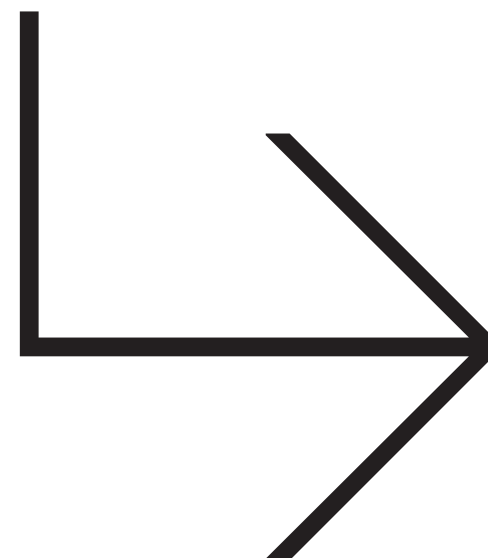


Onsite Standard

1 of 3 Widths · 7 Weights · 21 Styles · 766 Glyphs / Styles

Square in the middle of the three subfamilies, Onsite Standard is the yardstick against which Condensed and Extended are measured. It has a sturdy, authoritative feel, combining uppercase proportions modelled after Neue Haas Grotesk, with a slightly wider lowercase that bridges the gap to the geometric qualities of many neo-grotesques. Like its siblings, Standard is suitable for both text and titling, its character becoming most pronounced at larger sizes and in heavier weights.

A a z z



Onsite Standard Thin
Onsite Standard Extralight
Onsite Standard Light
Onsite Standard Regular
Onsite Standard Medium
Onsite Standard Bold
Onsite Standard Extrabold

Other Subfamilies

Onsite Condensed
Onsite Extended

Information

Team & Designer(s)	Commercial Release	
Joe Leadbeater · Nigel Bates	V1.042 / 2023	
Engineer(s)	Glyphs /Style	766
Diana Ovezee · Sabina Kipara	Total Styles	021
Barbara Bigosinska	Subfamilies	003

OpenType Features
Standard Ligatures, Discretionary Ligatures, Stylistic Sets 01 - 16,
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, Makhwa, 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, 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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The lure of
isolated living

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VWXYZ ↪ 0123456789.,?!*

capitalist society

Onsite Standard · Thin · 75pt

For a City
Dweller

Onsite Standard · Thin · 45pt

Swapping a zone
2 two-bed for a
Cotswold cottage

Onsite Standard · Thin · 30pt

In June & July of 2020,
there was a 126% increase
in people considering
homes in village locations.

Onsite Standard · Thin · 20pt

“Pre-pandemic, we were all busy doing
a lot of things because it’s just what
we did, but not necessarily because it’s
what we wanted to do, or for that
matter, what actually made us feel well.”
↳ Nancy Colier: Psychology Today

Life in a Coffin Home

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social exploitation

Onsite Standard · Extralight · 72pt

NEVER
TOO SMALL

Onsite Standard · Extralight · 45pt

the median size of
a single-family
house was 2,261 ft²

Onsite Standard · Extralight · 30pt

The urbanised sprawl that
bedevils almost every of
the 21st-century metropo-
lises need not be this way.

Onsite Standard · Extralight · 20pt

For far-sighted city architects like Adams,
Melbourne's City Architect, the mission's
to build from existing infrastructure, within
current boundaries. For every one million
people kept within extant boundaries, you
will save \$110b in infrastructure costs.

Eminent Domain

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HOLDING OUT

Onsite Standard · Light · 45pt

Macy's Herald Square at 1313 Broadway.

Onsite Standard · Light · 20pt

These stories are the tip of the iceberg. During the times of unprecedented interest in genealogy, reparations, and social justice, WHERE IS MY LAND is determined to help Black Americans reclaim land & secure restitution.”

Onsite Standard · Light · 12pt

Examples are found all around the world. In China, Holdouts are known as ‘dingzihu’s, or ‘Nail Houses’, where stories of residents who refuse to be trampled by the march of progress often attract media attention. In New York, on so-called Million Dollar Corner, is a plot of property near Macy's Herald Square at 1313 Broadway. The building had been purchased by Robert H Smith in 1900 for \$375,000, which is around the equivalent of \$12 million in today's money. He had wanted to prevent Macy's from becoming the largest global store, was thought to be acting for Siegel-Cooper.

Onsite Standard · Light · 07pt + Old Style Numerals

Across the pond, in London's East End, a similar feud had already taken place – this time between a department store named Wickhams, and clockmakers and jewellers named Spiegelhalters. At the time of Wickham's beginnings, it had humble roots – but as their business began to take off, they began expanding across the neighbouring buildings on the street. At the time, Spiegelhalters had been based at number 75, and had been since the 1880s. Wickham asked to expand into number 75, with the Spiegelhalters' agreeing and moving into number 81. But as Wickham's customer base grew, so did their ambitions. Eventually, they wanted to create a department store to rival the Oxford Street Selfridges, and create their own version across an entire block on Mile End Road. As with Macy's, Wickham's came across an issue when the Spiegelhalters' refused to sell their shop. Like Macy's,

the company decided to build around them – creating what one of the city's best known facades and also, as described by architecture critic Ian Nairn, “one of the best visual jokes in London”.

But beyond the folklore and feud is a much more insidious side to the notion of the holdout. In the face of power and systemic injustice, the fight for your own home is one that has heartbreaking consequences. In the US, for example, the 'Eminent Domain' – the right of the state to take private property without the property owner's consent⁰² – has historically been used to forcibly remove residents, often disproportionately affecting African American communities. Recently, however, an organisation named 'Where is My Land' is aiming to change this narrative. “George Floyd could have been a millionaire,” states the about section on the organisation's website.

Divided by
Highways

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David vs. Goliath

Onsite Standard · Regular · 45pt · Alternate Ampersand

The East Cross Route & The Westway

Onsite Standard · Regular · 20pt

Since the Roman times, the efficient construction of good straight roads has been equated with civilised society. Do they really lead to a better world?



Divided by Highways: DERIN FADINA

Onsite Standard · Regular · 12pt

In the US, the most affected were the low-income, predominantly black neighbourhoods who were targeted in accordance with the principles of 'urban renewal', a federally backed, crypto-racist program designed to demolish large swaths of land considered to be blighted. Eisenhower's Federal Aid Highway Act (1956) saw the creation of 66,000 kilometres of interstate highways, and the displacement of over 475 thousand households & 1 million people. Many of these displaced people were rehoused into low-income public housing complexes, in overcrowded, crime-ridden areas.

Onsite Standard · Regular · 07pt · Old Style Numerals

An alternative form of resistance to highway construction can be seen in the local response to the construction of the Westway, the 4km portion of the A40 motorway running from White City to Marylebone and elevated over the Paddington and Notting Hill neighbourhoods in West London. The motorway brought noise, disruption and pollution to an already deprived community and created 23 acres of derelict land underneath. Following its construction in 1970, a network of community action groups formed in response to campaign for better housing and adequate open spaces in the area. These groups eventually coalesced into the Westway Trust, a network of community groups and residents' associations who in partnership with the local authority, manage the 23 acres of land under the flyover. The trust operates sports facilities, offers education and training programmes, promotes arts and culture,

and provides space and development opportunities to individuals, businesses, and charities. The organisation provides a blueprint for urban regeneration that alleviates the pernicious effects of highway construction.

An increased focus on social and environmental sustainability in our cities, and a gradual shift from a top-down to a bottom-up approach to urban design has led to a rethinking of highways. In the US, president Joe Biden earmarked \$20 billion funding package aimed at reconnecting neighbourhoods isolated by federal highway construction (although a lack of consensus brought about by partisan politics has cut the bill down to only \$1 billion).

The bill aims to redress the legacies of shortsighted, and discriminatory urban planning policies that have adversely shaped such neighbourhoods as West Bellfort, Houston; Westside, San Antonio; West Oakland, California.

NOISE of normal life

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Casa do Penedo

Onsite Standard · Medium · 45pt

‘Just Room Enough Island’ (its real name)

Onsite Standard · Medium · 20pt

In June & July of 2020, there was a 126% increase in people considering properties in villages, compared with a 68% rise in searches in towns. The research, conducted by Rightmove, also revealed regional splits too.

Onsite Standard · Medium · 12pt

Human beings are supposedly naturally sociable creatures, but as with everything, there will always be those who disagree. There are plenty of people, we all know, who largely prefer to be alone – away from the annoyances of daily life, accompanied only by their own thoughts. Given that the Western culture is one built on capitalist societies, however, there aren’t many of us who are able to live truly alone while doing all of the things a modern life requires. The ones who do manage to go off grid rarely tell the world about it (that’s what they’re getting

Onsite Standard · Medium · 07pt · Old Style Numerals

Outside of the context of the pandemic, there have been people striving for a more remote existence for a long time, and many of them in a much more extreme way than simply swapping a Zone 2 two-bed for a Cotswold cottage. Back in 2009, over 34,700 people applied for the ‘world’s best job’ in Australia, which would see the successful applicant become the caretaker of a remote island. Others have built their own remote abodes, the most extreme examples ranging from a home on ‘Just Room Enough Island’ (its real name), which is the smallest inhabited island in the world, to the Casa do Penedo holiday home in Portugal, which was built from four boulders and looks like something straight out of the Flintstones. Poignantly, some psychotherapists prescribe solitude as a way to overcome trauma – advising clients to relinquish themselves of the pressure and judgement of daily

routine, to spend time focusing on their mental health.

When faced with nothing but our own company, we’re challenged to look deeper than the things that simply fill our time. Perhaps this is what we’re all searching for, and the lure of solitude is in fact a call from within: to reconnect with who we are away from the noise of normal life.

People went about this in different ways. In the UK, a mass urban exodus occurred, and in June and July of 2020, there was a 126 percent increase in people considering properties in village locations, compared with a 68 percent rise in people searching for towns. The research, conducted by property site Rightmove⁰⁵, also revealed regional splits too – such as the number of inquiries from Liverpool residents looking for a village property going up by a huge 275 percent in comparison to the year before.

**NEVER TOO
SMALL**

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EXPLOITATION

Onsite Standard · Bold · 45pt

‘How much space do you need to live?’

Onsite Standard · Bold · 20pt

Oprah struggled to understand how the mother & father and their three daughters managed to cook, eat and sleep - much less have sex, though Oprah was too polite to question - in a room measuring ten by ten feet.

Onsite Standard · Bold · 12pt

For civic authorities, sociologists, urban planners and architects alike, answers the evergreen question of how much domestic space is needed gained even more currency during the COVID-19 lockdowns when entire families were confined for the greater part of the day within the literal four walls of their homes - where they were expected to not just sleep, work, raise and educate children, and socialise, but also to hold onto fraying tempers and unravelling mental issues. The other extreme of the spectrum is those who lived alone, entirely detached from physical touch.

Onsite Standard · Bold · 07pt · Old Style Numerals

ON A MACRO-LEVEL, they are a timely reminder that the uncontrolled urban sprawl that bedevils almost every single one of the world's 21st-century metropolises need not necessarily be this way'.

These reminders are important because by 2050, seven out of ten people in the world will live in a city, an extraordinary statistic by any metric, never mind the amount of resources that must consume. To literally make room for everyone, the temptation is to just push out beyond existing city boundaries. Never Too Small points out this comes at enormous cost. For far-sighted city architects like ROB ADAMS, who is Melbourne's City Architect, the mission is to build along existing infrastructure and within current boundaries. For every one million people you keep within extant boundaries, you will save approx \$110b in new infrastructure costs.

Which means that making do with what we already have - abandoned inner-city warehouses and factories in Boston, and under-utilised shophouses in Singapore, for instance - becomes key. This is certainly not an invitation for developers to continue to churn out expensive but meanly sized cookie-cutter accommodation - the windowless dorms of Munger Hall for UC Santa Barbara students spring to mind here - but rather, it is an opportunity to increase the quality of a development within existing housing stock without sacrificing the humanity of its residents.

All of which brings us back to a full circle to the original question, though lightly amended to account for our mental health and connection to our wider community: "How much space do we really need to live well? The answer COULD be: "Much less than you think."

**Million \$\$\$\$
Corner**

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Spiegelhalter

Onsite Standard · Extrabold · 72pt

LONDON'S EAST END

Onsite Standard · Extrabold · 45pt

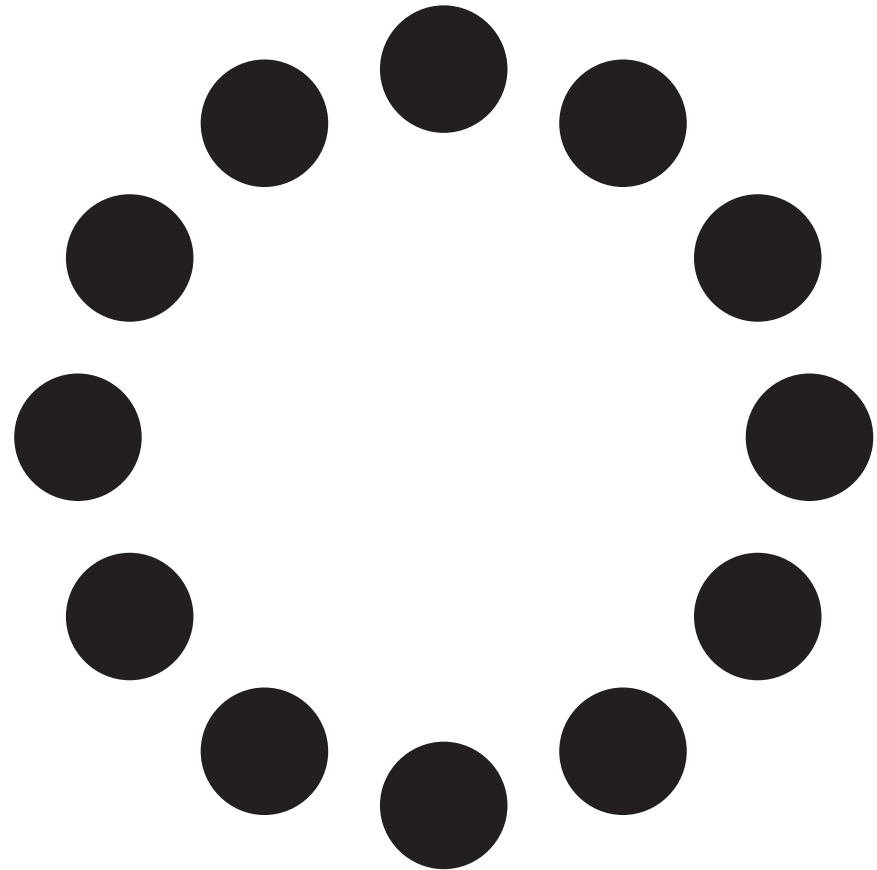
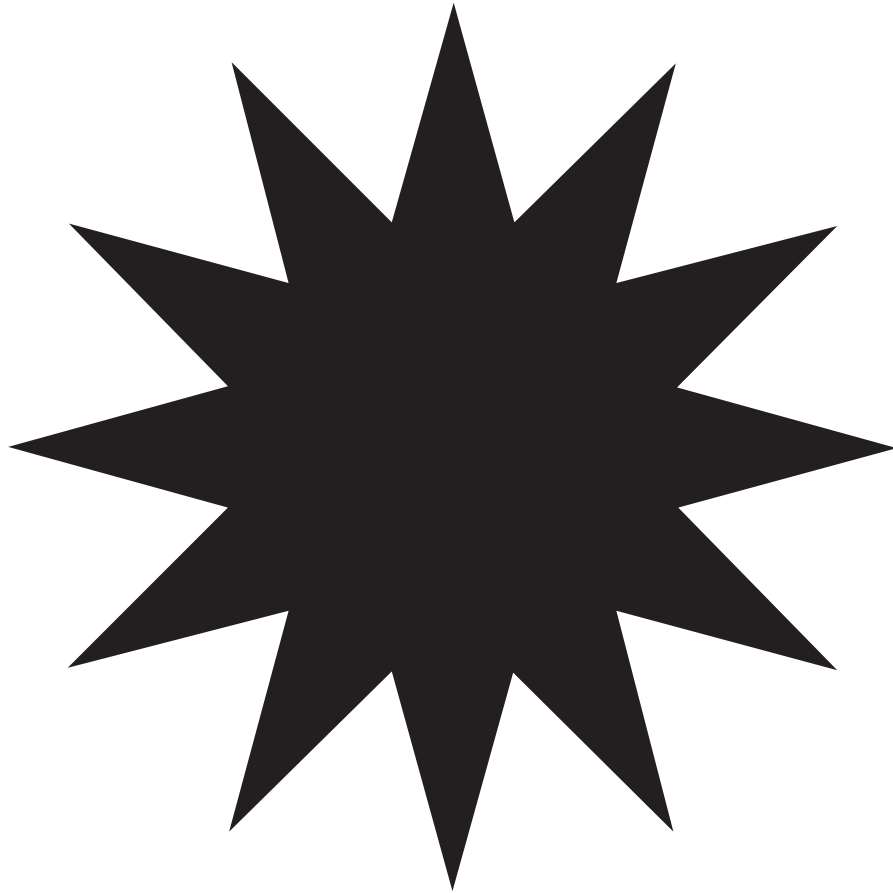
**Holdouts: alias
for dingzihu's
& 'Nail Houses'**

Onsite Standard · Extrabold · 30pt

**Folklore of how the M62
house was debunked
after a film made in 1983
resurfaced online.**

Onsite Standard · Extrabold · 20pt

**Recently, an organisation named
'Where is My Land' is aiming to
change this narrative. "George
Floyd could have been a million-
aire," states the about section on
the organisation's website.**



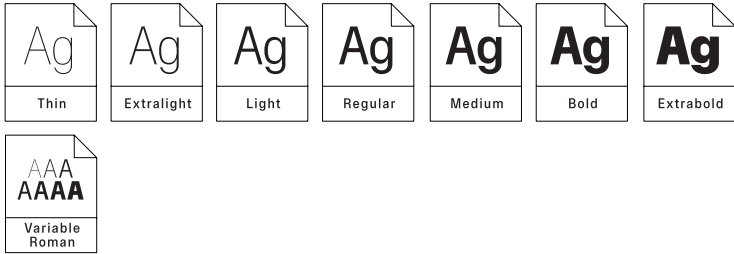
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TABULAR OLD STYLE FIGURES [.tosf]	0123456789%.,:·	0123456789%.,:·
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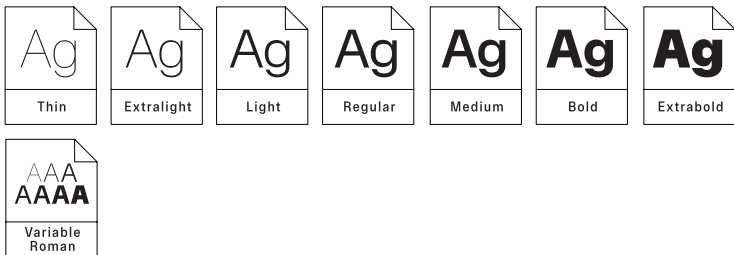
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STYLISTIC SET 02 Double storey g [.ss02]	Gregorian	Gregorian
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STYLISTIC SET 04 Rounded y [.ss04]	Photo-types	Photo-types
STYLISTIC SET 05 Alternate ß [.ss05]	das Schloß	das Schloß
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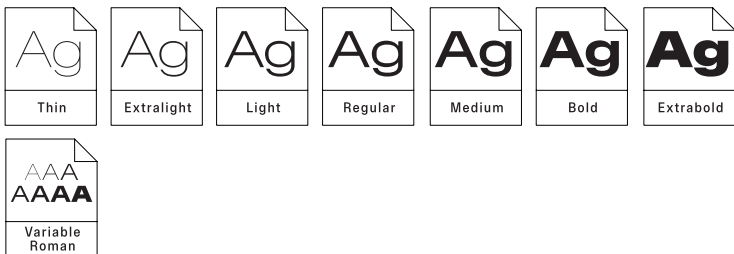
Onsite Condensed



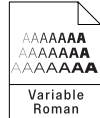
Onsite Standard



Onsite Extended



Onsite Full Collection



Variable Fonts

Variable fonts allow the user to create custom weights and widths 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 subfamily of Onsite, will receive free beta versions of our variable fonts for Onsite's Roman styles, allowing the variable adjustment of weight. Users that purchase all three widths will receive free beta versions that allow variable adjustment of weight and width.

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.