

SHOWCASE

Computer Arts selects the hottest new design, illustration and motion work from the global design scene

BILATERAL RELATIONS

UK/MEXICO 2015 IDENTITY
by Alphabetical
www.alphabeticalstudio.com

UK/Mexico 2015 is a cultural celebration between Mexico and the UK – a year-long festival hosting a programme of high-profile cultural, academic and trade projects taking place across both nations.

Shoreditch-based Alphabetical was asked to come up with an identity for the festival. "The challenge was to produce a truly bilingual concept that embraced the unification of the two nations," says studio co-founder Bob Young. The solution was a

custom typeface that visually connected both cultures and allowed them to speak as one. Young continues: "We wanted to strike the balance of a contemporary festival feel, but with enough historical equity from both countries that we could visually reference each nation without it becoming clichéd. With this in mind we made sure that the rest of the identity system outside of the typeface featured a vibrant colour palette and graphic use of photography."

**GREAT
BRITAIN**



"YOU ALWAYS HAVE TO REMEMBER THAT TAKING INFLUENCE FROM STREET CULTURE IS EASY. IT'S KEEPING IT AUTHENTIC THAT'S THE HARD PART"



- UK/MX is the biggest ever cross-cultural celebration between Mexico and the UK
- Many weeks of sketching were involved in developing the typeface's style
- Typographer Jeremy Tankard helped to craft the design and make it more functional
- The rest of the identity outside of the typeface features a vibrant colour palette
- Graphic use of photography reflects the cultural diversity of the year-long festival programme
- The typography works as an impactful and iconic numbering system for programme events



THE REST OF THE INDUSTRY SAYS...



BEN TALLON
Illustrator and art director
www.bentallon.com

"The clean-cut identity leaves me with a sense of essential intrigue. By avoiding temptation to involve flags or obvious clichéd references to either country, the typeface succeeds in its daunting challenge to reference both cultures with a strong and vital subtlety. Alphabetical's identity design allows all forms of creative work showcased to breathe and stand alone under an instantly recognisable look and feel."



MARK RICHARDSON
Founder, Superfried
www.superfried.com

"This project is one of those where you wished it was sitting proudly on your own home page. It must be challenging to create a typeface to represent a whole culture, but to represent two seamlessly is borderline masochistic. It's commendable that despite the many boxes it must tick, the lettering style is still experimental, yet legible. The typeface also looks awesome in isolation or combined with imagery. So often type looks great with strong photography, but weak without - or vice versa. To achieve this balance is especially impressive considering the bold palette. The only negative is that the flamboyant, Mexican contribution potentially makes old Blighty look a bit dull in comparison!"