

# ■ Albert Boton's **Linex Sans**™

Linex Sweet was designed by Albert Boton in the late 1990s. It's a smallish family of three weights; the middle weight has an italic

**¶ ABCDEFGHIJKLMNOP**

*companion face. With its soft corners and slightly quirky head-serifs, Linex Sweet is a friendly design that sees much use. Several*

**OPQRSTUVWXYZÆŒ**

years later, Boton began sketching a new design, based on the original Linex Sweet but with a little more authority and grace.

**abcdefghijklmnopqrst**

*Linex Sans is the result. A mix of crisp angles and soft shapes, this new addition to the extended Linex family is both inviting*

**uvwxyzæœ012345678**

and elegant. The subtle calligraphic overtones distinguish the design from more traditional sans serif designs. A three

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*weight family with a complementary italic for each weight, Linex Sans is a versatile communications tool in both text and display sizes. It offers that mix of sophistication and joie de vivre that characterizes the designs of Albert Boton.*

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!?

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890.,!?*

Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,!?**

Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890.,!?***

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,!?**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890.,!?***

Base Character Set

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyzßfił0123456789

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12 on 13

imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. For if you have no feelings about wine one way or the other, you will want the sensation of drinking the stuff out of a vessel that may have cost *thousands of pounds*; but if you are a member of that vanishing tribe, the amateurs of fine vintages, you will choose the

14 on 15

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18 on 20

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14 on 16

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