

GEOMETRIC SANS

# GEO FORM

16  
Fonts

MODERN | UNIVERSAL | CLEAN

“**Geometric**” is a genre (and sometimes historical) classification of typefaces—almost always *sans serifs*—so called because of their geometric construction: the circles, triangles, and straight lines that form the core shapes of their letterforms.

It should be noted that even typical Geometric typefaces are not entirely geometric in construction: For us to perceive something as perfectly geometric, it’s necessary for the type designer to apply optical corrections. Overshoots, ovals instead of perfect circles, horizontals at 90% thickness of the verticals, crossbars above the midpoint, etc., are all still present in geometric faces.

Geometric typefaces became popular in the early 20th century and enjoyed a resurgence in the 1970s and 1980s. Geometric typefaces don’t necessarily come from these periods in history.

<https://fonts.google.com/knowledge/glossary/geometric>

**GEOFORM**<sup>®</sup>

GEOMETRIC SANS

Thin

*Thin Italic*

Extra Light

*Extra Light Italic*

Light

*Light Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Extra Bold**

***Extra Bold Italic***

**Heavy**

***Heavy Italic***

typeson<sup>®</sup>

**Wir finanzieren uns über Spenden!!**

*Nous nous finançons grâce aux dons*

Мы финансируем себя за счет пожертвований

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**Schüsse in Fußgängerzone**

*Полиция останавливает вооруженных людей*

*the quick brown fox jumps over the lazy dog*

---

соревнование

Große Unbekannte

1978 beim **Grand Prix** von Kanada hatte es nur fünf Grad

olağanüstü şey

SQUIDGAME

*Müłtjĩñǧûåł'*

**Mūłtīlĩñǧûåł'**

*Cyrillic + Latin Diacritics Included*

**Fashion&Design**

**La Sécurité Nationale**

**Las Vegas Herrscht Rutschgefahr**

***MAISCHBERGER***

***architects***

*Environmental Sustainability*

**ПРАВИТЕЛЬСТВО**

***Shifting***

**Long Short Story**

Contemporary Building

## OpenType Features

### SmallCaps

**Puerto Rico** → **PUERTO RICO**

### Fractions

**1/3 + 2/5 = 3/8** → **1/3 + 2/5 = 3/8**

### Subscript & Superscript

**123 456** → **<sup>123</sup><sub>456</sub>**

### Ordinal

**1a 2b 3c** → **1<sup>a</sup> 2<sup>b</sup> 3<sup>c</sup>**

### Special Characters + Currencies Symbols

**Ω ∂ Δ ∏ Σ Δ Ω √ ∞ ∫ ç £ € \$ ₳ ₪ ₶ ¥**

### Contextual Alternates

**(c) (r)** → **© ®**

### Discretionary Ligatures

**< - - >** → **↔ →**

### Discretionary Ligatures

**Th ft tt** → **Th ft tt**

### Standard Ligatures

**fi ff fl** → **fi ff fl**

### Stylistic Alternate

**& Qagt** → **⊗ Qagt**

## GEOFORM THIN

For almost four decades, its cartoonish eyes gazed out placidly over Sathorn, a commercial district in downtown Bangkok. Now, with its facade stripped back to a concrete frame amid major renovations, the tower affectionately known as the “Robot Building” is barely recognizable, save for its characteristically blocky silhouette.

The building’s owners, the Thai arm of Singapore’s United Overseas Bank (UOB), say the refurbishment will make its headquarters more energy-efficient and employee-friendly. While the company would not share images of the proposed redesign with CNN, conservationists and architects — including the tower’s 84-year-old designer, who says he was shown plans for the new exterior — have expressed dismay at dramatic alterations being made to an icon of Southeast Asian postmodernism.

Completed in 1986, the Robot Building was intended to reflect changes in the banking industry, which at the time was embracing new computer technology. Its designer Sumet Jumsai, who was inspired by one of his son’s toy robots, is considered a major figure in contemporary Thai architecture, and was named a “national artist” by the country’s government.

In an email to CNN, Sumet, who is now retired, decried the “defacement” of his creation. He described renovations as a “devastating statement” demonstrating the “ignorance and arrogance (of) big corporations.”

In March, the architect wrote to UOB Thailand expressing concern over the loss of the tower’s “original iconic features,” including its eyes, and urging it to reconsider plans “before it is too late.” The bank’s response, which was shared with CNN by Sumet, acknowledged that the building was a “significant landmark” — but said the planned refurbishment would bring it “into a new era while paying homage to its heritage.”

## GEOFORM REGULAR -- with Stylistic Alternate

Standing 20 stories high, the Robot Building’s floors get progressively smaller as they rise, giving the structure its distinctive staggered shape. Its iconic lidded “eyes” served as windows for two executive suites on the upper floors, while the building’s toy-like appearance was completed by antennas — used for communications and as lightning rods — and a series of large metallic nuts decorating its sides.

The Robot Building is among a vanishingly small number of landmarks from the era to have survived Bangkok’s breakneck urban development. After recovering from the 1997 Asian financial crisis, Thailand’s capital experienced a building boom that transformed areas like Sathorn. Bangkok is now the world’s 14th tallest city, with 112 towers measuring 150 meters (492 feet) or above, according to the Council on Tall Buildings and Urban Habitat (CTBUH).

The Thai branch of Docomomo International, a non-profit dedicated to preserving modern architecture, said it has identified the relatively diminutive Robot Building in its upcoming list of the country’s 20 “most outstanding” structures.

In an open letter to UOB Thailand, published in April, the conservation group’s president, Pongkwan Lassus, described the Robot Building as an “historical marker” signaling the transition from late modernism to postmodernism — an architectural movement known for decorative facades, ornamentation and a rejection of the mid-century mantra “form follows function.”

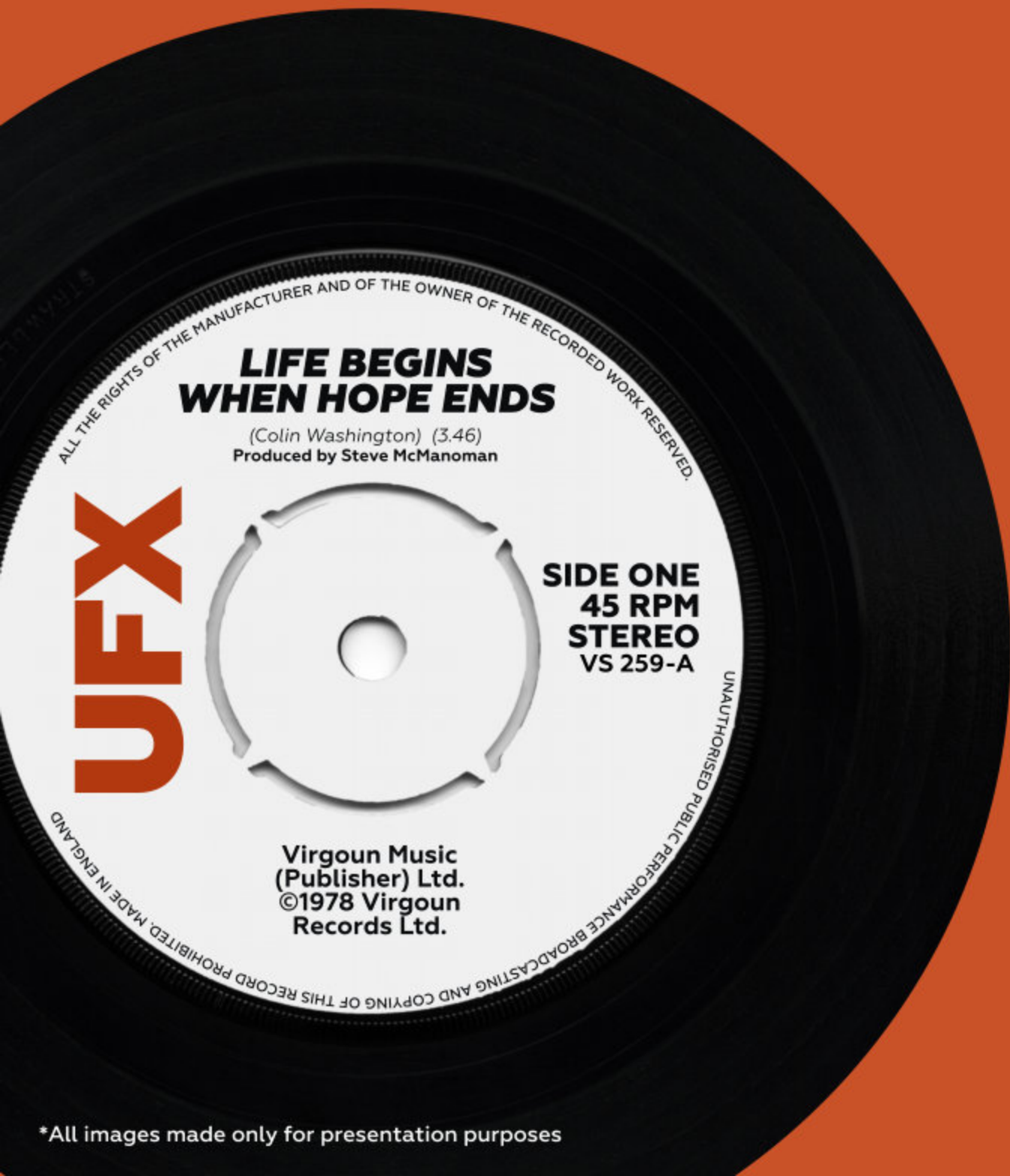
Bangkok-based filmmaker Dana Blouin, who is producing an as-yet-unnamed documentary on the Robot Building, said that despite campaigners’ pleas, the tower has now “lost its soul.”



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HUGGED  
YOUR FOOT  
TODAY?**



\*All images made only for presentation purposes



# LIFE BEGINS WHEN HOPE ENDS

Produced by Steve McManoman

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