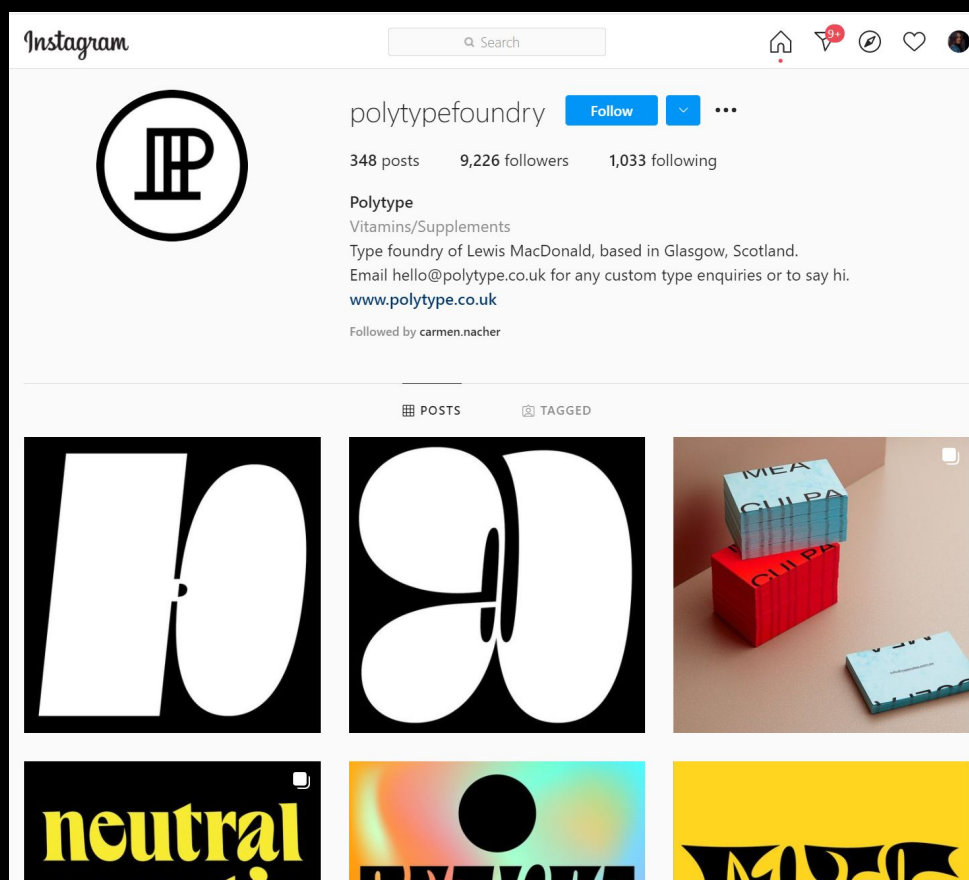


# POLYTYPE FOUNDRY

## BY LEWIS MACDONALD

Polytype is Lewis MacDonald's one-man type foundry based in Glasgow, Scotland. Established in 2016, Polytype performs fully bespoke custom type services and produces original, characterful typefaces for retail, with a focus on combining high technical quality with a sense of humour.

<https://polytype.co.uk/index>



## EXAMPLES OF WORK

*don't google*  
66 **ROKO'S**  
**Basilisk.** 99





I like the bold typefaces he develops. Similarly to Carmen Nacher, he took part in the 36 days of type. Each typeface has it's own voice. Standing out from the crowd, making a statement.

Playful, but not in such a way that you couldn't take it seriously. Perfect for the right project, however niche it may be.

The lettering is so interesting, and although so different it manages to be tied together, the combination of heavy and fine stroke is effective and so visually interesting.

These typefaces are undeniably not for everyone, and definitely have their target market.

I look forward to developing my personal brand further, and will look to similar typefaces for inspiration.

