

Reflection

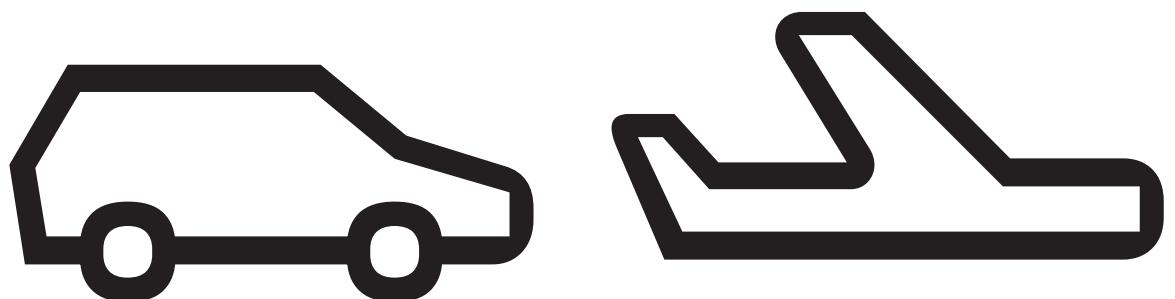
Reflection SuperClean (66pt)

(D) (E) (F) (G) (H) / (d) (e) (f) (g) (h)

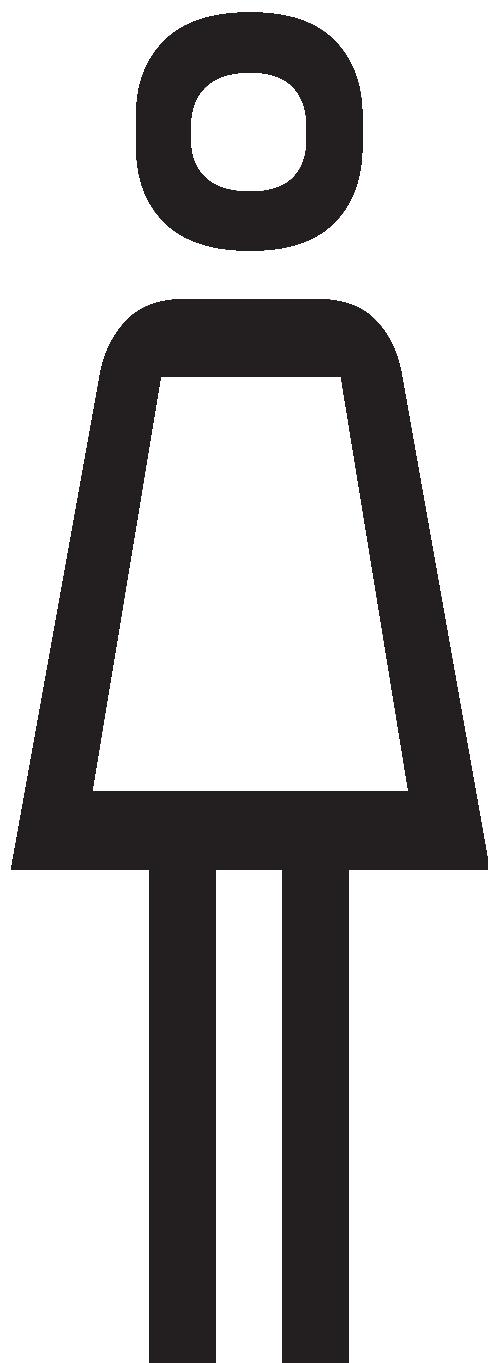


Reflection SuperClean (150pt)

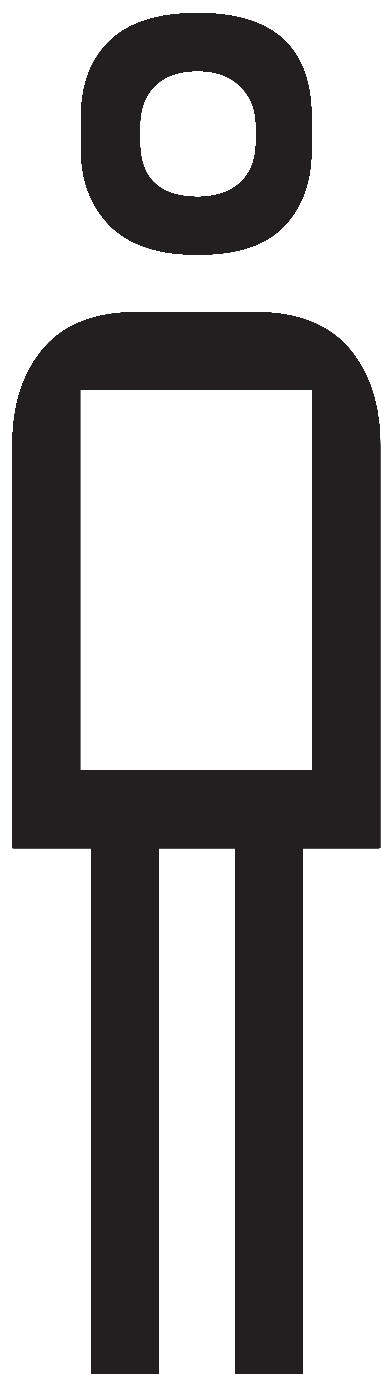
(D) (E)



(a)



(A)

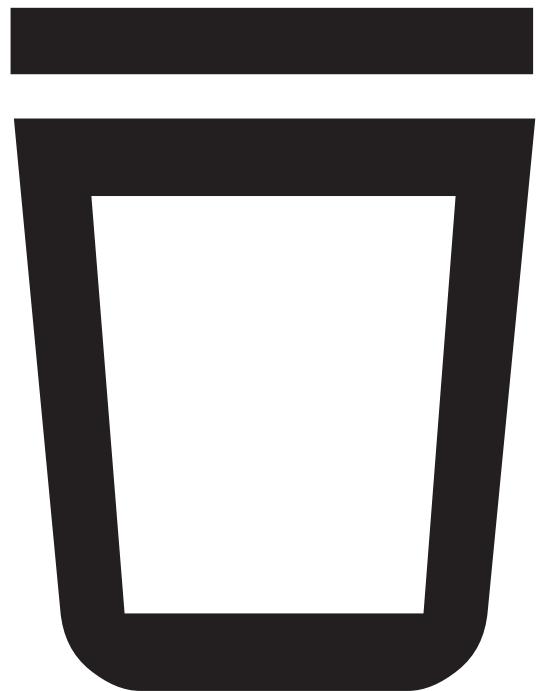
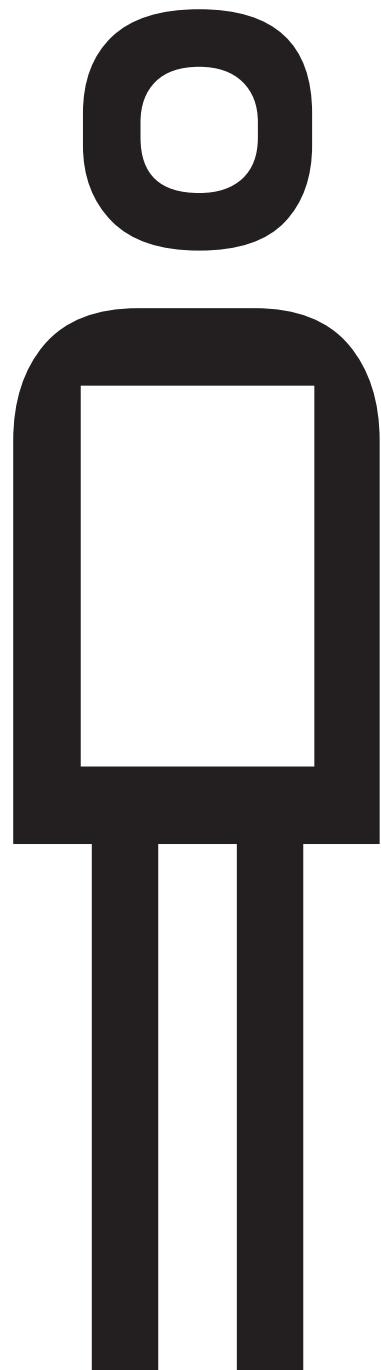


(s)

O
A

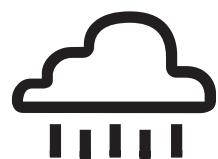
î

(S)

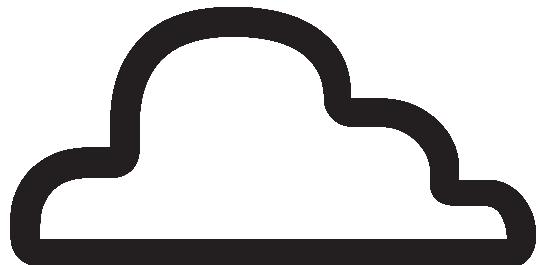
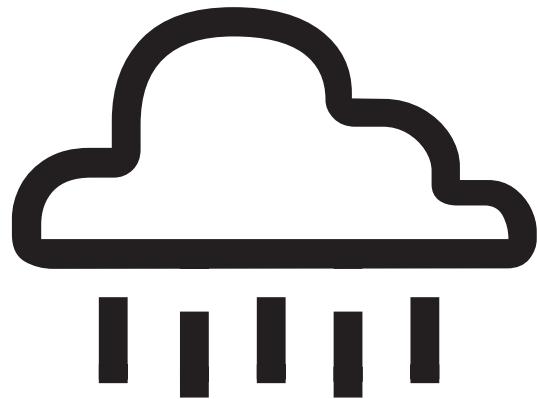
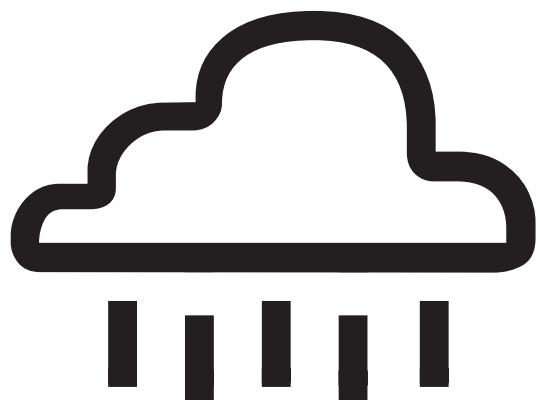


Reflection SuperClean (70pt)

(Q) (W) / (q) (w)

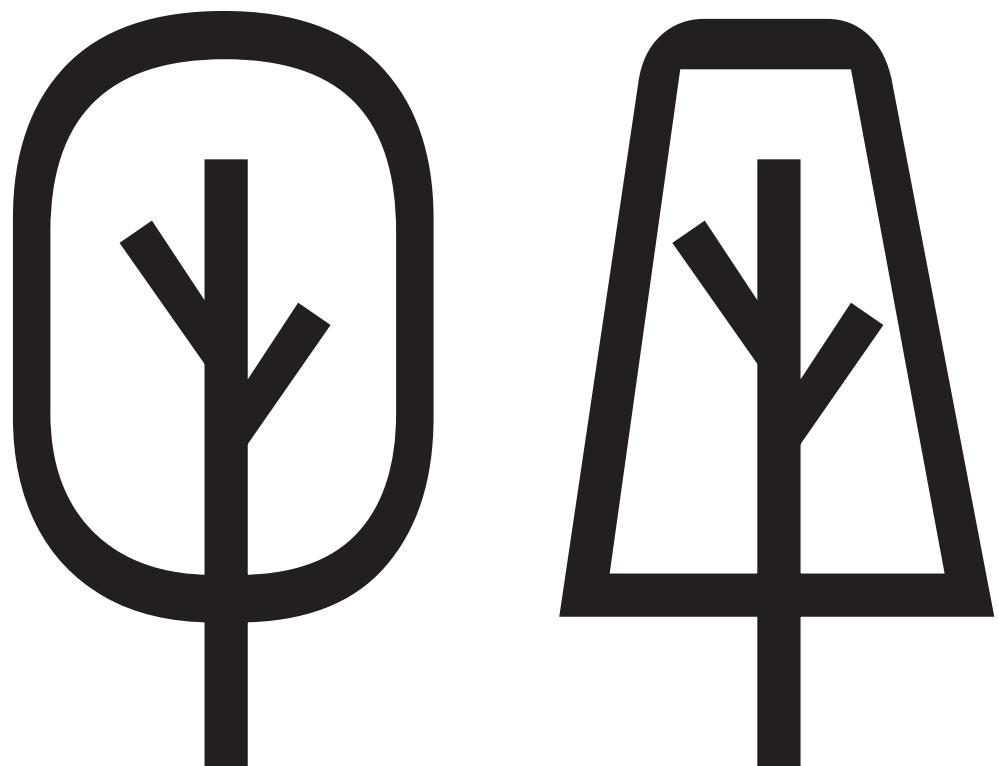


Reflection SuperClean (180pt)



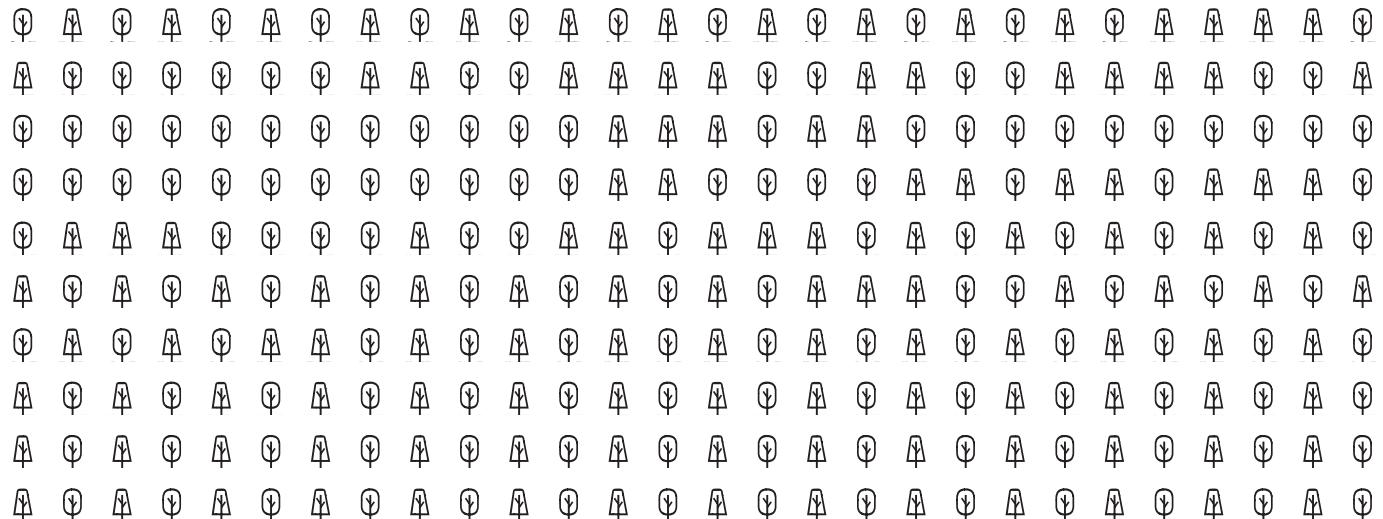
Reflection SuperClean (146pt)

(O) (o)

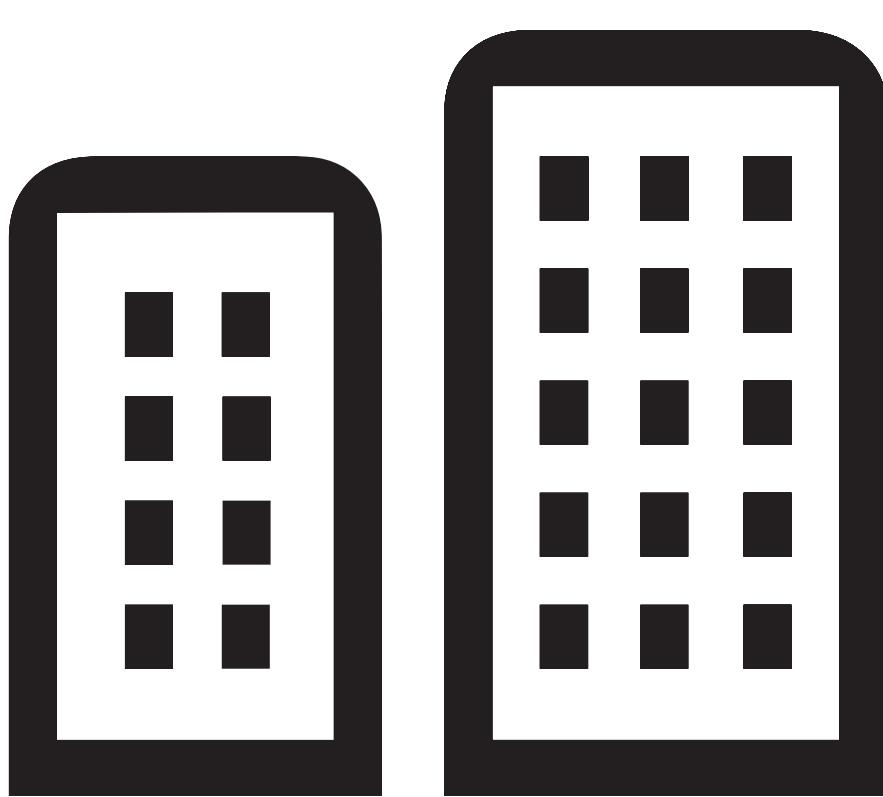


Reflection SuperClean (12pt)

(O) (o)



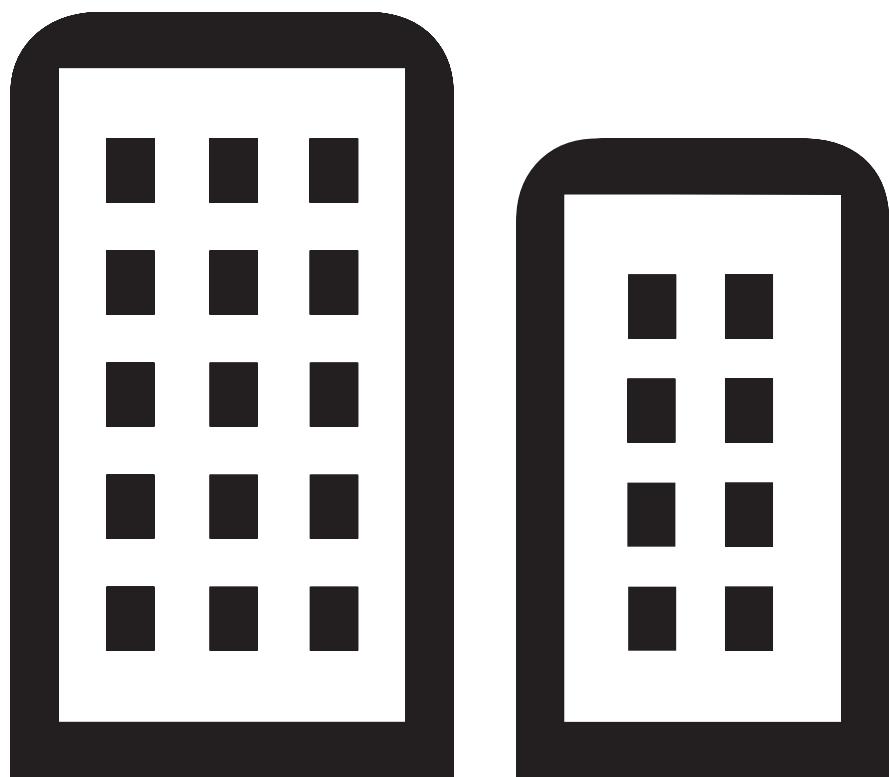
(U)



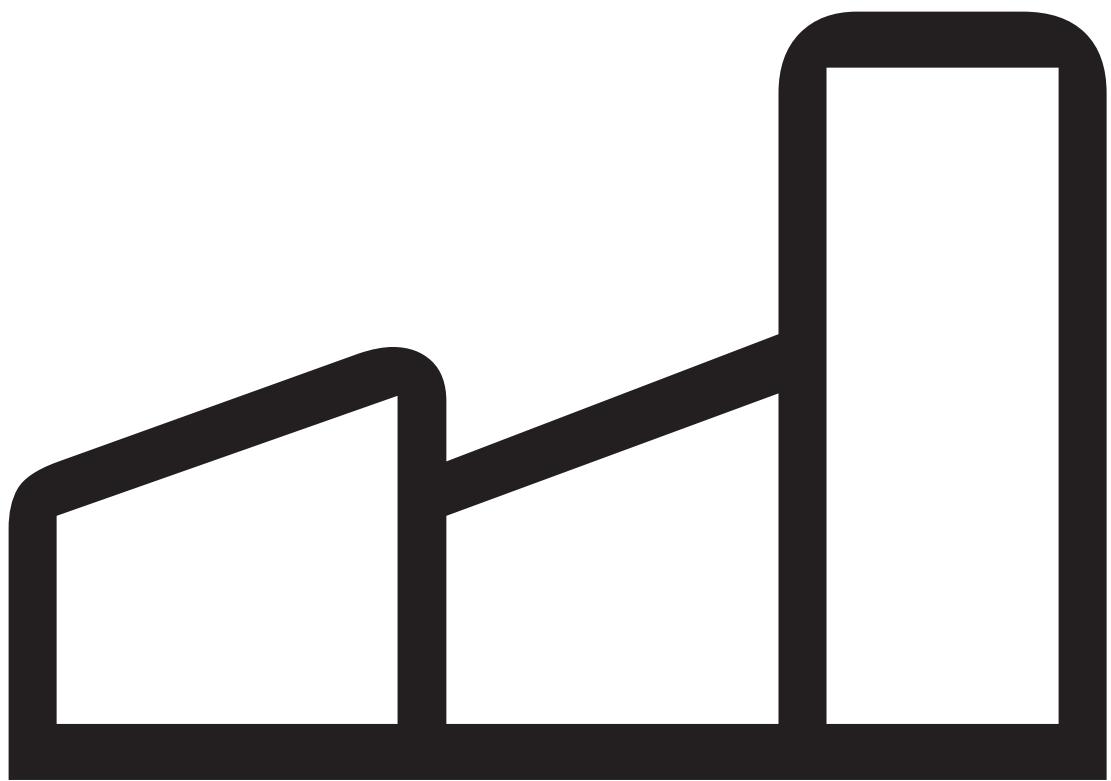
(I)



(u)

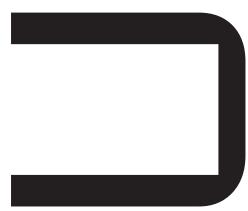


(i)



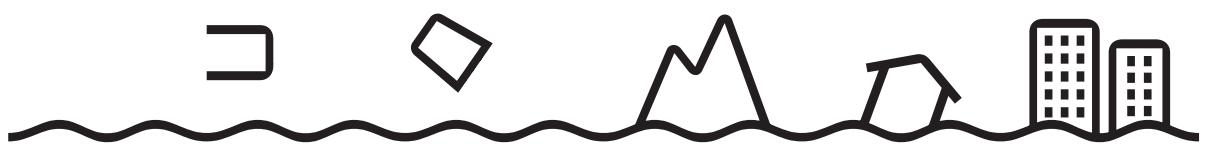
Weights

(l) (J)



Reflection SuperClean (48pt)

(J) (L) (I) (j) (K) (k)



Reflection Clean (48pt)



Reflection SemiClean (48pt)



Reflection SemiPolluted (48pt)



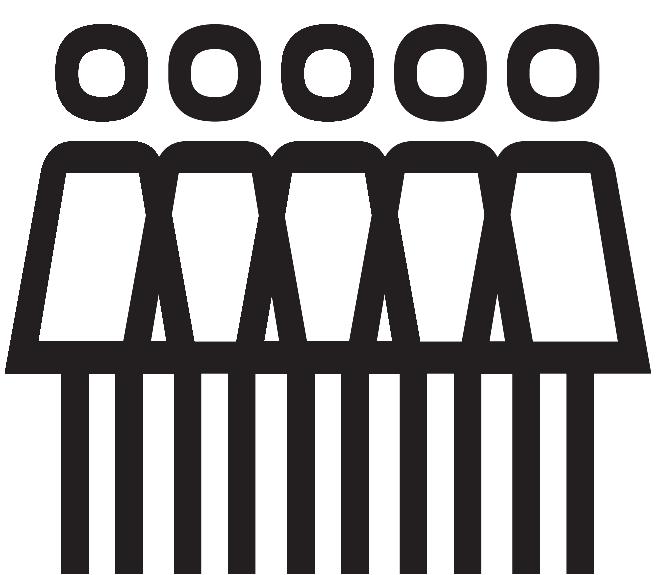
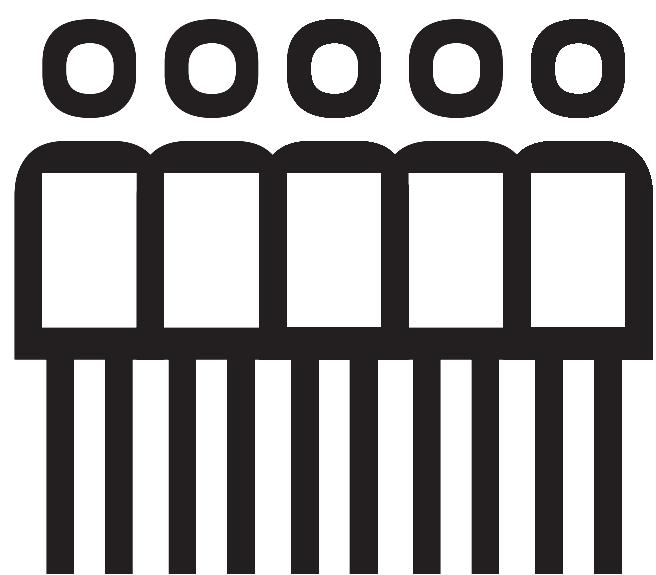
Reflection Polluted (48pt)



Reflection SuperPolluted (48pt)



(S) (s)



Reflection SuperClean (48pt)

(A) (a) (P) (S) (s)



Reflection Clean (48pt)



Reflection SemiClean (48pt)



Reflection SemiPolluted (48pt)



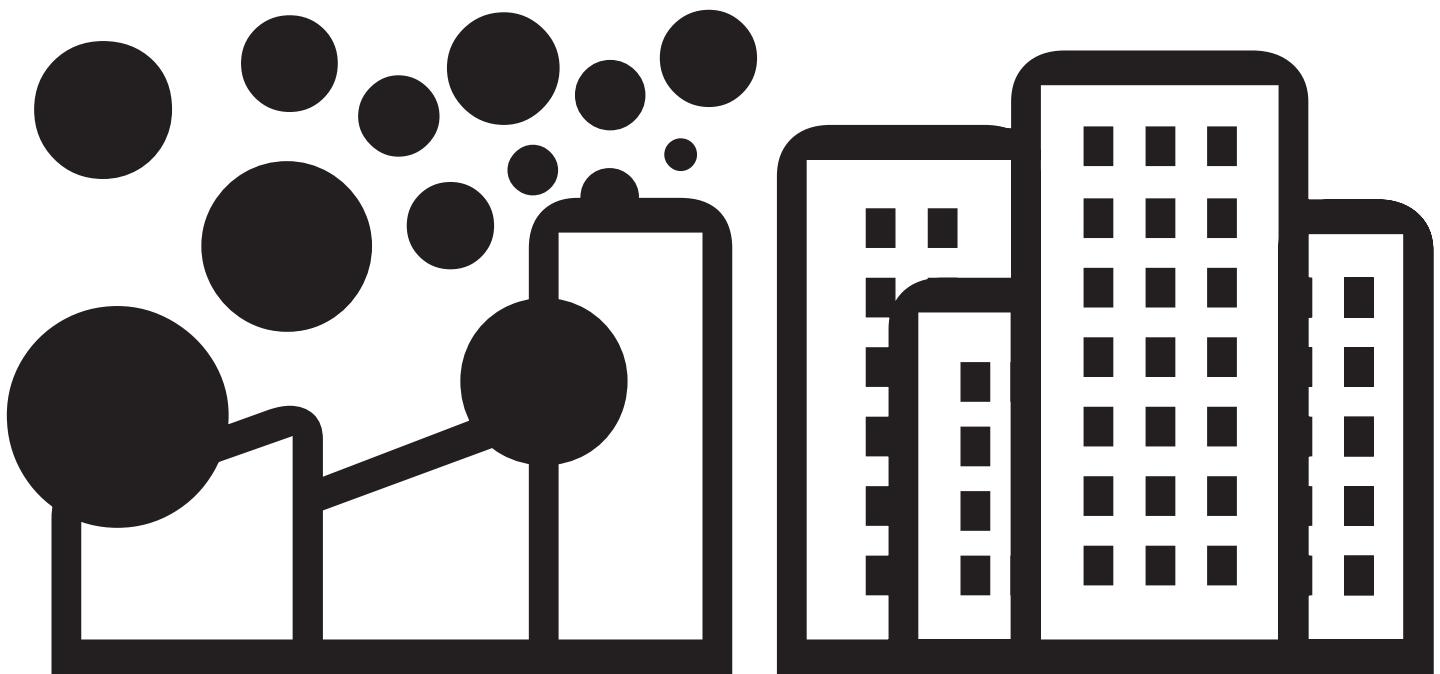
Reflection Polluted (48pt)



Reflection SuperPolluted (48pt)



(i) (U)

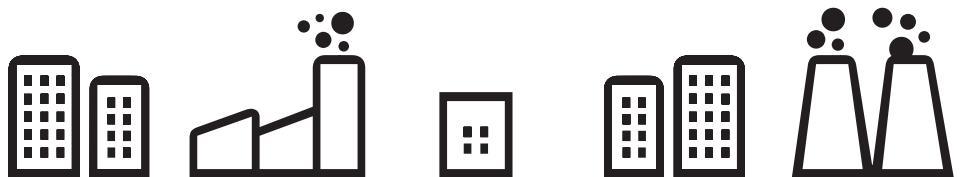


Reflection SuperClean (48pt)

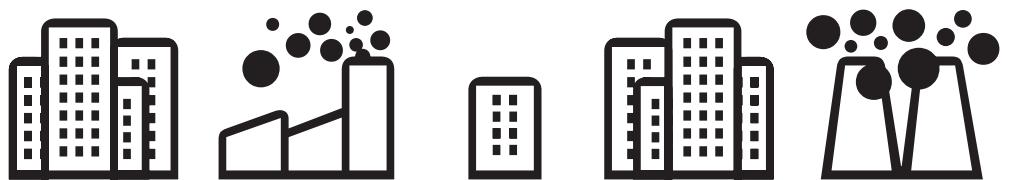
(u) (i) (p) (U) (I)



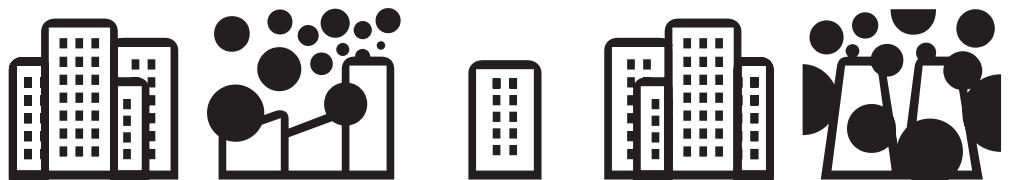
Reflection Clean (48pt)



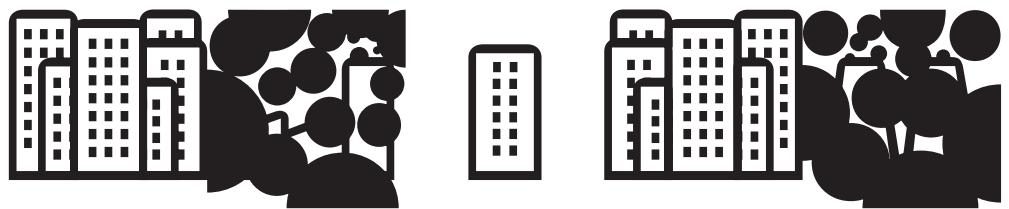
Reflection SemiClean (48pt)



Reflection SemiPolluted (48pt)



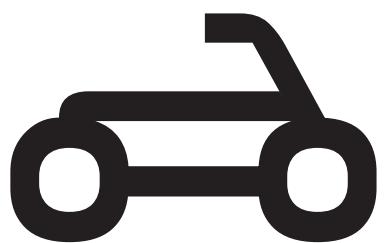
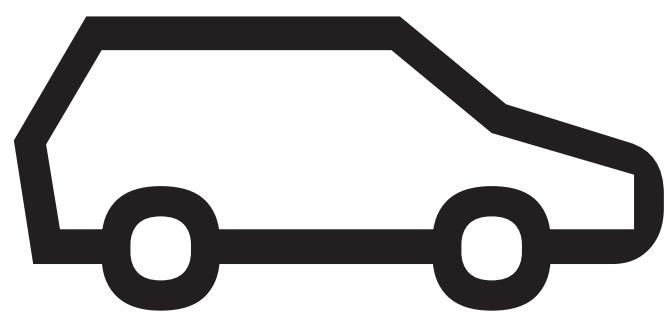
Reflection Polluted (48pt)



Reflection SuperPolluted (48pt)



(D) (G)



Reflection SuperClean (48pt)

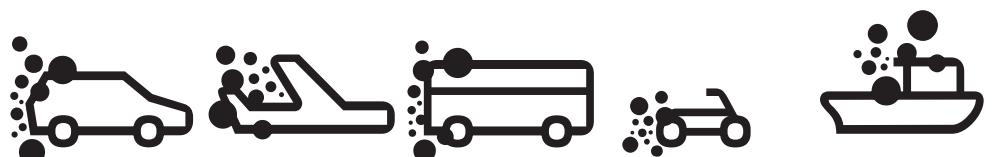
(D) (E) (F) (G) (H)



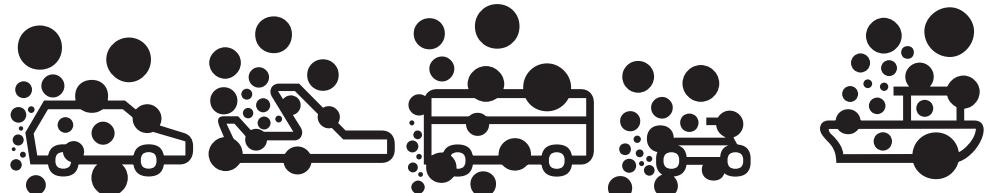
Reflection Clean (48pt)



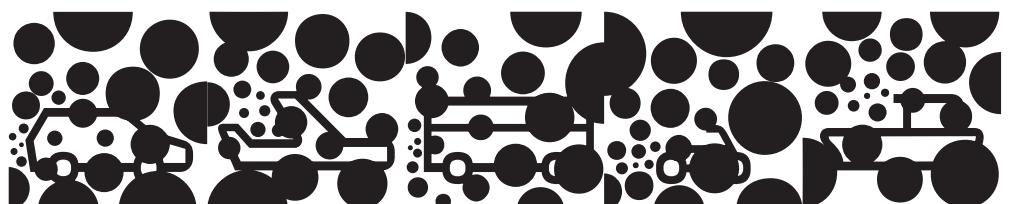
Reflection SemiClean (48pt)



Reflection SemiPolluted (48pt)



Reflection Polluted (48pt)

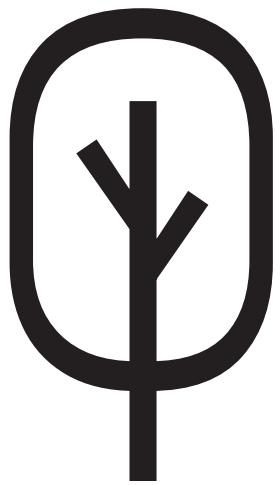
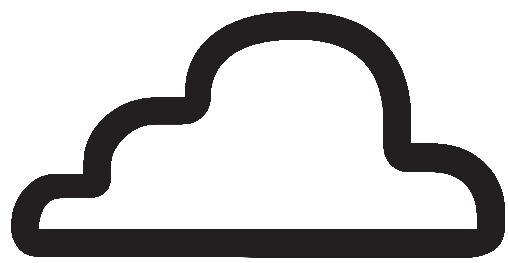


Reflection SuperPolluted (48pt)



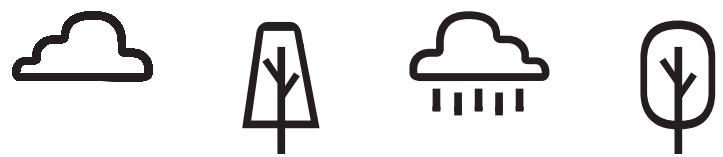
Reflection SuperClean (169pt)

(D) (G)



Reflection SuperClean (48pt)

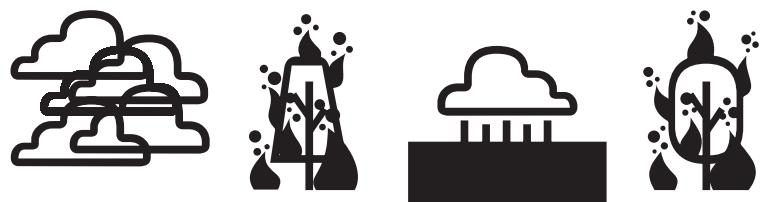
(Q) (o) (w) (O)



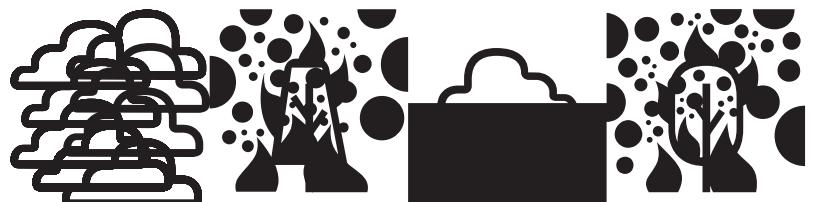
Reflection Clean (48pt)



Reflection SemiClean (48pt)



Reflection SemiPolluted (48pt)



Reflection Polluted (48pt)



Reflection SuperPolluted (48pt)



(y) (R)



Reflection SuperClean (48pt)

(Y) (T) (r) (t) (y)



Reflection Clean (48pt)



Reflection SemiClean (48pt)



Reflection SemiPolluted (48pt)

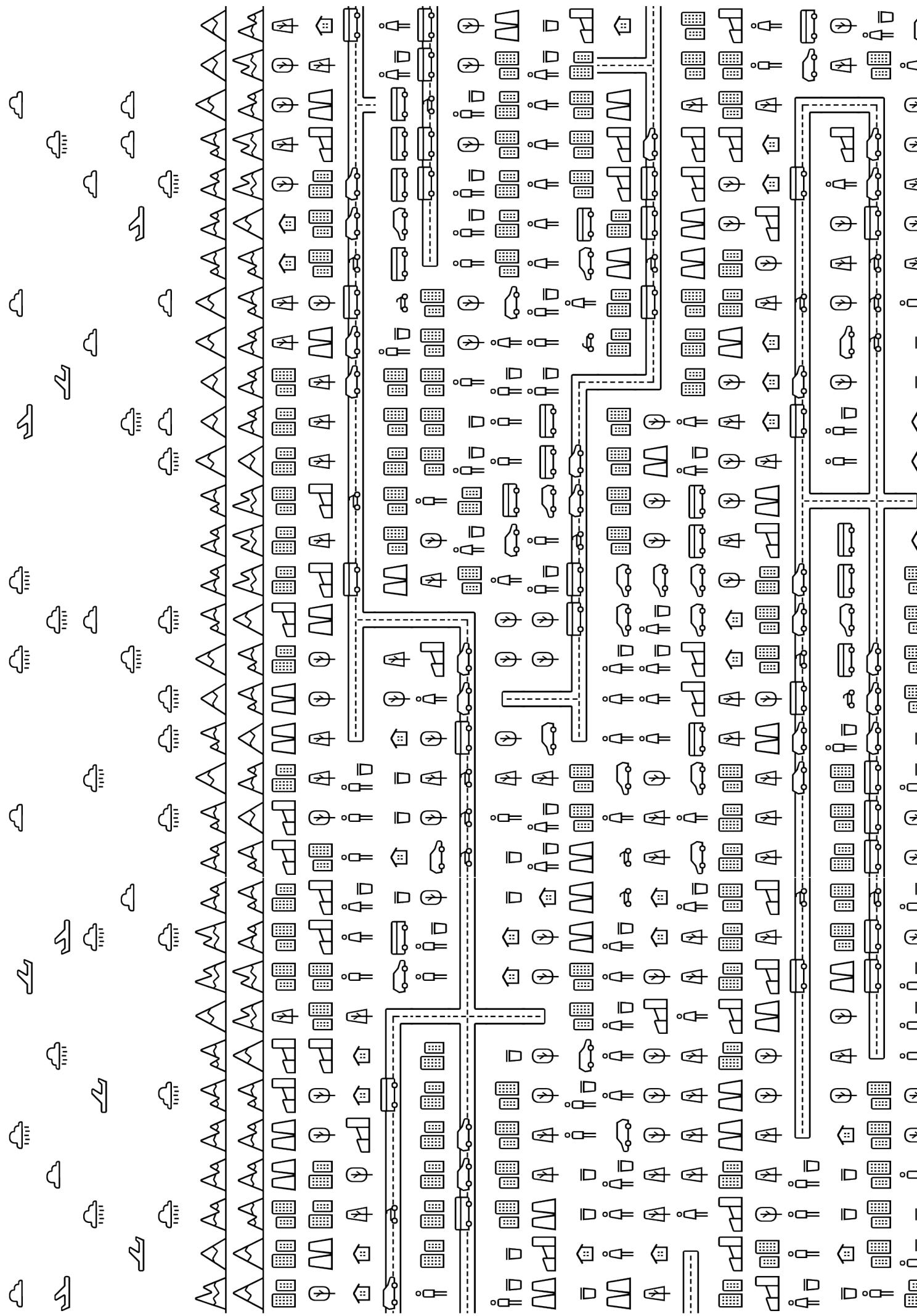


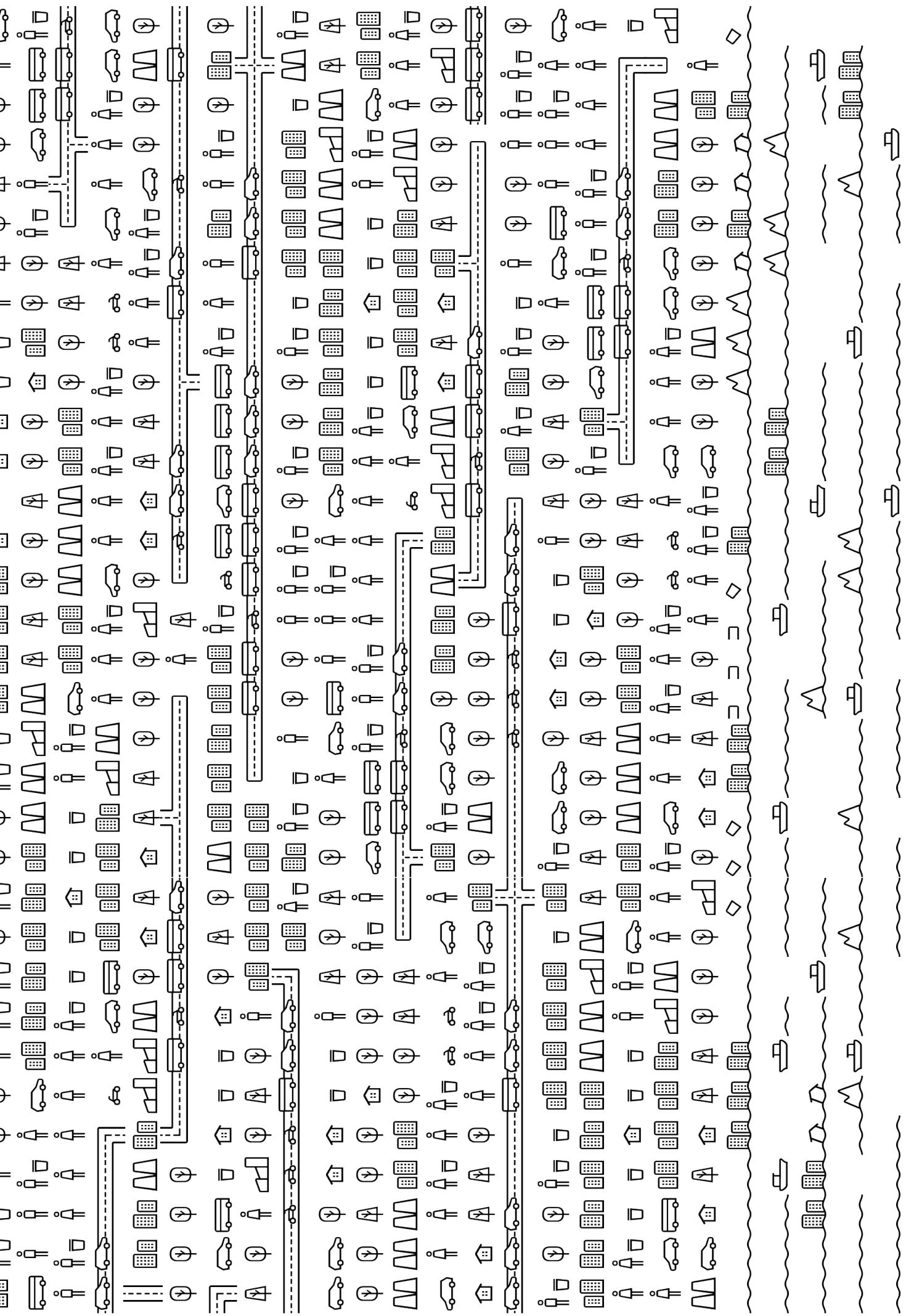
Reflection Polluted (48pt)

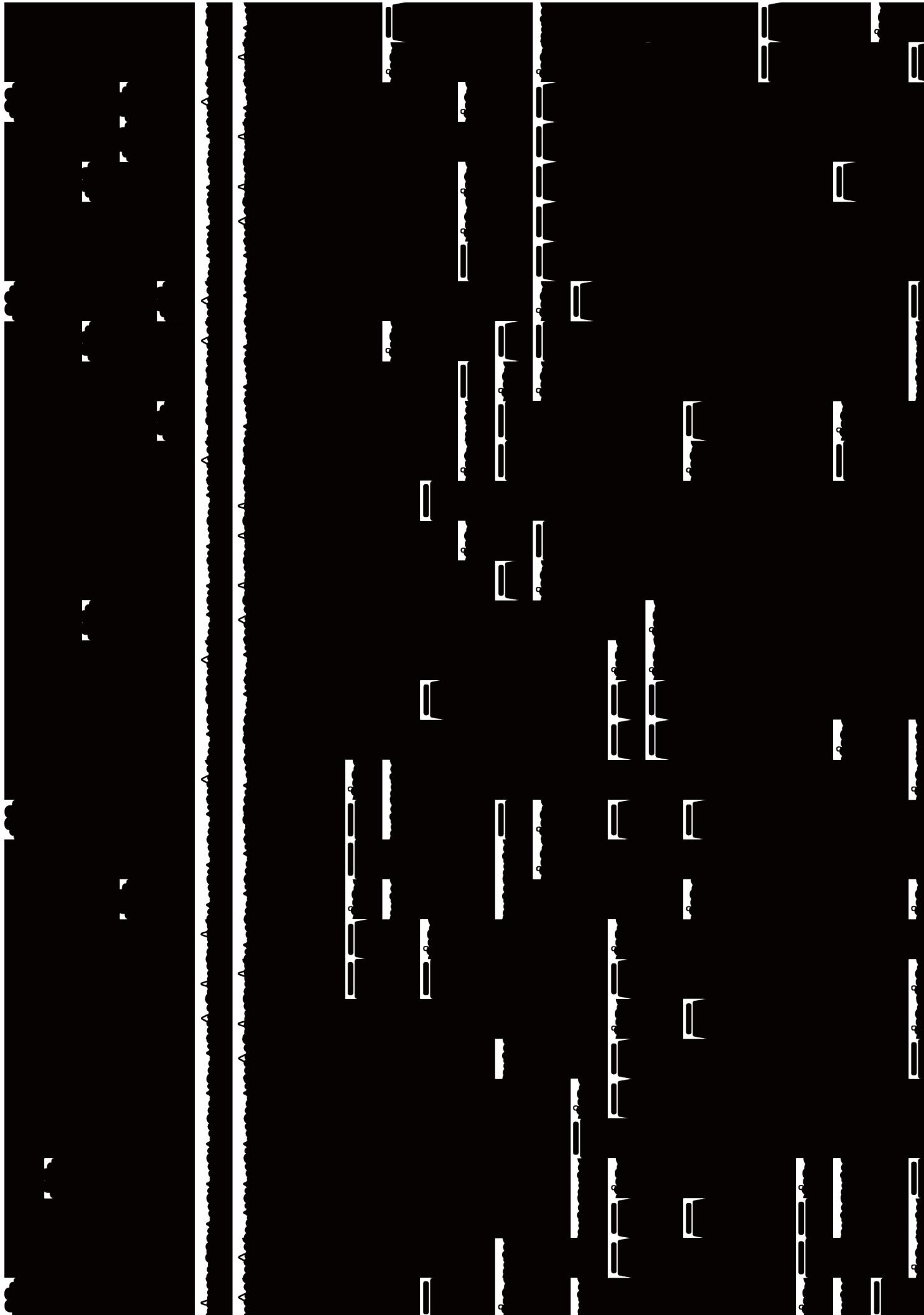


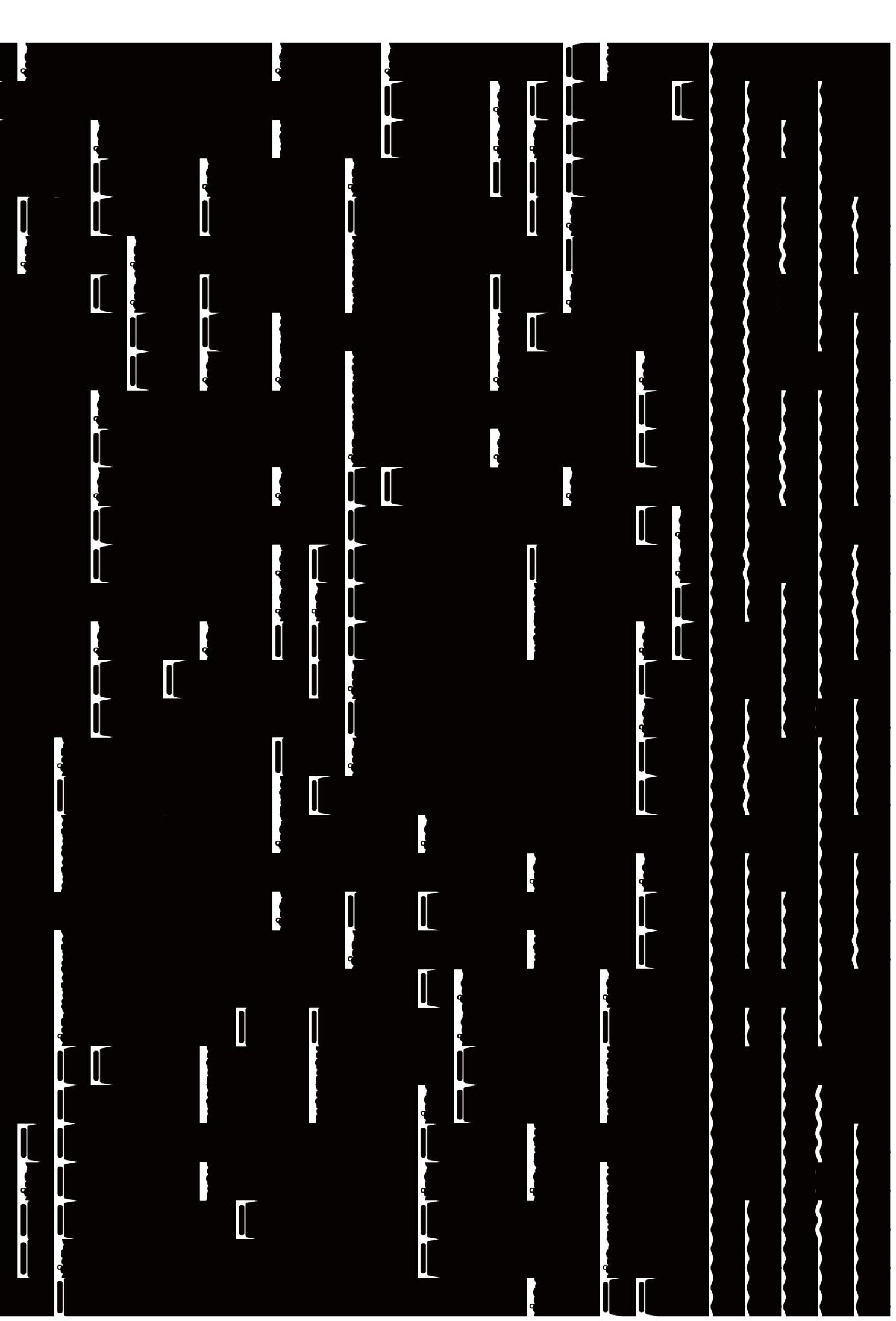
Reflection SuperPolluted (48pt)



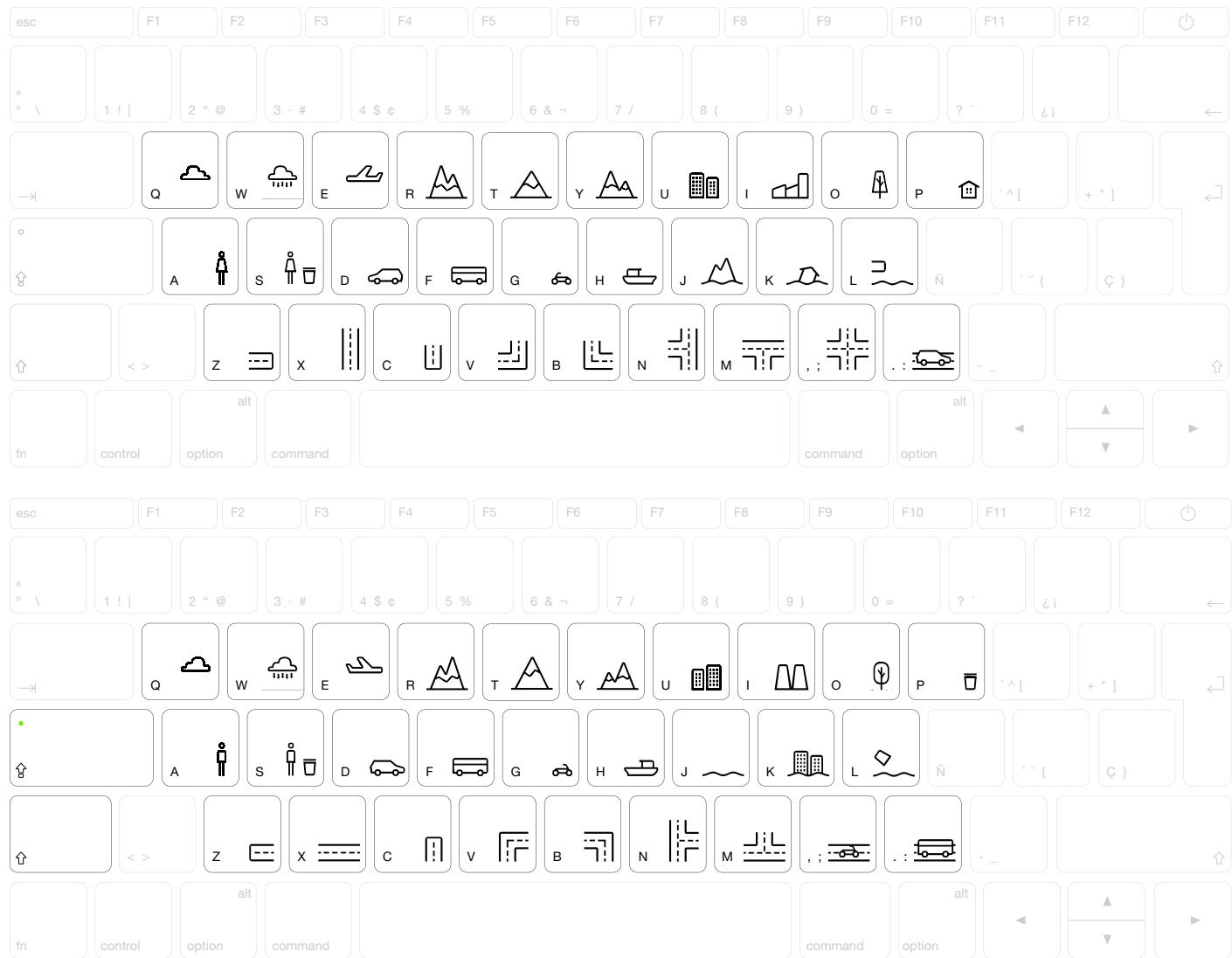








Teclado



Reflection

Reflection es una tipografía variable que surge en respuesta a movimientos como el negacionismo o neonegacionismo, tendencias cada vez más imperantes en nuestra sociedad. La tipografía construye un relato para sensibilizar a cerca de la grave crisis climática en la que nos encontramos, a través de una metáfora visual creada por los pictogramas variables. En un extremo se encuentra el peso “SuperClean”, que refleja la sociedad que queremos conseguir o lo que en un día fue y en el otro el “SuperPolluted”, el futuro que nos depara si no paramos esto a tiempo.

Pesos

- SuperClean
- UltraClean
- Clean
- SemiClean
- SemiPolluted
- Polluted
- UltraPolluted
- SuperPolluted

Reflection

Reflection is a variable typeface that emerges in response to movements such as negationism or neo-negationism, trends that are increasingly prevalent in our society. The typography constructs a story to raise awareness about the serious climate crisis we are in, through the visual metaphor created by the variable pictograms. At one end is the “SuperClean” weight, which reflects the society we want to achieve or what in a day was and at the other the “Superpolluted”, the future that awaits us if we do not stop this in time.

Weights

- SuperClean
- UltraClean
- Clean
- SemiClean
- SemiPolluted
- Polluted
- UltraPolluted
- SuperPolluted

Design by: Cristina Moreno Vélez (2020)

