

# ARCHIVO A GROTESQUE FONT FROM OMNIBUS-TYPE 

BY HÉCTOR GATTI

## PRESS SERIES

## ARCHIVO

| DESIGNER | Héctor Gatti |
| :---: | :---: |
| design year | 2013-2016 |
| FORMAT | OpenType PostScript (.otf) |
| LANGUAGE COVERAGE | Archivo supports 219 latin based languages, which are spoken in different 212 countries. |
| ABOUT THE TYPEFACE | Archivo is a grotesque font reminiscent of late nineteenth century. It was designed to be used simultaneously in print and online platforms and supports over 200 world languages. |

```
STYLES \& WEIGHTS Archivo Regular
Archivo Italic
Archivo Medium
Archivo Medium Italic
Archivo Semibold
Archivo Semibold Italic
Archivo Bold
Archivo Bold Italic
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Archivo Black

gRADUAL WEIGHT INCREASE
ARCHIVO black
REGULAR TO BOLD

REGULAR
MEDIUM
SEMIBOLD
BOLD - Hna Hna Hna Hna

Hna Hna Hna Hna

## All styles in Archivo <br> respond to a particular <br> typographical <br> situations


words aincosit n
Vertical stress
Working with extreme points


# the tone and th 

 trascends their| Why We Despise | Consolidation has landed <br> them among the ranks of <br> the most hated businesses <br> in the country |
| :--- | :--- | :--- | :--- |

neanm "Game of Thrones" Season 7, Episode 3 Recap:
meme "The bastard of Winterfell!" Tyrion says
$\cdots$ The big meeting of Dany and Jon $=$ Revenge Served Hot and Cold $=$ Army of the Dead
$\cdots$ Better Business Through Sci-Fi
$\underset{\substack{\text { MEDIUM ItaLIc } \\ 43 \text { PT }}}{ }$
semibold italic
DITALIC
43 PT A company that monetizes literary imagination might itself like a dystopian

## Innovations

I spent three minutes inside Tesla's Model 3 Mort de Jeanne Moreau grande comédienne et personnalité insoumise Tecnología Sam Shepard, Pulitzer Prize-winning Microsoft Paint
The hashtag "RIPMSPaint" was also trending throughout the day

# communicatiedirecteur 

"dat hij de verantwoordelijkheid heeft" Est-ce compliqué à utiliser?

LATIN PLUS
CHARACTER SET

# maginaire 

Fra rådhusklokke-koncerter til rulleskøjtedisko Realidad aumentada
Logró imponerse en la industria de la mano de Pokemón Go Edição impressa
Mobilização contra o trabalho infantil e pelo direito à educação

$\rightarrow$ Soluciones para apoyar la internacionalización y el crecimiento de las empresas.

- SANTANDER TRADE NETWORK

Una red de proveedores de servicios certificados por Grupo Santander para ayudar a internacionalizar los negocios.

Esta solución se enmarca dentro de Santander Trade, la plataforma web de Santander que apoya el comercio exterior con diferentes servicios.

## +68.000 <br> EXPORTADORES E IMPORTADORES

- GLOBAL TREASURY SOLUTIONS

Servicio que ayuda a las empresas multinacionales a gestionar su tesoreria de forma remota.

- Permite a las multinacionales contar con un repertorio centralizado de sus cuentas de cualquier entidad y ordenar pagos en cuentas de Grupo Santander, de forma centralizada por varios canales y con un formato homogeneo


## $+60$

GRUPOS MULTINACIONALES
$\rightarrow$ Relación entre clientes vinculados e ingresos
$\cdots \cdot$.... Ingresos por comisiones* (miles de millones de euros)
-.... Clientes vinculados (millones)



## Facebook's robots shut down after they develop new language

SEMIbOLD
14/16 PT
Facebook has shut down two artificial intelligences that appeared to be chatting to each other in a strange language only they understood. The two chatbots came to create their own changes to English that made it easier for them to work - but which remained mysterious to the humans that supposedly look after them.

The bizarre discussions came as Facebook challenged its chatbots to try and negotiate with each other over a trade, attempting to swap hats, balls and books, each of which were given a certain value. But they quickly broke down as the robots appeared to chant at each other in a language that they each understood but which appears mostly incomprehensible to humans.checks from fossil fuel companies.

REGULAR 10/13 PT
REGULAR 8/11 PT

But there appear to be some rules to the speech. The way the chatbots keep stressing their own name appears to a part of their negotiations, not simply a glitch in the way the messages are read out.

Indeed, some of the negotiations that were carried out in this bizarre language even ended up successfully concluding their negotiations, while conducting them entirely in the bizarre language.

That said, it's unlikely that the language is a precursor to new forms of human speech, according to linguist Mark Liberman. "n the first place, it's entirely text-based, while human languages are all basically spoken (or gestured), with text being an artificial overlay," he wrote on his blog. "And beyond that, it's unclear that this process yields a system with the kind of word, phrase, and sentence structures characteristic of human languages." The chatbots also learned to negotiate in ways that seem very human. They would, for instance, pretend to be very interested in one specific item - so that they could later pretend they were making a big sacrifice in giving it up, according to a paper published by the Facebook Artificial Intelligence Research division.

| REGULAR 10/12 PT | Italic 10/12 PT | MEDIUM 10/12 PT |
| :---: | :---: | :---: |
| Removing a civil servant from his area of expertise and putting him in a job where he's not needed and his experience is not relevant is a colossal waste of taxpayer dollars. Much more distressing, though, is what this charade means for Alaska and American livelihoods in the north. | Removing a civil servant from his area of expertise and putting him in a job where he's not needed and his experience is not relevant is a colossal waste of taxpayer dollars. Much more distressing, though, is what this charade means for Alaska and American livelihoods in the north. | Removing a civil servant from his area of expertise and putting him in a job where he's not needed and his experience is not relevant is a colossal waste of taxpayer dollars. Much more distressing, though, is what this charade means for Alaska and American livelihoods in the north. |
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| punctuation |  |
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Italic





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SUPERIOR
0123456789
123
0123456789,
123
fRactions
1/2 1/4 3/4
$1 / 21 / 43 / 4$
ordinals
1a 10 1A 10
$1^{a} 1^{o} 1^{a} 1^{0}$


ARCHIVO
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CONTENT SOURCES www.newyorker.com www.washingtonpost.com
www.telegraph.co.uk
www.independent.co.uk

## Omnibus-Type

