

SG

**ALTERNATIVE
ALTERNATIVE
ALTERNATIVE
ALTERNATIVE
ALTERNATIVE
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.

M&Y

MUSIC

Shrenik Ganatra

DESIGNED BY

LOW

MOUNTAINS

AND YOU

LOW-ALT

MOUNTAINS

AND YOU

MOUNTAINS

MID

AND YOU

MOUNTAINS

MID-ALT

AND YOU

MOUNTAINS

HIGH

AND YOU

MOUNTAINS

HIGH-ALT

AND YOU

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

dröÖß

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

Raðljóst

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

@mky.co

SG ALTERNATIVE HIGH-ALT, 113 PT

TONIGHT

8:00PM

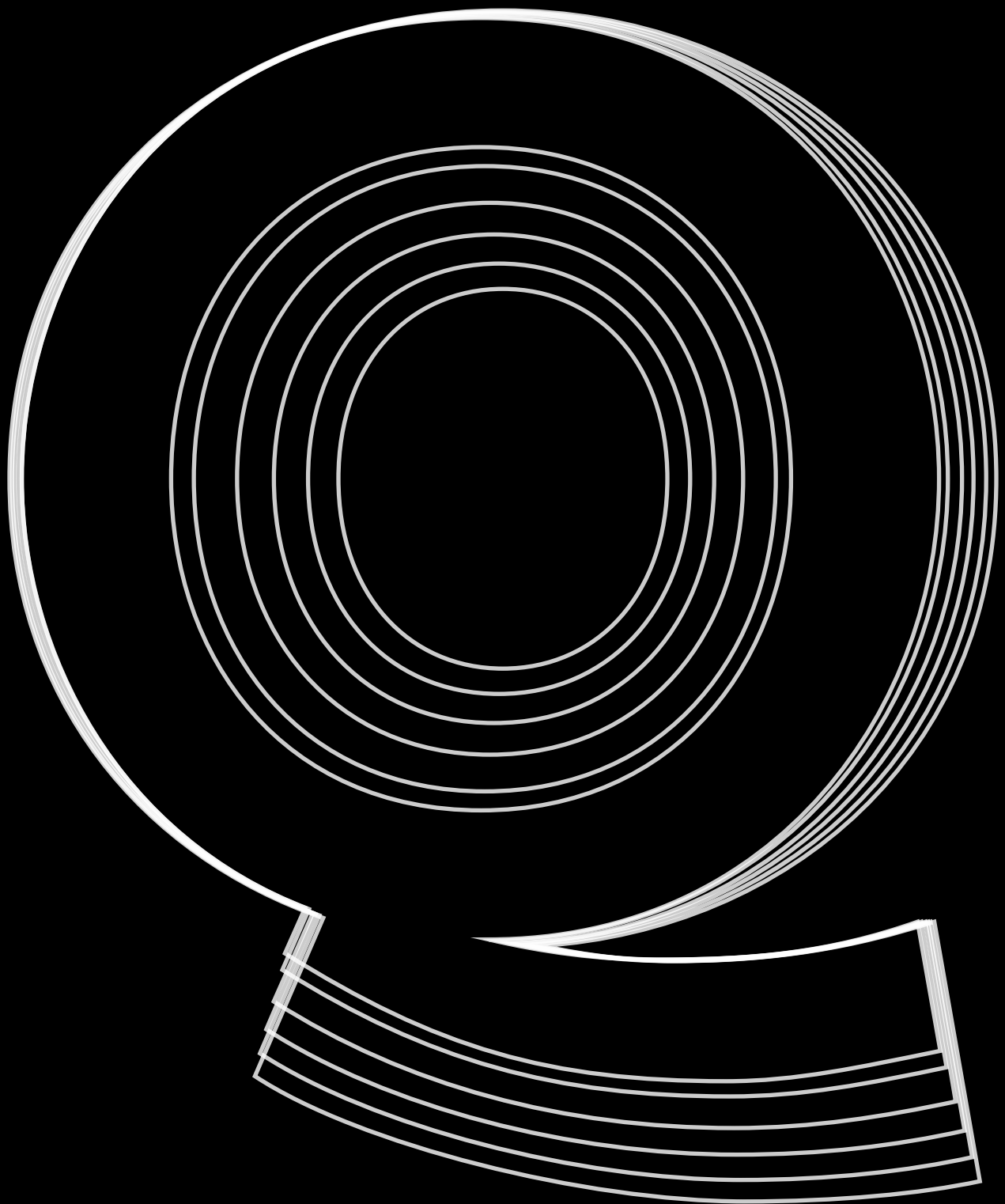
SADDLANS

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

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

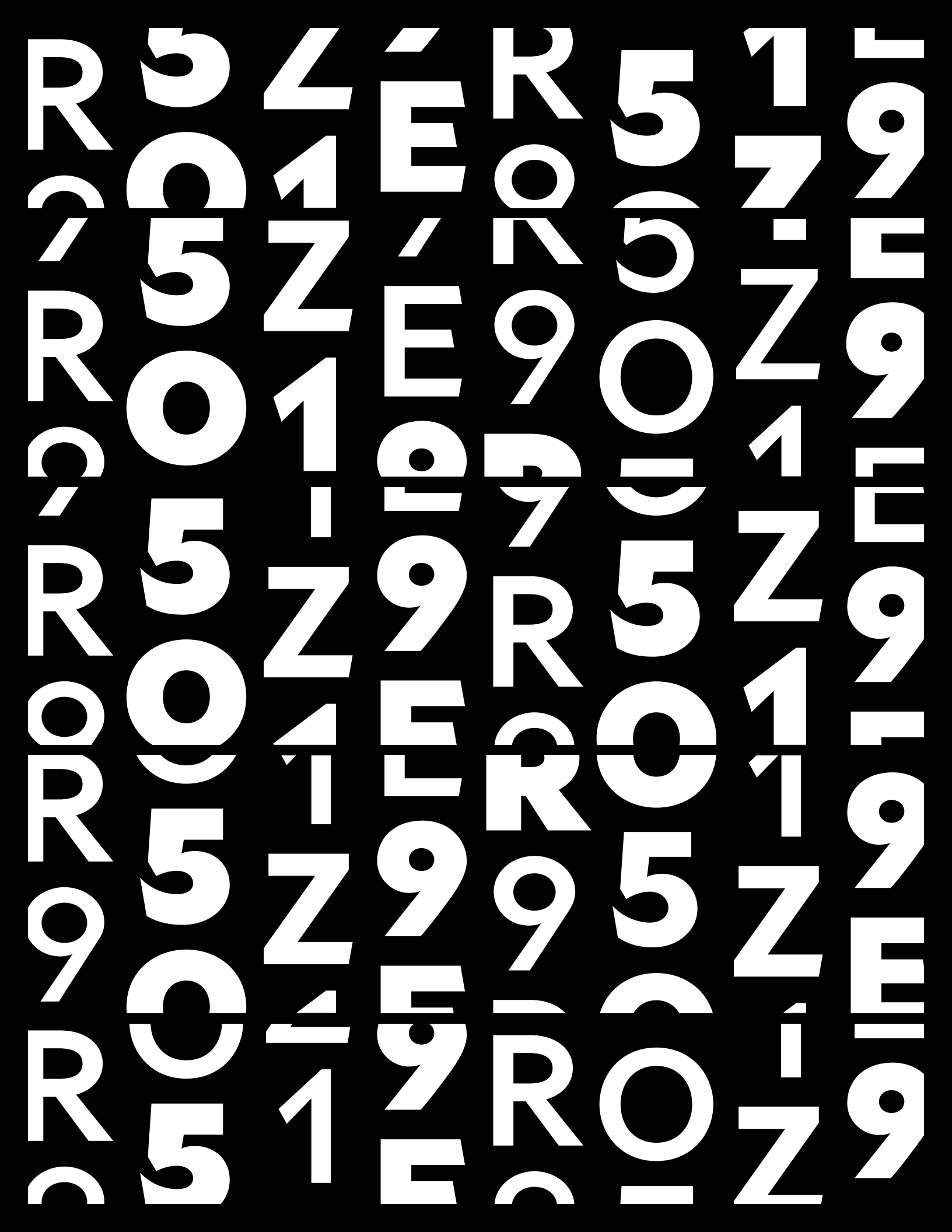
SG ALTERNATIVE HIGH, 12/17 PT

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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

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
ß ù ú û ü ý ÿ

NUMERALS, FRACTIONS & FIGURES

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

STYLISTIC ALTERNATES & LIGATURES

K A R A J α à á â ã ä å æ

PUNCTUATION

& @ . , ; : ' ! ; ? () [] { } / \ ^ ~ | ! - - - _ “ ” “ ”

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.

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

COPYRIGHT ©2017 SHRENIK GANATRA

shrenikganatra.com