

# IBM

Plex Serif



# IBM Plex Serif

## Foundries

IBM and Bold Monday

## Designer

Mike Abbink

## Release

2018 for general use

## Specimen

Editing and design by Alex Levy

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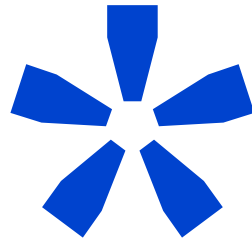
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# Who created IBM Plex Serif

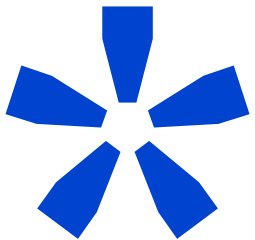
## IBM: innovating for over a century

IBM is a technology company founded in 1911 that has over 250,000 employees across more than 170 countries. They research, design, develop, and sell products such as computer hardware, software, cloud platforms, and AI.



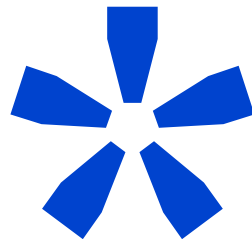
## Bold Monday: a bold typeface foundry

Bold Monday is a Dutch typeface foundry founded in 2008 by Paul van der Laan and Pieter van Rosmalen. They have designed typefaces for large international clients and worked with IBM to design IBM Plex.



## Mike Abbink: an accomplished designer

IBM Plex Serif was designed by IBM executive creative director Mike Abbink. After graduating from the Art Center College of Design and starting out at a design agency, he went on to co-found his own agency.



“

Good design is  
good business

Thomas J. Watson Jr.  
President, IBM  
1952–1971

”

# The story

## Bye-bye Helvetica

IBM had been using Helvetica as their corporate typeface since the 1960s. When designer Mike Abbink joined the company in 2015, he argued that IBM needed a distinctive typeface to represent the company's unique voice in the 21st century. For two years, Abbink and a team of designers researched, designed, and developed what would be known as the IBM Plex family

## A storytelling serif

IBM Plex Serif was released in 2018 for general use and is part of the IBM Plex superfamily alongside IBM Plex Sans, IBM Plex Sans Condensed, and IBM Plex Mono. IBM's history of connecting mankind and machine was what guided the designers as they created a typeface representative of IBM. The serif version is best used for storytelling, which is essential to IBM because stories are what show the possibilities of their products.

IBM Plex Sans:  
a general purpose typeface

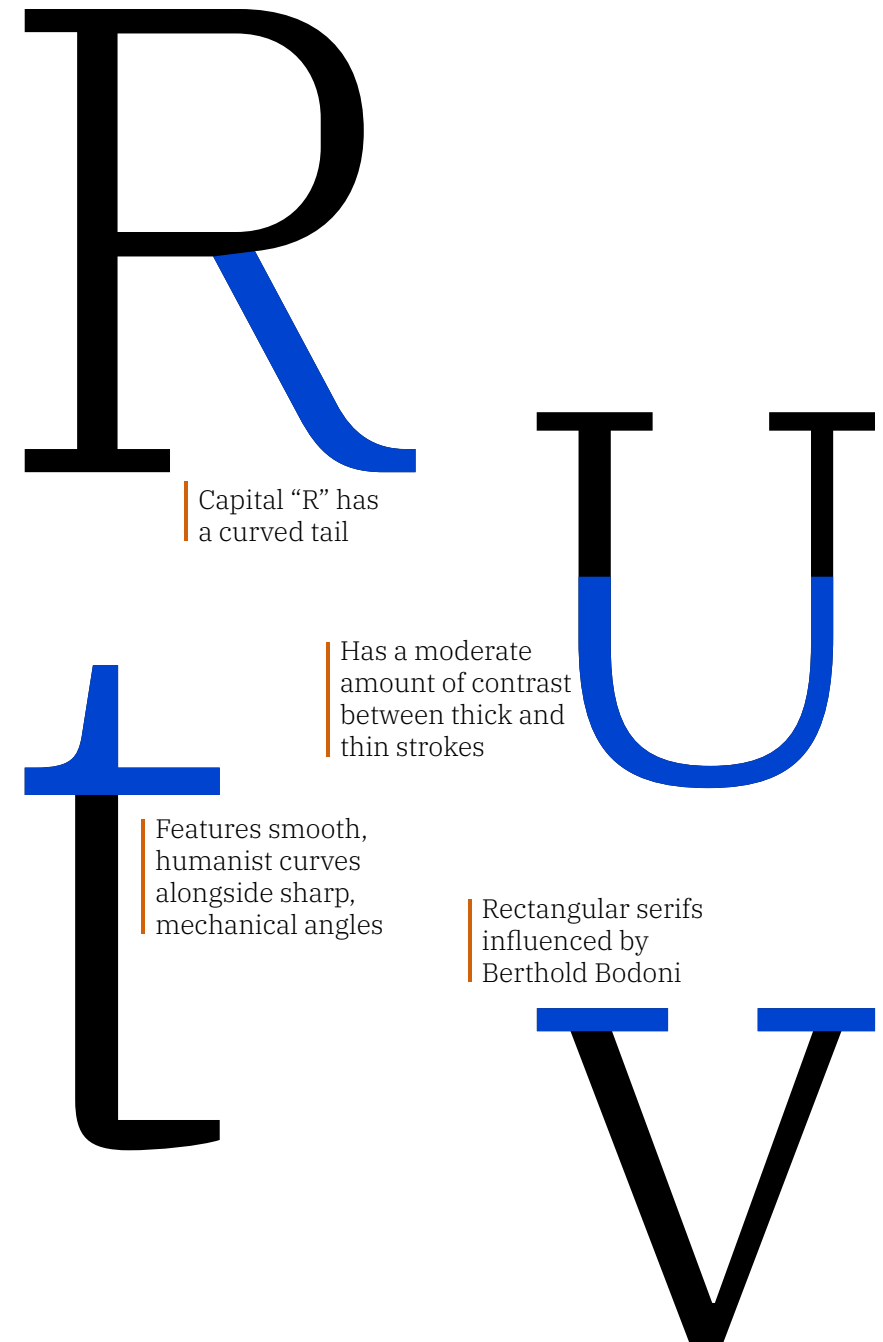
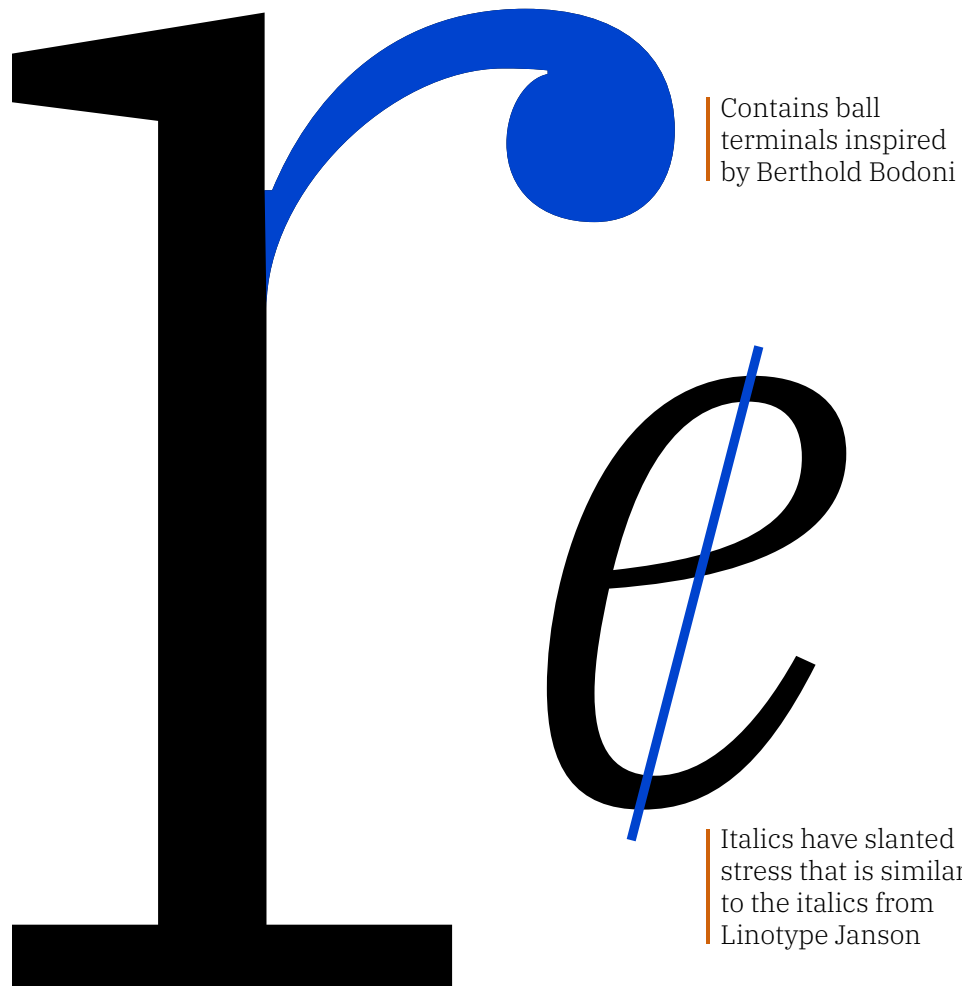
IBM Plex Sans Condensed:  
a tighter typeface

IBM Plex Mono:  
a typeface for developers

**IBM Plex Serif:**  
A typeface for  
*storytelling*

# A Plexy typeface

IBM Plex Serif is unique in that it fuses aspects of transitional and modern style typefaces, creating a typeface that fits IBM.



# Endless possibilities

## Many weights, many uses

IBM Plex Serif comes in eight different weights, each with a true italic, making this typeface extremely versatile. It could be used on a poster, a website, an advertisement, signage, or even on a billboard. But it is best used for editorial storytelling, as it is visually interesting, distinct, readable, and personable.

## Uniquely roman

a a a a a a a

## Uniquely italic

*a a a a a a a*

Thin - 10pt.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Extra Light - 10pt.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Light - 10pt.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular - 10pt.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Text - 10pt.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium - 10pt.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Semi Bold - 10pt.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold - 10pt.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Production information

## Design and editing

Alex Levy

## Class

VIS 317 Typographic Design

## Professor

Soo Yeon Hong

## School

S.I. Newhouse School of Public Communications  
at Syracuse University

## Typefaces used

IBM Plex Serif, IBM Plex Sans, IBM Plex Sans  
Condensed, IBM Plex Mono

## Type treatment

**Body copy:** IBM Plex Serif | Text | 10/14 pt.

**Headings:** IBM Plex Serif | Bold | 42/45 pt.

**Subheadings:** IBM Plex Serif | SemiBold | 20/24 pt.

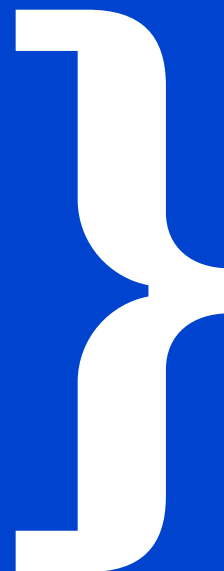
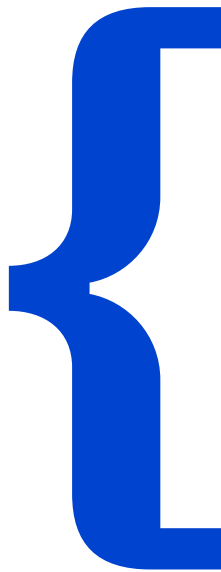
**Captions:** IBM Plex Serif | Light | 10/12 pt.

## Software used

Adobe InDesign 2022

## Sources

ibm.com, tdc.org, aiga.org, qz.com, wikipedia.org,  
boldmonday.com, mikeabbink.com



## How to get IBM Plex Serif

IBM Plex Serif is available as a free and open source typeface on Google Fonts and Adobe Fonts, and has over 100 different language variations.