

An abstract graphic on the left side of the image, featuring a large white circle with a red center, and several overlapping red and orange shapes that create a dynamic, organic form.

It is a **striking type**, with *large serifs, large counters* and letters that produce a particularly *strong horizontal impression*.

This means that words and lines in **Neue Swift** are easily distinguished, *even where there are large spaces* between words, as can occur in newsprint.