
Gabriello

Inspired by brush lettering, Gabriello was commissioned by Puma. First used by their sponsored teams at the 2010 Africa Cup of Nations, it was later used at that year's World Cup, held in South Africa. It was used on the kits worn by Algeria, Cameroon, Côte d'Ivoire, and Ghana, who reached the quarterfinal. Gabriello has also been used by Puma for various other sports, including athletics.

PUBLISHED
2014

DESIGNED BY
PAUL BARNES WITH MIGUEL REYES

1 STYLE
5 WEIGHTS

FEATURES
PROPORTIONAL LINING FIGURES
FRACTIONS

Paul Barnes originally designed Gabriello in a single Bold weight, balancing the need for a distinct aesthetic with the strict regulations on size and stroke thickness put forth by FIFA and UEFA, while also accommodating how the shirts are produced: numbers and names are ironed on, often right before game time, and the letters can't overlap without melting and ruining the shirt. Far more organic than the typical straight-sided octic athletic letters, Gabriello is slanted on two axes, both horizontally and vertically, giving the energy of a script without causing production problems. Miguel Reyes added three lighter weights and one heavier weight, giving the family a casual flexibility for display uses far beyond apparel.

Gabriello Light

Gabriello Regular

Gabriello Semibold

Gabriello Bold

Gabriello Black

Sunderland
CERCETĂRI
Kizárólagos

GABRIELLO LIGHT, 100 PT

Nøytralitet
79,832,406
Laimėtojas

GABRIELLO REGULAR, 100 PT

Spielhälfte
MINGHAJR
Yapıttaşları

GABRIELLO SEMIBOLD, 100 PT

Quantified
MONDIALE
Kristensen

GABRIELLO BOLD, 100 PT [ALTERNATE a]

Nakopičijo
BAŞLAYAN
Maradona

GABRIELLO BLACK, 100 PT

KALEIDOSCOPIC
Leptomeningitis
CURIOSAMENTE
Großwörterbuch

GABRIELLO LIGHT, 70 PT

KÖZIGAZGATÁSI
Rappreżentanti
JEDNOJEZIČNIH
Météorologique

GABRIELLO REGULAR, 70 PT

ORGANIZAÇÕES
Bestuursproces
ÞYNGDARAFLIÐ
Rozwiązywanie

GABRIELLO SEMIBOLD, 70 PT [ALTERNATE a]

PAŠPĀRVALDES
Huvudområden
UNIAUTÓNOMA
Gerçekleştirilir

GABRIELLO BOLD, 70 PT

BECKENBAUER
Høvuðsstovnar
KUMPERENSYA
Internazionale

GABRIELLO BLACK, 70 PT

LA PRIMA MULTINAZIONALE
 Hierdoor konden 1.127 spelers
 PRACTICED DEIPNOSOPHIST
 Tie-breaking goal for the win

GABRIELLO LIGHT, 40 PT

STRUCTURED LIKE A SIMILE
 Contra de La Furia Española
 HARMONICALLY RESONANT
 One-way ticket to Wilmslow

GABRIELLO REGULAR, 40 PT [ALTERNATE ñ]

MÚKERESKEDŐK ÖRÖMÉRE
 Un alimento de origen suizo
 QUESTIONING ASSUMPTION
 Topographie et biodiversité

GABRIELLO SEMIBOLD, 40 PT [ALTERNATE Q a]

ANOMALIE HYPOTHÉTIQUE
Kroos sets up Arjen Robben
INDIRECT FREE KICK GIVEN
90,89 milhões de ingressos

GABRIELLO BOLD, 40 PT

A GUIDE TO BETTER LIVING
Ontstaan van de Republiek
SWANSEA VS SUNDERLAND
Naturalističkim prikazima

GABRIELLO BLACK, 40 PT

La municipalité occupe une surface de 41,27 km²
EEN RECORDAANTAL VAN 9 LANDEN HAD ZICH
Un total fueron 17 federaciones de las 81 equipos

GABRIELLO LIGHT, 24 PT [ALTERNATE a]

Sua aglomeração conta com 10 mil habitantes
DAL PUNTO DI VISTA ARCHEOLOGICO I SITI PIÙ
The lead-up to the match was massively hyped

GABRIELLO REGULAR, 24 PT [ALTERNATE 1]

Um total de 1.110 ingressos para todos os jogos
INIESTA LAUNCHES A PASS TOWARDS NEYMAR
Le 7 décembre, la FIFA a convoqué une réunion

GABRIELLO SEMIBOLD, 24 PT

Beraber 84 maçlık üst üste kazanma serisi de
ÞJÓÐARATKVÆÐAGREIÐSLA Á GUINEA-BISSAU
Der Rotbugara erreicht eine Körperlänge von

GABRIELLO BOLD, 24 PT

Kredit, wang kertas, dan wang bukan fizikal
BOATENG ATTACKS DOWN THE RIGHT FLANK
El estadio tiene un perímetro de 800 metros

GABRIELLO BLACK, 24 PT

Microphotographic

GABRIELLO LIGHT, 60 PT

Kvalturneringarna

GABRIELLO REGULAR, 60 PT

Generasjonsskifte

GABRIELLO SEMIBOLD, 60 PT

Elfmeterschießen

GABRIELLO BOLD, 60 PT

Amministrazzjoni

GABRIELLO BLACK, 60 PT [ALTERNATE a]

OPENTYPE FEATURES
 FAMILY WIDE

ALL CAPS
 opens up spacing, moves
 punctuation up

PROPORTIONAL OLDSTYLE
 default figures

FRACTIONS
 prebuilt fractions only

LANGUAGE FEATURE
 Română (Romanian) s accent

TITLING ALTERNATES
 alternate tilde on Ă Ț Ȑ ă ț ȓ

STYLISTIC SET 01
 alternate 1

STYLISTIC SET 02
 alternate Q

STYLISTIC SET 03
 alternate a

STYLISTIC ALTERNATES
 Illustrator/Photoshop

DEACTIVATED
¡Ganó en el último segundo!
\$246.99 €9823,50 £120.87 ¥9000
1234567890 1/2 1/3 2/3 1/4 3/4
ÎNSUȘI conștiința științifice
El partido de fútbol es mañana
Rated number 1 out of 191,312,451
Quarterfinal Qualified Quite Quick
Awarded ceaseless penalty goals
Qualified in the season's #1 match
ACTIVATED
¡GANÓ EN EL ÚLTIMO SEGUNDO!
\$246.99 €9823,50 £120.87 ¥9000
1234567890 ½ ⅓ ⅔ ¼ ¾
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STYLES INCLUDED IN COMPLETE FAMILY

Gabriello Light
 Gabriello Regular
 Gabriello Semibold
 Gabriello Bold
 Gabriello Black

SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Breton, Bosnian, Catalan, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Finnish, French, Galician, German, Greenlandic, Guarani, Hawaiian, Hungarian, Ibo, Icelandic, Indonesian, Irish, Gaelic, Italian, Kurdish, Latin, Latvian, Lithuanian, Livonian, Malagasy, Maltese, Maori, Moldavian, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansch, Saami, Samoan, Scots, Scottish Gaelic, Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

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ABOUT THE DESIGNER

Paul Barnes (born 1970) is a graphic designer specializing in the fields of lettering, typography, type design, and publication design. In the early 1990s he worked for Roger Black in New York where he was involved in redesigns of *Newsweek*, US and British *Esquire* and *Foreign Affairs*. During this time he art directed *Esquire Gentleman* and *U&Ic*. He later returned to America to be art director of the music magazine *Spin*. Since 1995 he has lived and worked in London. He has formed a long term collaboration with Peter Saville, which has resulted in such diverse work as identities for Givenchy, 'Original Modern' for Manchester and numerous music based projects, such as Gay Dad, New Order, Joy Division and Electronic. Independently he has created identities for luxury Italian shoe manufacturer Gianvito Rossi, and German publisher Schirmer Graf.

Barnes has also been an advisor and consultant on numerous publications, notably *The Sunday Times Magazine*, *The Guardian* and *The Observer* Newspapers, *GQ*, *Wallpaper**, *Harper's Bazaar* and *frieze*. He has designed many books for publishers all over Europe including Schirmer Mosel, Oxford University Press, the Tate, and the iconic Schirmer Graf series. Following the redesign of *The Guardian*, as part of the team headed by Mark Porter, Barnes was awarded the Black Pencil from the D&AD. They were also nominated for the Design Museum 'Designer of the Year'. In September 2006, with Schwartz he was named one of the 40 most influential designers under 40 in *Wallpaper**. A year later *The Guardian* named him as one of the 50 best designers in Britain.

Miguel Reyes (born 1984), originally from Puebla, Mexico, studied graphic design at Benemérita Universidad Autónoma de Puebla before working as a type designer, graphic designer, and publication designer in Barcelona and Mexico City. He then studied type design at CEgestalt, School of Design in Mexico City and later attended the Type and Media Masters course at KABK in the Hague. Miguel began working with Commercial Type at the beginning of 2013, and became a staff designer since that year. His work has been honored by the Latin American Biennial of Typography and by the Fine Press Book Association.