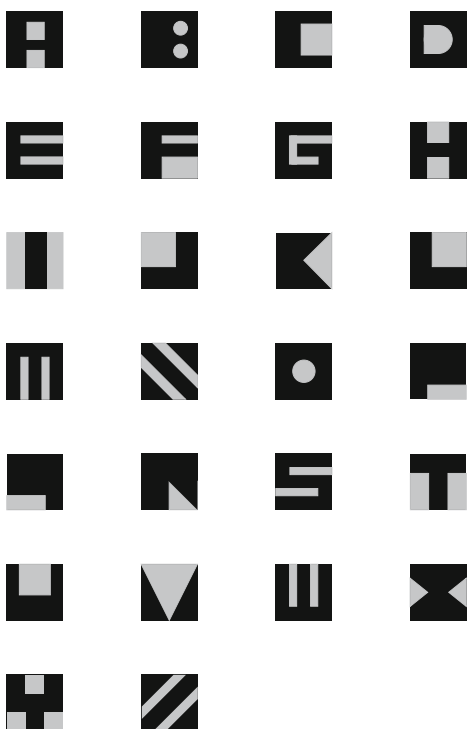


BETON BRUT

Beton Brut uses basic geometric shapes—square, circle, triangle—to form each letter of the alphabet. Like bricks of a building, the letters of Beton Brut are minimal pictograms and architecture for language. The name refers to a style coined by Brutalist architects to describe the poured board-marked, repetitive angular concrete structure and aesthetic of many modernist buildings. Broken down to essential visual elements, the letters are structurally expressive and can almost disappear into pattern. Here the type reflects language of our time: abstraction.

M. T.

CHARACTERS IN COMPLETE FONT



POINT 84



POINT 72



POINT 60



POINT 48



POINT 36



POINT 30



POINT 24



POINT 18



POINT 14



POINT 12