chair

ALTERNATE LOWER CASE O & I  
80 PT

Dolphin → Dolphin

ALTERNATE LOWER CASE D

Speed → Speed







## STANDARD GLYPHSET vs HEAVY ALTERNATES

ABDEIOUVY  
aegiouvyO4689



△BBBIIIOUVY  
aegiouvyO4689

## STANDARD MONO GLYPHSET vs HEAVY MONO ALTERNATES

ABDEIOUVY  
aegiouvy04689



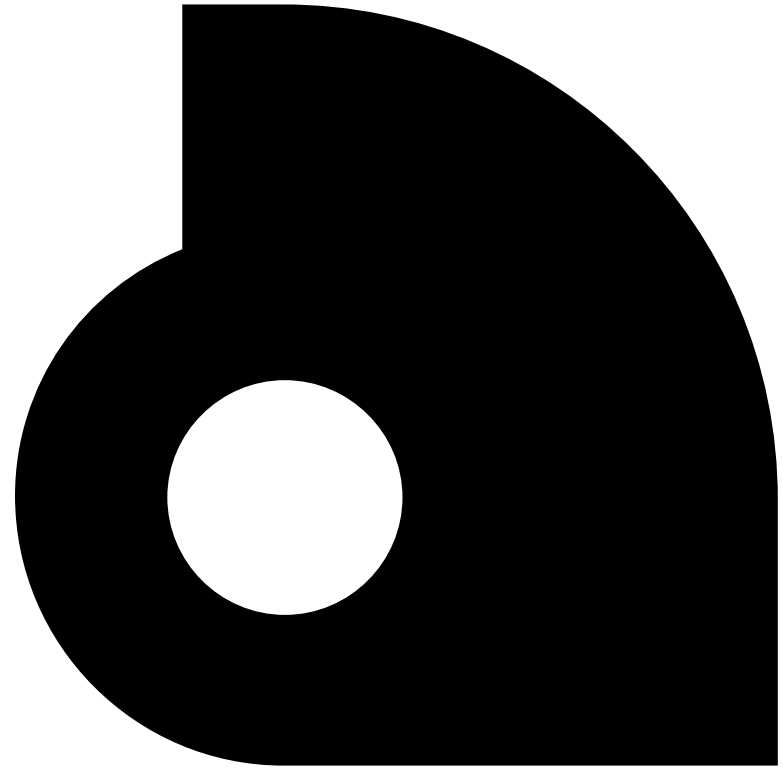
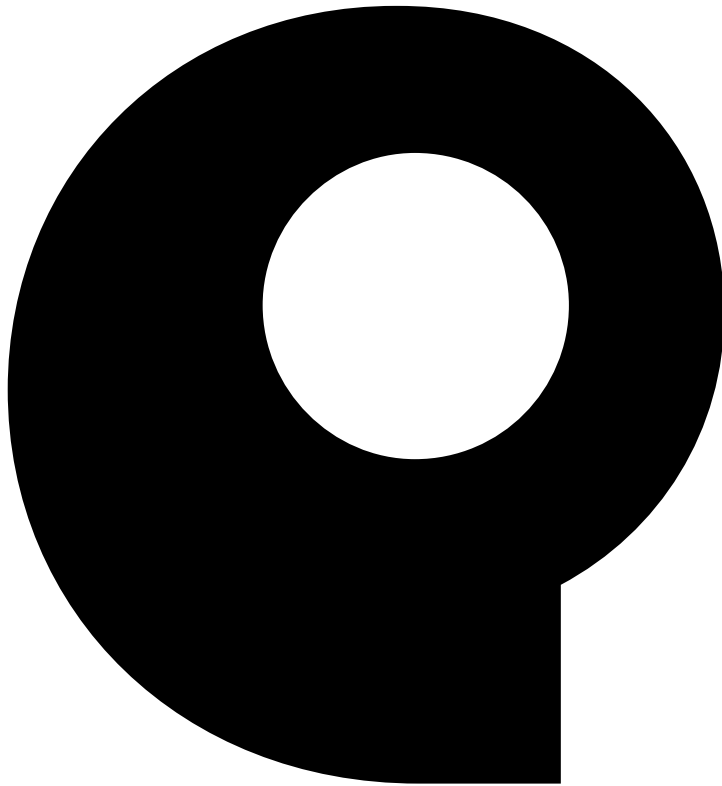
ABDEIOUVY  
aegiouvy04689

## BILL ALTERNATES

cat → cat

melt → melt

BILL ALTERNATES



## SHARP PUNCTUATION

(, ¿ # ? ; \* )

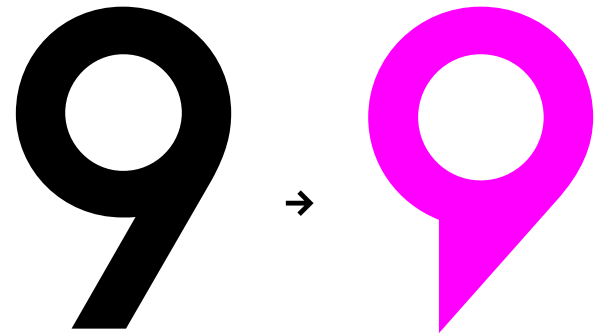
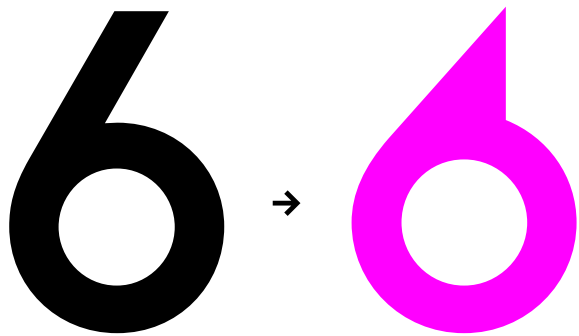
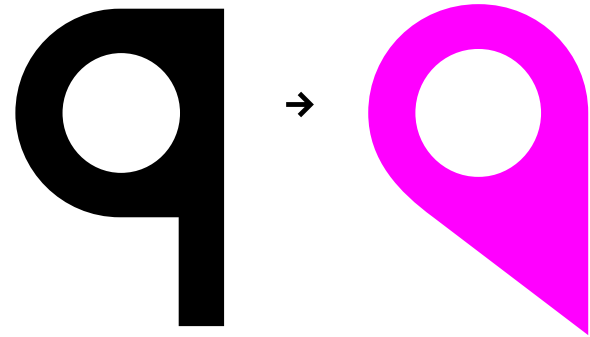
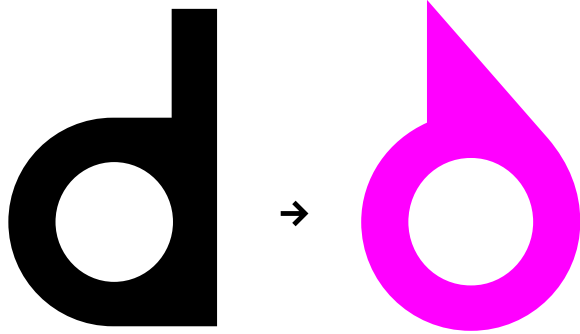


(, ¿ # ? ; \* )

ALTERNATIVE Q



PINPOINT ALTERNATES

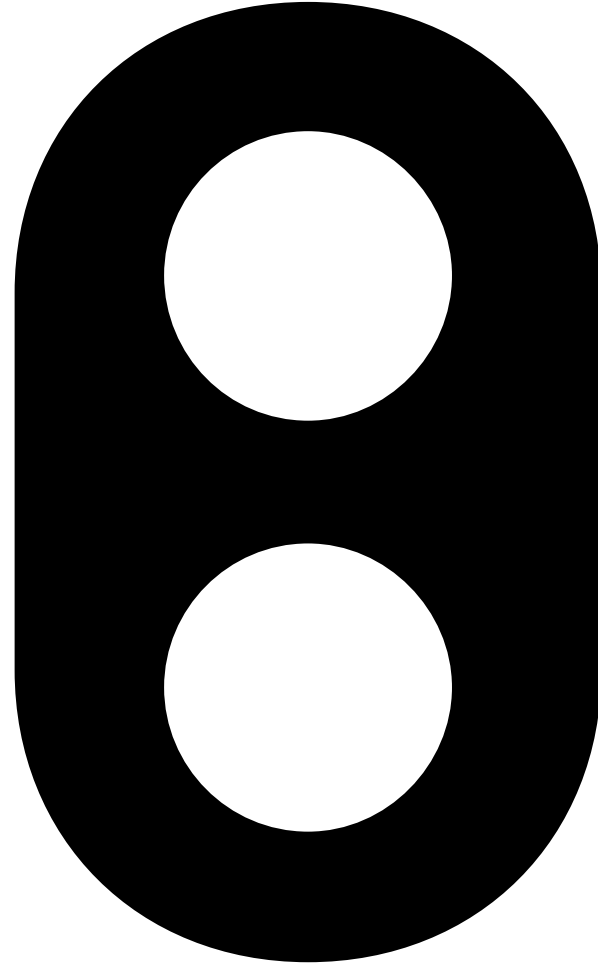
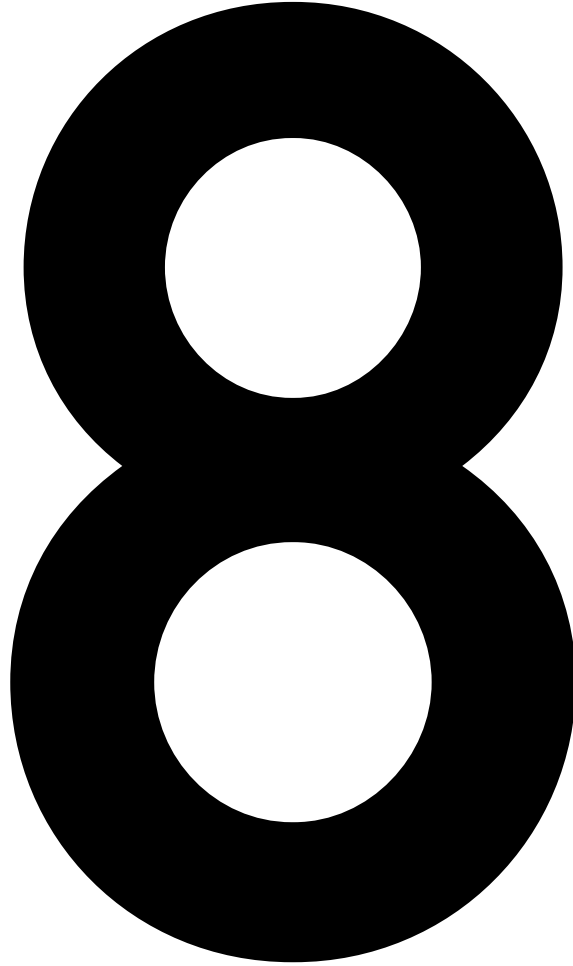




ALTERNATIVE G



ALTERNATIVE 8



MONO LIGHT

"Josef Müller  
-Brockmann's  
CWS word mark  
(1958)"

## MONO REGULAR

\* Heavily  
-engineered,  
yet warm  
& witty \*

MONO BOLD

"Marlyso Schmid  
& Bernard  
Müller's Swatch  
Logo (1981)"

70 PT REGULAR

# Learn The Trompet in 16 Easy Payments of \$14.99/month

200 PT BOLD

# Q&A

30 PT LIGHT

Mon – Thurs: 7-5  
90s Funk  
“How It’s Made”  
Traces of Nuts  
Formula X  
Issue No. 48

45 PT LIGHT

Quetzalcoatl  
(Spanish: Quetzalcóatl,  
pronounced [ketsal'koatl]) is the  
"Quetzal-feathered Serpent"

220 PT BOLD

£49.02

LIGHT

72 PT

Mont-Sainte-Anne is  
a ski resort in eastern  
Canada, located in

54 PT

Mont-Sainte-  
Anne is a ski re-  
sort in eastern  
Canada, locat-

40 PT

Mont-Sainte-Anne  
is a ski resort in  
eastern Canada,  
located in the town  
of Beaupré, Que-



## LIGHT

## 24 PT

Mont-Sainte-Anne is a ski resort in eastern Canada, located in the town of Beaupré, Quebec, about 40 km (25 mi) northeast of Quebec City. The mountain is part of the Laurentian mountain chain and has a summit elevation of 800 m (2,625 ft) above sea level with a vertical drop of 625 m (2,051 ft). There are

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REGULAR

72 PT

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54 PT

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**BOLD**

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