

EnormTM

a fluid branding type
by Arne Freytag

Nº 22 ~ 2025

The background features a series of fluid, undulating shapes in shades of teal and blue, set against a warm, orange-brown gradient. The word "oscillate" is written in a clean, white, sans-serif font, centered horizontally across the middle of the image. The overall aesthetic is modern and artistic, with a focus on movement and color contrast.

oscillate

Enorm is a modern, futuristically conceived neo-grotesque typeface that combines clarity and timelessness with current and emerging technologies. It is designed to serve as a typographic foundation for distinctive brand communication.

Its large x-height enhances readability at smaller sizes and gives the typeface an open, generous appearance on both print and screen. Extensive OpenType features such as ligatures, contextual alternates, and stylistic sets are integrated across all styles. With broad Latin language support, Enorm offers high versatility for diverse typographic applications.

Designed as a contemporary geometric typeface, it is particularly well-suited for text, logotypes, branding, editorial design, and corporate identities.

Enorm is a related variant of Object.

Wellenförmig

SQUARISH AND CURVY

norm

Biomimetics Technology

WOW

DOSE

kicker

COOL

TWIN

FIFER

QUITO

yearly

The background is an abstract composition of fluid, overlapping waves in shades of teal, blue, and orange. The waves have a textured, almost metallic or liquid appearance, with bright highlights and deep shadows that create a sense of movement and depth. The overall color palette is cool but accented with warm tones.

EVOLVER

LANGUAGE SUPPORT

SUPPORTS 34 LANGUAGES (PRO/OT CFF)

Afrikaans, Basque, Breton, Catalan, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, Gaelic (Irish, Scots), German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Saami (Southern), Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Turkish.

q Đ ç ő ě Ř g ĥ þ Ő
k ł ŋ ø þ Ě ř š ₧ ů v̈w
ž Ġ Ħ đ Ĵ Ꞥ Ǻ æ ₣ ₧

The background features a series of thick, flowing, ribbon-like shapes in shades of teal, blue, and orange, creating a sense of movement and depth. The text is centered over this abstract composition.

**Bio-
morph**

Unconsolidate

ENORM ULTRA LIGHT

Odontophobia

ENORM EXTRA LIGHT

Preprocessors

ENORM LIGHT

Quantification

ENORM REGULAR

Black Pyramid

ENORM MEDIUM

Hot Chocolate

ENORM BOLD

Reincarnation

ENORM EXTRA BOLD

Amtemeridian

ENORM BLACK

Autosuggestion

ENORM ULTRA LIGHT OBLIQUE

Procurableness

ENORM EXTRA LIGHT OBLIQUE

Reinforcements

ENORM LIGHT OBLIQUE

Possessorships

ENORM OBLIQUE

Natural History

ENORM MEDIUM OBLIQUE

Hippopotamus

ENORM BOLD OBLIQUE

Superhighway

ENORM EXTRA BOLD OBLIQUE

Butterflyweed

ENORM BLACK OBLIQUE

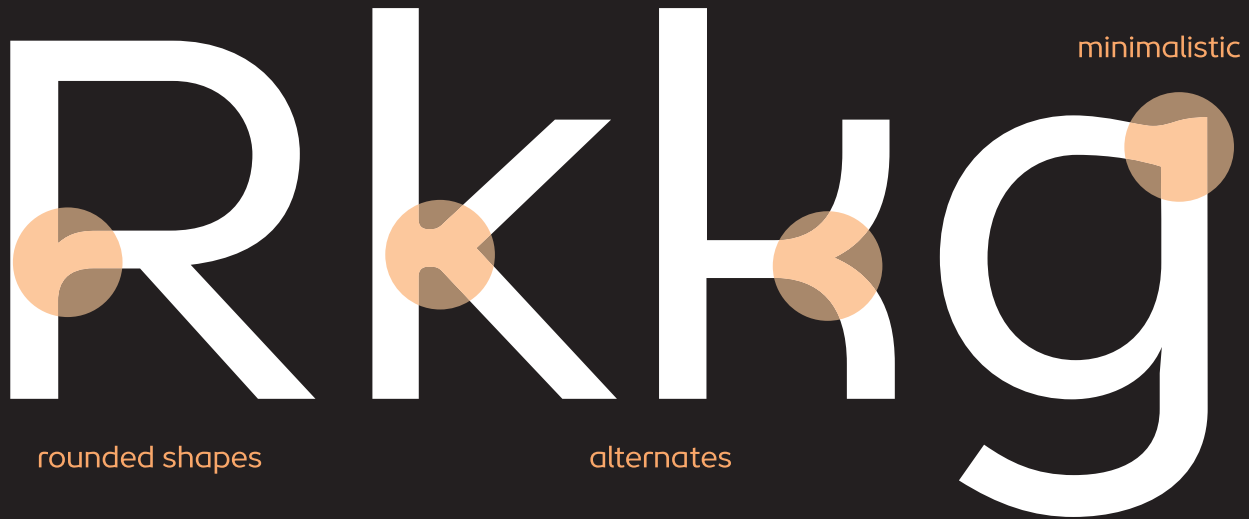
DESIGN CONCEPT

Rkkkg

rounded shapes

alternates

minimalistic



REGULAR, ITALIC & DISPLAY (11 PT / 14 PT)

Moments of contemplation. We often find ourselves dreaming of visions of a better life. It's a universal longing, an innate desire to transcend the challenges and limitations of the present, and step into a brighter, more fulfilling reality.

For some, a better life may mean finding inner peace and contentment, cultivating a sense of mindfulness and gratitude that permeates every aspect of existence. *It's about cherishing the simple joys, savoring each moment, and nurturing meaningful connections with those around us.*

For others, a better life may entail chasing ambitious dreams and aspirations, daring to reach beyond the boundaries of what seems possible. It's about embracing risk, pursuing passions with unwavering determination, *and refusing to settle for anything less than extraordinary.*

Yet, amidst the diverse interpretations of what constitutes a better life, there exists a unifying theme—a shared commitment to personal growth and societal betterment. It's about recognizing that our individual journeys are inexorably intertwined with the collective tapestry of humanity, and that true fulfillment is found not only in the pursuit of personal goals, but also in the upliftment of those around us.

(7 pt / 9 pt)

In the moments of quiet reflection, our minds often wander to visions of a brighter tomorrow, filled with possibilities waiting to be realized. It's a deeply ingrained human instinct, this yearning for a life that surpasses the constraints of our current reality, propelling us towards a future brimming with potential.

For many, the pursuit of a better life is intricately linked with the quest for inner peace and tranquility. It involves delving deep into the recesses of our souls, cultivating a profound sense of mindfulness that colors every facet of our existence. This journey is about not just finding joy in the grand milestones, but also in the quiet moments of everyday life, where simple pleasures blossom into profound sources of fulfillment.

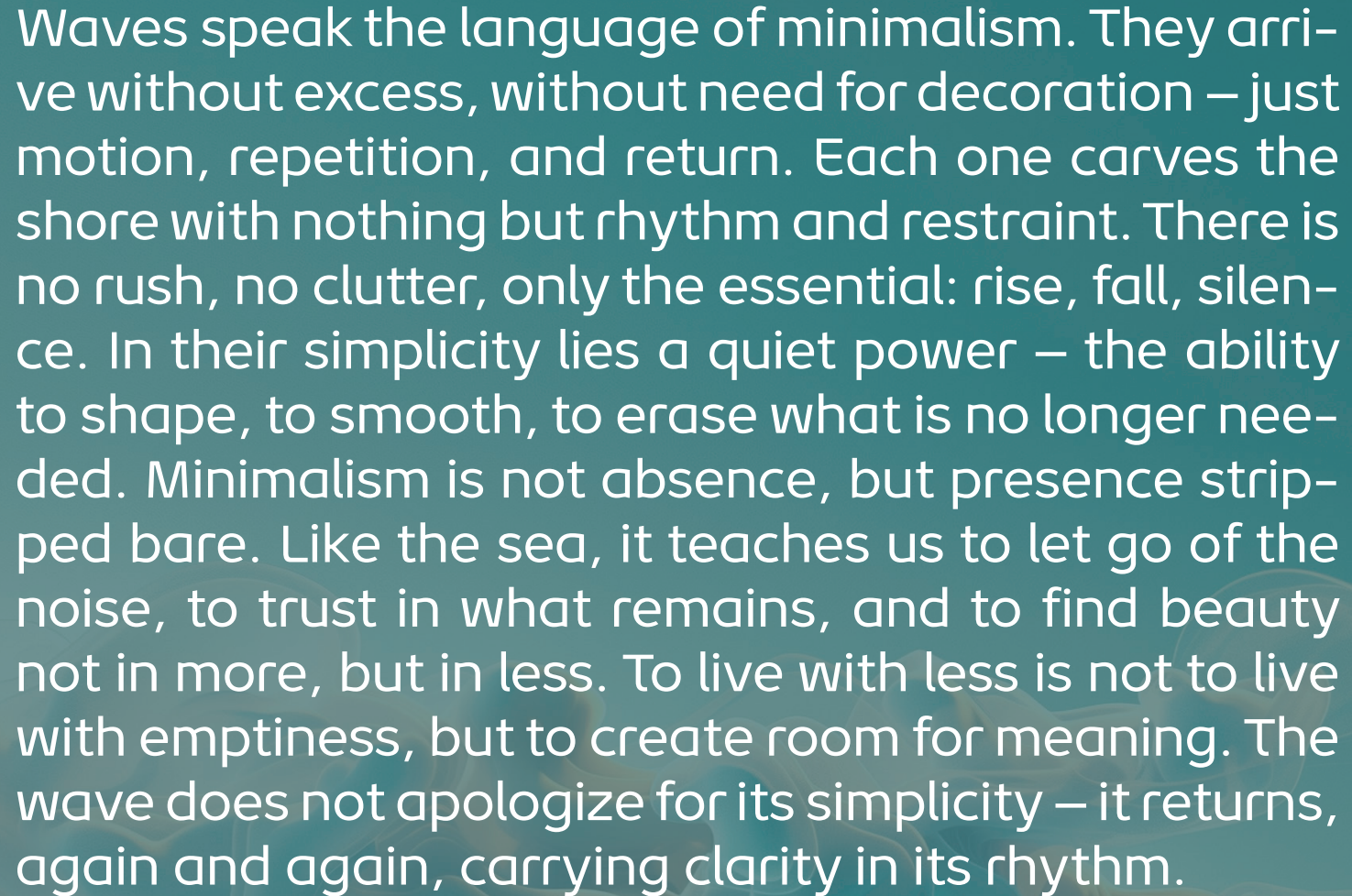
However, the notion of a better life extends far beyond mere contentment for others. It's about daring to dream audaciously, to envision a life that transcends the boundaries of convention and expectation. It's about embracing the exhilarating dance with uncertainty, where each step forward is fueled by an unwavering belief in one's own potential to achieve greatness.

Yet, amidst the diverse interpretations of what constitutes a better life, there exists a unifying theme—a shared commitment to personal growth and societal betterment. It's about recognizing that our individual journeys are inexorably intertwined with

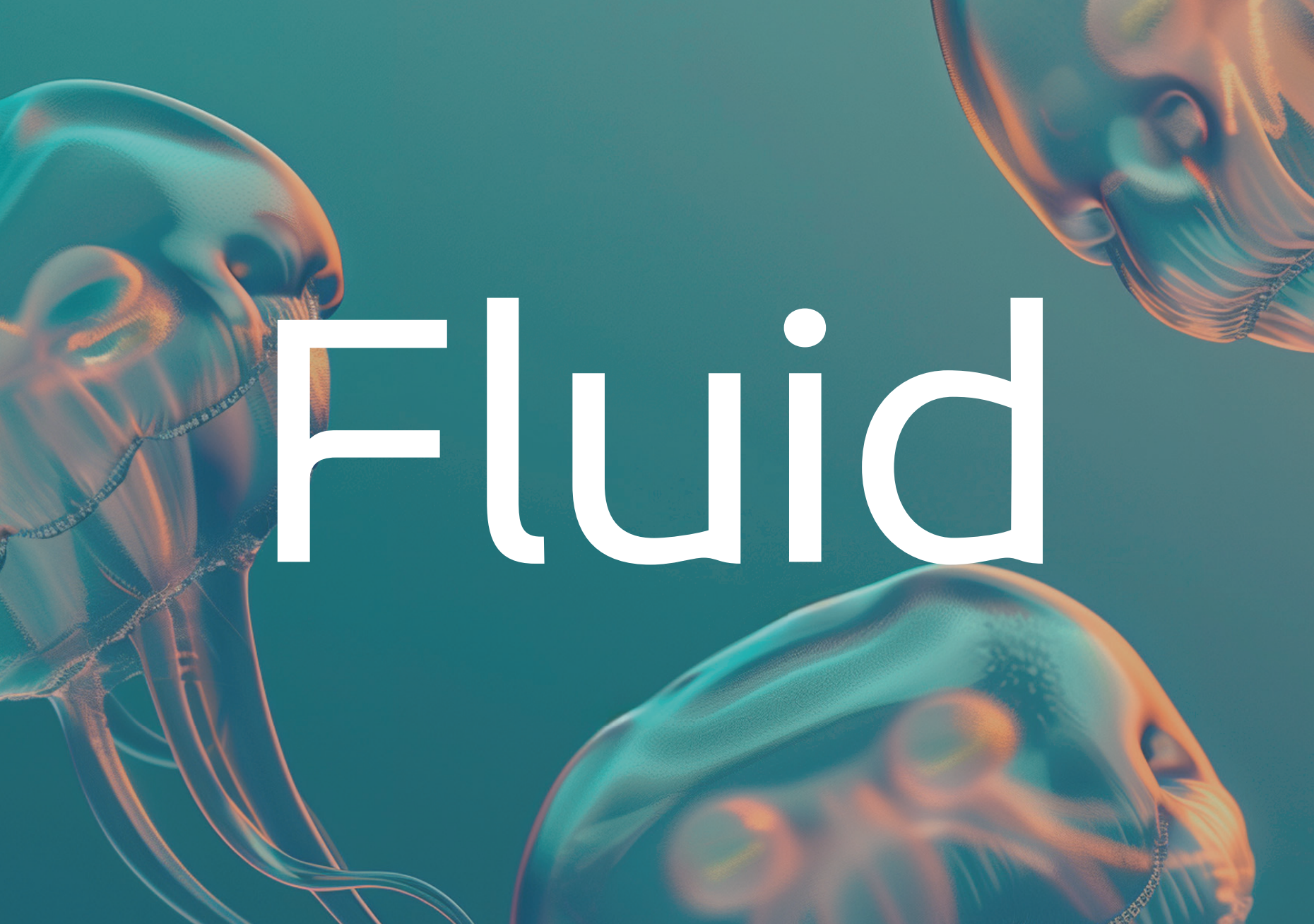


eco

FRIENDLY

The background is a solid teal color with faint, white, stylized wave patterns that flow across the bottom and right sides of the image. The text is a single paragraph in a white, sans-serif font, centered on the left side of the image.

Waves speak the language of minimalism. They arrive without excess, without need for decoration – just motion, repetition, and return. Each one carves the shore with nothing but rhythm and restraint. There is no rush, no clutter, only the essential: rise, fall, silence. In their simplicity lies a quiet power – the ability to shape, to smooth, to erase what is no longer needed. Minimalism is not absence, but presence stripped bare. Like the sea, it teaches us to let go of the noise, to trust in what remains, and to find beauty not in more, but in less. To live with less is not to live with emptiness, but to create room for meaning. The wave does not apologize for its simplicity – it returns, again and again, carrying clarity in its rhythm.



Fluid

