

New fonts for all reasons

Exciting new Linotype releases – exclusively in OpenType format

Bad Homburg, 25 October, 2004. Linotype introduces 19 new typeface families exclusively in OpenType format for a variety of practical and specific design applications. From completely developed families like the highly legible and flexible Diverda™ to just-for-fun fonts like the edgy Sharquefin™, Linotype continues to deliver a wide spectrum of up-to-date type solutions to meet the modern user's every demand. Whether for cartography, sheet music or branding perfumes, each of these 19 new families is a typical Linotype novelty – distinctly unique and filled with exciting potential.

The most developed of the new typefaces is certainly Diverda™, composed by Swiss type specialist Daniel Lanz, consisting of both a sans and a serif typeface, each with five different weights. After nearly 20 years as a hand engraver of precious metals, Lanz' fascination with typography drove him to acquire additional qualification as a typeface designer. Initially, Diverda™ was intended merely as a sans serif font, drawing on the classic grotesques of masters like Gill, Meier and Frutiger. But Lanz' engraving instincts soon found him drafting a highly legible set of weights with serifs as well, resulting in this well developed and quite flexible family. What is also striking is the self-assurance with which Lanz defies the current trend to rectangularize round forms. Instead, he has preserved the original subtleties of the forms, while not shying away from small x-heights either. This unique integrity, coupled with a stunning sense of balance, makes Diverda™ ideal for a wide variety of applications. Whether for cutting edge industries like fashion and architecture or for daily publications, the choice between fonts with and without serifs means Diverda™ can be used for nearly everything – from newspaper and book type to advertising and corporate design.

Another intriguing highlight among the new Linotype fonts is Cisalpin™, also a Swiss creation, developed especially for cartographic uses by designer and typographer Felix Arnold. After analyzing numerous maps and atlases, Arnold was surprised to discover there was no standard typeface for these kinds of documents. His contemporary solution is the fruit of meticulous detail work on a computer, ensuring Cisalpin remains highly legible even at extremely small point sizes while also featuring a selection of harmonized yet also easily distinguishable weights. The durability of the letter forms is especially impressive, allowing words to maintain their readability even when placed over complex backgrounds. Of course, while Cisalpin was originally developed for use in cartography, a font that works so well in small sizes will certainly find plenty of practical applications in other fields as well.

Typography specialist André Maaßen also contributes an exciting new font family, Varius™, inspired by the shape of the f-holes on a violin built by Giacomo Antonio Stradivarius in 1702. The fine strokes of the letters in Varius™ are complemented by a down-to-earth usability. And thanks to a varied selection of fonts, this family is ideal for a wide range of applications – including, as a tribute to its namesake, a complete set of beautifully drawn musical symbols.

The other new fonts Linotype is introducing range from the modern Danish style of Noa™ and the classic modern look of Liga Sans™ to the refreshing collection of icons and pictograms found in Tips™ – while original display fonts conjure up immediate ideas for application, like the rustic, esoteric feel of AdPro™ or the luxurious grace of Bodebeck™. Users will also find warm new text fonts like Veronika™ as well as charming, quill-inspired fonts like Byngve™ and Caterina™. Or for the more experimental types, how about the highly constructed Why Square™ and Just Square™ or the playfully insidious Sharquefin™?

All of these new fonts from Linotype are available for purchase exclusively as individual weights in the OpenType format. Use them, experiment with them...and have fun!

To get the full picture, visit www.linotype.com.

Linotype Library GmbH, based in Bad Homburg, Germany, was founded more than 115 years ago and is now a member of the Heidelberg Group. Building on its strong heritage, Linotype Library develops state-of-the-art font technology and offers more than 6,000 original fonts, covering the whole typographic spectrum from antique to modern, from east to west, and from classical to experimental. All typefaces (in PostScript™ and TrueType™ format as well as more than 1,400 fonts in OpenType™) are now also available for instant download at www.linotype.com. In addition to supplying digital fonts, Linotype Library also offers comprehensive and individual consultation and support services for font applications in worldwide (corporate) communication.

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Please find more typeface application samples on the Internet at www.linotype.com.