



# Nouvelle Grotesk

## Favorite Characters

Ra'rt

## Weights

Thin

*Thin Diagonal*

Light

*Light Diagonal*

Normal

*Normal Diagonal*

Medium

*Medium Diagonal*

Bold

*Bold Diagonal*

Black

*Black Diagonal*

Fat

*Fat Diagonal*

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The success story of the Grotesque typefaces began at the dawn of the 20th century with typographic workhorses such as Akzidenz Grotesk and Aurora Grotesk amongst others. In the 1950s Max Miedinger created the first Swiss version of those typographic multi-talents, named “Neue Haas Grotesk” (today Helvetica). In parallel, Adrian Frutiger published “Univers”, both globally recognized and becoming standard choices for designers. Over the years many amazing contributions have come in the form of Haas Unica, Theinhard Grotesk and Akkurat, just to name a few. Surprisingly the world hasn’t lost its appetite for Swiss Style Grotesque typefaces.

Seventy years after the start of this success story, we are ready to make a contribution to this ensemble of outstanding type families. It took us some time to find a perfect form that fills the gap between simplicity and neutrality. We didn’t want to design yet another “neutral” typeface. We have searched for shapes that are simple and which encourage the designer to create amazing things – and by the way, make other people smile. We call this type family Nouvelle Grotesk, celebrating a desire to keep just a tiny bit of the spirit of the original meaning “Grotesque” alive for years to come.



120/110

# Mundane *Perfection*

32/36.4 0

To suppose that the eye with all its inimitable contrivances for adjusting the focus to *different* distances, for admitting different

12/15 +20

To suppose that the eye with all its inimitable contrivances for adjusting the focus to different distances, for admitting different amounts of light, and for the correction of spherical and chromatic aberration, could have been formed by natural selection, seems, I freely confess, absurd in the highest degree. When it was first said that the sun stood still and the world turned round,

*the common sense of mankind declared the doctrine false; but the old saying of Vox populi, vox Dei, as every philosopher knows, cannot be trusted in science. Reason tells me, that if numerous gradations from a simple and imperfect eye to one complex and perfect can be shown to exist, each grade being useful to its possessor, as is certainly the case; if further, the eye ever varies and*

8/11 +30

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120/110

# Fantastic Standard

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# Magazine Issue N°1

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# Featured → Words!

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# “Curious Affairs.”

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# Fragrant *Practice*

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Standard Ligatures

fi fl → **fi fl**

Stylistic Set 1, Alternative Forms

a f r t y → **a f r t y**

Stylistic Set 2, Rounded Dots

.,:;!·äöüëiŕțÿ → **.,:;!·äöüëiŕțÿ**

Lining Figures, Lining Tabular Figures

0123456789 → **0|1|2|3|4|5|6|7|8|9**

Slashed Zero

2020 → **2020**

Fractions, Numerator, Denominator

1/2 1/4 3/4 → **½ ¼ ¾ ⅛ ⅜ ⅝ ⅞**

12345/123452 → **1234567890 / 1234567890**

Inferior, Superior

H2O 22m2 → **H<sub>2</sub>O 22m<sup>2</sup>**



# That's it!

## Ordering

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## Terms and Conditions

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## Design

Anton Studer

## Development

Anton Studer

## Publisher

Nouvelle Noire GmbH, Zürich

## Mastering

Edgar Walthert

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1.1

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## Specimen Design

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