



Tauch ein in die MAGISCHE Welt der

# Typografie

von Hannah Fehkührer

weil

Typo auch Spaß machen kann



... sondern der Stoff...

X

X<sub>Y</sub>

...mit dem alles begann...



Weil **X** nicht nur ein Stoff ist,.....

HF

*HF*

HF

HF

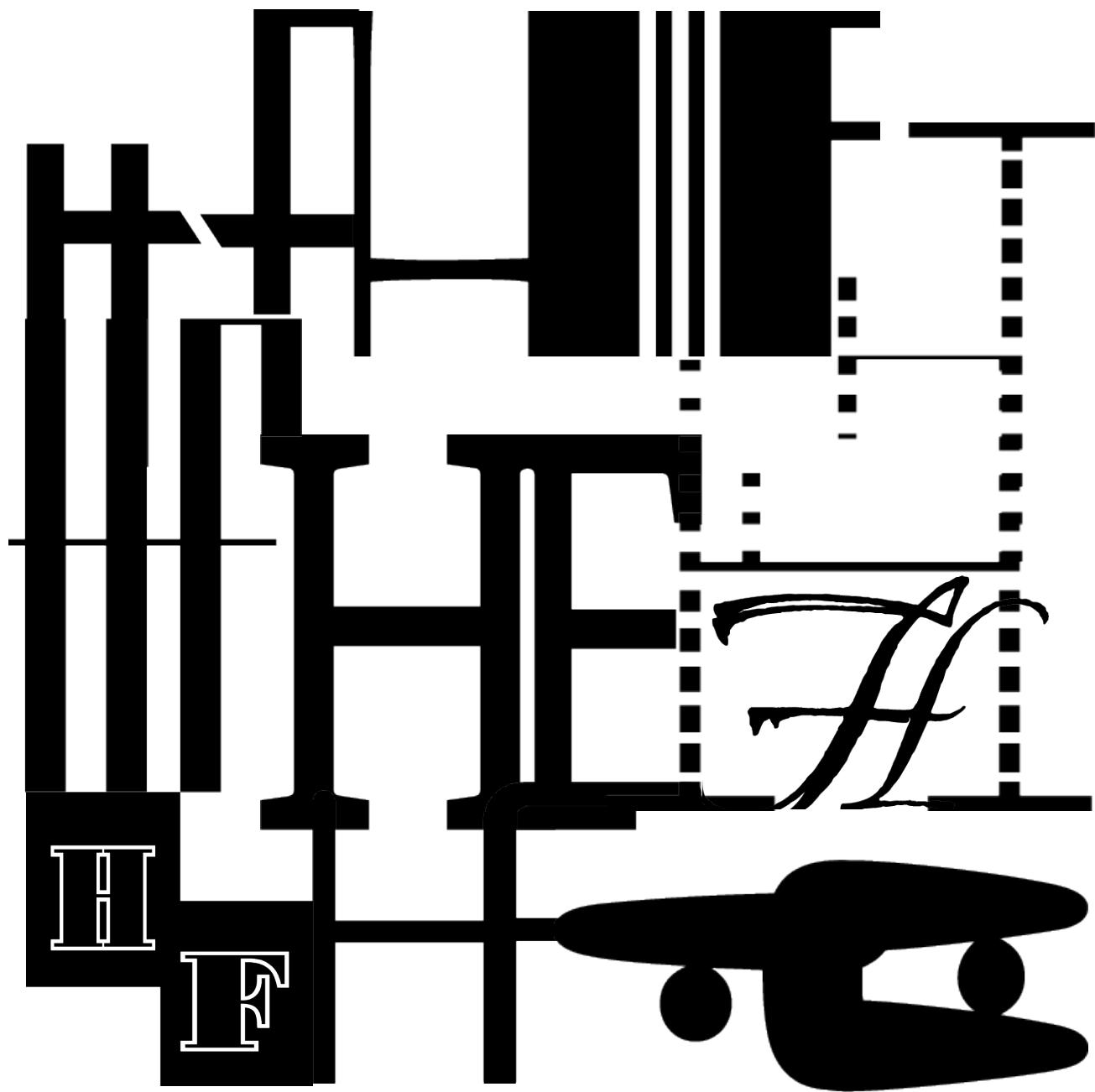
HF

HF

HF

HF

HF



**M**

**X-TREME**  
**ME**  
WON  
**NEUTRUM**

**RUM**  
**E**  
**XXL**

**U**  
**NEUTRUM**

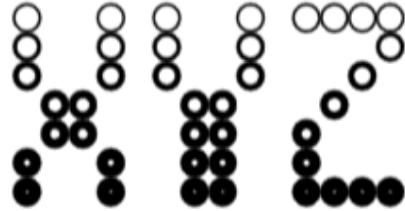
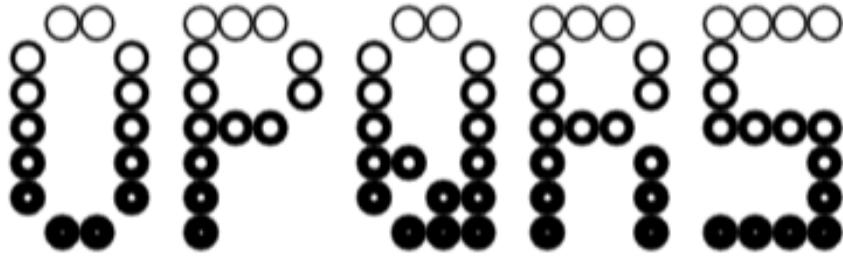
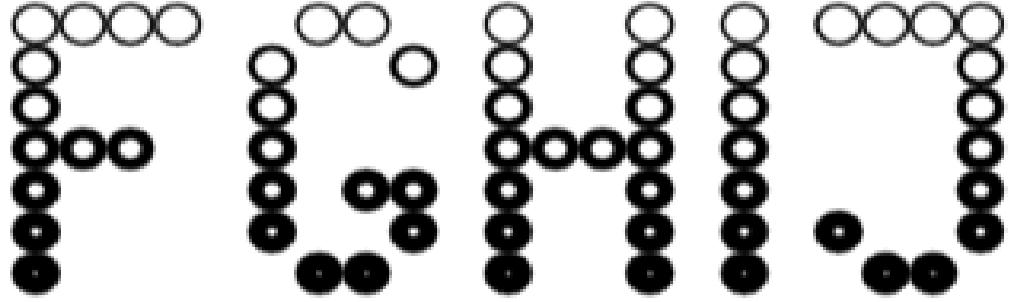
XENOMORPH  
XENOMORPH

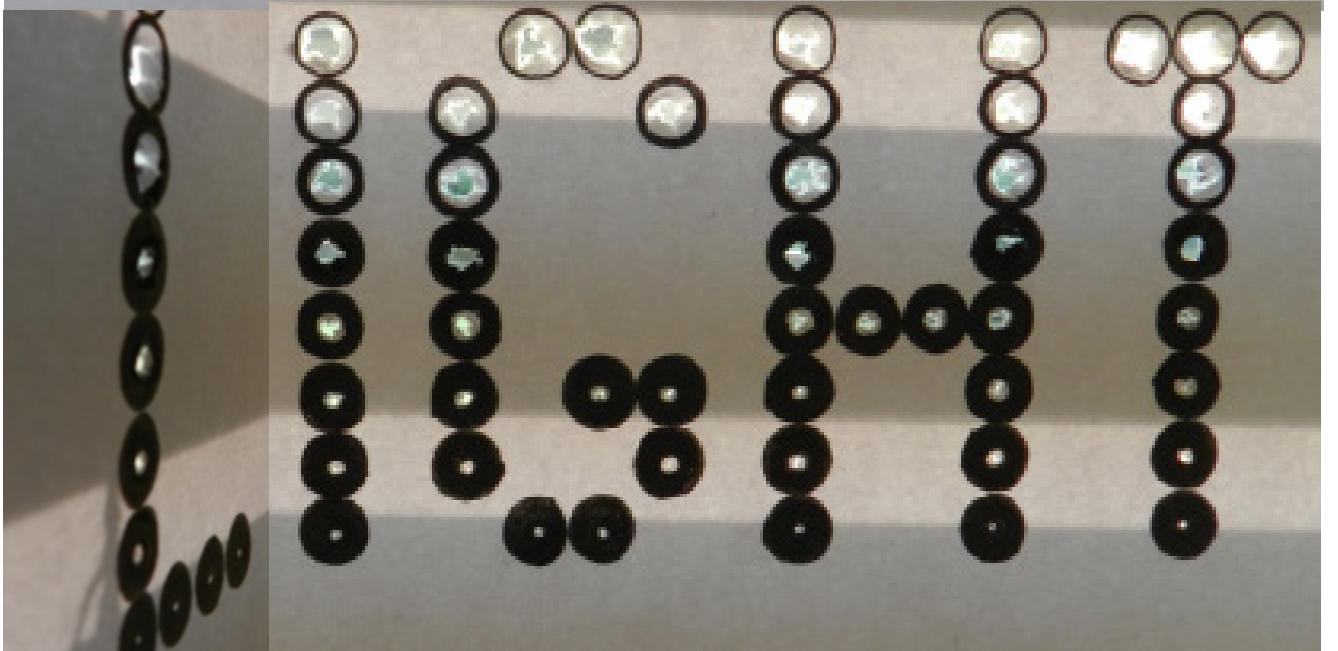
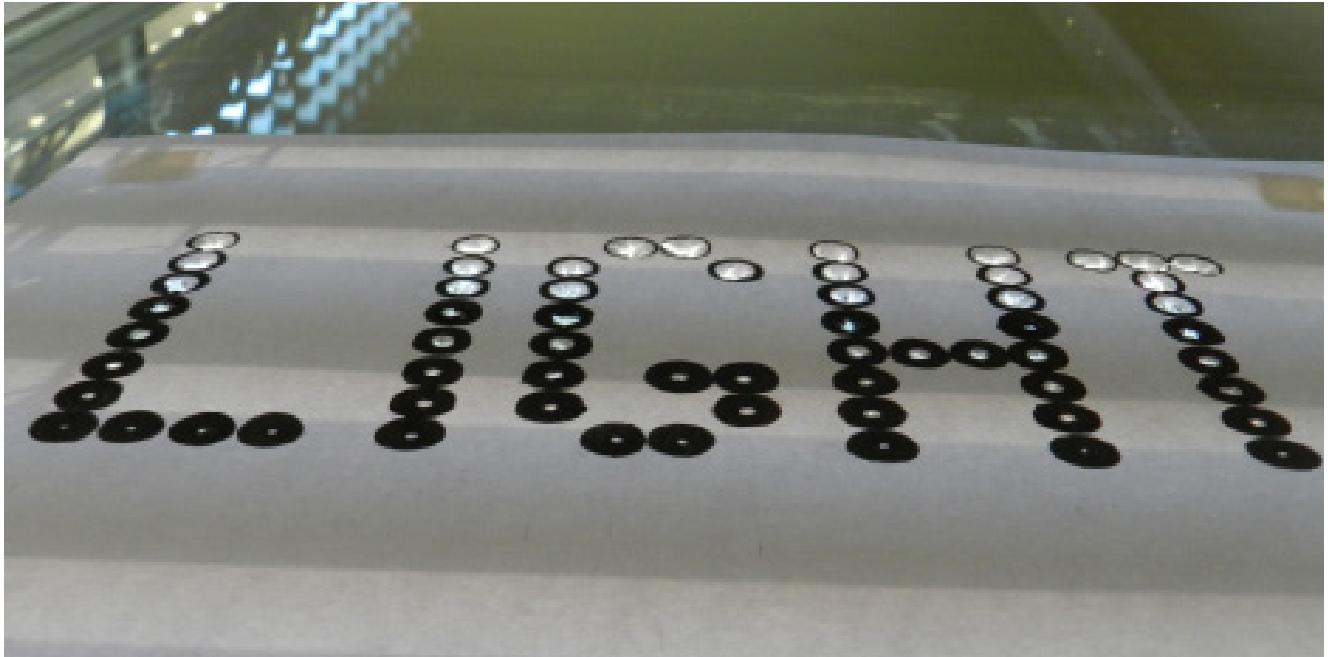
NEW  
NEW  
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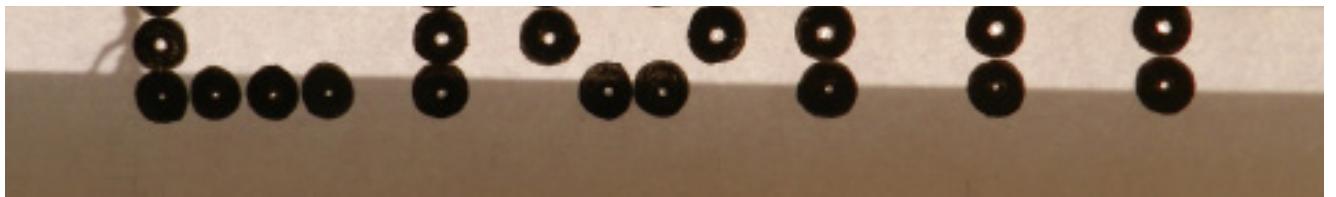
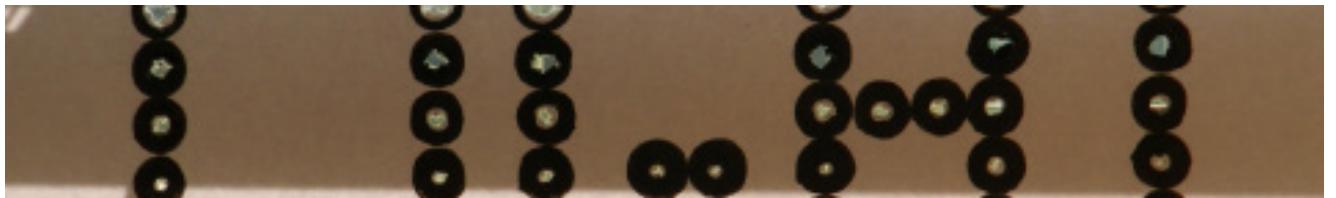
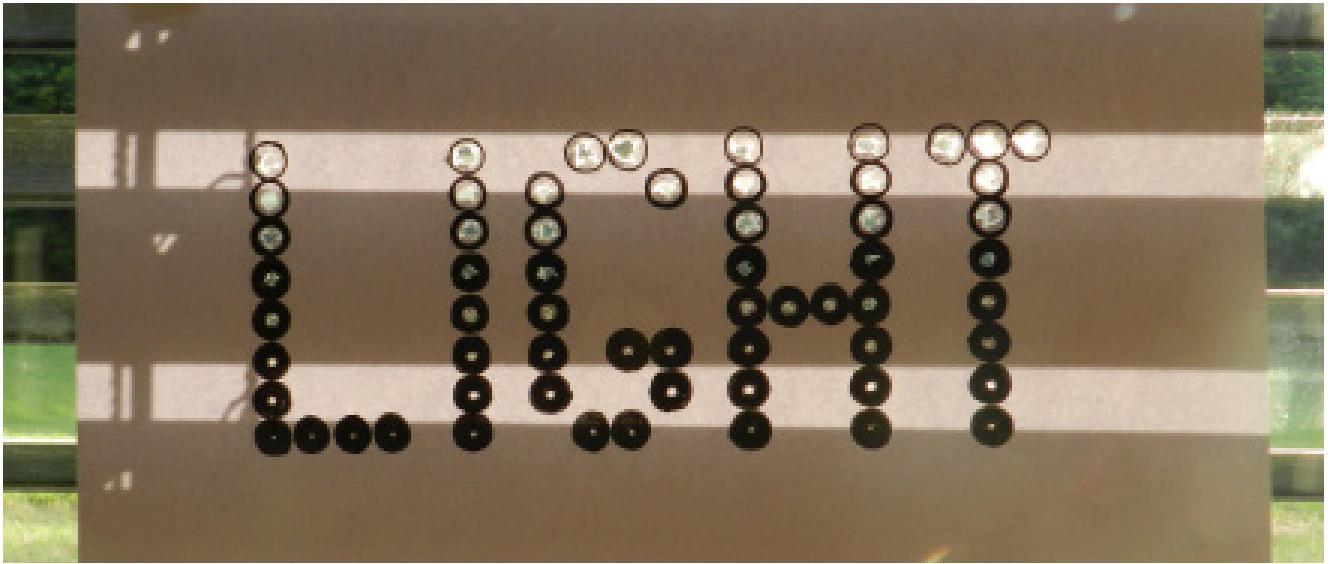
FACE

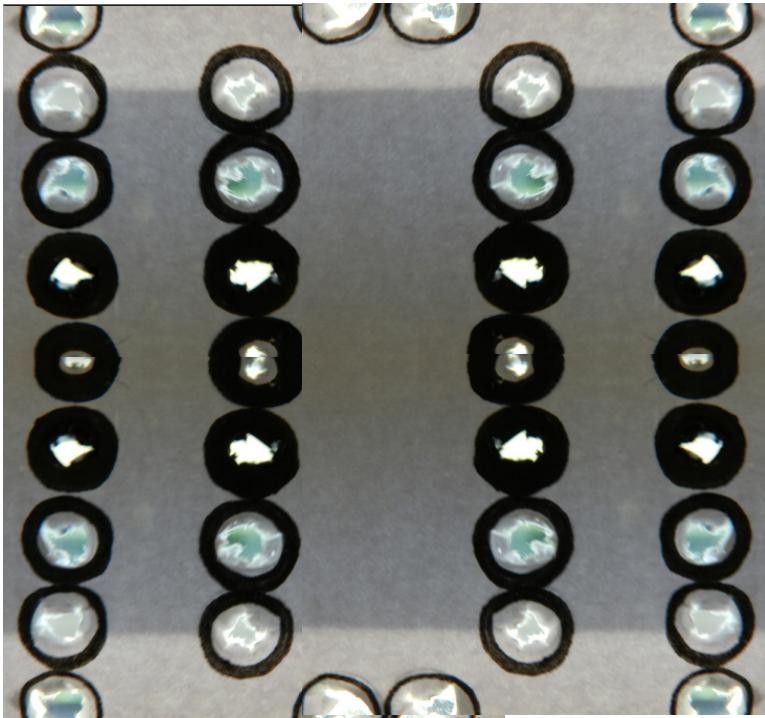
KLMN

TUVW



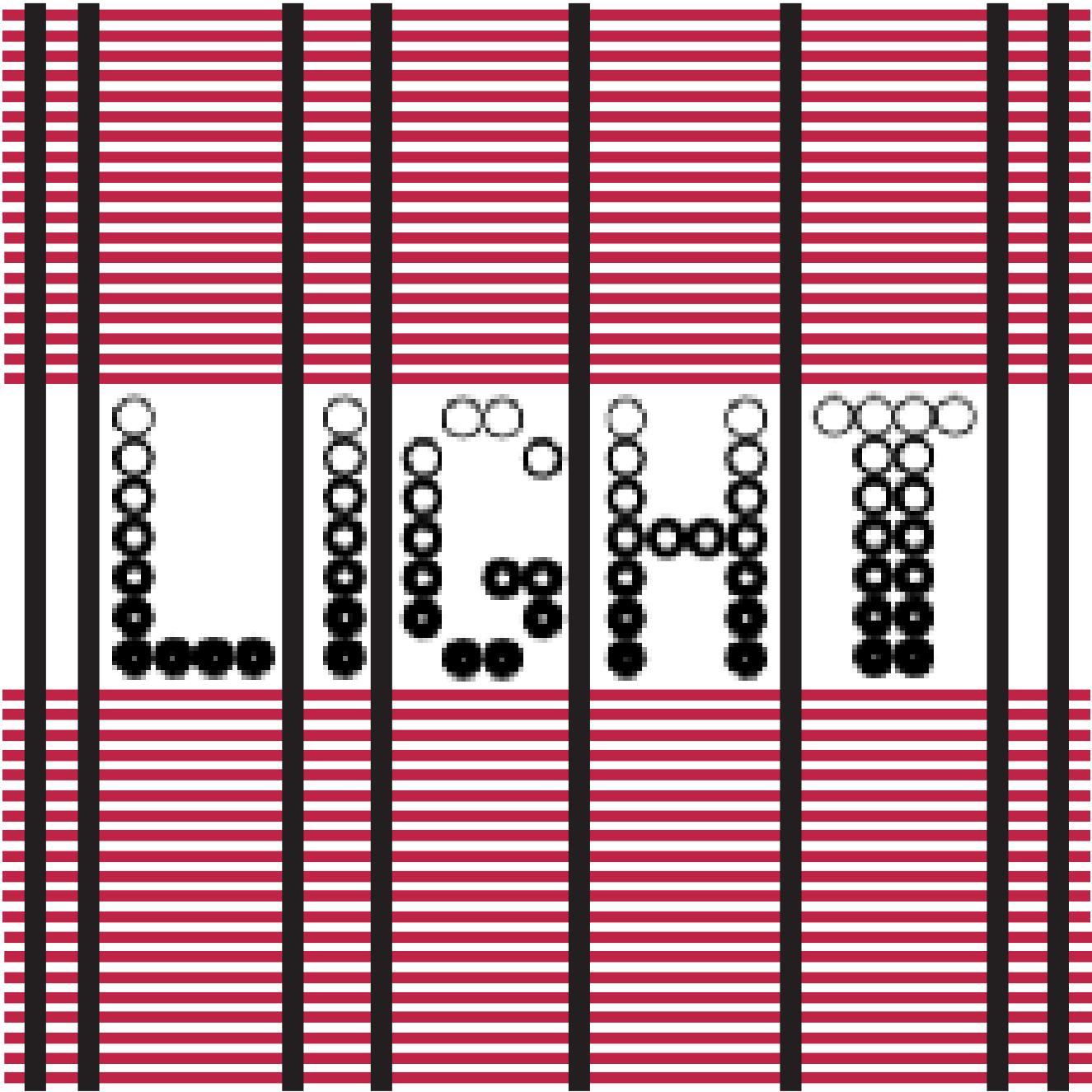






# Dalmatina





Eric Gill  
&

JOANNA

o g a q b e d h m n i j k p q u h v

s t w x y z

æ œ & c o e f l r

*Italic*  
3: Joanna type

Joanna Italic  
476-11.2-P.

Received 26.6.1939.  
W.A. 244.

Joanna

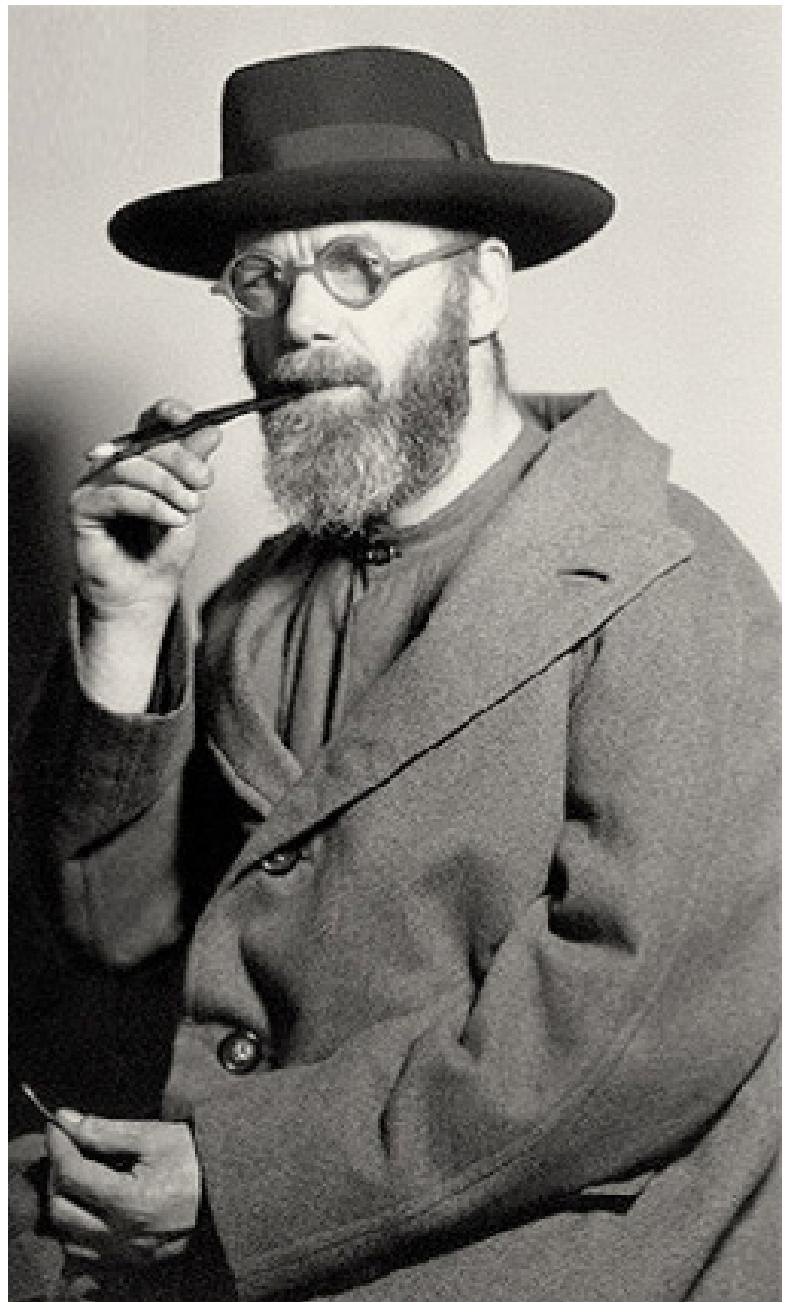
when he designed the sans-serif letter for the London Underground Railways. Some of the letters are not entirely satisfactory, especially when it is remembered that, for such a purpose, an alphabet should be as near as possible 'fool-proof', i.e. the forms should be measurable, patient of dialectical exposition, as the philosophers would say - nothing should be left to the imagination of the signwriter or the enamel plate-maker. In this quality of 'fool-proofness' the Monotype sans-serif fount (fig. 30)

ABCDEFGHIJK  
MNOPQRRSTU  
VWXYZÆŒ  
12334567890

Figure 30 - Monotype Gill sans-serif

is perhaps an improvement. The letters are more strictly normal - freer from forms depending upon the appreciation and critical ability of the workman who has to reproduce them.

¶ But, as there is a norm of letter form - the bare



- Lebte von 1882-1940
- Britischeruzä Bildhauer, Grafiker und Typograf
- Gründete Verlag mit Rene Hague (Mann seiner Tochter Joanna)
- Erfand ca. 1930 die Schrift **Joanna**
  - Art: Serifschrift
  - Formprinzip: Antiqua Humanistisch
  - Ähnlich wie Perpetua jedoch weniger Kontrast und Oberlinie überragt Großbuchstaben

Very often people read books and just lay them aside not realizing the quality

Fashions change and each succeeding generation is to say, of the infinite variety of combinations

The six documents taking prizes were judged as being of very high quality

## Joanna vs Perpetua

Die Gestaltung der Joanna schwankt zwischen traditioneller humanistischer Antiqua-Gestaltung und eigenwillig-moderner Konstruktion, wie man an den rechtwinkligen Serifen sehen kann.

Joanna

Aa Qq Rr a  
Aa Qq Rr a

Ditchling

abcdefghijklmnopqrstuvwxyz  
0123456789

Die Gestaltung der Joanna schwankt zwischen traditioneller humanistischer Antiqua-Gestaltung und eigenwillig-moderner Konstruktion, wie man an den rechtwinkligen Serifen sehen kann.

Ende der 1930er-Jahre wird die Schrift von Monotype noch einmal neu für den Maschinensatz geschnitten. Zunächst ist sie weiterhin exklusiv im Einsatz. Monotype hatte diese Version für das Unternehmen J. M. Dent & Sons erstellt, die Gills Druckerei und die Rechte an der Schrift übernommen hatte.

Später stimmte der Rechteinhaber einem allgemeinen Vertrieb durch Monotype zu. Dort ist die Schriftfamilie heute als digitaler Font wahlweise als Standard- oder Pro-Version verfügbar. Es stehen fünf Strichstärken (jeweils mit Kursive) zur Verfügung.

# 1. Wie was Leben spielt

## 1.1 Soll es sein, so kann es bleibentt

Ihlt oditia plitaspiciis equatus dolut estrum vollenti suntionseque volorbis as restibuscium inctur sum quasperrovit faccum fugit ulla et enim ipsant. Autem sinum.

Sunt pro etur soluptist, quas aut od erit, nes id mo volores repudi blam et fugiaectem nobitates diam quat est autem quibusam et quidunt volorerum si doloria taturem ventiatum si adipis ex eaquid unt am re odignimpost, si doluptas as et officium raestotae pra voluptatur? Qui quis cil lestia dit hit fuga. Nosapel estiur? Qui derio blam faceatquis dolorpo rpossunt, quia core repro

- Leileilei
- Leileileileileilei
- Leileilei
- Leileileileileileileileileileilei

„Obit et ma vent quatus dios acit officillab idunt experum iur maio. Nam, omnisi aut et qui con rem facerum sitat. Pudaepreptassequi natur sequi ipide non re doleste perescia dolupti venduntor aut volorem excesti dolore sed que doluptati temolum ipid quidunt.“

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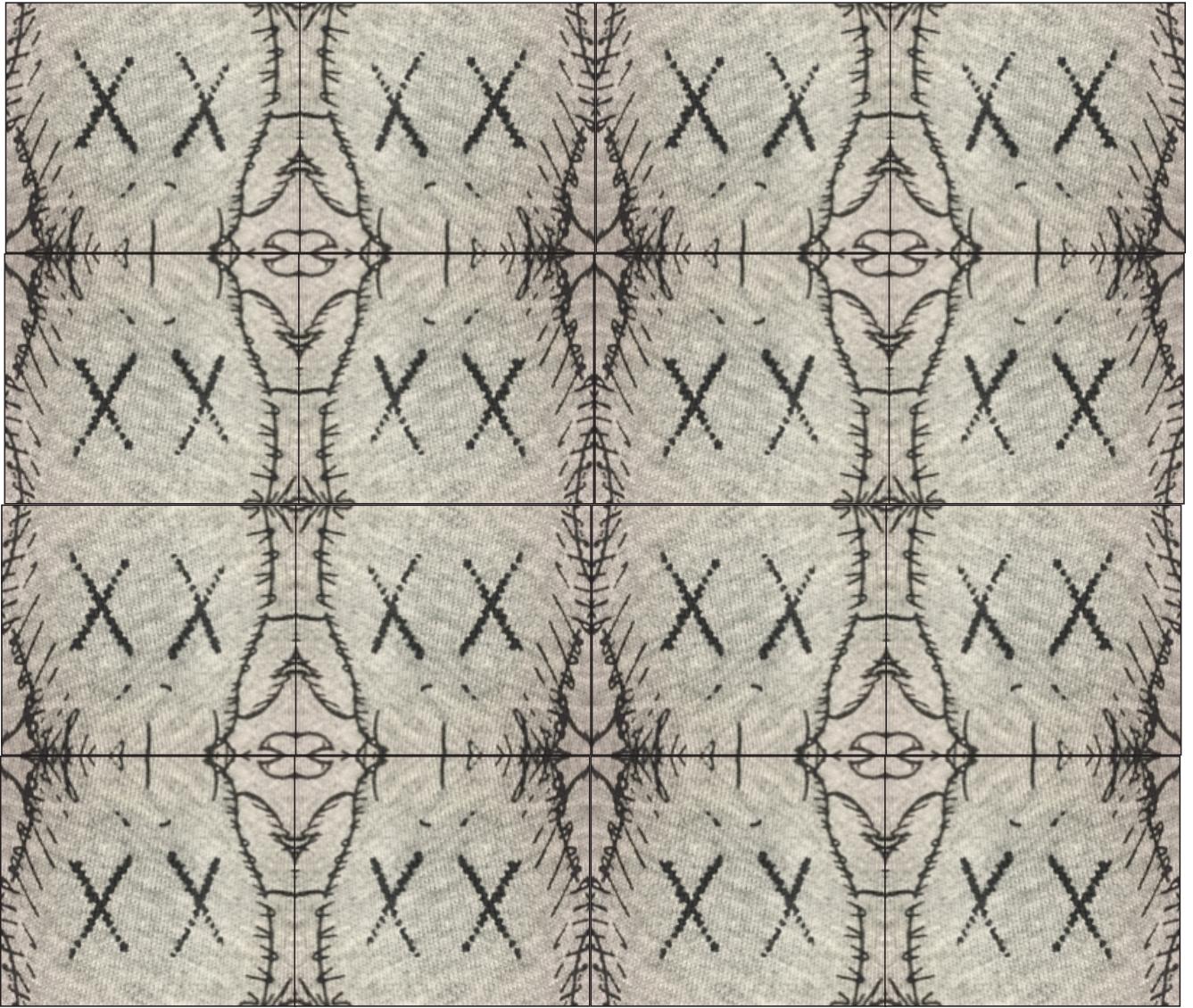
Ehenim si rem voluptate nimis adit eosantem. Nusae. Et voluptam nobis eumquia meniment volest, occum apis imoluptur sediorectem eos quaeple lectium sed quas eatio doluptis renimag natatur res idicim facilla boriat fugit voluptat idissitium eum est, quia inctatem nobitio. Lest rendis incilli amenis accume res es nonsed ulpa voluptatem ea doluptaerro to conessi tatur? Odipid que quis invelluptat am, soluptatet enditat iumquo enis et dolore, si tem nonsed quae quature prorae pore cullabo rectas nempedi pie. Ila primum secundum autem sum amicam . Autem deaus suus romum lorem ipsum sum.

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Borum ullupti dolor mil mosandae dolorios aut voluptat es poruntus volesto commolum et perum reictor ecerovid mo tempo, iscimim.



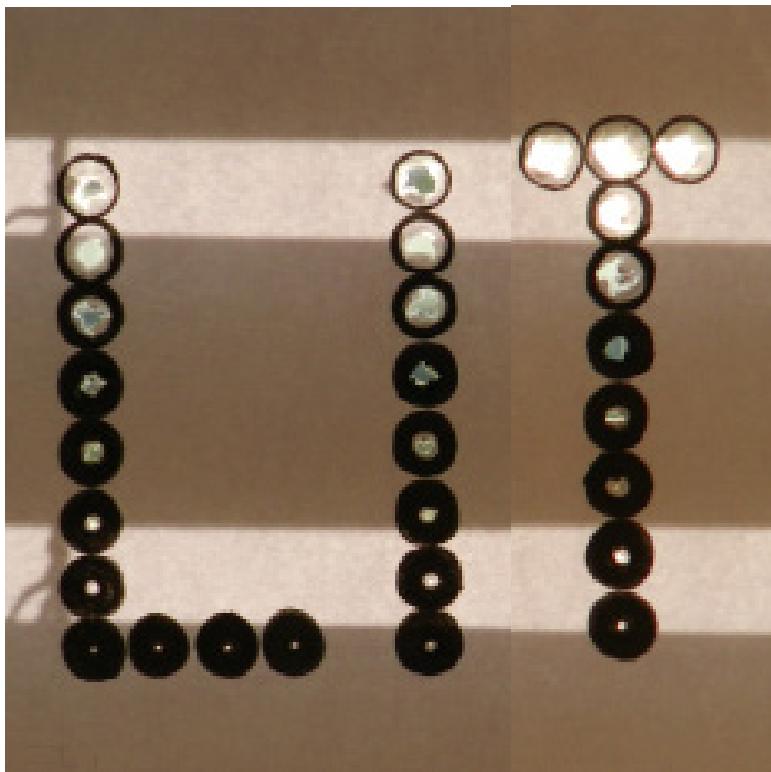


This Book

only exists

because

Typo is



# Typografie

## 2019