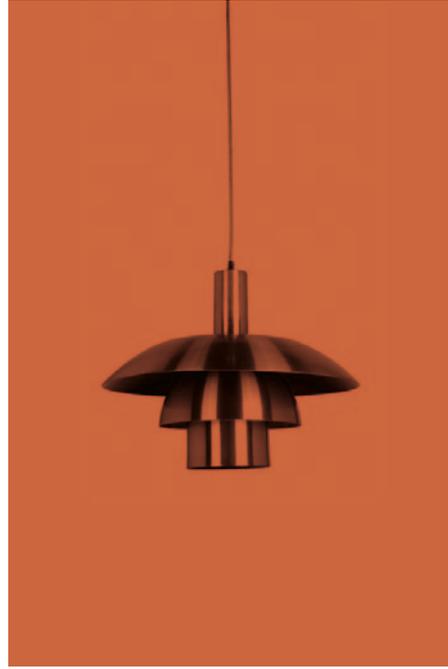


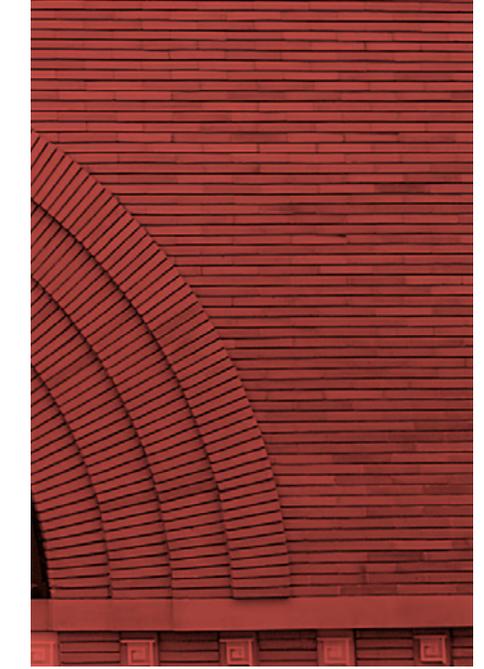
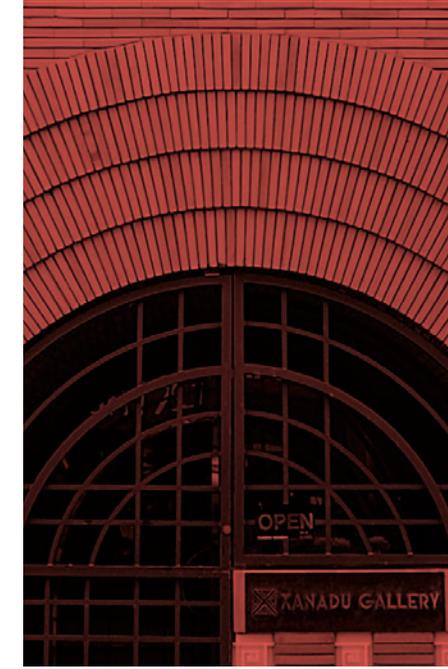
MODERICA

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If good design is a balance of aesthetics and utility, the craft peaked in the years between 1945–1970. This era of modernism hit the design sweet spot: functional beauty. Finding harmony between the natural and the manmade, designers like Bertoia, Braakman, Deam, Eames, Ekselius, Frank Lloyd Wright, Pierre Guariche, Jacobsen, Juhl, Kjaerholm, Knoll, Loewy, McCobb, Noguchi, Nelson, Paulin, Schultz, Van der Rohe, Vignelli, Vodder, Wegner, and Wormley created objects that were not merely easy on the eyes, but appealing because they served their purpose with organic grace.



Moderica is dedicated to this movement, as both a historical milestone and a living, breathing ideal, reflected in much of today's best design and architecture. Lettering open and unobtrusive, the same characteristics which typified progressive architecture. Moderica brings a linear geometry without sacrificing an unmistakably warm and human feel.

STANDING AS
A MOMENTO
OF THE PAST

MODERICA ENCAPSULATES THE QUINTESSENTIAL CALIFORNIA STYLE

WOVEN INTO
ENGINEERING
OF SOCIETY

NOT BAUBLE JUSTLY KEPT IN UTILIZED EXAMPLES OF ARCHITECTURE

Aa Bb Cc

Dd Ee Ff

Gg Hh Ii Jj

Kk Ll Mn

No Oo Pp

Qq Rr Ss Tt

Uu Vv Ww

Xx Yy Zz



A Geometric Sans-Serif; Moderica is derived from simple geometric forms (near-perfect circles, triangles and squares) and is based on strokes of even weight, which are low in contrast. Moderica avoids adornment, eliminating non-essential elements. The lowercase has tall ascenders, The uppercase characters low x height present proportions similar to those of the post and beam construction, a signature of the California Modern style.

Moderica is a further development of Frank Lloyd Wright's principles of organic architecture combined with many elements reflected in the International and Bauhaus movements. Like many of Wright's designs, Mid-Century architecture was frequently employed in residential structures with the goal of bringing modernism into America's post-war suburbs.

This style emphasized creating structures with ample windows and open floor-plans with the intention of opening up interior spaces and bringing the outdoors in. Many Mid-century houses utilized then-groundbreaking post and beam architectural design that eliminated bulky support walls in favor of walls seemingly made of glass. Function was as important as form in Mid-Century designs, with an emphasis placed specifically on targeting the needs of the average American family, frequently referred to as the California Modern style.

Moderica's intended use is for integrated residential and commercial signage. Complimenting the building Moderica represents technology, combined with the sensibilities of the day, resulting in ideals and philosophies create: an "honest" design philosophy that can withstand the test of time.



A B C

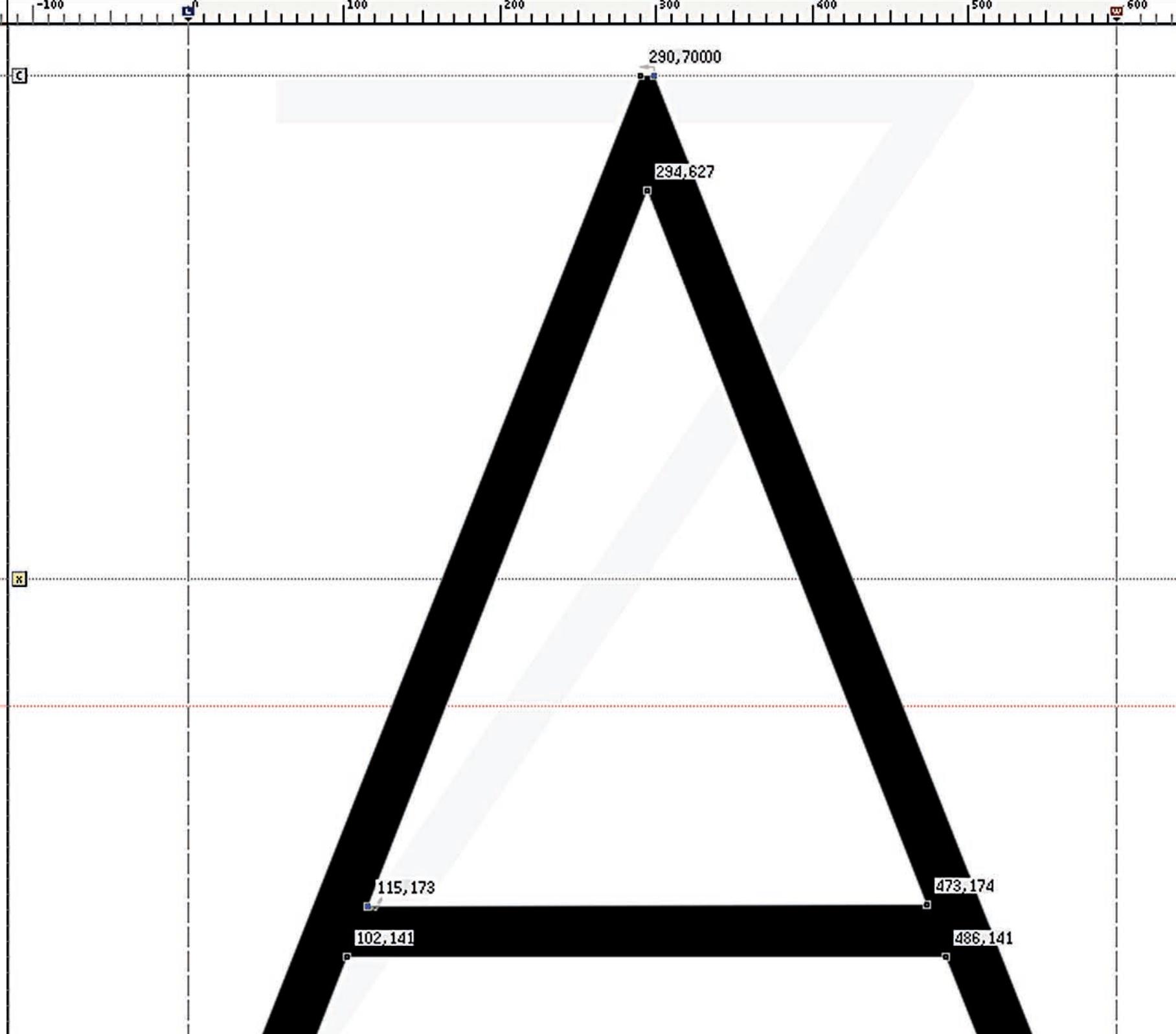
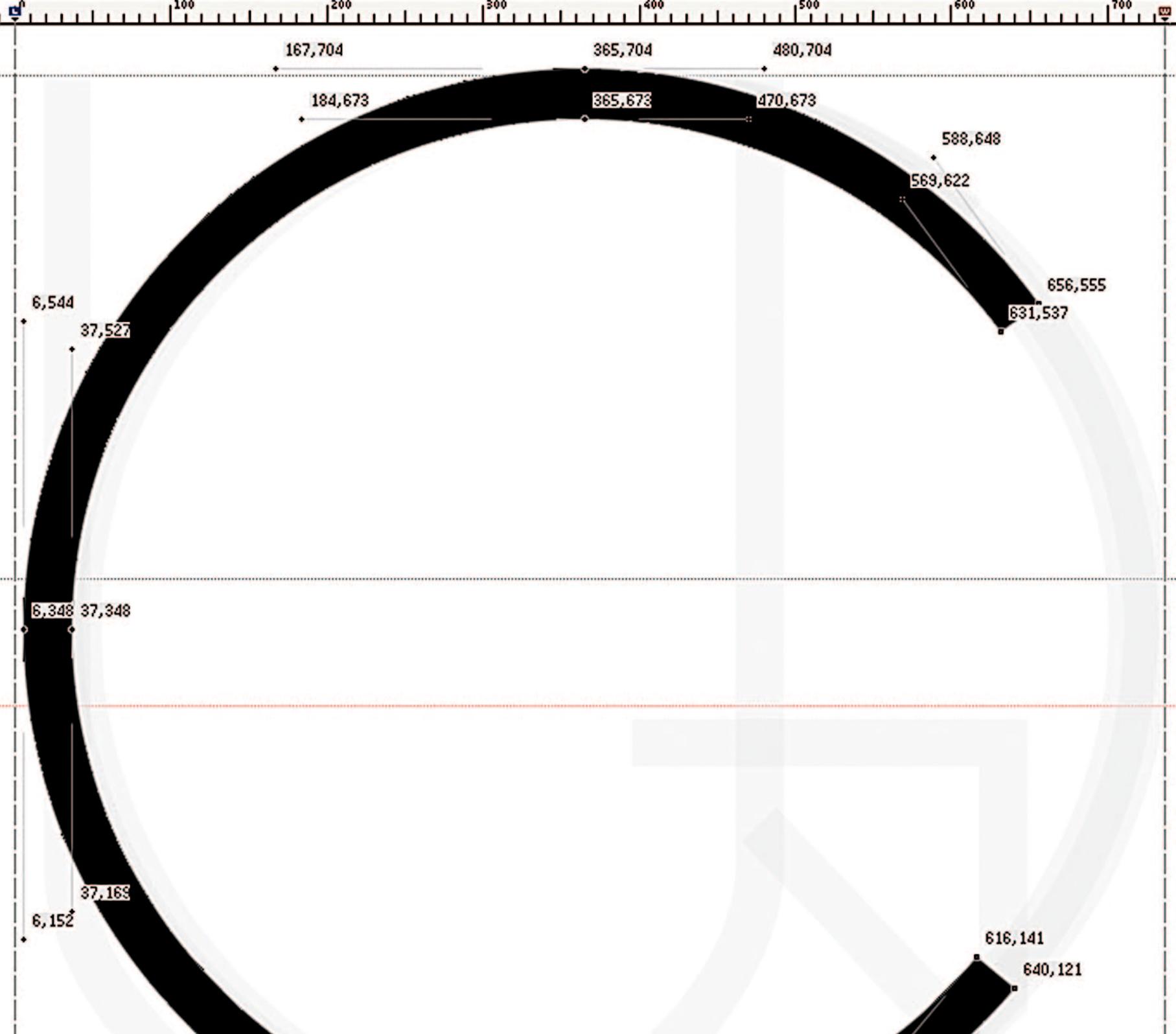
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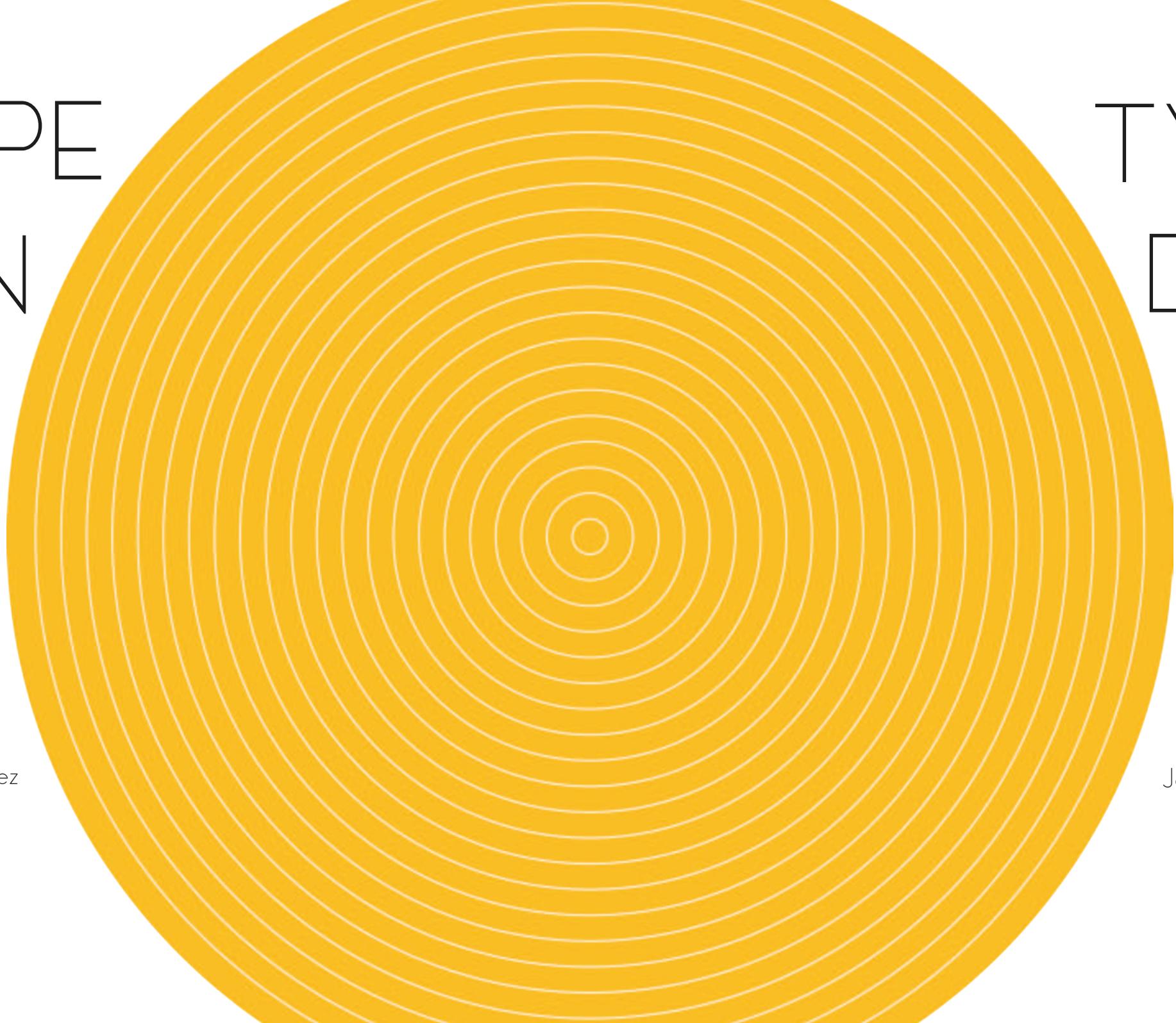
L M N

O P Q R S T



TYPE
DESIGN
IS A
CULTURAL
ACT

Jean-Francois Porchez



TYPE
DESIGN
IS A
PERSONAL
ACT

Jean-Francois Porchez

Moderica
designed by
William Carlson
San Francisco, California