

LAGERBEER

ART-DECO LIGATURES OF ABALDA

BRILLIANT

7 WEIGHTS OF BAHNHOF

PHOTOGRAPH

CIRCULAR SHAPES OF COMPUR

Panzer Steel

Ideal Gothic - industrial text serif

MACHINERY

MEXICAN HANDWRITING OF PATZCUARO

Exporting

High contrast display typeface Negro

ABALDA INCREASES THE NUMBER OF "BAD-TASTE" ALPHABETS AS WE CAN STILL SEE AS FADED COMMERCIAL INSCRIPTIONS PAINTED ON NEGLECTED OLD HOUSES. TO ENHANCE ITS WARM CHARACTER, SOME PICTO-RESQUE DISCRETIONARY LIGATURES WERE ADDED.

COMPUR IS THE NAME OF THE MOST FAMOUS PHOTOGRAPHIC SHUTTER OF ALL TIME. THIS IS A RECONSTRUCTION OF A TYPE FACE WHICH SERVED FOR DESCRIBING VARIOUS DEVICES, USING THE TECHNIQUE OF MONOLINEAR ENGRAVING. WITH ITS SOFT FORMS, STRINGENCY OF SIGNS AND PERIOD ACCENT IT RANKS AMONG THE DISPLAY ALPHABETS OFFERING THE WIDEST USE IN MAGAZINES, ON POSTERS AND – FOR DESCRIPTION OF DEVICES. IT COMES RIGHT IN SMALL SIZES AND IN INSCRIPTIONS ARRANGED IN A CIRCLE.

PATZCUARO IS A SUMMER RESORT BY A LAKE OF THE SAME NAME. IT IS SITUATED 370 KM WEST OF CIUDAD DE MEXICO AND A VISITOR FROM EUROPE, ON SEEING IT, WILL BE REMINDED OF THE AUSTRIAN RUST OR THE SOUTH BOHEMIAN TREBON.

ART-DECO TYPE FACES ARE ENJOYING A NEW WAVE OF POPULARITY. VERY SIMPLE LETTERFORMS ARE REQUIRED FOR A VIEW FROM A DISTANCE. THE INFORMATION APPEARING ON A POSTER MUST BE READABLE.

Ideal Gothic is characterized by a correct stiffness which will improve the morals of every idea printed by this type face. The awkward curves of the italics are a little suggestive of late **19th century cast-iron garden furniture. The so-called "hidden" and, furthermore, curved serifs complete the inconspicuous charm of this type face.**

Dark, spicy & distinctive display typefaces from the nineteenth century I had in mind when creating this font family. Extreme contrasts and sharp endings may remotely remind some blackletters.