

Reform

Introduction

About

Laurenz Brunner first encountered a Reform Muli tractor in the Swiss mountainside in 2019. Affixed to the front of the vehicle was the company's striking R logo, an alien looking character that stuck with Brunner in its awkward combination of milled curves and rural flavor. Looking deeper into the history of Reform opened up an entire ecosystem of agricultural graphics found in tractor manuals, farming equipment catalogs, and agronomical trade fair leaflets. Throughout the pages were bold graphics common in machine branding, offset by curved details referencing the natural shapes of agriculture. It was this balance between the technical and the organic, that formed the core of the Reform alphabet. After nearly five years of development, the typeface is available now in a family of 3 weights perfect for use in all terrains.

Credits

Design: Laurenz Brunner and Fabio Menet
Design and Production Assistance: Selina Bernet
Font Engineering and Mastering: Wei Huang

Technical Data

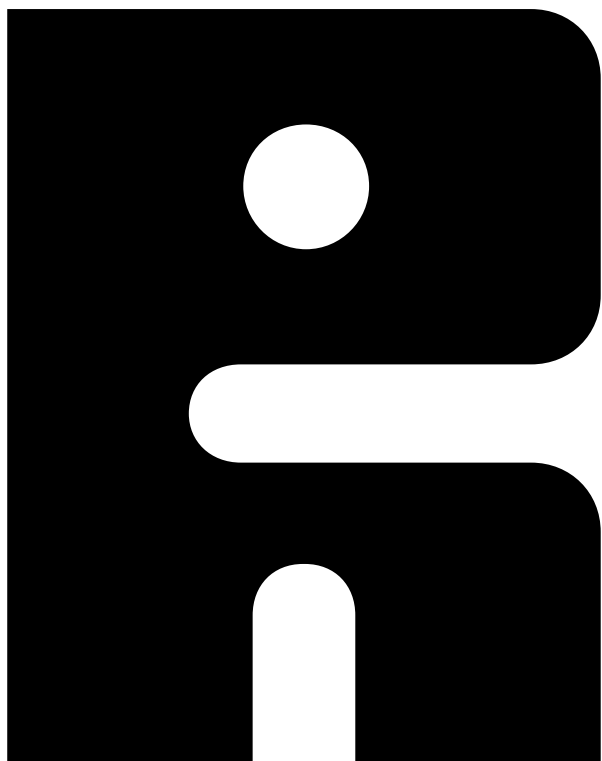
Encoding: Latin Extended
Version: 1.0
File Formats: OTF, TTF, WOFF,
WOFF2

Inquires

Source Type GmbH
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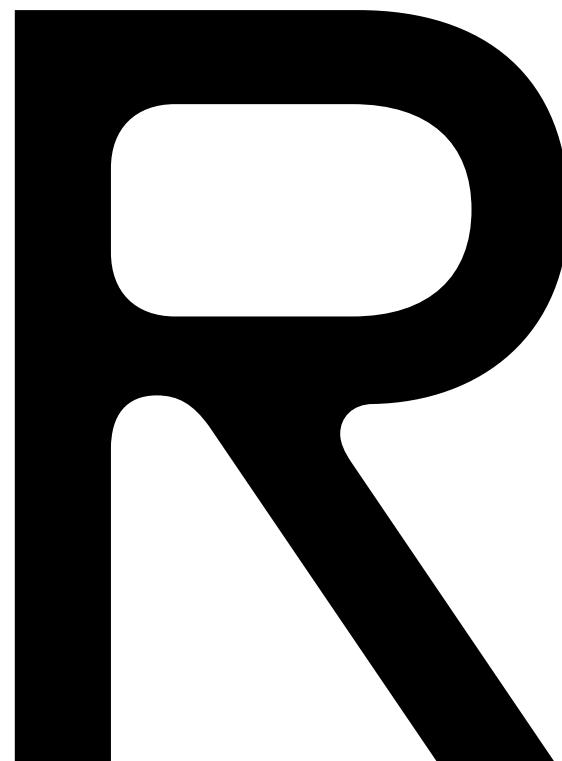
Style Overview

A large, bold, black uppercase letter 'R' with a thick, rounded top and a solid, blocky design.

Bold

A large, medium-weight, black uppercase letter 'R' with a thick, rounded top and a solid, blocky design.

Medium

A large, regular-weight, black uppercase letter 'R' with a thick, rounded top and a solid, blocky design.

Regular

Regular
Medium
Bold

Bold

4x4

Bold

Way

balier

Bold

**Deere &
Company
est. 1837**

Bold

CATERPILLAR CO.
TRACTOR SUPPLY
RIGITRAC AG
Mahindra® Ltd.
Nuffield 3.21
Sonalika Group

③

③

The Reform Muli is a four-wheel drive agricultural transporter produced by the Austrian specialist vehicle manufacturer Reform-Werke since 1968. The main area of application of the Muli is in forage harvesting and fertilization on steep slopes. For this purpose, among other things, a loader wagon body, a manure spreader or a liquid manure tank (each in different versions) can be hitched. The first model was the Reform Muli 25, produced from 1968.

26pt

Er wurde von einem Zweizylinder-Deutz-Motor angetrieben. Dann folgten die Typen Muli 40 und Muli 140 inklusive Vierzylinder-Perkins-Motor und 40 PS. Der Unterschied ist, dass der Muli 40 einen kurzen und der 140 einen langen Radstand hatte. Danach folgten die Typen 45 und 145 mit einem Dreizylinder-Perkins-Motor und 46,2 PS, die Typen 50 sowie 150 mit derselben Motorisierung.

20pt

Aktuelle Modelle (Muli T6, T7, T8 und T10) haben Vierzylinder-Dieselmotoren von VM Motori mit einer Hochleistung von 55 kW (74,8 PS) bzw. 80 kW (109 PS). Reform baut Hanggeräteträger (Metrac), Spezialtransporter (Muli), Spezialtraktoren (Mounty) und Motormäher. Die Maschinen werden in der Stadt Wels hergestellt. 2010 wurden die Motormäher der Schweizer Firma Rapid übernommen und in Österreich unter der Marke Reform vertrieben.

16pt

Medium

CNC

Medium

**Solar
Panel**

Medium

Power

Tools

③

④

⑤

Medium

**ROUND
to
SQUARE**

Medium

**CAT-DOZER™ D6
EXCAVATOR
STREET SWEEPER
Motor Graders
Trencher
14" Masonry Saw**

L'invention de la forme prématurée de la vis est estimée à environ 2500 av. J.C., mais n'avait pas encore acquis d'utilité particulière, vu qu'elle ne faisait office que d'élément décoratif pour armes et bijoux. Bien que l'origine géographique précise de la vis contemporaine demeure inconnue, quelques auteurs suggèrent l'espace du Proche-Orient. Les premiers traités « scientifiques » de la vis sont attribués à Archimède iii^e siècle J.-C. lors de l'invention de ce qui est connu de nos jours comme « la vis d'Archimède ».

26pt

Milling is the process of machining using rotary cutters to remove the material by advancing a cutter into a workpiece. This may be done by varying direction on one or on several axes, cutter head speed, and pressure. Milling covers a wide variety of different operations and machines, on scales from small individual parts to large, heavy-duty gang milling operations. It is one of the most commonly used processes for machining.

20pt

In the original class of machine tools for milling was the milling machine (often called a mill). After the advent of computer numerical control in the 1960s, milling machines evolved into machining centers: milling machines augmented by automatic tool changers, tool magazines or carousels, CNC capability, coolant systems, and enclosures. Milling centers can be generally classified as vertical machining centers or horizontal centers. The integration of milling into various environments, and vice versa.

16pt

Regular

BIO

Regular

**free
range**

Regular

Demeter

①

100%

ORGANIC

①

Regular

COLD PRESSED
FAIRTRADE
Farm-to-table
Slow Food
Hormone free

④

⑤

③

Within cold press processing, a hydraulic press uses pressure to separate the fibrous parts of fruits, vegetables, seeds, or nuts from a plant's juice or oil. The term is actually something of a misnomer, as the procedure doesn't take place in a refrigerated environment or involve the use of cooling technology. Cold press processing reduces exposure to heat and oxygen during the production process, permitting high levels of taste and nutrient retention. It typically requires more time and produces a smaller yield than e.g. alternative methods.

26pt

El veganismo, del inglés veganism, es la actitud consistente en rechazar el uso de productos de origen animal, en conjunto con una doctrina o filosofía que rechaza concebir a los animales como mercancías, ya sea para indumentaria, medicamentos, cosméticos, transporte, experimentación, ayuda en el trabajo o entretenimiento. El veganismo es definido como un estilo de vida, como un posicionamiento ético y como una ideología.

20pt

Los fundamentos del veganismo incluyen argumentos morales, ambientales, de salud y humanitarios. Los principales productos y servicios excluidos en el veganismo son: carne, pescado, huevos, leche y derivados (como el queso o el yogur), miel, cuero, lana, pieles y cosméticos probados en animales; y además se rechaza el uso de animales en zoológicos, acuarios, circos o como animales de tiro. La eliminación de la dieta de todos los productos de origen animal puede provocar ciertas carencias nutricionales.

16pt

A B C D D E F G H I J K L M N

①

O O P Q Q R S T U V W X Y Z

①

①

a b c d e f g h i j k l m n

o o o o p q r s ß t u v w x y z

③

④

⑤

(. , « » “ ” – / ! ? *)

[ä é î ø ù] { # € \$ @ }

0 1 2 3 4 5 6 7 8 9

Character Set

Letters

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
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

Figures

0 1 2 3 4 5 6 7 8 9

Latin Supplement and Extension

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß 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 ß 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 ß

Discretionary Ligatures

fi ff ffi ffi fi

Punctuation and Symbols

(. , : ; | ! _ ? ...) [* @ & # % &] { - - - - }
< > « » „ ” ‘ ’ “ ” | / \ . ° © ® ™ ☹

Case Sensitive Forms

¿ i () [] { } : - - - - < > « »

Fractions and Ordinals

1 1/2 1/4 3/4 1 a o

Currency and Mathematical Operators

\$ ¢ £ ¥ € ₱ ₪ + - × ÷ =

Tabular Figures

0 1 2 3 4 5 6 7 8 9

Arrows

↑ ↓ ← → ↗ ↘ ↙ ↖

Stylistic Set 1: Narrow

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99

Stylistic Set 3: Square Inside

◌ ◌́ ◌̂ ◌̈ ◌̀ ◌̈́ ◌̄ ◌̸ ◌̃ ◌œ

Stylistic Set 4: Square

◻ ◊ ◌ ◐ ◑ ◒ ◓ ◔ ◕ ◖

Stylistic Set 5: Hexagon

6 6́ 6̂ 6̈ 6̀ 6̌ 6̍ 6̎ 6̏ 6̐

Stylistic Set 6: Mixed

◌ ◌́ ◌̂ ◌̈ ◌̀ ◌́́ ◌̄ ◌̸ ◌̃ ◌œ

OpenType Features

Stylistic Set 1: Narrow

PROCESS	PROCESS
TECHNIQUE	TECHNIQUE
DEMETER	DEMETER

Stylistic Set 3: Square Inside

Bioplus	Bioplus
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Stylistic Set 4: Square

Manövrerfähigkeit	Manövrerfähigkeit
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Stylistic Set 5: Hexagon

Sonalika Group	Sonalika Group
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Stylistic Set 6: Mixed

Woodcraft & Co.	Woodcraft & Co.
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Case Sensitive Forms

¿QUÉ TAL?	¿QUÉ TAL?
¡MUY BIEN!	¡MUY BIEN!
RE: SUBJECT	RE: SUBJECT
TOPIC-MICRO	TOPIC-MICRO
«ORIGINAL»	«ORIGINAL»
[SIC]	[SIC]
(PARENTHESES)	(PARENTHESES)
{A, B}	{A, B}

Contextual Alternates

23:55	23:55
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Tabular Figures

100 EUR	100 EUR
111 CHF	111 CHF

Fractions

4 1/2	4½
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Superscript

New Holland®	New Holland®
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Ordinals

1 ^a 1 ^a 1 ^a	1 ^a 1 ^a 1 ^a
2 ^o	2 ^o

Discretionary Ligatures

Deflowering	Deflowering
Chaff	Chaff
Efficiency	Efficiency
Offload	Offload
Profit	Profit

Language Support

A Abenaki	Fijian	Kiribati	Portuguese	Tokelauan
Afaan Oromo	Filipino	Kirundi	Potawatomi	Tongan
Afar	Finnish	Klingon	Q Q'eqchi'	Tshiluba
Albanian	Folkspraak	L Ladin	Quechua	Tsonga
Alsatian	French	Latin	R Rarotongan	Tswana
Amis	Frisian	Latino sine Flexione	Romanian	Tumbuka
Anuta	Friulian	Latvian	Romansh	Turkish
Aragonese	G Gagauz (Latin)	Lithuanian	Rotokas	Turkmen (Latin)
Aranese	Galician	Lojban	S Sami (Lule Sami)	Tuvaluan
Aromanian	Genoese	Lombard	Sami (Southern Sami)	Tzotzil
Arrernte	German	Low Saxon	Samoan	U Uzbek (Latin)
Arvanitic (Latin)	Gooniyandi	Luxembourgish	Sango	V Venetian
Asturian	Guadeloupean Creole	M Makhuwa	Saramaccan	Vepsian
Aymara	Gwich'in	Malay	Sardinian	Volapük
B Bashkir (Latin)	H Haitian Creole	Manx	Scottish Gaelic	Vöro
Basque	Hän	Māori	Serbian (Latin)	W Wallisian
Bikol	Hawaiian	Marquesan	Seri	Walloon
Bislama	Hiligaynon	Megleno-Romanian	Seychellois Creole	Waray-Waray
Bosnian	Hopi	Meriam Mir	Shawnee	Warlpiri
Breton	Hotcāk (Latin)	Mohawk	Shona	Wayuu
C Cape Verdean Creole	Hungarian	Moldovan	Sicilian	Wik-Mungkan
Catalan	I Ido	Montagnais	Silesian	Wiradjuri
Cebuano	Ilocano	Montenegrin	Slovak	X Xhosa
Chamorro	Indonesian	Murrinh-Patha	Slovenian	Y Yapeese
Chavacano	Interglossa	N Nagamese Creole	Slovio (Latin)	Yindjibarndi
Chickasaw	Interlingua	Ndebele	Somali	Z Zapotec
Cimbrian	Irish	Neapolitan	Sorbian (Lower Sorbian)	Zulu
Cofán	Istro-Romanian	Ngiyambaa	Sorbian (Upper Sorbian)	Zuni
Corsican	Italian	Niuean	Sotho (Northern)	
Creek	J Jamaican	Noongar	Sotho (Southern)	
Crimean Tatar (Latin)	Javanese (Latin)	Norwegian	Spanish	
Croatian	Jèrriais	Novial	Sranan	
Czech	K Kala Lagaw Ya	O Occidental	Sundanese (Latin)	
D Dawan	Kapampangan (Latin)	Occitan	Swahili	
Delaware	Kaqchikel	Oshiwambo	Swazi	
Dholuo	Karakalpak (Latin)	Ossetian (Latin)	Swedish	
Drehu	Karelian (Latin)	P Palauan	T Tagalog	
E English	Kashubian	Papiamento	Tahitian	
Estonian	Kikongo	Piedmontese	Tetum	
F Faroese	Kinyarwanda	Polish	Tok Pisin	



Source Type

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