TYPE BY: THIEMICH



RELEASE AW20 www.typeby.com

CAPITALS · LOWER CASE

ABCDEFGHIJKLMNOPQRSTUVWXYZß abcdefghijklmnopqrstuvwxyzß

LF FIGURES · OSF FIGURES · TAB FIGURES · FRACTIONS

1/2 1/3 1/4 1/5 1/6 1/8 2/3 2/5 3/4 3/5 3/8 4/5 5/6 5/8 7/8

INFERIORS · DENOMINATORS · NUMERATORS · SUPERIORS

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PUNCTUATION

CAPITAL-ALIGNED PUNCTUATION

 ${\sf SYMBOLS} \cdot {\sf IDEOGRAPHS} \cdot {\sf CURRENCY} \cdot {\sf TAB} \; {\sf CURRENCY}$

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MATH SYMBOLS

CAPITAL-ALIGNED MATH SYMBOLS

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ACCENTED CAPITALS · ALTERNATE ACCENTED CAPITALS

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Type design is done by specialists called type designers. At least, that's what we may think at first. And it is true that there are many good typefaces made by 'real' type designers. But there are also many good typefaces made by people who mostly did other things, with some type designing on the side. By 'type' I mean indeed the letterforms used within typography, so I refer to the fonts which are used to compose text. This leaves out the area of handwriting, calligraphy, and lettering. Before the invention of graphic design, people who designed type might be engravers, writing masters, printers, or punchcutters. In the twentieth century many

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Then there are the people who occupy themselves with type design and with nothing else. You will find them for sure in the world of the type-manufacturing companies: the employees working for Monotype, Adobe, or Linotype. In the factory – an office these days – people are asked to do type design or related activities for eight hours a day. They have to produce for the trade's sake, and within such companies there is usually not much room for one's own preferences and typographic needs. In addition to these opposite ends of the spectrum there are mixed cases. A company might ask a designer if he or she could provide them with a font. The request is often followed by some specifications from the customer; so 'carte blanche' is rare in such a case. And which category – the individual or the industry – is responsible for the best work? It is hard to answer; the question is also not specific enough to be open to a proper answer. But the fact that it is difficult to answer shows that within type design the individual plays an...

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Aktuell is Thomas Thiemich's first commercially released serif design, based upon a traditional broad-nib contrast.

Aktuell is a story of smaller and bigger connections. Its design was originally commissioned by the German-based design agency 'Lamm & Kirch' in 2015, for the new corporate identity of Hochschule für Grafik und Buchkunst in Leipzig (HGB). 'Lamm & Kirch' sought a new typeface that would work along Akzidenz Grotesque BQ Light Extented, designed by the renowned German designer Gunther Gerard Lange, on his turn, was also educated at the same alma mater - HGB. The creative brief also required of the new typeface to relate to Timeless – a DDR-version of the Times New Roman, originally published by VEB Typoart – the well-known east German foundry that succumbed with the fall of Berlin Wall.

To add more serendipitous facts, from the late 1940s on, quite a few HGB graduates - including G. G. Lange - had worked for VEB Typoart. In fact, the two institutions had a special relationship and so Aktuell is thoroughly connected to both, the former DDR heritage and HGB in particular.

Aktuell is a typographic performer: an efficient design featuring short ascenders an descenders. These proportions make Aktuell most suitable design for composing compact text columns. Aktuell evokes a rather strict demeanour. It may even appear cold, or even rigid to some. But no matter how you look at it, its design features make a very reliable and determined impression - quali-ties praised in the artistic climate of HGB. On the other hand, this slightly peculiar yet crystal clear determination is a quality wildly embraced nowadays. This presents Aktuell as a contemporary typeface that is not neglecting any of the traditional qualities required of a true text face, suitable for continuous reading. Yet, if you give it a closer look, it is not books you might envision typeset in Aktuell, but rather screen typography. For it excels in delivering an attractive evenness of colour and a remarkable readability and legibility in spaceconscious environments.

Aktuell is available in 5 weights of roman and italic designs: Blond, Normal, Medium, SemiBold, and Bold. Its character set includes lining and old style figures, standard and discretionary ligatures, fractions, superiors, inferiors, numerators and denominators, and case-sensitive punctuation. The fonts support the Latin Extended 1 character set, which is a valuable tool for composing multilingual Latin-script text.

Aktuell fonts are available in OTF CFF, TTF, WOFF, and WOFF2 formats.