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.