Laif is a geometric modular typeface using continuous strokes. Its construction was inspired by tech companies and Legendary Logos Like Audi Quattro and QASA. At that time, the iconic QASA worm Logo from the early 1970s stands for modernity and new beginnings. The typefaces of both Logos have a futuristic bionic touch due to the unusual shape of the Letters. Saif is a contemporary reinterpretation of these old classics.

Laif was built as a variable typeface, including 2 axes – a width and weight axe. With 35 cuts, it is our most extended typeface, so far.

Especially at heavyweights the counter spaces in the characters form a visual counterpart to the stems and develop a high contrast appearance. Specific parts are exaggerated and pushed to their limits with their undulating movement, for example, the uppercase 5 G, L and Lowercase g and y.

Referring to its architecture and appearance, Laif is intended as a display font. With its extensive set of glyphs, it is multilingual and contains a large number of accents, punctuation, symbols and special characters.

Jesigner Armin Grenner, Markus John

Styles 35, 7 Weights, 5 Width: Year 2022

Licenses Desktop, Web, Variabel, App (or request

Iopyrigkt 0 NEW LETTERS. ALL rigkts reserved

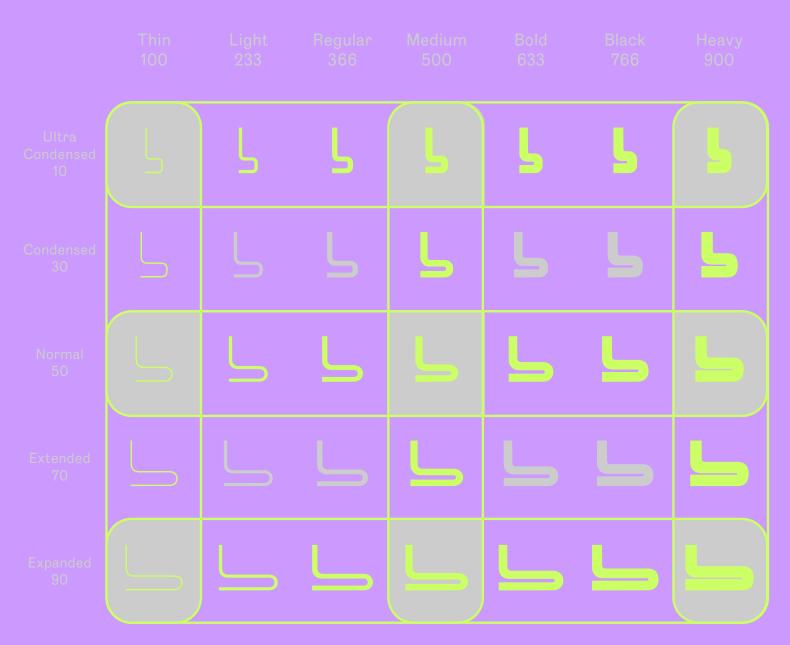




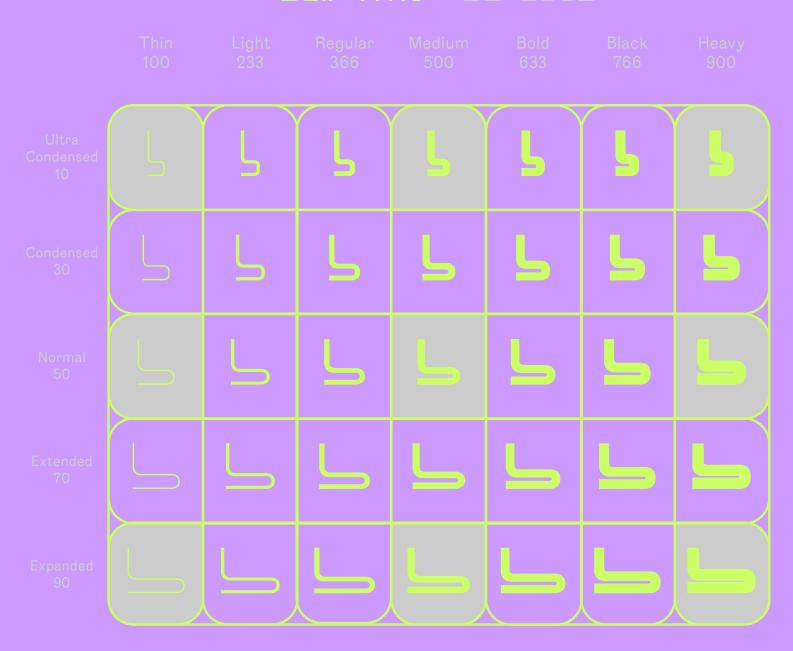




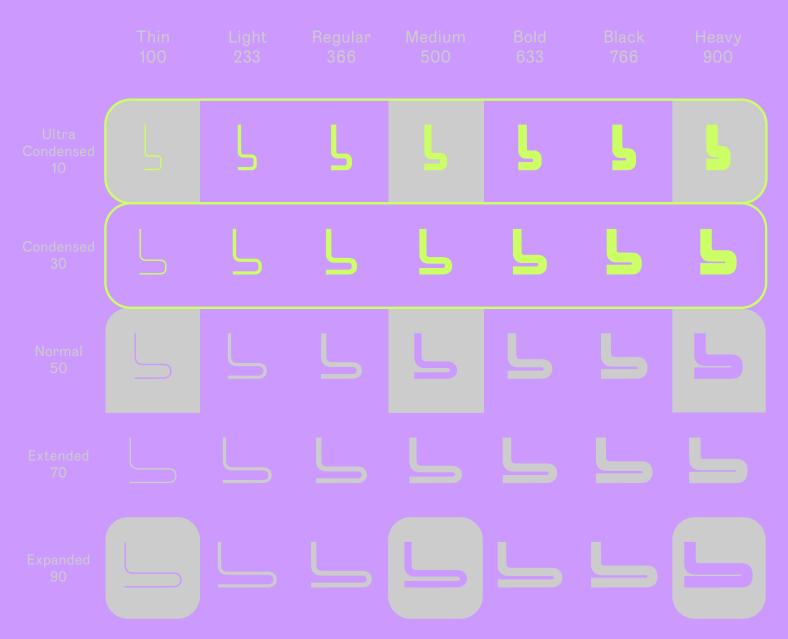
Saif XT - 27 Cuts



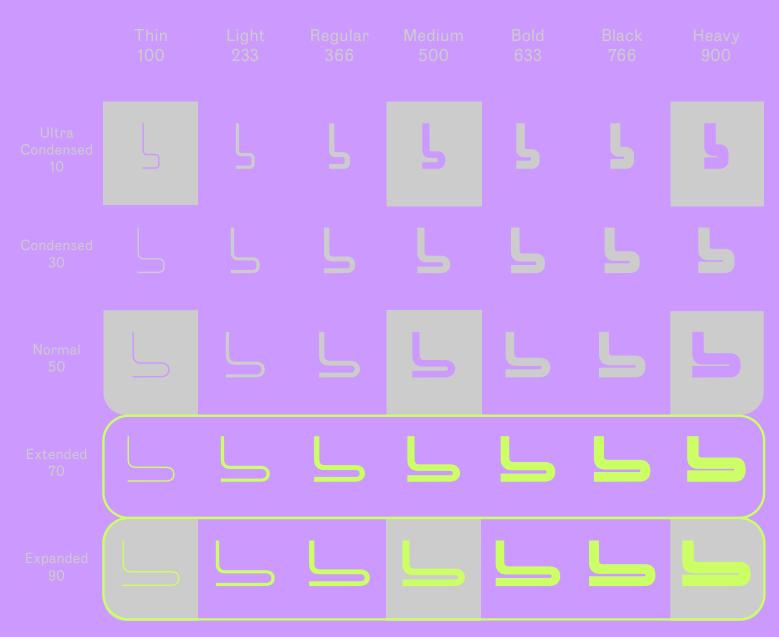
Laif KTR - 35 Cuts











Thin ultra condensed characterset

Lowercase

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Numerals and fractions

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Ligatures

Arrows

Purctuations

Symbols and more

Thin ultra condensed samples

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Numerals and fractions

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Symbols and more

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Symbols and more

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Punctuations

Symbols and more

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Symbols and more

Sight samples

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The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of the Gig Flat Now, commerce is no Longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and magazines have designated spaces for adver-

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The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of the Gig Flat Now, commerce is no Longer antithetical to culture. In fact, it can more readily become

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Symbols and more

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The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of the Gig Flat Now, commerce is no Longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and magazines have designated spaces for advertisements, the feed where content lives is a much more ambig-

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AÁÄÄÄÄĀĄÅÄÆĆČÇĊÐĎÐÉĚÊËĖÈĒĘĞĠĢĦĬĴÏÌĪĮĶĹĿĻĿĿĺĎĎØĬ ŖÓÔÖÒŐŌØŐŒÞŔŘŖŚŠŞŞŢŦŤŢÚÛÜÙŰŪŲŮŃŴŴŴÝŶŸŶŹŽŻ

Numerals and fractions

0123456789 1/4 1/2 3/4

Ligatures

FILE OF THE FOR THE FOR THE FOR THE FOR THE FOR THE

Arrows

→←↑↓*オ*∇**∠↔\$

Punctuations

Symbols and more

Present perfect Sirce Loworrow Mirrored Order/Disorder Repeated Production

10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Dow, commerce is no Longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Where-

18 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Clow, commerce is no

30 PT

The amorphous thing called content has a porous mem-

Medium expanded characterset

Powercase

áääääaaaáaæcccccdeĕêëèèēęĕśśfiîìījyĹclet grrrroôöòóōøōœprrsśsptetfoùùùúūųùwŵww úûÿùźžż

Uppercase

Numerals and fractions

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Ligatures

Arrows

 $\rightarrow\leftarrow\uparrow\downarrow\nearrow\nwarrow\searrow\swarrow\leftrightarrow\updownarrow$

Punctuations

--->><<>, //_{}[]()*

Symbols and more

Medium expanded samples

Present perfect

Sirce Lonorrow

Miccoced

Order/Disorder

Production tent has a

10 PT

The amorphous thing called content kas a porous membrane, with infinite points for soft, fluid Monetization. On the terrain of The Gig Flat Zlow, commerce is no Longer antithetical to culture. In fact, it can more readily

18 PT

The amorphous thing called content has a porous membrare, with infinite points For soft, fluid Moretization. On the terrain of the Gig FLat

30 PT

The amorphous thing called corBold ultra condensed characterset

Lowercase

áăâäàāąåáæċċčçďďeĕêëèèēęžġźħiíîïìiįķĹĽţŀŁŋńňņńóôöòőöøóœþířŗşśšşţĿĿſţúŷÿùűyŷwŵŵŵŵŚßġŚżż

Uppercase

Numerals and fractions

0123456789 1/4 1/2 3/4

Ligatures

Arrows

サーナルンベンイサナ

Punctuations

Symbols and more

\$£\$\\x3¶\$@@@TM3@[/3|\\$\\\$!?!#%%o\\\\\

Bold ultra condensed samples

Present perfect CONLINUES Since tomorrow Mirrore Order/Disorder

10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of the Gig Flat Now, commerce is no longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and magazines have designated spaces for advertisements, the feed where content lives is a much more ambiguous terrain. Considered holistically, the slur "advertorial" can be applied to almost every statement or gesture. In a space

18 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Now, commerce is no longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and magazines have designated spaces for ad-

30 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On

Bold condensed characterset

Lowercase

Uppercase

Numerals and fractions 0123456789 1/4 1/2 3/4

Ligatures

Arrows

→←↑↓スベンと⇔♪

Punctuations

Symbols and more

¢\$€\$¥√¤∂¶\$@@@©™°∞∫₽∂∏\$&&&¿;?!#%%∞[∞]-

Gold condensed samples

Present perfect continues Since tomorrow Mirrored Order/Disorder Repeated

10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Now, commerce is no longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and magazines have designated spaces for advertisements, the feed where content lives is

18 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Now, commerce is no longer antithetical to culture. In fact, it can more readily become absorbed into the medium

30 PT

The amorphous thing called content has a porous membrane, with infinite points

Gold characterset

Lowercase

Uppercase

Numerals and fractions

0123456789 1/4 1/2 3/4

Ligatures

Arrows

 $\rightarrow\leftarrow\uparrow\downarrow$ π Σ Σ

Punctuations

---»«‹›"""',≈~÷+±=>≥<≤-×≠|¦°^0'``\"†‡°¯•;:,... ."'/_{}[]()*

Symbols and more

Cold samples

Present perfect continues Sirce toworrow Mirrored Order/Disorder Repeated Production

10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Now, commerce is no Longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and magazines

18 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Now, commerce is no Longer antithetical to culture. In

30 PT

The amorphous thing called content has a potons membrane,

Bold extended characterset

Lowercase

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Uppercase

AÁÄÄÄÄĀĄÅÄÆĆČÇĊÐĎÐÉĚÊËĖĒĒĘĞĠĢĦĬĴĬĬŢĶĹĿĻĿĿĺŎŎŎ

Numerals and fractions

0123456789 1/4 1/2 3/4

Ligatures

Arrows

→←↑↓∧∇⊻∠↔\$

Punctuations

Symbols and more

¢\$€\$¥√¤♂¶\$@@@™®∞∫F3∏\$&86¿;?!#%%%

Bold extended samples

Present perfect continues Sirce Loworrow Mirrored Order/Disorder Repeated prous tring Production tent has a

10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Dow, commerce is no Longer antitketical to culture. In fact, it can more readily become absorbed into the medium

18 PT

The amorphous thing called content has a porous membrake, with infinite points for soft, FLuid moretization. Or the terrain of The Gig FLat Dow, commerce is

30 PT

The amorcalled con**Gold** expanded characterset

Lowercase

Uppercase

ÁÁÁÁÁÁÁÁÁÁÆĆČÇĊÐĎÐÉĚÊËĖĒĒĘĞĠĢĦĬĨĬĬŢĿĿ ĿĿŹŎŎŎŎŎŎŎŌØŌŒÞŔŘŖŚŠŞŢŦŤŢÚÛÜÙŰŪŲŮ ŃŴŴŶŶŸŶŹŽŻ

Numerals and fractions

0123456789 1/4 1/2 3/4

Ligatures

FI FL FF FN FD FL FJ F7 FH FFL FFN FFD FFH FFL

Arrows

Punctuations

Symbols and more

#\${\#09660TMBBCCTMBC;?!#96966*

Cold expanded samples

Present perfect

Cortirues

Sirce Lonorrow

Miccoced

Order/Disorder

Repeated prous tring Production tent has a

10 PT

The amorphous thing called content kas a porous membrake, with infinite points for soft, fluid Monetization. On the terrain of The Gig SLat Dow, commerce is no Longer antithetical to culture. In fact, it can more read-

18 PT

The amorphous thine called content has a porous membrare, with infinite points For soft, fluid Moretization. On the terrain of the Gig FLat

30 PT

The amorcalled corBlack ultra condensed characterset

Lowercase

Uppercase

AÁÄÄÄÄÄĄÅÁÆĆČÇĊÐĎÐÉĚÊĖĖĖĞĞĠĠĦĬĺĨÏÌĮĶĽĸĻĿĿŃŇŅŃŊÓÖÖÒÖŌĢÓŒÞŔŘŖŚŠŞŞŢŦŤŢÚŨÜÙŰŪŲŮŴŴŴŴŶŶŶŶŻŚ

Numerals and fractions

0123456789 1/4 1/2 3/4

Ligatures

h fl ff fh fb ft fj fr fk ffn ffl ffh ffb ffk fft ffj tt

Arrows

サーナルタインと日本

Punctuations

---><<\,"", <-÷+±=>><<-*#|;°^0'\""†;°,-....................../_{}[]()*

Symbols and more

Black ultra condensed samples

Present perfect continues Since tomorrow Mirrored Order/Disorder

10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Big Flat Now, commerce is no longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and magazines have designated spaces for advertisements, the feed where content lives is a much more ambiguous terrain. Considered holistically, the slur advertorial can be applied to almost every statement

18 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Now, commerce is no longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and magazines have designated

30 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization.

Glack condensed characterset

Lowercase

Uppercase

AÁÄÄÄÄÄÄÄÆĆČÇĊÐĎÐÉĚÊËĖÈĒĘĞĠĠĦĬĺĨĬĬĮĶĹĽĻĿĿŮŎŎŎŎŎŎŎŎŎŎŎŒÞŔŘŖŚŠŞŞŢ ŦŤŢÚŨÜÙŰŪŲŮŃŴŴŴŶŶŸŶŹŽŽ

Numerals and fractions 0123456789 1/4 1/2 3/4

Ligatures

Arrows

→←↑↓スヒンヒ⇔\$

Punctuations

Symbols and more

Glack condensed samples

Present perfect continues Since tomorrow Mirrored Order/Disorder Redeated

10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Now, commerce is no longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and magazines have designated spaces for advertisements, the feed where content

18 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Slat Now, commerce is no longer antithetical to culture. In fact, it can more readily become absorbed

30 PT

The amorphous thing called content has a porous membrane, with infinite points

Glack characterset

Lowercase

œbtř, se se produkt pr

Uppercase

Numerals and fractions

0123456789 1/4 1/2 3/4

Ligatures

fill ff ft fb ft fi fk ffi fft fft fft fft fft fft fft

Arrows

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Punctuations

Symbols and more

¢\$€\$¥√¤₽¶\$@@@™®∞∫F3N\$&&¿;?!#%%~~

Glack samples

Present perfect continues Since tomorrow Mirrored Order/Disorder Repeated

10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Slat Now, commerce is no Longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and

18 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Now, commerce is no Longer antithetical to

30 PT

The amorphous thing called content has a porous mem-

Glack extended characterset

Lowercase

Uppercase

ÁÁÁÁÁÁÁÁÁÆĆČÇĊÐĎÐÉĚÊËĖĒĒĢĞĠĢĦĬſĬĬŢĻŚŚŚŚŚŚŢŦŤŢÚÛÜÙŰŪŲŮŃŴŴŴŶŶŸŶŹ ŽŻ

Numerals and fractions

0123456789 1/4 1/2 3/4

Ligatures

Arrows

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Purctuations

Symbols and more

Glack extended samples

Present perfect continues Sirce Lonorrow Mirrored Order/Disorder Repeated Production 10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terain of The Gig Slat Now, commerce is no Longer antithetical to culture. In fact, it can more readily become absorbed into

18 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Slat Bow, commerce is

30 PT

The amorphous thing
called content has a

Glack expanded characterset

Powercase

Uppercase

ÁÁÁÁÁÁÁÁÁÆÉČÇĊÐĎÐÉĚÊËĖĒĒĢĞĠĢĦÍÎÌÌŢIJŚ SyskáðøøgóôöòóōøóœÞéĕŖŚŠŞŞŢŦŤŢÚÛÜÙŰŪ ŲŮŃŴŴŶŶŸŶŹŽŽ

Numerals and fractions

0123456789 1/4 1/2 3/4

Ligatures

FI FL FF FN FD FE FJ FF FH FFL FFN FFD FFH FFE FFJ tt

Arrows

→←↑↓//∇×/

Punctuations

Symbols and more

Glack expanded samples

Present perfect

Continues

Sirce Lonorrow

Miccoced

Order/Disorder

Repeated Production tent has a

10 PT

The amorphous thing called contert kas a porous membrare, with infinite points for soft, fluid woretization. On the terrain of The Gig SLat Dow, commerce is no Longer antitretical to culture. In fact, it can

18 PT

The amorphous thing called contert kas a porous MeMbrare, With irfirite points for Soft, fluid Moretization. On the ter-

30 PT

The amorphous thing called corHeavy ultra condensed characterset

Lowercase

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Uppercase

AÁÄÄÄÄÄĄÅÁÆĆČÇĊÐĎÐÉĚÉĖĖĖĀĠĠŖĦĬĺĨĬÌĮĶĹĽĻĿĿŃŇŅŃŊÓÔÖÒŐÖÞÓŒÞŔŘŖŚŠŞŞŢŦŤŢÚŨÜÜÜÜÜÜÜÜŴŴŴŴŶŶŸŶŹ ŽŽ

Numerals and fractions

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Ligatures

h fl ff fh fb ft fj fr fk ffl ffh ffb ffk fft ffj tt

Arrows

サトナレンベンド出土

Punctuations

Symbols and more

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Heavy ultra condensed samples

Present perfect continues Since tomorrow Mirored Order/Disorder

10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Slat Now, commerce is no longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and magazines have designated spaces for advertisements, the feed where content lives is a much more ambiguous terrain. Considered holistically, the slur advertorial can be applied to almost

18 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Slat Now, commerce is no longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and magazines have des-

30 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetiza-

Heavy condensed samples

Present perfect continues Since tomorrow Mirrored Order/Disorder Reneated

10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Now, commerce is no Longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television programs and magazines have designated spaces for advertisements, the feed where

18 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Slat Now, commerce is no Longer antithetical to culture. In fact, it can more readily become

30 PT

The amorphous thing called content has a porous membrane, with infinite points

Heavy condensed characterset

Lowercase

Uppercase

AÁĂÂÄÀĀĄÅÁÆĆČÇĊÐĎÐÉĚÊËĖÈĒĘĞĠĠĦĬĬĨĬĬĮĶĹĽĻĿĿŃŇŅŃŊÓÔÖÒŐŌØÓŒÞŔŘŖŚŠŞ ŞŢŦŤŢÚŨÜÙŰŪŲŮŃŴŴŴŶŶŸŶŹŽŻ

Numerals and fractions

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Ligatures

Arrows

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Punctuations

Symbols and more

Heavy samples

Present perfect continues Sirce tomorrow Mirrored Order/Disorder Repeated Production

10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Slat Now, commerce is no Longer antithetical to culture. In fact, it can more readily become absorbed into the medium itself. Whereas television pro-

18 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig Flat Now, commerce is no Longer antithetical

30 PT

The amorphous thing called content has a porous mem-

Heavy characterset

Lowercase

Uppercase

Numerals and fractions

0123456789 1/4 1/2 3/4

Ligatures

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Purctuations

Symbols and more

Heavy extended characterset

Lowercase

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Uppercase

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Numerals and fractions

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Ligatures

Arrows

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Symbols and more

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Heavy extended samples

Present perfect continues Sirce Lonorrow Mirrored Order/Disorder Repeated Production tent has a

10 PT

The amorphous thing called content has a porous membrane, with infinite points for soft, fluid monetization. On the terrain of The Gig SLat Now, commerce is no Longer antithetical to culture. In fact, it can more readily become absorbed into

18 PT

The amorphous thing called content has a porous membrace, with infinite points for soft, fluid moretization. On the terrain of The Gig SLat Dow, com-

30 PT

The amorphous thing called conHeavy expanded characterset

Lowercase

Uppercase

AÁÁAAAAAAÆĆČÇĊÐĎÐÉËÊËËĒĒĘĞĠĢĦĬÎÌÌŢ HĹĽĻĽĎĽĎÖÖÖÖÖÖÖÖŒÞÉŘŖŚŠŞŢŦŤŢÚÛÜ ÙŰŪŲÙŃŴŴŴÝŶŸŶŹŽŽ

Numerals and fractions

0123456789 1/4 1/2 3/4

Ligatures

FFL FF FN F6 F6 5 FC FK F6 FFL FFN FF6 FFK

Arrows

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Punctuations

Symbols and more

Heavy expanded samples

Present perfect

continues

Sirce Lonorrow

Miccoced

Order/Disorder

Repeated Production content

10 PT

The amorphous thing called contert has a porous membrare, with infinite points for soft, fluid Mon-etization. On the terrain of The Gig SLat Row, commerce is no Longer antithetical to culture. In Fact, it

18 PT

The amorphous thing called contert kas a porous MEMbrare, With irfinite points for soft, fluid moretization. On the ter-

30 PT

The amorphous thing called

Sile Sormat Desktop, Web, Variabel, App (or request)

ReLease 2022

About

New Letters is a German type foundry and design studio founded by Armin Grenner and Markus John in 2015. We are focusing in typography and graphic design, all in the intersection of cultural and commercial projects. We engage in projects within the fields of culture, art and fashion.

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