

**MAJULAH!**

Majulah, a robust sans-serif display typeface, breathes new life into Singapore's post-war signage's sturdy vernacular letterforms from the 1950s, 60s, 70s, and early 80s. The typeface began as a research project, capturing Singapore's visual heritage through over 1000 meticulously documented images of neighbourhood businesses.

The letters recall the history in Singapore's busy streets, where modernity is fast overtaking history. Some are brilliantly original, while others are fascinating fusions of period letter designs. These signs were meticulously painted onto boards, carved in wood and metal, and thermoformed in plastic before the ubiquity of desktop publishing and digital printing, demonstrating both the craftsmanship and evolving technology of the time.

Sans serif letterforms form the bulk of the examples of the collection,

and these sturdy forms in various widths quickly became the primary inspiration for Majulah. These sturdy letterforms, available in various widths, quickly became the foundation of Majulah's design. Capital letters take centre stage, mirroring the predominant use of uppercase lettering on the vintage signboards. To complement this, the lowercase letters draw inspiration from the highly engineered forms of letters used on Singapore's road signage, creating a harmonious balance between tradition and innovation.

The range of styles within the Majulah family is a nod to the woodtype era, providing versatility for a wide range of design applications. However, instead of relying heavily on a traditional weight axis, Majulah follows a width axis more closely, allowing designers to experiment with various widths to achieve their desired visual impact.

Majulah is a typographic journey that pays homage to Singapore's brief but eventful history. Its letters, with their honest, hardworking, and occasionally imprecise tone, vividly echo Singapore's remarkable journey. By immersing itself in Singapore's visual tapestry, becomes a link between generations, allowing the present to reach back and grasp the essence of those who came before.

永香花生店  
行分  
YONG HIANG FRESH FLOWER SHOP (BRANCH)

安發公司  
ANN HUAT & CO.

中國針灸醫學總院  
CHINESE ACUPUNCTURE &  
CAUTERIZATION CENTRE

CLINIC FARIDAH کلینیک فریده  
1230 花里达药房

永龍貿易公司  
YONG LENG TRADING CO.

YUE SHIN SIANG MEDICAL HALL LTD  
裕興祥藥行私人有限公司

**m Ultra Condensed**  
**m Extra Condensed**  
**m Condensed**  
**m Semi Condensed**  
**m Medium**  
**m Semi Expanded**  
**m Expanded**  
**m Extra Expanded**  
**m Ultra Expanded**

Majulah  
Ultra Expanded, 100pt

► Alternate G

**Trilogy**  
**BUGGY**

Majulah  
Extra Expanded, 100pt

► Alternate r

**Varsler**  
**SORELY**

**Wiretaps**  
**ANDREW**

**Sagnfræði**  
**ZÚRIVOSŤ**

**Arte en Italia**  
**PŘITAŽLIVÝ**

**Nebezpečného**  
**TAXONOMISTS**

**Verdensmesteren**  
**ANJELICA HUSTON**

**Skóm Stöðvarstjórinn**  
**KRANKENSCHWESTER**



# Suggerendo Myönnetään CANUNTUR MANNEQUINS

Majulah  
Ultra Condensed, 36pt

**Completeness Jimmy Neutron: Boy Genius Spider-Man: Far From Home  
GRATIFIED WINDOWS 10 VERSION HISTORY TOM CLANCY'S SPLINTER CELL**

Majulah  
Extra Condensed, 36pt

**Brazilian jiu-jitsu ranking system French Republican calendar  
IBADI ISLAM NEAR-DEATH EXPERIENCE A\* SEARCH ALGORITHM**

Majulah  
Semi Condensed, 36pt

**Editorialized Stradivarius Hardiness Emplacement  
OVERCAPITALISATION REINTRODUCE DISQUIETUDE**

Majulah  
Condensed, 36pt

**Billboard Year-End Hot 100 singles of 2008  
THE HITCHHIKER'S GUIDE TO THE GALAXY**

Majulah  
Medium, 36pt

**2003-04 UEFA Champions League  
LIST OF VIDEO GAME FRANCHISES**

Majulah  
Semi Expanded, 36pt

**Deepwater Horizon explosion**  
**THE KINGKILLER CHRONICLE**

Majulah  
Expanded, 36pt

**Japanese writing system**  
**ERNST STAVRO BLOFELD**

Majulah  
Extra Expanded, 36pt

**Artemisia Gentileschi**  
**FRANKFURT AIRPORT**

Majulah  
Ultra Expanded, 36pt

**Potassium chloride**  
**CORRESPONDENCE**

**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**

**abcdefghijklmnopqrstuvwxyz**

**A A Ā Ă Ä Å Æ Ç Ĉ Ċ Č Ď Đ É Ê Ë Ì Í Î Ï Ĵ Ľ Ł Ń Ň ŉ Ó Ô Õ Ö Ø Ò Ñ Š Ś Ş Š Ţ Ŧ Ú Û Ü Ý Þ ß à á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ø ù ú û ü ý þ ÿ**

**À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã**

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:;«»<>>- - . | / \ ( ) [ ] { } @

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0 1 2 3 4 5 6 7 8 9 10 0 1 2 3 4 5 6 7 8 9 10

\$ £ € ¥ ₣ ¢ ¤ ¨ ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

**1/2 0/3 1/3 2/3 1/4 3/4 1/5 2/5 3/5 4/5 1/6 5/6 1/7 1/8 3/8 5/8 7/8 1/9 1/10 0123456789/0123456789**

**H 1234567890 H<sub>1</sub>1234567890**

[illegible]

Δ Ω π № № ¶ § ‡ @ ªº © ® ™ ✓ ✕ ☑ ☒ ■ □ 66 99 🌐 ● ○ ◆ ⚔ ▲ ► ▼ ◀ ▶ ▴ ▾  
♠ ♣ ♥ ♦ \* ° e ℓ ← ↑ → ↓ ↖ ↗ ↘ ↙ ░ ▩ ▨ M

Case Sensitive Forms [case]  
**¿QUI?** **¿QUI?**

Proportional Lining Numerals (Default)  
**12.12.2025**

Tabular Lining Numerals [tnum]  
**1234** **1234**

Superscript [sup]  
**n<sup>2</sup>** **n<sup>2</sup>**

Subscript [sub]  
**H<sub>2</sub>O** **H<sub>2</sub>O**

Prebuilt Fractions [frac]  
**1/2 3/4** **½ ¾**

Arbitrary Fractions [frac]  
**23/456** **23/456**

Ordinals [ordn]  
**7<sup>a</sup> 8<sup>o</sup>** **7<sup>a</sup> 8<sup>o</sup>**

Alternate A [ss01]  
**Action** **Action**

Alternate G [ss02]  
**Grand** **Grand**

Short J [ss03]  
**Jack** **Jack**

Alternate Q [ss04]  
**Quest** **Quest**

Straight Legged R [ss05]  
**Raffles** **Raffles**

Alternate S [ss06]  
**Satay** **Satay**

Discretionary Ligatures Arrows  
**-> <- /> </ <\ \>**

Discretionary Ligatures Circled Numbers [dlig] ON  
**(0)(1)(2)(3)(4)(5)(6)(7)(8)(9)**

Discretionary Ligatures Symbols  
**(C)(R)(P)(a)**

Alternate a [ss07]  
**Relax** **Relax**

Alternate r [ss08]  
**Brand** **Brand**

Alternate t [ss09]  
**Nation** **Nation**

Alternate y [ss10]  
**Tasty** **Tasty**

Hairline Punctuation [ss11]  
**---#()[]{}«»** **---#()[]{}«»**

Alternate Ampersands [ss12, 13, 14, 15]  
**&** **&&&&**

[dlig] ON  
**→ ← ↗ ↘ ↙ ↘**

[dlig] ON  
**0 1 2 3 4 5 6 7 8 9**

[dlig] ON  
**C®P@**

# multitudes