
Graphik XXX Condensed

Created for big, expressive display typography, Graphik XXX Condensed is best for “screamers” (an old British term for big, tabloid headlines) and feature spreads in magazines.

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DESIGNED BY
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PRODUCTION ASSISTANCE
HRVOJE ŽIVČIĆ

18 STYLES
9 WEIGHTS W/ ITALICS

FEATURES
PROPORTIONAL/TABULAR LINING FIGURES
PROPORTIONAL/TABULAR OLDSTYLE FIGURES
FRACTIONS (PREBUILT AND ARBITRARY)
SUPERScript/SUBSCRIPT

In contrast to the typical style of straight-sided sans serifs, which traditionally maximize the black with closed terminals and small counterforms, Graphik's condensed widths feature open terminals that allow for breathing room in the white spaces within the characters. This results in an inviting openness in the text, rather than becoming a relentless series of verticals reminiscent of a barcode.

Graphik XXX Condensed Thin

Graphik XXX Condensed Thin Italic

Graphik XXX Condensed Extralight

Graphik XXX Condensed Extralight Italic

Graphik XXX Condensed Light

Graphik XXX Condensed Light Italic

Graphik XXX Condensed Regular

Graphik XXX Condensed Regular Italic

Graphik XXX Condensed Medium

Graphik XXX Condensed Medium Italic

Graphik XXX Condensed Semibold

Graphik XXX Condensed Semibold Italic

Graphik XXX Condensed Bold

Graphik XXX Condensed Bold Italic

Graphik XXX Condensed Black

Graphik XXX Condensed Black Italic

Graphik XXX Condensed Super

Graphik XXX Condensed Super Italic

HATCH NEW METHODS

Spoken by 25.4 million

GRAPHIK XXX CONDENSED THIN, 150 PT

ÁLLAMI TISZTSÉGEKET

Largest regional team

GRAPHIK XXX CONDENSED THIN ITALIC, 150 PT

25.17 MILLION ACRES

Kanilang argumento

GRAPHIK XXX CONDENSED EXTRALIGHT, 150 PT

TÄMÄN VASTUSTA JAA

Thawing permafrost

GRAPHIK XXX CONDENSED EXTRALIGHT ITALIC, 150 PT

LE MOYEN-ORIENT
Plainly mandating

GRAPHIK XXX CONDENSED LIGHT, 150 PT

DIE KULTIVIERUNG
Nighthawk's Orbit

GRAPHIK XXX CONDENSED LIGHT ITALIC, 150 PT

THIRD EXAMPLE
Studie botanica

GRAPHIK XXX CONDENSED REGULAR, 150 PT [ALTERNATE a t]

LA ANTIGÜEDAD
Wymianie myśli

GRAPHIK XXX CONDENSED REGULAR ITALIC, 150 PT

QUIXOTIC VIEW
Hors d'oeuvres

GRAPHIK XXX CONDENSED MEDIUM, 150 PT [ALTERNATE 1]

NØDVENDIGVIS
Limited Edition

GRAPHIK XXX CONDENSED MEDIUM ITALIC, 150 PT [ALTERNATE 1]

SCIENCE & ART
Ýmislegt fleira

GRAPHIK XXX CONDENSED SEMIBOLD, 150 PT

LOFTY REVIEW
Intricate work

GRAPHIK XXX CONDENSED SEMIBOLD ITALIC, 150 PT

MID-CENTURY
Local artisans

GRAPHIK XXX CONDENSED BOLD, 150 PT

ETÀ MODERNA
Retorn a París

GRAPHIK XXX CONDENSED BOLD ITALIC, 150 PT

DECLINES 11%
Intense lobby

GRAPHIK XXX CONDENSED BLACK, 150 PT

LAST SEASON
Střední Školu

GRAPHIK XXX CONDENSED BLACK ITALIC, 150 PT

MILIMETRICĂ

Mid-calf boot

GRAPHIK XXX CONDENSED SUPER, 150 PT

SELF-STYLED

Arte Plástica

GRAPHIK XXX CONDENSED SUPER ITALIC, 150 PT

Involve these social components

REPLACE CONVENTIONAL CANVAS

Lungo più di due millenni di storia

GRAPHIK XXX CONDENSED THIN, 100 PT

Fark dayanıklılık ile alakalı olmayıp

INVESTIGATE THESE URBAN FLORA

Famed Cognac-producing sector

GRAPHIK XXX CONDENSED THIN ITALIC, 100 PT

Many of the earlier recordings
TAKOÐER SLAVNOG ARHITEKTA
Proffering an astonishing vista

GRAPHIK XXX CONDENSED EXTRALIGHT, 100 PT [ALTERNATE 1]

Able to weather future shocks
PROFESSIONELLA FORMGIVARE
Líma saman lög af viðarspæni

GRAPHIK XXX CONDENSED EXTRALIGHT ITALIC, 100 PT

Au début des années 2004
PREOBLEČEJO IN SPOČIJEJO
Conclusion & Potentialities

GRAPHIK XXX CONDENSED LIGHT, 100 PT

Many theatrical capacities
AT THE FORE OF HER FIELDS
Vanaf 1812 produceerde hij

GRAPHIK XXX CONDENSED LIGHT ITALIC, 100 PT [ALTERNATE a]

Aðrar mikilvægar borgir
MAKABAGONG PANAHOH
Slashing prices by 84%

GRAPHIK XXX CONDENSED REGULAR, 100 PT [ALTERNATE %]

The beautiful necessity
ZAPPI KIEN JIEHU #SIEB
Top four key takeaways

GRAPHIK XXX CONDENSED REGULAR ITALIC, 100 PT

Tischler selbstständig
LOSS OF BIODIVERSITY
El principio de la gloria

GRAPHIK XXX CONDENSED MEDIUM, 100 PT

Mosaic of '70s fashion
ON NEWSSTANDS NOW
Fontanalta on säilynyt

GRAPHIK XXX CONDENSED MEDIUM ITALIC, 100 PT [ALTERNATE t']

Nearly 3100 members
WITTY HAUTE CUISINE
Sus método científico

GRAPHIK XXX CONDENSED SEMIBOLD, 100 PT

Dans ces spiritualités
SER FELSEFE Ô OPTÎKÊ
Her fierce legal battle

GRAPHIK XXX CONDENSED SEMIBOLD ITALIC, 100 PT

2 milioni di abitanti
EHUNKA GAZTA MOTA
Theoretical Property

GRAPHIK XXX CONDENSED BOLD, 100 PT

1971 Wonton Festival
IMPORTANTE FUENTE
Eye-catching display

GRAPHIK XXX CONDENSED BOLD ITALIC, 100 PT [ALTERNATE a t]

Village areas of yore
LEVINUM KOHVILIK
Sefydlwyd prifysgol

GRAPHIK XXX CONDENSED BLACK, 100 PT

Urban beach culture
TRADITIONAL CRAFT
Des plants d'arabica

GRAPHIK XXX CONDENSED BLACK ITALIC, 100 PT [ALTERNATE 'I']

**Milan & Paris shows
INCREASE SUPPORT
Toistuvat uudelleen**

GRAPHIK XXX CONDENSED SUPER, 100 PT

***Disappeared in 1918
ŻE IDEA WIECZNEGO
Flash flood warning***

GRAPHIK XXX CONDENSED SUPER ITALIC, 100 PT [PROPORTIONAL OLDSTYLE FIGURES]

EXPERIMENTS WITH SMALL & MODULAR HOMES
Skapandet av campus och enskilda byggnader

GRAPHIK XXX CONDENSED THIN, 70 PT

A KÉZI FARAGÁSTÓL ELTÉRŐEN ÍGY GYORSABBAN
Few adjustments to the regulatory frameworks

GRAPHIK XXX CONDENSED THIN ITALIC, 70 PT

EN LA CIUDAD METROPOLITANA DE LONDRES
A porticoed building and two smaller wings

GRAPHIK XXX CONDENSED EXTRALIGHT, 70 PT

LEVERAGE PAST EXPERTISE IN DATA SCIENCE
Geregeld beschouwd als een microkosmos

GRAPHIK XXX CONDENSED EXTRALIGHT ITALIC, 70 PT

SVÝM KONCEPTEM ODPORUJE NÁVRATU
Nagwagi siya sa isang paligsahan para

GRAPHIK XXX CONDENSED LIGHT, 70 PT

MYRIAD COMPLEMENTARY FLAVORINGS
Testing grounds for newer approaches

GRAPHIK XXX CONDENSED LIGHT ITALIC, 70 PT

18,712-SQUARE-FOOT GREEN ROOF
Consummate eager start-up pitch

GRAPHIK XXX CONDENSED REGULAR, 70 PT [ALTERNATE 1]

BÖYLE BUYURDU ZERDÜŞT'ÜN ANA
As plantas que produzem madeira

GRAPHIK XXX CONDENSED REGULAR ITALIC, 70 PT

OFFERING AN UNUSUAL PROMISE
Prices starting @ €2400/\$2852

GRAPHIK XXX CONDENSED MEDIUM, 70 PT [PROPORTIONAL OLDSTYLE FIGURES]

EXTRAVAGANZA OF HOSPITALITY
Immersive learning atmosphere

GRAPHIK XXX CONDENSED MEDIUM ITALIC, 70 PT

CREȘTEREA ANIMALELOR ESTE O
Largest business marketplaces

GRAPHIK XXX CONDENSED SEMIBOLD, 70 PT

EEN BIJPASSENDE VOETENBANK
Está na concepção e realização

GRAPHIK XXX CONDENSED SEMIBOLD ITALIC, 70 PT [ALTERNATE a]

PARHAILLAAN ON MENEILLÄÄN
Le prime commesse pubbliche

GRAPHIK XXX CONDENSED BOLD, 70 PT

INVESTIGATING AN OUTBREAK
Produkten des Unternehmens

GRAPHIK XXX CONDENSED BOLD ITALIC, 70 PT [ALTERNATE 1]

FINALLY ELECTED IN MID-1927
Slow, deliberative movement

GRAPHIK XXX CONDENSED BLACK, 70 PT

QUICK-WITTED TROUBADOUR
Un dualismo sustancial entre

GRAPHIK XXX CONDENSED BLACK ITALIC, 70 PT

MULTITUDES OF FRIVOLITIES
Bønner fra kaffeplanter som

GRAPHIK XXX CONDENSED SUPER, 70 PT

KULTA AT SUWERO NG GATAS
Extra entry-level employees

GRAPHIK XXX CONDENSED SUPER ITALIC, 70 PT

Millions served to provide an industrial edge to an otherwise organic environment
 ENSURED STABLE AND REASONABLE ECONOMIC GROWTH FOR THE FOLLOWING YEAR
Berpendapat bahawa manusia akan berjaya mengatasi diri mereka sendiri, dan dia

GRAPHIK XXX CONDENSED THIN, THIN ITALIC, 40 PT

The service had recorded 49.31 in (125.27 cm) of rain as of Sunday morning
 DIESE ABGRENZUNGEN BEZIEHEN SICH ABER NUR AUF DIE IN GERINGER HÖHE
Recibió amplio reconocimiento durante la segunda mitad del siglo XIX como

GRAPHIK XXX CONDENSED EXTRALIGHT, EXTRALIGHT ITALIC, 40 PT

Este generică și vagă, întrucât în cadrul larg al “climatului temperat”
 ENCLOSED HERSELF IN AN INNER CIRCLE OF VERY POWERFUL WOMEN
In the adjoining wing you'll discover the master bedroom & en-suite

GRAPHIK XXX CONDENSED LIGHT, LIGHT ITALIC, 40 PT [ALTERNATE §, ' ' "]

Pour les marchés d'exportation du commerce international
 THE WATERWAY SPILLED HIGH OVER & FAR BEYOND ITS BANK
Strove to understand history and examine the implications

GRAPHIK XXX CONDENSED REGULAR, REGULAR ITALIC, 40 PT [ALTERNATE a]

£375.4 million aid package they'd labored on for months
EUROOPASSE JÕUDIS KOHVIJOOMISE KOMME 4. SAJANDIL
Depănătoarea cu care se desfășoară sculurile vopsite și

GRAPHIK XXX CONDENSED MEDIUM, MEDIUM ITALIC, 40 PT [ALTERNATE § ']

Nel 1935 è stata scoperta in Guinea una nuova specie di
CHARMING AND CULTIVATED SUSTAINABLE LANDSCAPES
Vyučil se stolařem a v rodišti založil řemeslnickou dílnu

GRAPHIK XXX CONDENSED SEMIBOLD, SEMIBOLD ITALIC, 40 PT

Csökkentett kofeintartalom található; ennek neve a
YÜZÖLÇÜMÜ YAKLAŞIK 542.060 KILOMETREKAREDİR
To retain any system of values in the absence of their

GRAPHIK XXX CONDENSED BOLD, BOLD ITALIC, 40 PT

Managed to achieve an unforgettable visual impact
BASED THE SPACE'S PROGRAMMING ON THE SQUARE
En parallèle il expérimente des assemblages et des

GRAPHIK XXX CONDENSED BLACK, BLACK ITALIC, 40 PT

**Tsien jier letter foarmen sy de earste Germaanske
STATUTTERNE FRA 1932 BLEV DET PRÆCISERET, AT
Were able to maintain strong alliances with tribes**

GRAPHIK XXX CONDENSED SUPER, 40 PT

***Nors derliq nuimti ir mechanizuotai tačiau didžioji
MOSTLY CONNECTED TO FIVE MAJOR TRADE ROADS
Requires almost eight months of meticulous labor***

GRAPHIK XXX CONDENSED SUPER ITALIC, 40 PT

Kromě již zmíněné linky mezi letištními budovami na letišti zastavují mezistátní i vnitrostátní dálkové vlaky, regionální a S-Bahn vlaky to
 GRANT'S 15-YEAR TENURE CULMINATED IN MARKED—SOME MIGHT SAY OPERATIC—ACCUSATIONS OF GROSS FINANCIAL SELF-DEALING
The so-called "respectable families" continued to dwell in the buildings just south of 27th Ave. throughout the 19th and 20th centuries

GRAPHIK XXX CONDENSED THIN, THIN ITALIC, 25 PT

Jadian biologi seringnya mempunyai kegunaan khusus seperti penderia magnet di dalam bakteria magnetotaktik (Fe_3O_4)
 THOUSANDS OF LISTINGS IN AREAS SUCH AS NORFOLK, ANNAPOLIS, ATLANTIC CITY, SAVANNAH, CHARLESTON & MIAMI BEACH
In the years leading up to Smyth's ouster, he'd unquestionably become one of the most powerful lawmakers in the county

GRAPHIK XXX CONDENSED EXTRALIGHT, EXTRALIGHT ITALIC, 25 PT

Unter den derzeitigen Mitgliedsstaaten des Commonwealth sind nur 16 Realms, dagegen 34 Republiken und
 TEOLLISUUS TYÖLLISTI 27% KANTONILAISISTA; ALKUTUOTANTO (MAA- JA METSÄTALOUS) TYÖLLISTI VAIN 24,6%
Different methods can be used to define Southern Europe, including political, economic & cultural attributes

GRAPHIK XXX CONDENSED LIGHT, LIGHT ITALIC, 25 PT [ALTERNATE , ;]

These newer projects employed both poured-in-place concrete and perforated concrete block
 THE STOCK PRICE HAS CLIMBED 16.5% IN THE PAST SIX MONTHS, WITH FORECASTS PREDICTING A
Les effets de la bioconstruction peuvent être localement contrés par ceux d'un phénomène dit

GRAPHIK XXX CONDENSED REGULAR, REGULAR ITALIC, 25 PT [ALTERNATE %]

Sharks have complicated dermal corsets made of flexible collagenous fibers arranged in a
 MEDAL ÞESS SEM SAMVELDIÐ STENDUR FYRIR ERU SAMVELDISLEIKARNIR, NÆRST STÆRSTA
Los estromatolitos, montículos algales y arrecifes coralinos poseen algunas necesidades

GRAPHIK XXX CONDENSED MEDIUM, MEDIUM ITALIC, 25 PT

De 13 nordamerikanske koloniers løsrivelse fra den britiske krone og oprettelsen af USA
 SUPRAFATA TOTALĂ ESTE DE 472.964,404 KM², IAR POPULAȚIA DE 14.573.654 (ÎN 2005)
L'Empire austro-hongrois fut dissous et la Bohême fut intégrée en 1934 dans la nouvelle

GRAPHIK XXX CONDENSED SEMIBOLD, SEMIBOLD ITALIC, 25 PT [ALTERNATE T a . ']

An important figure in 20th century plant evolution and systematics & biogeography
 OTHER FACTIONS OF WHICH HAVE PARTICIPATED IN MUTUALLY BENEFICIAL ACTIVITIES
Nod yw cael gwybod am wir ystyr pethau a'u hanfod ac felly mae'n astudio yn bennaf

GRAPHIK XXX CONDENSED BOLD, BOLD ITALIC, 25 PT

Personální unie by neměla být zaměňována s dynastickou unií, již se označují dva a
 THESE TWO CLASSES ARE SUBDIVIDED INTO SUBCLASSES AND THEN SUPERORDERS
This appearance of a significant trait led a subclade down a new evolutionary path

GRAPHIK XXX CONDENSED BLACK, BLACK ITALIC, 25 PT

Metaphysikkritik begleiten die metaphysischen Systemversuche von Anfang an
 HAMPIR 17% DARI TOTAL PENDUDUK MENGANUT AGAMA GEREJA KATHOLIK ROMA
She'd established the divergence of polar and brown bears at 401,000 years ago

GRAPHIK XXX CONDENSED SUPER, SUPER ITALIC, 25 PT [ALTERNATE t]

The logical atomist Ludwig Wittgenstein introduced the concept of

GRAPHIK XXX CONDENSED THIN, 50 PT

Staatschef ist eine inoffizielle Bezeichnung die insbesondere

GRAPHIK XXX CONDENSED EXTRALIGHT, 50 PT

The second European records were in 1817 in Dalmatia

GRAPHIK XXX CONDENSED LIGHT, 50 PT

Nobiltà romana e rappresentanze diplomatiche

GRAPHIK XXX CONDENSED REGULAR, 50 PT [ALTERNATE a]

Stavať ho začali v roku 1348 v gotickom štýle

GRAPHIK XXX CONDENSED MEDIUM, 50 PT

The tournament took place eight years after

GRAPHIK XXX CONDENSED SEMIBOLD, 50 PT

Leaf warblers' nest on the Altai mountains

GRAPHIK XXX CONDENSED BOLD, 50 PT

Funkcije šefa države razlikuju se obzirom

GRAPHIK XXX CONDENSED BLACK, 50 PT

Tendo se estabelecido em Milão durante

GRAPHIK XXX CONDENSED SUPER, 50 PT

Uses at least six mental operations which produce imaginings out

GRAPHIK XXX CONDENSED THIN ITALIC, 50 PT

Much recent work has been devoted to analyzing these roles

GRAPHIK XXX CONDENSED EXTRALIGHT ITALIC, 50 PT

Þjóðhöfðingi er manneskja sem gegnir æðsta pólitíska

GRAPHIK XXX CONDENSED LIGHT ITALIC, 50 PT [ALTERNATE 1]

A 18. és 19. században a metafizika témakörébe

GRAPHIK XXX CONDENSED REGULAR ITALIC, 50 PT

Botānikā par koksni sauc sekundāro ksilēmu

GRAPHIK XXX CONDENSED MEDIUM ITALIC, 50 PT

Validity of this experience can't be based on

GRAPHIK XXX CONDENSED SEMIBOLD ITALIC, 50 PT

May tradisyunal itong pakahulugan na ang

GRAPHIK XXX CONDENSED BOLD ITALIC, 50 PT

It wasn't until 1961 that a second species

GRAPHIK XXX CONDENSED BLACK ITALIC, 50 PT

Structure with the technical foundation

GRAPHIK XXX CONDENSED SUPER ITALIC, 50 PT

OPENTYPE FEATURES
FAMILY WIDE

ALL CAPS
opens up spacing, moves
punctuation up

PROPORTIONAL LINING
default figures

PROPORTIONAL OLDSTYLE

FRACTIONS
ignores numeric date format

SUPERSCRIPT/SUPERIOR

SUBSCRIPT/INFERIOR

DENOMINATOR
for making arbitrary fractions

NUMERATOR
for making arbitrary fractions

LANGUAGE FEATURE
Română (Romanian) s accent

DEACTIVATED

¿Fish & «Chips» @ £4.65?

Sale Price: \$3,460 €1,895

Originally: \$7,031 €9,215

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Originally: \$7,031 €9,215

21/03/10 and 21/18 460/920

x¹⁵⁸ + y²³ × z¹⁸ - a₄₂₆₀

x₁₅₈ + y₂₃ × z₁₈ - a₄₂₆₀

0123456789 0123456789

0123456789 0123456789

ÎNSUȘI conștiința științifică

ACTIVATED

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x¹⁵⁸ + y²³ × z¹⁸ - a⁴²⁶⁰

x₁₅₈ + y₂₃ × z₁₈ - a₄₂₆₀

0123456789 0123456789

0123456789 0123456789

ÎNSUȘI conștiința științifică

OPENTYPE FEATURES
ROMAN & ITALICSTYLISTIC SET 01
alternate aSTYLISTIC SET 02
alternate tSTYLISTIC SET 03
alternate ßSTYLISTIC SET 05
rounded commas and quotesSTYLISTIC SET 06
circular % ‰STYLISTIC ALTERNATES
Illustrator/Photoshop**DEACTIVATED**

Dissonant artistic accompaniment

Intent on these Beckettian realities

Weltweit größte Einschlußkomplex

“Perfect; let’s start, then,” she said

Returns of 79‰ on only 23% down

National availability Eisengießereien

ACTIVATED

Dissonant artistic accompaniment

Intent on these Beckettian realities

Weltweit größte Einschlußkomplex

“Perfect; let’s start, then,” she said

Returns of 79‰ on only 23% down

National availability Eisengießereien

STYLES INCLUDED IN COMPLETE FAMILY

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 Graphik XXX Condensed Black
 Graphik XXX Condensed Black Italic
 Graphik XXX Condensed Super
 Graphik XXX Condensed Super Italic

SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Bosnian, Breton,
 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, Serbian (Latin),
 Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish,
 Tagalog, Turkish, Walloon, Welsh, Wolof

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ABOUT THE DESIGNER

Christian Schwartz (born 1977), is a type designer and typography consultant based in New York City and with Paul Barnes is a partner in Commercial Type. A graduate of the Communication Design program at Carnegie Mellon University, Schwartz first worked at MetaDesign Berlin, developing typefaces for Volkswagen and logos for a number of corporations. He then returned to the US and joined the design staff at The Font Bureau, Inc., working for a wide range of corporate and publication clients.

Schwartz set out on his own in 2001, first forming Orange Italic with product designer Dino Sanchez and Schwartzco Inc. in 2006. He has released fonts with Village, FontFont, House Industries, and digital type pioneers Emigre. Many of Schwartz's typefaces have been proprietary designs for publications, including the *The New York Times*, the US edition of *Esquire*, Roger Black's redesign of the *Houston Chronicle*, and the extensive Guardian Egyptian family, with Paul Barnes, for *The Guardian's* celebrated new look in 2005. Schwartz has also designed typefaces for corporations including Bosch and Deutsche Bahn, both with design luminary Erik Spiekermann, reinsurance giant Munich Re, with Kai Bernau and Susana Carvalho of Atelier Carvalho Bernau, and the Empire State Building, also with Barnes.

Schwartz was awarded the prestigious Prix Charles Peignot in 2007, given every four or five years to a designer under 35 who has made "an outstanding contribution to the field of type design" by the Association Typographique Internationale. As part of the redesign team for *The Guardian*, Schwartz and Barnes were shortlisted for the Designer of the Year prize by the Design Museum in London. The pair were named two of the 40 most influential designers under 40 by *Wallpaper** in 2006, and Schwartz was included in *Time* magazine's 2007 "Design 100". Also in 2007, Schwartz and Spiekermann received a gold medal from the German Design Council (Rat für Formgebung) for their Deutsche Bahn typeface system. Schwartz's typefaces have been honored by the Smithsonian's Cooper Hewitt National Design Museum, the New York Type Director's Club, and the International Society of Typographic Designers, and his work with Barnes has been honored by D&AD.