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.