

MuirMcNeil

sa
ns
flux

020 'Font designers be like
here's grotesk grotesk
a lovely grotesk that sort of
like all the other grotesks.'

030 'Humanist' sans serif typefaces are often considered more inviting and more legible than monoline and geometric designs due to their organic qualities.

040 Their letterforms subtly echo handwriting by means of a delicately modulated stroke contrast and naturally incised junctions.

060 Sans / *sænz* /
preposition: without,
absent, minus, void,
serifless.

Flux / *fluks* / noun:
a continuous flow of
fluid.

080 MuirMcNeil Sans Flux
is a sans serif typeface
with a high stroke
contrast that imparts
the elegant sensibilities
of a warm, calligraphic
typescript.

Strokes are modulated
with a vertical stress,
while uppercase letters
are similar in proportion
to Roman monumental
capitals.

100 Sans Flux has been developed from MuirMcNeil Sans Sans, a type system where the primary goal is to distil the characters of the latin alphabet into a system of archetypal components appropriate for reassembly in a variety of forms. Functioning as a 'live' specimen, Sans Sans is a typographic database with potential for dissection, deformation and reformation into new visual organisms.

120 Sans Flux has been drawn on the same skeleton as Sans Sans, following a backbone imprinted with the DNA of a number of protean sans serif typefaces from the latter half of the twentieth century, sleek modernist styles often referred to as 'neo-grotesques', like Univers, Unica and Frutiger.

140 Its forms also refer to high-contrast late modern designs such as Optima, Radiant and Britannic.

Sans Flux

Univers

Unica

Frutiger

Optima

Radiant

Britannic

160 It is commonplace nowadays for typefaces to be published as colossal superfamilies, routinely extending over multiple axes such as weight, width, height, optical size, etc., often supplemented with extensive alternate character sets and ranging across numerous language systems.

180 While these massive collections can be technically impressive, their labyrinthine complexities do little to address the immediate practical needs of end users.

200 Sans Flux is an economical, versatile, straightforward alternative: a distinctively unequivocal type system drawn in upright and italic styles, each in 12 matching weights that are fully compatible with their MuirMcNeil Sans Sans equivalents.

Sans Flux

020 Ultra Light
030 Extra Light
040 Light
060 Book
080 Regular
100 Roman
120 Medium
140 Semi Bold
160 Bold
180 Extra Bold
200 Black
220 Fat

021 *Ultra Light Italic*
031 *Extra Light Italic*
041 *Light Italic*
061 *Book Italic*
081 *Regular Italic*
101 *Italic*
121 *Medium Italic*
141 *Semi Bold Italic*
161 *Bold Italic*
181 *Extra Bold Italic*
201 *Black Italic*
221 *Fat Italic*

**220 'Things of this world
are in so constant a flux,
that nothing remains
long in the same state'.**

300pt

Aa

68/63pt

Sans without
absent minus
void serifless
humanist
modulated
incised

36/36pt

Historical diverse
competent sanitised digital
contrary vigorous warmer
humanistic calligraphic
authentic nostalgic
sentimental objective
subjective located
mediated directed pious
retrospective humanist
initial several primary
organic archetypal
subsequent visual various
different functional starting
final live typographic

NATURAL SIMPLEST
PROTEAN REFINED LATE
MODERN SKELETAL

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minimalist every cleanest natural
INDIVIDUAL SIMPLEST POSSIBLE
PROTEAN LATTER REFINED LATE
MODERN SKELETAL DISCERNIBLE

18/20pt

Commonplace massive multiple stylistic numerous
complex multipurpose practical prodigious inexorable
unequivocal economical robust serviceable single
upright italic matching neo sans without absent
minus void greater serifless early twenty-first
contemporary probable past two entire half historical
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