

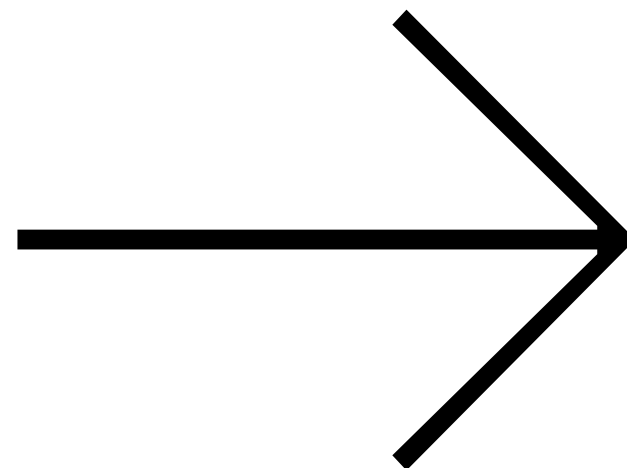
Gestura Display

7 weights · 14 styles

Gestura's unique personality is amplified by its Display family, with its most distinctive characteristics enhanced for greater expressive quality. Higher contrast, subtle ink traps, longer ascenders and descenders, and elegant hairline punctuation add up to create a unique typographic voice.

Optimised for use at and above 72pt, Gestura Display is perfectly suited for short, impactful statements.

A a n z



Gestura Display Thin

Gestura Display Thin Italic

Gestura Display Extralight

Gestura Display Extralight Italic

Gestura Display Light

Gestura Display Light Italic

Gestura Display Regular

Gestura Display Regular Italic

Gestura Display Semibold

Gestura Display Semibold Italic

Gestura Display Bold

Gestura Display Bold Italic

Gestura Display Black

Gestura Display Black Italic

Other Subfamilies

Gestura Text

Gestura Headline

Information

3

Team & Designer(s)

Joe Leadbeater · Nigel Bates · Diana Ovezea

Commercial Release

V1.1: November 2021

Total Styles

42

Glyphs Per Style

617 (Uprights) + 622 (Italics)

Optical Sizes

3

OpenType Features

Standard Ligatures, Discretionary Ligatures, Stylistic Sets 01 - 06, All Caps, Old Style Figures, Tabular Lining Figures, Tabular Old Style Figures, Fractions, Slashed Zero, Ordinal Indicators, Contextual Alternates, Superscript / Superior + Subscript / Inferior

Language Coverage

Abenaki, Afaan Oromo, Afar, Afrikaans, Albanian, Alsatian, Amis, Anuta, Aragonese, Aranese, Aromanian, Arrernte, Asturian, Atayal, Aymara, Basque, Bemba, Bikol, Bislama, Bosnian, Catalan, Cebuano, Chamorro, Chavacano, Chichewa, Chickasaw, Cimbrian, Corsican, Creek, Croatian, Czech, Danish, Drehu, Dutch, English, Esperanto, Estonian, Faroese, Fijian, Filipino, Finnish, French, Friulian, Galician, Ganda, Genoese, German, Gikuyu, Haitian, Creole, Hawaiian, Hiligaynon, Hopi, Hungarian, Icelandic, Ido, Ilocano, Indonesian, Interlingua, Irish, Italian, Jamaican, Kashubian, Kikongo, Kinyarwanda, Kiribati, Kirundi, Ladin, Latin, Latvian, Lithuanian, Lojban, Lombard, Luxembourgish, Maasai, Makhuwa, Malay, Maltese, Manx, Marquesan, Meriam Mir, Mirandese, Mohawk, Moldovan, Montagnais, Montenegrin, Murrinh-Patha, Ndebele, Neapolitan, Ngiyambaa, Niuean, Noongar, Norwegian, Novial, Occidental, Occitan, Oshiwambo, Palauan, Papiamentu, Piedmontese, Polish, Portuguese, Potawatomi, Q'eqchi', Quechua, Rarotongan, Romanian, Romansh, Samoan, Sango, Saramaccan, Sardinian, Seri, Shawnee, Shona, Sicilian, Silesian, Slovak, Slovenian, Somali, Spanish, Sranan, Swahili, Swazi, Swedish, Tagalog, Tahitian, Tetum, Tok Pisin, Tokelauan, Tumbuka, Turkish, Venetian, Warlpiri, Wayuu, Wiradjuri, Wolof, Zapotec, Zulu, Zuni

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Beware the
Gorilla Arm

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ — 0123456789.,?!

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ — 0123456789.,?!

Minority Report

Gestura Display · Thin · 60pt

but the first touchscreen
computers arrived in the 1980s

Gestura Display · Thin · 40pt

‘Gorilla arm’ has become synonymous,
in the literature of UI and ergonomics, for
designs that fail to consider real use

Constantinople

Gestura Display · Thin Italic · 60pt

*From Tiananmen Square to
the Sydney Opera House*

Gestura Display · Thin Italic · 40pt

*Building his own iteration into the canon
through sheer repetition, 'Study of Perspective'
compounds meaning via its own title*

The Hand *of God*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!

Byzantinism

Gestura Display · Extralight · 60pt

as an orator's signals were to
ancient Greeks in the agora

Gestura Display · Extralight · 40pt

From early Constantinople to 21st century
tourist sites, depictions of gesture in art have
lost none of their immediacy

Ai Weiwei

Gestura Display · Extralight Italic · 60pt

*the real question is which
viewpoint you're looking from*

Gestura Display · Extralight Italic · 40pt

*You'll notice he's often holding his hand up,
in a way which looks deceptively casual –
at least to the untrained eye*

Moral *Minefields*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!

Context is king

Gestura Display · Light · 60pt

As the dust settled, a new layer
of deception was revealed

Gestura Display · Light · 40pt

An ill-judged gesture of jubilance, just as
infuriating as a commuter giving you the
finger across a crowded tube carriage.

pointing index

Gestura Display · Light Italic · 60pt

*Making ourselves understood is
our most perennial concern*

Gestura Display · Light Italic · 40pt

*There's hollowness to a handshake with
someone who despises you or a performative
hi-five from a patronising peer*

V for
Victory

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!

countercultural

Gestura Display · Regular · 60pt

Our mutual contempt for
authority: up yours, Mitchell!

Gestura Display · Regular · 40pt

Ironically, this double-entendre spurred on
the V sign's popularity, a snub to a common
enemy. In-group, out-group; Allied, Axis.

Victor Laveleye

Gestura Display · Regular Italic · 60pt

*English longbowmen at
the Battle of Agincourt*

Gestura Display · Regular Italic · 40pt

*Most of these grey faces are delighted if
baffled by the camera, peering directly into it,
but one of the boys is scowling*

Abstract *Expression*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!

Zen-like

Gestura Display · Semibold · 60pt

Artists like Jackson Pollock & Willem de Kooning

Gestura Display · Semibold · 40pt

In 1961, Nam June Paik dips his head in
a bowl of ink and drags his hair along a
long scroll of paper as a paintbrush

sprezzatura

Gestura Display · Semibold Italic · 60pt

*my three-year-old could have
done that' line of argument*

Gestura Display · Semibold Italic · 40pt

*Janine Antoni's 'Loving Care' (1993) sees the
artist similarly prostrated, using her head as
a brush — or more accurately, a mop.*

A Touchy Subject

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ—0123456789.,?!*

martyrdoms

Gestura Display · Bold · 60pt

Tracing its roots back to ancient Mesopotamia

Gestura Display · Bold · 40pt

From blessings to curses, hands in
visual art convey myriad meanings in
rich and diverse traditions.

Hamsa Hand

Gestura Display · Bold Italic · 60pt

*From early Constantinople
to 21st century tourist sites*

Gestura Display · Bold Italic · 40pt

*Tracing its roots all the way back to
ancient Mesopotamia; it is believed to
ward off the evil eye & confer blessing*

Fourth
Plinth:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ — 0123456789.,?!*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ — 0123456789.,?!*

Swipe Right →

Gestura Display · Black · 60pt

**"Design is about form and
art is more about ideas"**

Gestura Display · Black · 40pt

**The thumb — hugely elongated for
emphasis (the title is Really Good, not
Quite Good), looks like the finger of ET.**

Quite Good

Gestura Display · Black Italic · 60pt

*an unavoidable &
alluringly strange object*

Gestura Display · Black Italic · 40pt

*Enchantingly unpretentious, Shrigley's
technique involves taking the logical
route to illustrate a concept or a feeling*

&re

UPPERCASE	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
LOWERCASE	a b c d e f g h i j k l m n o p q r s t u v w x y z
ACCENTED CHARACTERS	À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ð Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ à á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ø œ þ ÿ Ź ž Š š Ţ ţ Ĥ ĥ Û û Ü üÝ ý ŽžŸÿ .,:;... “ ” ‘ ’ ‚ , „ & ? ! ¿ ¡ @ « » ‹ › – — _ • () [] {} / \ # © ® ™ ℠ * ‡ § ¶
PUNCTUATION	.

MATHEMATICS + GREEK	<> ≤ ≥ +- × ÷ = ≠ ± ~ ≈ ¬ ∞/ √ ∫ ∂ Π Δ Ω Σ μ π % ‰ °
CURRENCY	฿ ₮ € £ ¨ ₤ ₩ ¥ ₪ ₦ \$ ¢ đ ₴
CASE SENSITIVE FORMS	İ i @ ‹ › « » − − − · () [] { } / \
ARROWS + SYMBOLS	← ↑ → ↓ ↖ ↗ ↘ ↙ • ● ■ ♻️ 🔁 🔍 🔎 🔐 📄 💚 ❤️
LIGATURES	Tt Th T̃h fi ff ffi ct st
FIGURES	00123456789 00123456789 H⁰¹²³⁴⁵⁶⁷⁸⁹/H₀₁₂₃₄₅₆₇₈₉ Hᵀᴳˢ/Lᵀᴳˢ
TABULAR FIGURES	00123456789 00123456789
PRE-BUILT FRACTIONS	½ ⅓ ⅔ ¼ ¾ ⅕ ⅖ ⅜ ⅝ ⅙ ⅺ ⅜ ⅝ ⅞
ORDINALS	a o No

	Feature OFF	Feature ON
ALL CAPS [.case]	«{[(Cap@st)]}»	«{[(CAP@ST)]}»
OLD STYLE FIGURES [.osf]	0123456789	0123456789
TABULAR LINING FIGURES [.tnum]	0123456789%.,,;-	0123456789%.,,;-
TABULAR OLD STYLE FIGURES [.tosf]	0123456789%.,,;-	0123456789%.,,;-
FRACTIONS [.numr] / [.dnom]	1/2 + 34/56789	1 ¹ /2 + 3 ⁴ 4/56789
SLASHED ZERO [.zero]	2022 / 202300	2022 / 2023 ⁰ 0
ORDINAL INDICATOR [.ordn]	1o 2a No	1 ^o 2 ^a N ^o
CONTEXTUAL ALTERNATES [.calt]	9x87x65 -> Point <-	9×87×65 → Point ←
SUPERScript / SUPERIOR + SUBScript / INFERIOR [.sup] + [.sub]	(x7 + y12) = 5m2 C4H5O6	(x ⁷ + y ¹²) = 5m ² C ₄ H ₅ O ₆

	Feature OFF	Feature ON
STANDARD LIGATURES ON AS DEFAULT [.liga]	The suffix fjøre	The suffix fjøre
DISCRETIONARY LIGATURES [.dlig]	act fast	act fast
STYLISTIC SET 01 MONOLINEAR ZERO, ASTERISK + PARENTHESES [.ss01]	04: {[(Swipe)]} Up*	○4: {[(Swipe)]} Up*
STYLISTIC SET 02 ALTERNATE REVERSED CONTRAST ZERO [.ss02]	7051	7○51
STYLISTIC SET 03 TITLING DIERESIS [.ss03] + [.titl]	ÜBER SCHÖNE LÄNDER	ÛBER SCHÖNE LÄNDER
STYLISTIC SET 04 (ITALICS ONLY) ALTERNATE G, K, Y [.ss04]	<i>Skyhigh</i>	<i>Skyhigh</i>
STYLISTIC SET 05 (ITALICS ONLY) ALTERNATE V, W [.ss05]	<i>Reviewing</i>	<i>Reviewing</i>
STYLISTIC SET 06 (ITALICS ONLY) ALTERNATE AMPERSAND [.ss06]	<i>Conspiracy & Class</i>	<i>Conspiracy & Class</i>

Gestura Text

AAA
AAAA

Variable
Roman

AAA
AAAA

Variable
Italic

Ag

Thin

Ag

Thin
Italic

Ag

Extralight

Ag

Extralight
Italic

Ag

Light

Ag

Light
Italic

Ag

Regular

Ag

Regular
Italic

Ag

Semibold

Ag

Semibold
Italic

Ag

Bold

Ag

Bold
Italic

Ag

Black

Ag

Black
Italic

Gestura Headline

AAA
AAAA

Variable
Roman

AAA
AAAA

Variable
Italic

Ag

Thin

Ag

Thin
Italic

Ag

Extralight

Ag

Extralight
Italic

Ag

Light

Ag

Light
Italic

Ag

Regular

Ag

Regular
Italic

Ag

Semibold

Ag

Semibold
Italic

Ag

Bold

Ag

Bold
Italic

Ag

Black

Ag

Black
Italic

Gestura Display

AAA
AAAA

Variable
Roman

AAA
AAAA

Variable
Italic

Ag

Thin

Ag

Thin
Italic

Ag

Extralight

Ag

Extralight
Italic

Ag

Light

Ag

Light
Italic

Ag

Regular

Ag

Regular
Italic

Ag

Semibold

Ag

Semibold
Italic

Ag

Bold

Ag

Bold
Italic

Ag

Black

Ag

Black
Italic

Gestura Full Collec-

AAAAAAA
AAAAAAA
AAAAAAA

Variable
Roman

AAAAAAA
AAAAAAA
AAAAAAA

Variable
Italic

Variable Fonts

Variable fonts allow the user to create custom weights and optical sizes from a single file. Due to ongoing and rapid changes to desktop publishing software, we are currently unable to offer variable fonts for sale, however we are offering free beta versions to users who purchase certain full subfamily packages.

Users purchasing a full single optical subfamily of Gestura, will receive free beta versions of our variable fonts for Gestura’s Roman and Italic styles, allowing variable adjustment of weight. Users purchasing all three optical subfamilies will receive free beta versions that allow variable adjustment of both weight and optical size.

At the time of this release, variable fonts are currently best supported by Adobe Illustrator. Sociotype is not responsible for functionality of variable fonts within third-party software.

Custom Versions

A custom typeface is one of the most powerful ways for a brand to distinguish its voice from competitors. Even the most subtle variations in style and form can significantly affect how we perceive messages and tone of voice, so custom type is always an investment worth considering.

Unlike most foundries, we offer an integrated approach to typographic and brand identity, in partnership with our sister creative studio, SOCIO. Get in touch to find out more.