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G TECTS Identity 3 redesigns all aspects of our visual presence including our printed stationery, forms and brochures & website and proposes a publication of our first 10 years of work, all within a unified visual whole. The font Microsoft Sans Serif, designed as a vectorial, metric-compatible variant of the proportional raster font MS Sans Serif which was first distributed with the Windows 2000 operating system, is introduced. It replaces the Max Miedinger with Eduard Hoffmann designed font Helvetica of 1957 in our embrace of the predominance of pixelated renditions of our material. OCRA, the first machine readable font developed in 1967 by American Type Founders is maintained for our logo and special accent numbers while Courier, the mono-spaced slab serif typeface commissioned by IBM for use in typewriters, is maintained as a font for the body of our most commonly used text documents. In keeping with our previous identity packages, this version retains a collection of fonts which each reference significant markers in the development of print and electronic display technology. The first 10 years is represented by 60 projects which amount to a 1,300 page book and a 20 foot long vertical scroll on our website. This redesign represents our first complete identity overhaul.

Description	<p>G TECTS is a New York based award winning design office that pursues both conceptual projects and built work with a particular interest in exploring relationships between electronic information technologies and architecture. The pervasiveness of the electronic revolution and the seductiveness of its resultant imagery have led us to pursue a line of inquiry wherein these technologies become integral to the architectural project. This commitment to the integration of technology is mirrored in the infrastructure of the office. Both in the development of projects and in the production of documents, electronic information technologies inform and facilitate the work. The office, headed by Gordon Kipping, has a small highly trained staff with a broad range of experience in urban design, architecture, interiors, products and media. All staff contribute to each project in a collaborative environment which enables the work to be performed in an efficient and effective manner for superior results for clients with a commitment to excellence in design and its procurement. A strong set of relationships with expert consultants and specialists in various fields of fabrication and construction has enabled the consideration of a varied range of specialised projects.</p>
Urban Design	<p>This is Newark! Bodo Cultural Center Bodo Village</p>  