

G TECTS
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G TECTS Identity 1 defines all visual material in the representation of the newly established office. Printed stationery, forms and brochures and a website are created as a unified whole. In keeping with our interest in electronic information technologies, each element of the identity package references significant markers in the development of print electronic display technology. The logo and address bar are established using the font OCRA, the first machine readable font developed in 1967 by American Type Founders. OCRB, the mono-spaced font developed in 1968 by Adrian Frutiger is used for titles and accents. Developed as a machine readable standard for the banking industry incorporating ASCII and other symbols, it is more expansive and easier for the human eye to read than its predecessor, OCRA. The font Courier, the mono-spaced slab serif typeface commissioned by IBM for use in typewriters, is used widely in the body of text documents. The website uses dot matrix characters in an animated DOS style. Each letter is displayed in sequence in a nod to early futuristic depictions of computers. The principles of the first identity package permeate all aspects of the multidisciplinary production of G TECTS as it considers projects in urban design, architecture, interiors, products and media.

