

The Aktiv Grotesk family is a 21st century interpretation of grotesque sans typeface. It takes an authoritative but not overbearing position, lending any message just enough support, without overpowering it. **Grotesque fonts have been hugely popular over the last fifty years, with designers and users choosing them for their neutrality, contemporary utilitarianism, and seriousness; these are fonts which can be applied in a broad range of contexts and media.** Aktiv Grotesk is therefore an ideal choice for branding exercises which require a diverse use of type, or where quiet authority is needed. The Aktiv Grotesk family is a 21st century interpretation of