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Grocery

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# Early life and Education\*

Neville Brody was born on April 23, 1957, in Southgate, London. Growing up during the energetic punk rock era, Brody was heavily influenced by the rebellious and experimental spirit of London's music and cultural scenes. Early exposure to movements challenging traditional norms shaped his career long interest in pushing boundaries. His foundation in fine arts began at Minchenden Grammar School, where he pursued A-Level Art. Brody's early academic journey continued with a Fine Art foundation course at Hornsey College of Art in 1975, followed by a move to the London College of Printing in 1976 to pursue a BA in Graphics. There, his first year thesis on Dadaism and Pop Art revealed his fascination with avant-garde art movements that questioned mainstream values, a curiosity that later impacted his approach to graphic design and typography.

# Early life & breakthrough

In the early 1980s, Brody began designing album covers for influential bands like Clock DVA, Cabaret Voltaire, Depeche Mode, and 23 Skidoo. His designs used **bold**, experimental typography and **abstract** visuals that caught attention and set a new standard in graphic design.

Brody's involvement in the music scene laid the groundwork for his future impact on graphic design and typography.



**Insignia (1986):** Another key font developed during this period, Insignia was sleek and futuristic, with clean, geometric lines that helped define the modernist approach to typography that Brody championed.

**Industria (1984):** One of Brody's earliest and most iconic fonts, Industria was a bold, condensed mechanical typeface.

It conveyed strength and industrial precision, making it a perfect fit for the powerful aesthetic that Brody was developing in his early career.

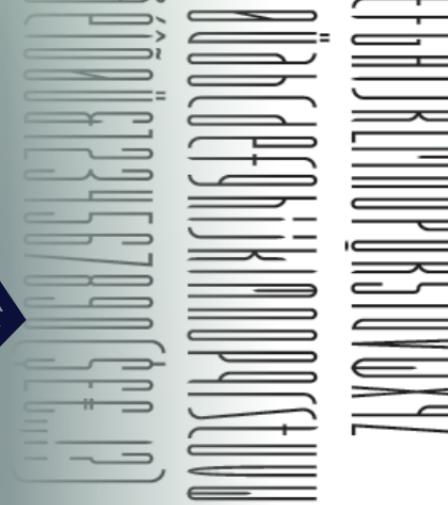
Typeface four

**Typeface Four (unreleased) and Typeface Six (unreleased):**

Two experimental typefaces, though never officially released, showcase Brody's ongoing exploration of non-traditional and avant-garde design aesthetics. Their influence was evident in later works, and their radical approach to typography helped push the boundaries of what was possible in design.

Typeface six

ABCDEFGHIJKLMN  
PQRSTUVWXYZ  
1234567890(\$£€)





# Typeface for Arena Magazine

Men's lifestyle and fashion magazine.

His work here was more refined and often futuristic— Another custom design; helped define 1980s aesthetics.  
FF Blur prototype later to be released with FUSE fonts



# FUSE

project fonts

Brody co-founded the FUSE project [experimental typography and magazine] in 1991 with Jon Wozencroft. It showcased many experimental fonts, including these designed by Brody.

**FF Dirty**

**four**

FF Meta Subno

rmal FF Blur Light

FF Blur Medium

**FF Blur Bold**

ff Arcadia

**ff Tyson**

**FF Dirty Three**

**FF Dirty Seven ff Done**

**FF Autotrace Dou...**

**FF DIRTY SIX STD**

**FF Dirty One Std Bold**

**FF Harlem Regular**

**FF Harlem Bold**

**FF Pop**

**FF Gothic**

**FF TYPEFACE 6&7**

**FF Pop LED**

# Corporate / Custom Typefaces

**BBC Reith – A typeface family designed for the BBC (Brody Associates led the redesign).**



## “Reith” Concept in BBC Reith Sans Bold

Channel 4 [UK] — Custom type, Horseferry and Chadwick, used in branding [early 2000s].

Chadwick

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
ÄÄÅÆÇÉÉËÍÍÍÐÑÓÓÓÓØÆŠÚÚÙÜÝÝŽ  
abcdefghijklmnopqrstuvwxyz  
àáâãäåâæçééëíííðñòóôôôøøæšþþùúûüýýž  
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1234567890½¼¾¼%≠≤≥£€¥\$₵←↑→↓

Horseferry

Channel 4



CCCC Unity draws its typographic personality and DNA from The Coca-Cola Company's archive, taking inspiration & reference points from the modernist American typography movement and Coca-Cola's unique personality. This DNA is blended with practical type features and design requirements to meet with the reality of today's world. Blending the past with the present.

