Gestura Headline

7 weights · 14 styles

Gesture Headline strikes a balance between practicality and elegance, adding refined detailing to the same underlying framework as the Text family. Optimised for use 18pt → 72pt, with the lightest and heaviest weights for 24pt and up, the Headline family is ideal for titling, pull quotes, and logotypes.

Aa Zz

Styles

Gestura Headline Thin
Gestura Headline Thin Italic
Gestura Headline Extralight
Gestura Headline Extralight Italic
Gestura Headline Light
Gestura Headline Light Italic
Gestura Headline Regular
Gestura Headline Regular Italic
Gestura Headline Semibold
Gestura Headline Semibold Italic
Gestura Headline Bold
Gestura Headline Bold Italic
Gestura Headline Black
Gestura Headline Black Italic

Other Subfamilies

Gestura Text
Gestura Display

Information

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, Small Caps, Old Style Figures, Tabular Lining Figures, Tabular Old Style Figures, Fractions, Slashed Zeros, 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, Creek, Croatian, Czech, Danish, Drehu, Dutch, English, Esperanto, Estonian, Faroese, Corsican, Fijian,Filipino, Finnish,French, Friulian, Galician, Ganda, Genoese, German, Gikuyu, Haitian, Creole, Hawaiian, Hiligaynon, Hopi, Hungarian, Icelandic, Ilocano, Indonesian, Interlingua, Irish, Italian, Jamaican, Kashubian, Kikongo, Kinyarwanda, Kiribati, Kirundi, Ladin, Latin, Latvian, Lithuanian, 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, Papiamento, Piedmontese, Polish, Portuguese, Potawatomi, Q'eqchi', Quechua, Romanian, Romansh, Samoan, Sango, Saramaccan, Sardinian, Seri, Shawnee, Shona, Sicilian, Silesian, Slovakian, Slovenian, Somali, Spanish, Sranan, Swahili, Swazi, Swedish, Tagalog, Tahitian, Tetum, Tok Pisin, Tokelauan, Tumbuka, Turkish, Venetian, Warlpiri, Wayuu, Wiradjuri, Wolof, Zapotec, Zulu and Zuni.

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Beware the *Gorilla Arm*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ—0123456789.,?!*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
*VWXYZ—0123456789.,?!**

Gestura Headline · Thin · 60pt

The first touchscreen computers arrived in the 1980's

Gestura Headline · Thin · 40pt

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

Gestura Headline · Thin · 30pt

John Underkoffler has already suggested an alternative way that we might adapt the Pixel 4’s Motion Sense technology. He suggests that designers should ‘make the phone itself the instrument of gesture’.

Gestura Headline · Thin Italic · 60pt

From Tiananmen Square to the Sydney Opera House

Gestura Headline · Thin Italic · 40pt

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

Gestura Headline · Thin Italic · 30pt

Art & oratory were long established, with associated hand signals which translated from the forum signalling to a crowd when to listen, or how a speaker felt – into frescos, and later canvas, very neatly indeed.

The Hand *of God*

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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
*VWXYZ—0123456789.,?!**

Gestura Headline · Extralight · 60pt

An orator’s signals were to ancient Greeks in the agora

Gestura Headline · Extralight ·40pt

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

Gestura Headline · Extralight · 30pt

Better, in fact – for majority illiterate populations, like religious medieval England, bible stories were read at you in Latin before being interpreted by priests with varying levels of interest in adhering to their textual truth.

Gestura Headline · Extralight Italic · 60pt

the real question is which viewpoint you're looking from

Gestura Headline · 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

Gestura Headline · Extralight Italic · 30pt

Developing out of the belief that full-body depictions were unholy, the hand came to signify a divine presence rather than a 'literal' interpretation of biblical scenes (à la the other classics, martyrdoms, pietas, annunciations et al).

Moral *Minefields*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ—0123456789.,?!*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
*VWXYZ—0123456789.,?!**

Gestura Headline · Light · 60pt

As the dust settled, a layer of deception was revealed

Gestura Headline · Light · 40pt

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

Gestura Headline · Light · 30pt

Countries including Slovakia, China, Malaysia, and the Philippines, consider digit-waggling very rude indeed – and in many Asian countries, it's used only to call dogs (not people, thank you very much).

Gestura Headline · Light Italic · 60pt

Making ourselves understood is our most perennial concern

Gestura Headline · Light Italic· 40pt

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

Gestura Headline · Light Italic · 30pt

Across medical theatres and birthday cards, from hush-hush secret-swapping to WhatsApp summits, communication makes the world go around – but it also has the power to grind it to an absolute juddering halt.

V for
Victory

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ—0123456789.,?!*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
*VWXYZ—0123456789.,?!**

Gestura Headline · Regular · 60pt

Our mutual contempt for authority: up yours, Mitchell!

Gestura Headline · 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.

Gestura Headline · Regular · 30pt

Beyond the walls of primary school, the meaning of the V sign continues to shift, crossing borders and epochs alike, making the straightforward gesture one of history's most successful memes.

Gestura Headline · Regular Italic · 60pt

English longbowmen at the Battle of Agincourt

Gestura Headline · 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

Gestura Headline · Regular Italic · 30pt

Eventually, Churchill's aides corrected him, and he switched to gesturing palm-outwards. But ironically, this double-entendre spurred on the V sign's popularity — it was seen as a snub to a common enemy.

Abstract *Expression*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ—0123456789.,?!*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
*VWXYZ—0123456789.,?!**

Gestura Headline · Semibold · 60pt

Artists like Jackson Pollock & Willem de Kooning

Gestura Headline · 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

Gestura Headline · Semibold · 30pt

Which brings us to the spiritual practice of ensō: From a mark's making to its reading, gesture begets gesture. Artistic gesture creates the space for a certain kind of freedom.

Gestura Headline · Semibold Italic · 60pt

‘my three-year-old could have done that’ argument

Gestura Headline · Semibold Italic · 40pt

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

Gestura Headline · Semibold Italic · 30pt

Kline’s lines sometimes appear more structural than flowing — like steel girders or skyscrapers — but they also embody a Zen-like freedom of mind, a flow of intention from the body to the canvas.

A Touchy Subject

abcdefghijklmnopqrstuvwxyz
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VWXYZ—0123456789.,?!*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
*VWXYZ—0123456789.,?!**

Gestura Headline · Bold · 60pt

Tracing its roots back to ancient Mesopotamia

Gestura Headline · Bold · 40pt

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

Gestura Headline · Bold · 30pt

Art and oratory were long established, with hand signals which translated from the forum –signalling to a crowd when to listen, or how a speaker felt – and later canvas, very neatly indeed.

Gestura Headline · Bold Italic · 60pt

From early Constaninople to 21st century tourist sites

Gestura Headline · Bold Italic · 40pt

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

Gestura Headline · Bold Italic · 30pt

‘Study of Perspective’ compounds meaning via its own title – after all, Al Weiwei’s hand is as legible to modern viewers as an orator’s signals were to the ancient Greeks in the agora.

Fourth
Plinth:

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ABCDEFGHIJKLMNOPQRSTU
VWXYZ—0123456789.,?!*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
*VWXYZ—0123456789.,?!**

Gestura Headline · Black · 60pt

Design is about form & art is more about ideas

Gestura Headline · Black · 40pt

The thumb — hugely elongated for emphasis (the title: Really Good, not Quite Good), looks like ET's finger.

Gestura Headline · Black · 30pt

Post-Brexit, the three most important words I say are ‘London is open’. This sculpture shows Londoners, visitors to London, tourists, EU citizens, immigrants that London is open.

Gestura Headline · Black Italic · 60pt

an unavoidable & alluringly strange object

Gestura Headline · Black Italic · 40pt

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

Gestura Headline · Black Italic · 30pt

Shrigley's initial approach may have been ironic in its commentary on modern Britain (it has a distinctive phallic quality), but he has – by his own admission – become infected by his optimism.

UPPERCASE

ABCDEFGHIJKNOPQRS
TUVWXYZ

LOWERCASE

abcdefghijklmnopqrst
uvwxyz

ACCENTED CHARACTERS

ÀÁÂÃÄÄ ÅĀĂĄÆÇĆĈĊČ
ĎĐÈÉÊËĒĔĖĘĚĜĞĠĢĤĦÌ
ÍÎÏĨĪĬĮİĲĴĶĹĻĽĿŁÐÑŃŅŇ
ŊÒÓÔÕÖȮŌŎŐØǾŒÞŔŘ
ŚŜŞŠßŢŤŢŦÙÚÛÜŬŨŪŭ
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PUNCTUATION

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··()[]{}/|\#©℗®™℠*†‡§◧

MATHEMATICS + GREEK

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CURRENCY

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CASE SENSITIVE FORMS

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ARROWS + SYMBOLS

←↑→↓↖↗↘↙▪●■♻●●●●●❣❤

LIGATURES

Th Ťh fi ff ffi ct st

FIGURES

0123456789 0123456789
H0123456789/H0123456789
H0123456789/H0123456789

TABULAR FIGURES

0123456789 0123456789

PRE-BUILT FRACTIONS

½ ⅓ ⅔ ¼ ¾ ⅕ ⅖ ⅗ ⅘ ⅙ ⅚ ⅛
⅜ ⅝ ⅞

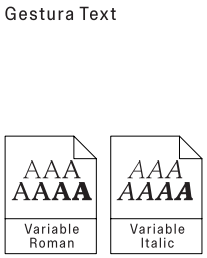
ORDINALS

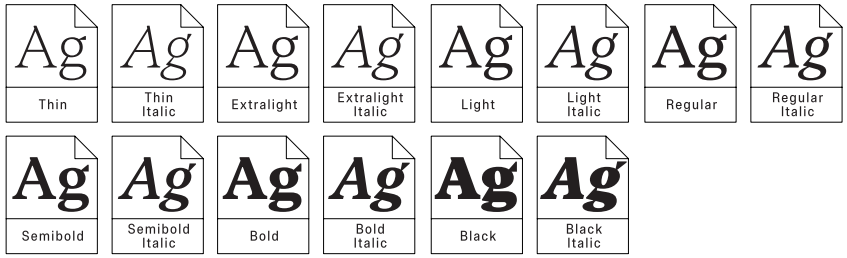
a o №

	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	1/2 + 34/56789
SLASHED ZERO [.zero]	2022 / 202300	2022 / 2023⁰0
ORDINAL INDICATOR [.ordn]	1o 2a No	1º 2ª Nº
CONTEXTUAL ALTERNATES [.calt]	9x87x65 -> Point <-	9×87×65 → Point ←
SUPERSCRIPT / SUPERIOR + SUBSCRIPT / INFERIOR [.sups] + [.subs]	(x7 + y12) = 5m2 C4H5O6	$(x^7 + y^{12}) = 5m^2$ $C_4H_5O_6$

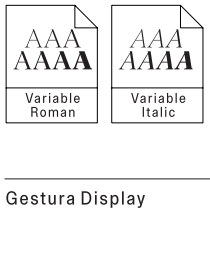
	Feature OFF	Feature ON
STANDARD LIGATURES ON AS DEFAULT [.liga]	The suffix fjøre	The suffix fjøre
DISCRETIONARY LIGATURES [.dlig]	act fast	act fast
STYLISTIC SET 01 MONOLINEAR ZERO, ASTERISK + PARENTHESES [.ss01]	04: {[(Swipe)]} Up*	04: {[(Swipe)]} Up*
STYLISTIC SET 02 ALTERNATE REVERSED CONTRAST ZERO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

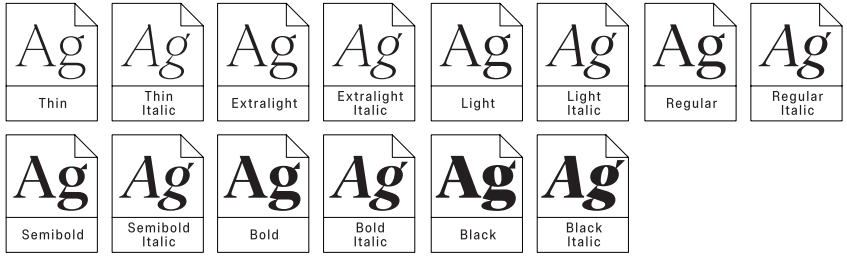
Gestura Text



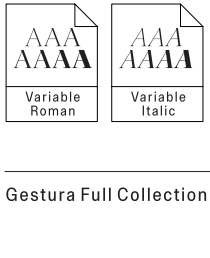


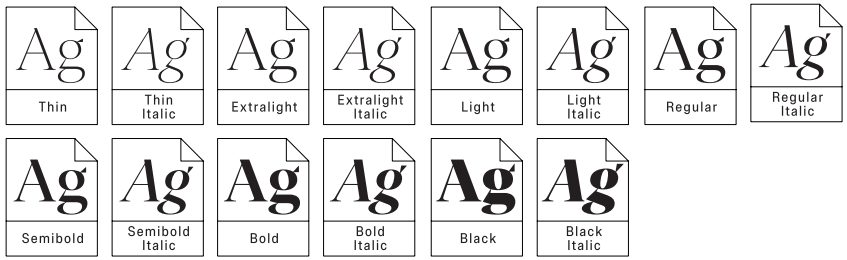
Gestura Headline



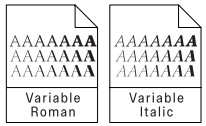


Gestura Display





Gestura Full Collection



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.