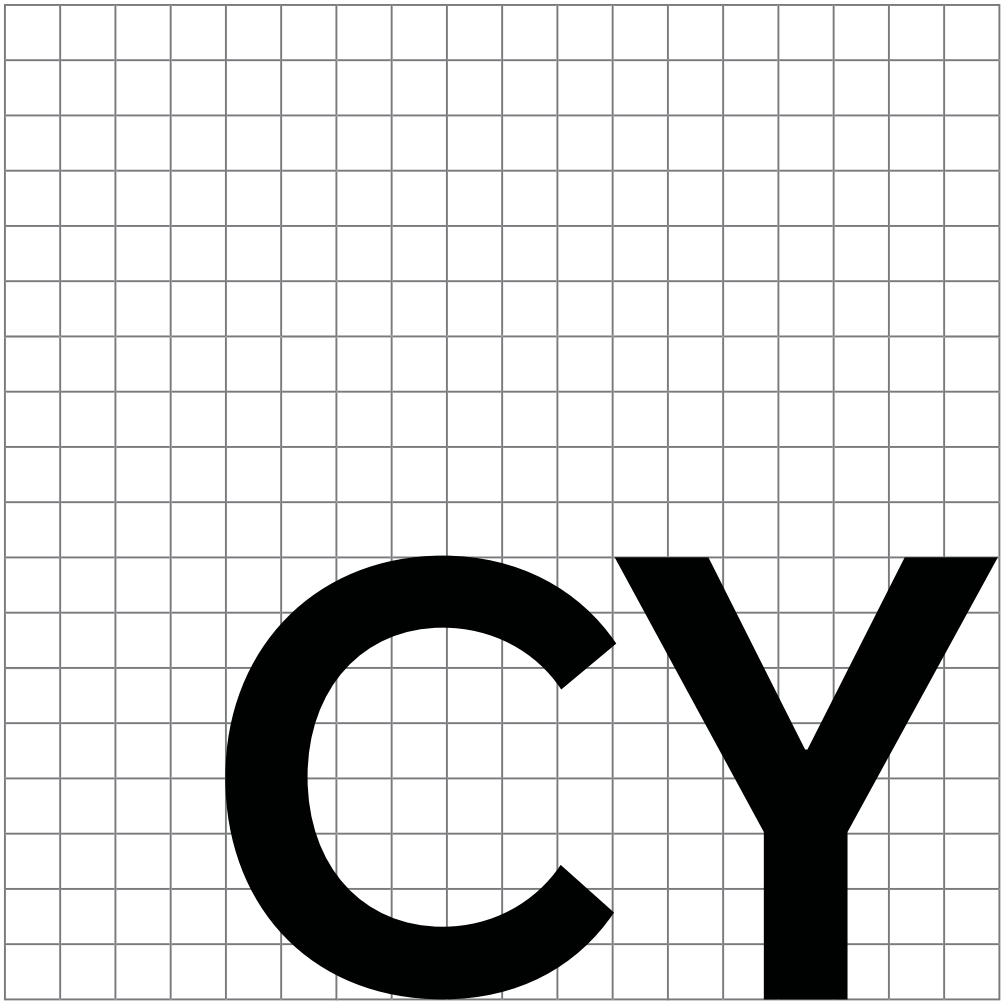


Jürgen Huber

SUPERTYPE:



Jürgen Huber

Jürgen has worked many years at MetaDesign, Berlin as a designer and type director before setting up supertype® together with Martin. He is also a professor for typography at the HTW University, Berlin.



01

At supertype® they believe that the central role in any communication design is its typography – you cannot not use type. With this mindset they've been designing a diverse range of retail fonts and distinct custom typefaces.

Typography is everywhere in communication design. You can leave out a photo or even color, but never words. That's why type is one of the most powerful tools in visual communication. By choosing the right font or having one custom designed, you improve the impact of your words, enhance the meaning and underline your message.

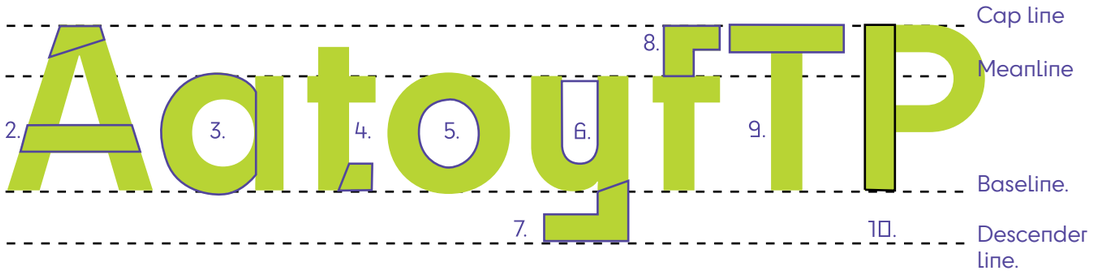
02

For over twenty years, partners Jürgen Huber and Martin Wenzel have been designing retail fonts with a multitude of personalities ranging from outspoken extrovert designs to subtle, convenient workhorses. Next to the off-the-shelf range they have also developed bespoke type for a broad client base of global corporations (GORE®, Lidl Int.), public institutions (German Federal Government, Glasgow School of Art) and local players (South Tyrol, Giesinger Brewery).

Supertype® believe in the power of craftsmanship and its analogue tools but also embrace the design and technology that challenge those classic ideas. This has earned them the appreciation of their clients and recognition from the TDC (Type Directors Club, New York), the iF (International Forum Design), the ATypI (Association Typographique Internationale) and others.

Anatomy of Typography.

1.Apex
2.bowl
3.Finial
4.Counter
5.Descender
6.Ascender
7.Bar
8.Open-counter
9.Stem
10.Link



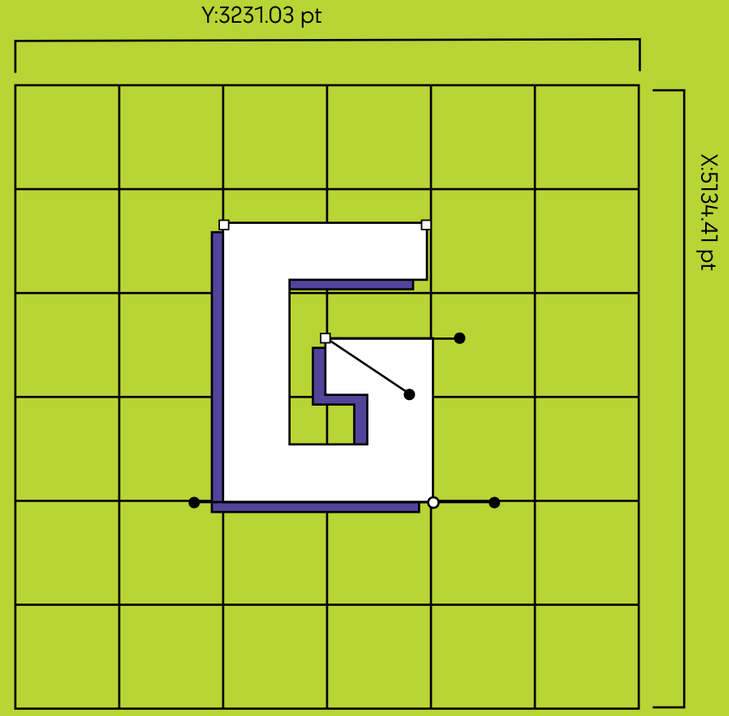
I — No brackets
O — Vertical stress
A — Sans serif
H — No contrast
AOM — Geometric shapes

I — no brackets
O — No angled of stress
A — Sans serif
H — No contrast
AOM — Geometric shapes

AOM — Geometric shapes

Dots

Grid



Pin tool Technic on a grid to show the shapes that used to design the litter G.

Capital Letters

PAGE 03

Small Letters

Thin

HELLO

ExtraLight

HELLO

Light

HELLO

SemiLight

HELLO

Regular

HELLO

SemiBold

HELLO

Bold

HELLO

ExtraBold

HELLO

Black

HELLO

Stylistic Set 1:

ABC

Stylistic Set 2:

ABC

Stylistic Set 3:

ABM

AAA aaa, BBB bbb, CCC ccc

EE eee , GG ggg, JJJ jj

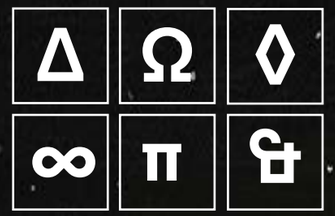
KK kk, MMM mm, NNN nn

OO oo, PP pp, QQ qq, RR rr

SS ss, UU uu, WW ww

XX xx, YY yy.

PAGE 03



Numbers & Punctuation.

1234

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9012345678 9

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Δ Ω ◊
∞ π ₺

«¿?»

PAGE 03

!¡?¿

Other language.

Latin Set 1:

ÀÁÂÃÄÅÇÈÉÊËÌÍÎÏÑÒÓÔÕÖØÙÚÛÜ
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Set 2:

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ĝğġġĴŃŊŇŋŵŷÅǻŵŵŵŷ

Set 3:

ÀÁÂÃÄÅÇàáâãäåĀāĂăĄąĆĈĊČÅǻ

PAGE 03

ÀÁÂÃÄÅ
ÀÁÂÃÄÅ
ÀÁÂÃÄÅ



Glyphs.

0 1 2 3 4
5 6 7 8 9

!¡?¿@#$%^&*()_-+={}[]'',“„”%
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<>≤≥∞◊√∫()‹›«»&¿?Πßẋxzy
01234567B9

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fl SS ħ ƒl

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3456789 0123456789

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āĂăĄąĆćĈĉĊċČčďđĒēĔĕĖėĘęĚĕĜĝĞğĠġ
ĢġĥħĨĪĬĮįİĴĵĶķĺļľłŃńŅņŇňŉŊŋŌōŎŏ
ŐőŔŕŖŗŘřŚśŜŝŞşŠšţťŧŨũŪūŬŭŮůŰűŲy-

ÀÁÂÃÄÅÇàáâãäåĀāĂăĄąĆĈĊČÅ̂ẘ

AAA aaa, BBB bbb, CCC ccc, EE eee , GG ggg,
JJJ jj, KK kk, MMM mm, NNN nn, OO oo, PP
pp, QQ qq, RR rr, SS ss, UU uu, WW ww, XX
xx, YY yy.

Machine Head

Deep Purple.

Space Truckin':

Well we had a lot of
luck on Venus
We always had a ball
on Mars
We meet with all the
groovy people
We rocked the Milky
Way so far

We danced around with
Borealis
We're space truckin'
'round the stars

Come on, come on,
come on
Let's go space truckin'
Come on, come on,
come on
Space truckin'

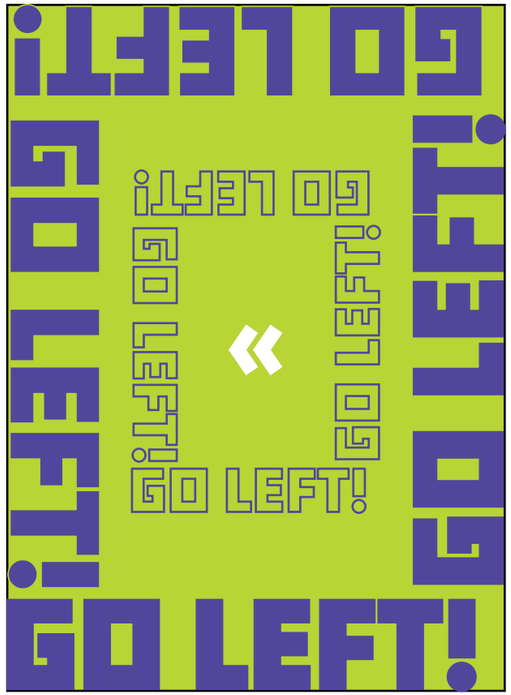
Remember when we did
the moonshot
And Pony Trekker led
the way?
We moved through the
Canaveral moonstop
And everynaut would
dance and sway

Got music in our solar
system
We're space truckin'
'round the stars

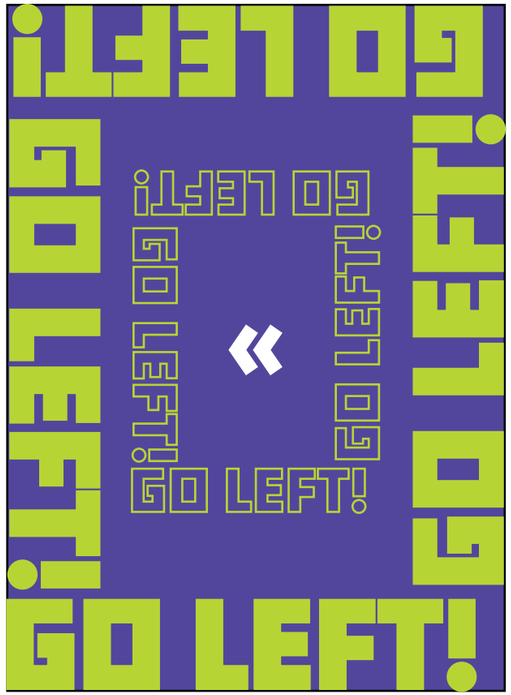
Come on, come on,
come on
Let's go space truckin'
Come on, come on,

GO LEFT!

WHEN NOTHING GO RIGHT



Poster 1



Poster 2

Leena Albeshr

PRINCESS NOURAH BINT ABDULRAHMAN UNIVERSITY
>> GRAPHIC DESIGN + DIGITAL MEDIA
GRPH 421T: TYPOGRAPHY
Spring 2021 | MAHA Althukair, instructor
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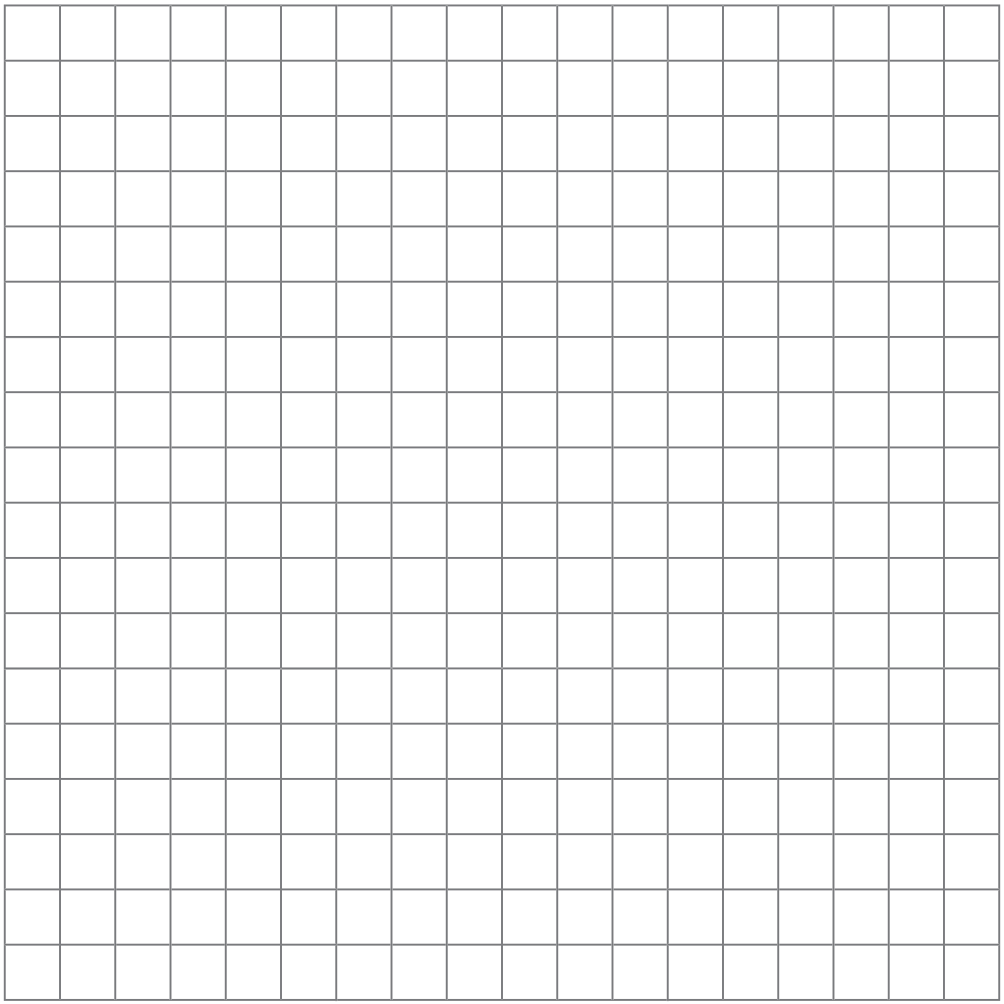

Leena Albeshr