

abcdefghijklmnopqrstuvwxyz
hijklmnop
Plumbago
qrstuvwxyz
XYZ.

Plumbago Regular, sentence case, 28–96 pt.

Oxygen

96 pt.

World tour

60 pt.

Record

96 pt.

New techno jam

46 pt.

Shadow

96 pt.

¿Cómo está todo hoy?

28 pt.

Plumbago Regular, all caps, 28–96 pt.

ARCADE

96 pt.

ESCUDRIÑAR

60 pt.

BANGER

96 pt.

VINTAGE SOUNDS

46 pt.

CACTUS

96 pt., slab alternates

LIVE CONCERT FROM 1984

28 pt.

Plumbago Narrow, sentence case, 28–96 pt.

Thriller

96 pt.

Movie premiere

60 pt.

Upcycling

96 pt.

Organize and sort

46 pt.

Vocalist

96 pt.

New California music festival

28 pt.

Plumbago Narrow, all caps, 28–96 pt.

DAYBREAK

96 pt.

RAINFOREST DEW

60 pt.

ESCALATOR

96 pt.

GUIDE TO MIXOLOGY

46 pt.

FLOATING

96 pt.

ASTROLOGICAL NONSENSE FOR YOU

28 pt.

Plumbago Wide, sentence case, 28–96 pt.

Quirk

96 pt.

Beanbag

60 pt.

Wavey

96 pt.

Antarctica

46 pt.

Kayak

96 pt.

Swimming upstream

28 pt.

Plumbago Wide, all caps, 28–96 pt.

NYMPH

96 pt.

SHYGIRL

60 pt.

TOKYO

96 pt.

GOLDEN HOUR

46 pt.

INDIA

96 pt.

SELFIES IN A CROWD

28 pt.

Default styles

Close the gap

Monospace

OpenType stylistic set options

Close the gap

Half-width word space (SS01)

2024

Slashed zero

2024

Dotted zero (SS02)

2024

Slashed zero

2024

Alt zero (SS03)

info@xyztype.com

@ symbol

info@xyztype.com

@ symbol alternate

3 styles

Regular
Wide
Narrow

Designers Zrinka Buljubašić,
Travis Kochel, Chris Skillern

Art Directors Ben Kiel, Jesse Ragan

Release Available while in progress

About Plumbago

Plumbago prioritizes graphic form over typographic convention, with organic octagonal shapes fitted to a monospaced grid. A spirit of wide-eyed enthusiasm emerges from tapered strokes, sporadic sprawling slab serifs, an ample x-height, and unexpected structures that somehow feel completely at home. It's a funky composition: within its rigid measured beat, each character has its own dynamic movement, with ovoid curves butting up against straight boundaries.

Plumbago was originally commissioned by UnderConsideration as part of the identity system for Brand New Conference 2024, taking inspiration from Salt Lake City's strict street grid and the style of lettering used for the streetcars that once ran on it. Currently encompassing a range of widths in one weight, the in-progress family has room for planned growth.