SEARCHING FOR A NEW CONTEXT LOGO

A JOURNEY THROUGH GARDENS, MINE SHAFTS AND ORGAN PIPES









SETTING THE STAGE

OVERUSING THE T_FX LOGO TENDS TO MAKE SERIOUS PUBLICATIONS LOOK LIKE HIGH SCHOOL NEWSPAPERS.

THEO HOEKWHTER, MESSHGE TO THE CONT_FXT LIST, 2008-05-13

 $\mathsf{T}_\mathsf{F}\mathsf{X}$ IS INDEED A LOGO, NOT A TEXT STRING.

AND WHAT SORT OF LOGO IS IT ANYWAY











moo













FUELLING THE CONVERSATION











MORE FUEL













ELEPHANT













COPY OF ELEPHANT













THE FONT CAVALRY STEPS IN











FIRST RESULTS





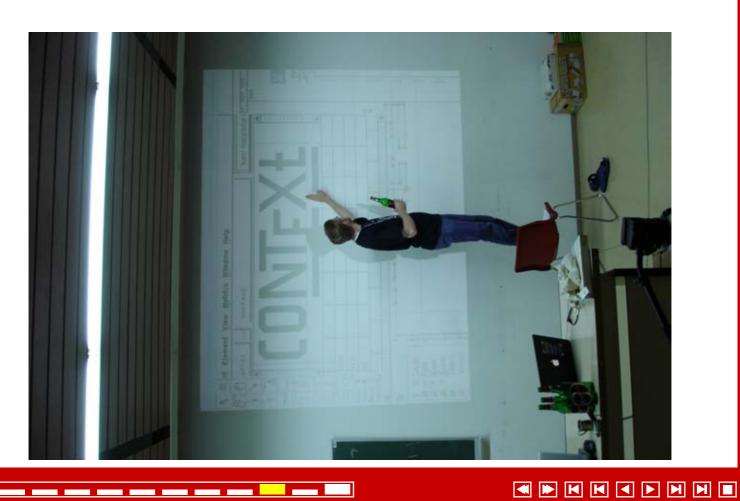








FINE-TUNING











PRAISE TO CONTEXT











CONCLUSION

CONTEXTUSERS OF ALL COUNTRIES,

UNITE

_____<mark>_</mark>









