

sains

norm

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

**030** Monolinear and geometric sans serif designs are often considered less inviting and less readable than so-called 'humanist' typefaces due to their strictly regulated forms.

040 Usually lacking modulation in their stroke construction, the rigorous patterning of their letterforms denies the idiosyncratic variability of handwritten letters.

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

Norm / *nawm* / noun:  
a widespread or usual  
practice, procedure,  
or custom.

**080** MuirMcNeil Sans  
Norm is a sans serif  
type system that  
emphasises rhythms  
of straight vertical  
strokes to give the  
impression of a blocky,  
condensed script.

<sup>100</sup> Sans Norm has been developed from MuirMcNeil Sans Sans, a 'neutral' type system where the characters of the latin alphabet are distilled into a system of variable components intended for extensive reconfiguration.

<sup>120</sup> Sans Sans is an alphabetic database designed for calibrated dissection, deformation and reformation. It is imprinted with the DNA of a number of seminal sans serif typefaces from the second half of the twentieth century; stripped-down, modern styles, often referred to as 'neo-grotesques', such as Univers, Folio and Helvetica.

<sup>140</sup> **Constructed on a skeleton corresponding closely to that of Sans Sans, Sans Norm's more mechanised forms also refer to utilitarian twentieth century geometric designs like DIN 1451, Isonorm and OCR-A.**

Sans Norm

Univers

Folio

Helvetica

Din 1451

Isonorm

**160** It is commonplace nowadays for typefaces to be published as colossal superfamilies, spreading endlessly over multiple axes such as weight, width, height, optical size, etc., often also expanding to huge sets of alternate characters and ranging across numerous language systems.

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

**200** Sans Norm is an economical, versatile, competent alternative: an unequivocally distinctive type system drawn in upright and italic styles, each in 13 matching weights.



## Sans Norm

**010** Thin  
**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

**011** *Thin Italic*  
**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** **‘Understanding the psychology of changing norms starts from a simple insight: although we may wish to be perfectly rational and impartial, bias is an inescapable part of what it means to be human’.**

300pt

Aa

68/63pt

Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated

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

300pt

Aa

68/63pt

Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated

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

300pt

Aa

68/63pt

Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated

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

300pt

Aa

68/63pt

Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated

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

300pt

Aa

68/63pt

Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated

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

300pt

Aa

68/63pt

*Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated*

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*



300pt

Aa

68/63pt

Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated

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

300pt

Aa

68/63pt

*Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated*

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*

300pt

Aa

68/63pt

Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated

36/36pt

Historical diverse  
competent sanitised digital  
contrary vigorous warmer  
humanistic calligraphic  
authentic nostalgic  
sentimental objective

24/25pt

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

300pt

*Aa*

36/36pt

*Historical diverse  
competent sanitised digital  
contrary vigorous warmer  
humanistic calligraphic  
authentic nostalgic  
sentimental objective*

68/63pt

*Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated*

24/25pt

*Subjective located mediated directed  
pious retrospective humanist initial  
several primary organic archetypal  
subsequent visual various different  
functional starting final typographic  
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 diverse competent sanitised digital  
contrary vigorous warmer humanistic calligraphic  
nineteenth century authentic nostalgic sentimental*

300pt

Aa

68/63pt

Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated

36/36pt

Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental

24/25pt

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

300pt

*Aa*

36/36pt

*Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental*

68/63pt

*Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated*

24/25pt

*Subjective located mediated directed  
pious retrospective humanist initial  
several primary organic archetypal  
subsequent visual various different  
functional starting final typographic  
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 diverse competent sanitised digital  
contrary vigorous warmer humanistic calligraphic  
nineteenth century authentic nostalgic sentimental*

300pt

Aa

36/36pt

Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental

68/63pt

Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated

24/25pt

Subjective located mediated directed  
pious retrospective humanist initial  
several primary organic archetypal  
subsequent visual various different  
functional starting final typographic  
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 diverse competent sanitised  
digital contrary vigorous warmer humanistic  
calligraphic nineteenth century authentic nostalgic

300pt

***Aa***

36/36pt

***Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental***

68/63pt

***Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated***

24/25pt

***Subjective located mediated directed  
pious retrospective humanist initial  
several primary organic archetypal  
subsequent visual various different  
functional starting final typographic  
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 diverse competent sanitised  
digital contrary vigorous warmer humanistic  
calligraphic nineteenth century authentic nostalgic***



300pt

**Aa**

36/36pt

**Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental**

68/63pt

**Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated**

24/25pt

**Subjective located mediated directed  
pious retrospective humanist initial  
several primary organic archetypal  
subsequent visual various different  
functional starting final typographic  
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 diverse competent sanitised  
digital contrary vigorous warmer humanistic  
calligraphic nineteenth century**

300pt

**Aa**

36/36pt

**Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental**

68/63pt

**Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated**

24/25pt

**Subjective located mediated directed  
pious retrospective humanist initial  
several primary organic archetypal  
subsequent visual various different  
functional starting final typographic  
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 diverse competent sanitised  
digital contrary vigorous warmer humanistic  
calligraphic nineteenth century**

300pt

**Aa**

68/63pt

**Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated**

36/36pt

**Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental**

24/25pt

**Subjective located mediated directed  
pious retrospective humanist initial  
several primary organic archetypal  
subsequent visual various different  
functional starting final typographic  
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 diverse competent sanitised  
digital contrary vigorous warmer humanistic  
calligraphic nineteenth**

300pt

***Ad***

68/63pt

***Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated***

36/36pt

***Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental***

24/25pt

***Subjective located mediated directed  
pious retrospective humanist initial  
several primary organic archetypal  
subsequent visual various different  
functional starting final typographic  
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 diverse competent sanitised  
digital contrary vigorous warmer humanistic  
calligraphic nineteenth***

300pt

**Aa**

36/36pt

**Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental**

68/63pt

**Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated**

24/25pt

**Subjective located mediated directed  
pious retrospective humanist initial  
several primary organic archetypal  
subsequent visual various different  
functional starting final typographic  
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 diverse competent sanitised  
digital contrary vigorous warmer humanistic  
calligraphic nineteenth**

300pt

***Ad***

36/36pt

***Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental***

68/63pt

***Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated***

24/25pt

***Subjective located mediated directed  
pious retrospective humanist initial  
several primary organic archetypal  
subsequent visual various different  
functional starting final typographic  
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 diverse  
competent sanitised digital contrary vigorous  
warmer humanistic calligraphic nineteenth***

300pt

**Aa**

68/63pt

**Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated**

36/36pt

**Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental**

24/25pt

**Subjective located mediated directed  
pious retrospective humanist initial  
several primary organic archetypal  
subsequent visual various different  
functional starting final typographic  
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 diverse  
competent sanitised digital contrary vigorous  
warmer humanistic calligraphic nineteenth**

300pt

**Ad**

36/36pt

**Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental**

68/63pt

**Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated**

24/25pt

**Subjective located mediated directed  
pious retrospective humanist initial  
several primary organic archetypal  
subsequent visual various different  
functional starting final typographic  
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 diverse  
competent sanitised digital contrary vigorous  
warmer humanistic calligraphic nineteenth**



300pt

**Aa**

68/63pt

**Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated**

36/36pt

**Historical diverse  
competent sanitised  
digital contrary vigorous  
warmer humanistic  
calligraphic authentic  
nostalgic sentimental**

24/25pt

**Subjective located mediated  
directed pious retrospective  
humanist initial several primary  
organic archetypal subsequent  
visual various different functional  
starting final typographic minimalist  
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 diverse  
competent sanitised digital contrary vigorous  
warmer humanistic calligraphic nineteenth**

300pt

**Ad**

36/36pt

**Historical diverse  
competent sanitised  
digital contrary  
vigorous warmer  
humanistic calligraphic  
authentic nostalgic**

68/63pt

**Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated**

24/25pt

**Subjective located mediated  
directed pious retrospective  
humanist initial several primary  
organic archetypal subsequent  
visual various different functional  
starting final typographic minimalist  
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 diverse  
competent sanitised digital contrary vigorous  
warmer humanistic calligraphic nineteenth**

300pt

**Aa**

68/63pt

**Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated**

36/36pt

**Historical diverse  
competent sanitised  
digital contrary  
vigorous warmer  
humanistic calligraphic  
authentic nostalgic**

24/25pt

**Subjective located mediated  
directed pious retrospective  
humanist initial several primary  
organic archetypal subsequent  
visual various different functional  
starting final typographic  
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 diverse  
competent sanitised digital contrary vigorous  
warmer humanistic calligraphic nineteenth**

300pt

**Aa**

36/36pt

**Historical diverse  
competent sanitised  
digital contrary  
vigorous warmer  
humanistic calligraphic  
authentic nostalgic**

68/63pt

**Sans without  
absent minus  
void serifless  
monolinear  
geometric  
regulated**

24/25pt

**Subjective located mediated  
directed pious retrospective  
humanist initial several primary  
organic archetypal subsequent  
visual various different functional  
starting final typographic  
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 diverse  
competent sanitised digital contrary vigorous  
warmer humanistic calligraphic nineteenth**



# SORMS

# nomms