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G TECTS Identity 2 is our first identity overhaul and reflects the growing office, both in terms of size and in the scope of our pursuits. Projects such as Home Entertainment - Home Broadcast and its accompanying electronic book expand upon our body of work and its articulation. Our further engagement with electronic information technologies and electronic interfaces which propose an expansion to the palette of materials considered architectural, mirror the shift in our current condition of home entertainment toward one of home broadcast. A redesigned website captures this spirit with the introduction of the colour bar menu and a scrolling text of our position statement. The 4 to 3 aspect ratio moves to 16 to 9 in anticipation of the HDTV format. The interface with the scrolling text mimics a newscast with a heavy footer providing layers of information outside of the dominant imagery of the screen. The Max Miedinger with Eduard Hoffmann designed font Helvetica of 1957 is introduced as a refinement to the dot matrix character previously used. While emulating the CNN News environment for electronic representations, this font is also introduced in printed material used for presentations.

