

# object

a minimalistic sans  
by Arne Freytag



minimalism

Object is a minimalistic geometric sans serif especially designed for contemporary typography and comes with 8 weights from ultralight to black plus handslanted obliques. A large x-height not only creates space for smaller sizes, but also lends Object an open and generous character for print and screen. Many OpenType features including ligatures, contextual alternates, inits and stylistic set built into all cuts.

The font contains a wide range of flexibility for Latin language support for every typographical needs. Object is a contemporary geometric typeface, special for text, logotypes, brands, magazines and corporate design.

---

Doppelgänger

SQUARISH AND CURVY

**norm**

herausgekniffene Fadenaufgabe

**SYSTEM**

Egypt

DOPPER

**flocke**

**stretch**

MÜHLE

UPBEAT

**Saal**



# PURE REFLECT



LANGUAGE SUPPORT

SUPPORTS 34 LANGUAGES (PRO/OT CFF)

Afrikaans, Basque, Breton, Catalan, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, Gaelic (Irish, Scots), German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Saami (Southern), Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Turkish.

---

q Đ ç ð è Ě ğ ĥ þ Ő  
k ł ŋ ø þ Ě ř ŝ t ũ w  
ž Ć Ħ d' Ĵ Ŧ å æ ƒ t

---



# Solitaire



Unconsolidate

OBJECT ULTRA LIGHT

Odontophobia

OBJECT EXTRA LIGHT

Preprocessors

OBJECT LIGHT

Quantification

OBJECT REGULAR

Black Pyramid

OBJECT MEDIUM

Hot Chocolate

OBJECT BOLD

Reincarnation

OBJECT EXTRA BOLD

Antemeridian

OBJECT BLACK

---

Autosuggestion

OBJECT ULTRA LIGHT ITALIC

Procurableness

OBJECT EXTRA LIGHT ITALIC

Reinforcements

OBJECT LIGHT ITALIC

Possessorships

OBJECT ITALIC

Natural History

OBJECT MEDIUM ITALIC

Hippopotamus

OBJECT BOLD ITALIC

Superhighway

OBJECT EXTRA BOLD ITALIC

Butterflyweed

OBJECT BLACK ITALIC

DESIGN CONCEPT



REGULAR, ITALIC & DISPLAY (11 PT / 14 PT)

**M**oments of contemplation. We often find ourselves dreaming of visions of a better life. It's a universal longing, an innate desire to transcend the challenges and limitations of the present, and step into a brighter, more fulfilling reality.

For some, a better life may mean finding inner peace and contentment, cultivating a sense of mindfulness and gratitude that permeates every aspect of existence. *It's about cherishing the simple joys, savoring each moment, and nurturing meaningful connections with those around us.*

For others, a better life may entail chasing ambitious dreams and aspirations, daring to reach beyond the boundaries of what seems possible. It's about embracing risk, pursuing passions with unwavering determination, and *refusing to settle for anything less than extraordinary.*

Yet, amidst the diverse interpretations of what constitutes a better life, there exists a unifying theme—a shared commitment to personal growth and societal betterment. It's about recognizing that our individual journeys are inexorably intertwined with the collective tapestry of humanity, and that true fulfillment is found not only in the pursuit of personal goals, but also in the upliftment of those around us.

(7 pt / 9 pt)

In the moments of quiet reflection, our minds often wander to visions of a brighter tomorrow, filled with possibilities waiting to be realized. It's a deeply ingrained human instinct, this yearning for a life that surpasses the constraints of our current reality, propelling us towards a future brimming with potential.

For many, the pursuit of a better life is intricately linked with the quest for inner peace and tranquility. It involves delving deep into the recesses of our souls, cultivating a profound sense of mindfulness that colors every facet of our existence. This journey is about not just finding joy in the grand milestones, but also in the quiet moments of everyday life, where simple pleasures blossom into profound sources of fulfillment.

However, the notion of a better life extends far beyond mere contentment for others. It's about daring to dream audaciously, to envision a life that transcends the boundaries of convention and expectation. It's about embracing the exhilarating dance with uncertainty, where each step forward is fueled by an unwavering belief in one's own potential to achieve greatness.

Yet, amidst the diverse interpretations of what constitutes a better life, there exists a unifying theme—a shared commitment to personal growth and societal betterment. It's about recognizing that our individual journeys are inexorably intertwined



Fluid







In minimalism, it unveils its deepest magic—each letter a whisper drifting through space, liberated from excess. Where emptiness reigns, the written word shines like a star in a clear night sky: simple, yet full of meaning. Every character becomes a quiet heartbeat, pulsing in the stillness of white space. In the absence of abundance, the power of words grows, and the unsaid hovers between the lines, like a melody you can almost hear. Minimalism in writing is like gazing into clear, deep waters—everything unnecessary fades away, leaving only the essence, pure and infinite.

# UR





