

SSG

**ALTERNATIVE  
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ALTERNATIVE**

SG Alternative is a typeface primarily designed to support my alternative rock band project **Mountains and You**. It draws inspiration from several contemporary sans-serifs while maintaining innate visual attributes. It is offered in two sets of three weights each: **High, Mid, Low** & **High-Alt, Mid-Alt, Low-Alt**. The “-Alt” set of weights has a slightly thinner stroke width than its counterpart. The family collectively creates a set of textures appropriate for a multitude of applications.

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M&Y

MUSIC

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Shrenik Ganatra

DESIGNED BY

**MOUNTAINS** LOW

**AND YOU**

**MOUNTAINS** LOW-ALT

**AND YOU**

**MOUNTAINS**

**AND YOU** MID

**MOUNTAINS**

**AND YOU** MID-ALT

**MOUNTAINS**

**AND YOU** HIGH

**MOUNTAINS**

**AND YOU** HIGH-ALT

**MACHINA II**

SG ALTERNATIVE HIGH-ALT, 92 PT

**LOS AMIGOS**

SG ALTERNATIVE HIGH, 79 PT

**UND FIENDE**

SG ALTERNATIVE HIGH, 86 PT

**VAN MODERNE**

SG ALTERNATIVE HIGH, 68 PT

**MUSIQUE**

SG ALTERNATIVE HIGH-ALT, 107 PT

**00:01:32:23**

SG ALTERNATIVE HIGH, 88 PT

**pj harvey**

SG ALTERNATIVE MID-ALT, 110 PT

**czarina**

SG ALTERNATIVE MID, 138 PT [ALTERNATE 'α']

**Torschlusspanik**

SG ALTERNATIVE LOW-ALT, 60 PT

**dröß**

SG ALTERNATIVE LOW-ALT 199 PT

**mæstro**

SG ALTERNATIVE LOW, 122 PT

**Montaña**

SG ALTERNATIVE HIGH-ALT, 123 PT

**L'amour**

SG ALTERNATIVE HIGH, 132 PT

**Raõljóst**

SG ALTERNATIVE MID-ALT, 127 PT

**François**

SG ALTERNATIVE MID, 118 PT

**Klatøjet**

SG ALTERNATIVE LOW-ALT, 118 PT

**05/13/2016**

SG ALTERNATIVE LOW, 80 PT

**₹29,758/-**

SG ALTERNATIVE LOW-ALT, 96 PT

**18°C/64°F**

SG ALTERNATIVE MID-ALT, 96 PT

**#AltRock**

SG ALTERNATIVE HIGH, 115 PT

**@m&y.co**

SG ALTERNATIVE HIGH-ALT, 113 PT

TONIGHT

8:00 P.M.

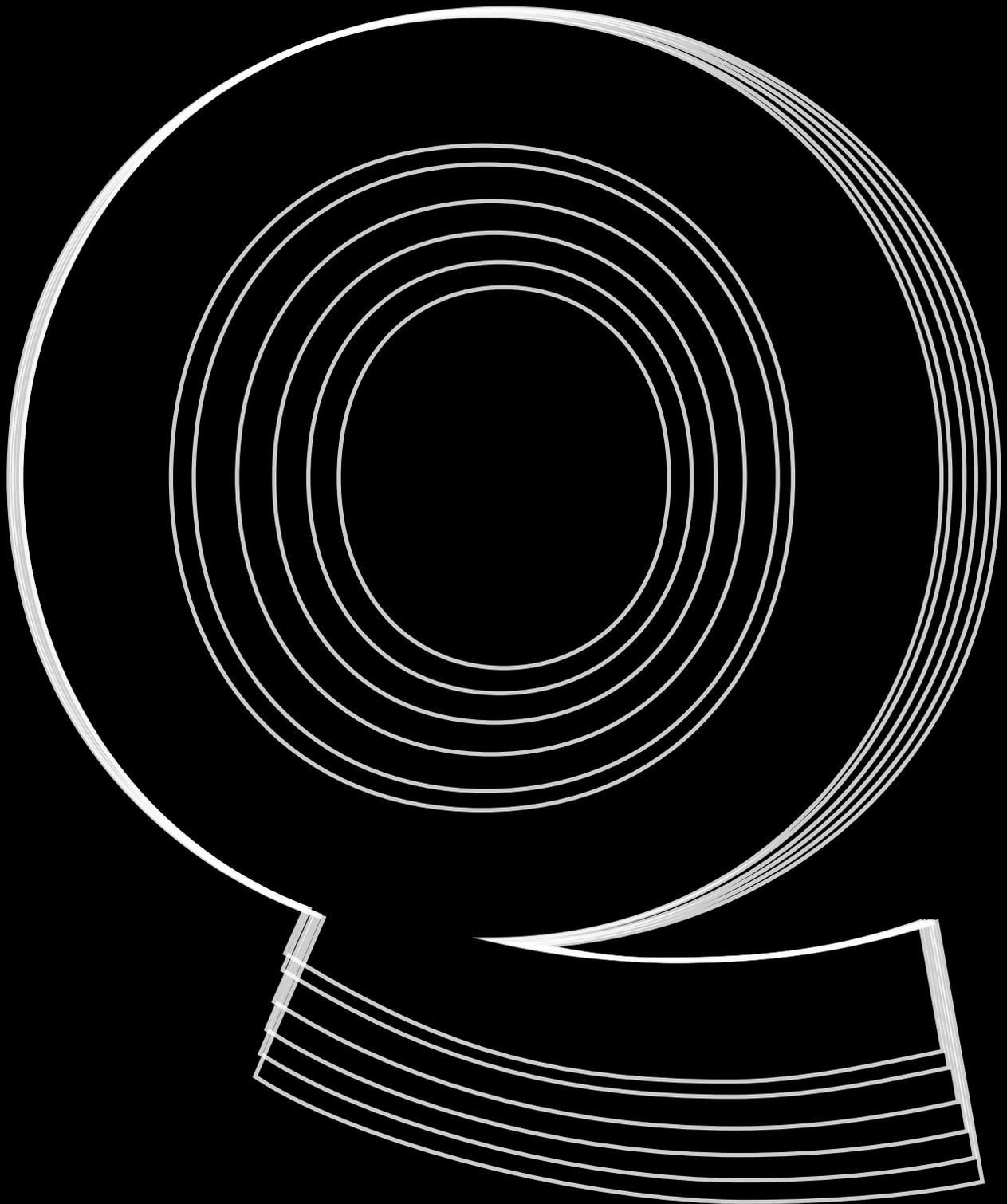
SADDLERS

TOUR

NEW YORK

10001

\$5 ADMISSION



**Pinkpop 1994 was de 25e editie van het Nederlands muziekfestival Pinkpop en de 7e in Landgraaf. Het festival telde ruim 70.000 bezoekers, waaronder ruim 25.000 kampeers.**

**It was the first time I had ever booked time in an official studio to record my own music. I booked 6 days, borrowed some amps, a few guitars, called my friend and dug myself in.**

**Both Machina albums are loose concept albums telling the story of “a rock star gone mad”. Machina II reflects Corgan's obsession with dream-pop, Cure and Depeche Mode esque synth-goth & glam-tinged heavy metal.**

SG ALTERNATIVE MID-ALT, 38/44 PT

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**This guitar emits  
sad tones. Very  
sad tones. This  
guitar brings much  
joy to everyone  
that I know.**

SG ALTERNATIVE HIGH, 12/17 PT

I'm going to first explain a few things about myself. I'm 52 years old, I have been in bands continuously, and active in the music scene in one way or another since about 1978. I work every day with music and with bands and I have for more than 30 years. I've made a couple thousand records for independent bands and rock stars, for big labels and small ones. I made a record two days ago and I'll be making one on Monday when I get off the plane. So I believe this puts me in a pretty good position to evaluate the state of the music scene today, as it relates to how it used to be and how it has been.

**the useless drags  
tóm daga/die  
einsamen türme  
von langen  
fehlern/aux  
visages oubliés  
et aux amours  
fanées/sitting  
still was never  
enough/og ef  
þú ert að gefa  
inn entón estás  
abandonando**

SG ALTERNATIVE HIGH-ALT, 10/14 PT

The Fender Mustang is a solid body electric guitar produced by the Fender Musical Instruments Corporation. It was introduced in 1964 as the basis of a major redesign of Fender's student models, the Musicmaster and Duo-Sonic. It was produced until 1982 and reissued in 1990. In the 1990s, the Mustang attained cult status as a result of its use by a number of alternative rock bands. Early examples are generally seen as the most collectible of all the short-scale Fender guitars. The Mustang features two single-coil pickups, an unusual pickup switching configuration, and a unique vibrato system. It was originally available in two scale lengths.



UPPERCASE & LOWERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ACCENTED UPPERCASE

À Á Â Ã Ä Å Æ Ç Ð È É Ê Ë Ì Í Î Ñ Ò  
Ó Ô Õ Ö Ø Ù Ú Û Ü Ý

ACCENTED LOWERCASE

à á â ã ä å ç ð è é ê ë ì í î ï ñ ò ó ô õ ö ø  
ù ú û ü ý ÿ

NUMERALS, FRACTIONS & FIGURES

0 1 2 3 4 5 6 7 8 9 ¼ ½ ¾  
\$ £ € ¥ ₹ ¤ ¢ % ÷ × ± = < > ° ∞ μ ¹ º ³ \*

STYLISTIC ALTERNATES & LIGATURES

K A R A J a à á â ã ä å æ

PUNCTUATION

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**AMMA  
TEUR  
ISM**

MOUNTAINS AND YOU

# MOUNTAINS AND YOU

ACOUSTIC SET FEATURING  
ORIGINALS + COVERS OF  
SONGS BY PINK FLOYD,  
THE SMASHING PUMPKINS,  
MEN AT WORK, OASIS,  
THE CURE, PEARL JAM ET AL.

5-7 PM

NOV 17

SATURDAY

NO MINIMUM · NO COVER · 21 & OVER

LIVE! AT THE  
**DOG  
HOUSE**

160 W 25th ST  
NEW YORK

#### LICENSING INFORMATION

The High-Alt and Mid weights of the SG Alternative typeface are **completely free** for any form of **personal use**. If you wish to access additional weights and/or use the downloaded weights for commercial purposes, please consider purchasing a commercial license. It is offered for individual weights as well as the entire family. Please get in touch with me via **email/behance**. As an independent typeface designer, the funds received shall help me sustain my practice.

LINKS  
shrenikleto@me.com  
be.net/Shrenik18

#### CUSTOM TYPEFACE DESIGN

I am now available for commissions and would love to work with you on custom **typeface design projects**. If you have an idea in mind, please get in touch by following the email link above.

#### MOUNTAINS AND YOU

My rock band project **Mountains And You** is a completely independent venture as of now. If your curiosity has led you to discovering the music, thank you for listening. If you're an awesome **record-label representative** who would like to have me on your roster, please email me.

MUSIC  
M&Y

# **SG ALTERNATIVE**

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