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## Launch of Alfab type foundry

### Fonts to make up the alphabet, and the fabulous use of fonts: Alfab makes its debut into the type foundry market.

Committed to helping brands achieve that balance between modern and classic, Versailles-based Alfab type foundry aims to provide a sophisticated aesthetic via the development of unique fonts, rich in background and context.

Founder Bruno Bernard, a French type- and graphic designer with over 15 years of experience in the field of typography, believes that in these modern times, brands have a heightened sense of identity awareness, with unique needs to create their own distinct image. He shares: “In my experience working with brands who are interested in having their own typefaces, particularly luxury brands, there is an overall cohesion they want to achieve between tradition and innovation, and heritage and contemporary. Logos and typefaces are among the ways they achieve the image they envision for themselves”.

#### Alfab's starting line-up: Mazette, Mihaly, Adso

Three fonts are already available for purchase and installation from Alfab, and interested brands or even fellow typeface-enthusiasts can read all about the overview and backstory of each font available on the Alfab website.

#### Mazette

A modern display typeface with a distinctive elegant look, Mazette is inspired by the refined forms of a nineteenth century Didot, while offering the freedom to break contours in the manner that a stencil font would. Its sharp construction logic and great readability make it an ideal display font for publishing or branding.

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## **Mihaly Display**

A geometric sans serif with a low contrast, Mihaly was designed with care to conserve the feeling of geometric rigor, referring to the constructivist ideal of the 20s. However, the homogeneity of its proportions gives it a very modern neutrality, making Mihaly an interesting alternative to classic low-contrasted sans-serif like Din or Interstate.

Designed for display setting, Mihaly Display is the first in a family of fonts, with the rest to be completed in the coming future.

## **Adso**

Born out of Bruno's research that studied the possibility of reintroducing Gothic writing into our contemporary world, Adso was inspired by Textura, but was decidedly freed of all the little details that usually make blackletter faces appear foreign or even displeasing to the contemporary reader's eyes. Nevertheless, the basic features of Gothic color were preserved: verticality, modularity, and darkness. A gothic font for today's age, highly readable and open to all fields of expression.

First released back in 2010 when Bruno still served as Co-Founder of Bureau des Affaires Typographiques, Adso was Bruno's first foray into type publishing.

All Alfab fonts are available in various weights ranging from Ultralight to Black. Also available at Alfab, are custom font services, as well as custom font licences. Alfab fonts can be used for print and web, as well as logos, letterings, stationery and more.

Go to [www.alfab.tf](http://www.alfab.tf) to find out more about the Alfab type foundry vision, and follow Alfab on Instagram @alfab\_typefoundry

## **About Alfab**

### **[www.alfab.tf](http://www.alfab.tf)**

Alfab is a type foundry founded by Bruno Bernard, a type- and graphic designer specialising in corporate identity and cultural communication.

With over 15 years of experience, Bruno co-founded the Bureau des Affaires Typographiques foundry in 2009, and in 2010 achieved notability with his Adso font, which was the culmination of his research into gothic script.

Based in Versailles, France, Alfab aims to develop creative typefaces as well as custom typefaces for truly identity-aware brands. Steeped in both contemporary and heritage values, Alfab typefaces are for the innovative brands wishing to magnify and reflect their unique messaging through the use of fonts.

From print to web, as well as stationery, logos and more, Alfab is ready to meet your needs for all things typographic.