Laurenz Brunner
Akkurat

By night, he's a freestyle, vinyl-scratching DJ, whipping up the dancing crowds in the European clubs. By day, he's Laurenz Brunner a graphic designer and typographer. Today he is most celebrated for his sans serif font, Akkurat, which he produced in 2004 as a part of his graduation projects (http://www.lineto.com/The+Designers/Laurenz+Brunner/). Akkurat was licensed by Lineto, the type foundry set up by Cornel Windlin and Stephan Müller a couple of years ago and has since been included in award winning projects the world over.
Brunner leads workshops, exhibits his work widely in Europe and the United States, teaching graphic design and typography at the Gerrit Rietveld Academy in Amsterdam and well teeming up with other designers. As for instance in Hektor graffiti progect (http://www.generatorx.no/20070630/hektor-does-drawings/) or cooperating with Marianne Vireo in a progect named 'out of order' where library book are used as visual medium (http://www.marianneviero.com/html/outof2c.html).
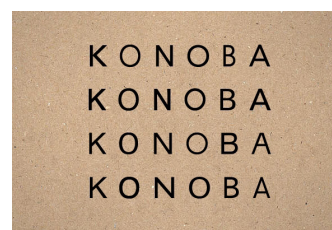
AKKURAT IN REGARD TO HELVETICA

Akkurat is an interesting new design which plays off its various inspirations to produce a new and original face. To a certain exrent it resembles to Helvetica typeface. But the advance of Akkurat is quite noticeable. First that one could mark is its more compact and square outline in comparison to Helvetica (http://image.linotype.com/samples/hires pdf/12563.pdf). Akkurat face got over helvetica's looseness and is much more appropriative for small-sised texts. Due to its specific shapes of a, f, g, l letters and wider horisontal lines the type looks precisely ballanced and accurate. It really serves for reading. Akkurat works efficient on long distances as well. The newly renovated signage at Royal Festival Hall in England is an example (http://www.hyphenpress.co.uk/journal/2007/12/10/signs_royal_festival_hall).
Its only drawback: a price of over $US150. That is 40% higher than the price of any other font in this survey. Still, it is worth taking a look at this font - the quality arguably makes the cost justifiable as a long-term investment.

MAINSTREAM USAGE

Akkurat face has been used as part of the refreshed identity for the Yauatcha restaurant in London's Soho (http://www.yauatcha.com) designed by MadeThought and in the rebranding of the Southbank Centre (http://www.southbankcentre.co.uk), in corporate identity for Konoba Restaurant (http://www.konoba.at), FontFont's redraw of DIN (http://www.fontfont.com) and Tobias Frere-Jones' extension of the highway signage alphabet, now called Interstate (www.fontshop.com/fonts/designer/tobias_frerejones/2), for Font Bureau [fontbureau.com/interstate] and for Tashen's Documenta 12 Magazine project identity (http://mundourbano.blogspot.com/2007_08_01_archive.html).
Moreover it appeared in the Al Gore's book An Inconvenient Truth, Prada's website (www.prada.com), and a forthcoming version of the font for Nike Basketball (http://www.nike.com/nikeos/p/nikebasketball/en_US).

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YAUATCHA

AN INCONVENIENT TRUTH AL GORE

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