TRANSAT

Type Sample Booklet

Compagnie Générale Transatlantique

ROLLEIFLEX 2.8

1934 Chrysler CX Airflow Custom Imperial 8

Duke Ellington & his Orchestr

ROCKEFELLER PLAZA

Voyage Inaugural, du 29 Mai au 12 Juin 1939

PENNSYLVANIA 6-5000

The liner RMS Queen Elizabeth depar Jacques-Emile Ruhlmanr

Exposition Internationale des Arts Décoratifs et Ind



www.typetanicfonts.com

TRANSAT

is a geometric sans serif display typeface, with caps inspired by 1930s Art Deco signage — formerly found at the Gare Maritime train station and ocean liner terminal in Le Havre, France. "Transat" is the common shortening of "Compagnie Générale Transatlantique," the company that operated majestic ocean liners like the SS *Normandie* out of Le Havre from 1862–1974. Typetanic also offers a text-friendly companion typeface, "Transat Text".

WEIGHTS & STYLES

Transat Light Transat Light Oblique

Transat Standard Oblique

Transat Medium Transat Medium Oblique

Transat Bold Transat Bold Oblique

Transat Black Oblique

OPENTYPE FEATURES

DEFAULT FIGURES O123456789	TABULAR FIGURES 0123456789	fifffffffffffffffffffffffffffffffffff
	OLDSTYLE FIGURES 0123456789	small capitals abcdefg → ABCDEFG
	0123456789	SMALL CAPITALS FROM CAPITALS ABCDEFG → ABCDEFG
ARBITRARY FRACTIONS $2/3 \ 15/32 \ 99/100 \rightarrow \frac{2}{3} \ \frac{15}{32} \ \frac{99}{100}$		case-sensitive forms
SUPERIORS & INFERIORS 1234567890 → 1234567890 1234567890		STYLISTIC ALTERNATES EFHNM → EFHNM

DESIGN NOTES

COMPARISON TO TRANSAT TEXT

TRANSAT

TRANSAT TEXT

MNOfgp MNOfgp

Unique, historically inspired character

Variable character widths

Small x-height reflecting Art Deco trends

Long, elegant descenders

Tight spacing for display use

Fewer design eccentricities

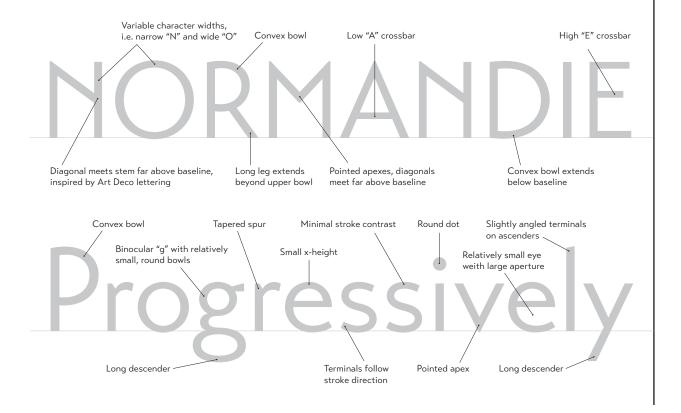
Rationalized character widths for even rhythm

Larger bowls and apertures

Shorter descenders for smoother reading

Wider spacing for legibility at smaller sizes

TYPEFACE ANATOMY



TRANSAT LIGHT & OBLIQUE

BASIC CHARACTERS

0123456789 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SS Ile de France (1927-1959), 42,250 gross tons

RAYMOND LOEWY

VOYAGE INAUGURAL DE NORMANDIE

Burlington Zephyr

Salle a manger des premières classes

LAFAYETTE

Chicago World's Fair 1933

Enorme, fabuleux, grand comme le monde

L'HÔTEL D'UN COLLECTIONNEUR

Musée des Années 30

0123456789 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Là, tout n'est qu'ordre et beauté — Luxe, calme et volupté

CIE. GLE. TRANSATLANTIQUE

Vladimir Ivanovich Yourkevitch, 1885-1964

GLENN MILLER

Christented by Madame Andre Lebrun, 29 October 1932

TRYLON & PERISPHERE

Rivalry between the SS Normandie and the RMS Queen Mary

WORKS PROGRESS ADMINISTRATION

TURBO-ELECTRIC

Get on the "A" Train, soon you will be on Sugar Hill in Harlem

Die neue Bremen, das größte Schiff

The brand-new 1935 Studebaker President 8

NEW YORK CENTRAL

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 0123456789

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TURBINENPASSAGIERSCHIFF

You're the top! You're the Coliseum!

Benny Goodman & his Orchestra, Live at Carnegie Hall

ALL THAT JAZZ

New York Passenger Ship Terminal, Pier 88

PENNSYLVANIA 6-5000

LONDON AND NORTH EASTERN RAILWAY

TALBOT-LAGO

Appartement de Grand Luxe avec Pont Promenade Privé

Chantiers de l'Atlantique

He gave her his town house and his racing horses

GEORGE & IRA GERSHWIN

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abcdefghijklmnopqrstuvwxyz

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Murder on the Orient Express KODAKCHROME 25

A DIAMOND CAR WITH PLATINUM WHEELS

LZ-127 GRAF ZEPPELIN

The Atchison, Topeka & Santa Fe

HASSELBLAD

Katherine Hepburn & Spencer Tracy

WILLIAM VAN ALEN

Shreve, Lamb & Harmon, Architects

Norman Bel Geddes THE HOLLYWOOD BOWL

0123456789 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

O123456789 o123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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RAILCARS OF THE GREAT WESTERN RAILWAY The Boswell Sisters **18-25 SCHUTZENSTRABE** CAPE COD CLAMS, 'GAINST THEIR WISH, DO IT **20TH CENTURY LIMITED** Billie Holiday, with Count Basie & his Orchestra 1933 PANHARD-LEVASSOR X74 TRACK Nº 29 CHEMIN DE FER DE PARIS À LA MER The Deauville & Trouville Suites Bordeaux to Rio de Janeiro aboard ss L'Atlantique

PIERCE-ARROW PAVILLON DU COLLECTIONNEUR

FULL CHARACTER SET

698 TOTAL GLYPHS

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz 0123456789.,:;---•!;?;&@#'"''"<>«»,,,()[]{} \$£€¥¢f¤%‰*/_|¦†‡§¶©®®™sm°^~....N° ÁÀÂÄÃÅĀÅĀÁÆÆÇĆĈĊŎĎÐÉÈÊËĒĔĖĘĚĜĞĠG ĤĦĺĴĨĬĬĬĬIJĴĶŁĹĻĽĿÑŃŊŇŊÓÒÔÖŌØØŌŎŐŒŔŖŘ ߌŚŜŞÞŢŢŤŦÚÙÛÜŪŪŮŮŰŲŴWŴŴÝŸŶŶŽŹŻ áàâäãåãåäåáææçćĉċčðďďéèêëēĕeeĕĝġġĥħíìîïīīĭjijiĵ kĸłĺĮľŀñńnň'nnóòôöoøøōŏőœŕŗřßšśŝşşþţţťŧúùûüūūůůűu wwwwyÿŷyžźż+-×÷=<>≤≥±≠≈¬μπ[Π∂Ω∑∞√Δ/◊€ℓ¼½¾¾°°° 0123456789 0123456789 0123456789:;---•!i?¿&#<>«»()[]{}\$£€¥%/§·№ ff ft fftfi fl ffi ffl tt↑↓←→ ABCDEFGHIJKLMNOPQRSTUVWXYZ!i?¿&#\$£€¥%§ ÁÀÂÄÃÅĀÄĄÅÆÆÇĆĈĊČÐĎÐÉÈÊËĒĔĖĘĚĜĞĠĢĤĦ ĺĵijĬĬĬĮijIJĴĶŁĹĻĽĿŇŃŅŇŊÓÔÕÒÖØØŌŎŐŒŔŖŘ ߊŚŜŞSÞŢTŤŦÚÙÛÜŪŪŮŮŰŲŴŴŴŶŶŶŶŸŽŹŻ+-×÷≠<>≤≥≈= "~~~ ÆÆEÉÈËÊĒĖĘĚFHĤĦMNÑŃŅŇŊŒmnñńņňŋ

LANGUAGES

Both Transat & Transat Text support many languages, including:

Afrikaans, Albanian, Asu, Basque, Bemba, Bena, Bosnian, Catalan, Chiga, Congo Swahili, Cornish, Croatian, Czech, Danish, Dutch, Embu, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Galician, Ganda, German, Gusii, Hungarian, Icelandic, Indonesian, Irish, Italian, Jola-Fonyi, Kabuverdianu, Kalaallisut, Kalenjin, Kamba, Kikuyu, Kinyarwanda, Latvian, Lithuanian, Luo, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Meru, Morisyen, North Ndebele, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Polish, Portuguese, Romanian, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Sena, Shambala, Shona, Slovak, Slovenian, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Teso, Vunjo, Welsh, Zulu

LOEW'S WONDER THEATRES

Pennsylvania Railroad S1 class steam locomotive

Gare Saint-Lazare AUBURN-CORD-DUESENBERG

1939 New York World's Fair, Flushing Meadows-Corona Park

Century of Progress

NORMANDIE (1935) 83,423 GRT, 31.3 KNOTS 1934 Citroën Traction Avant 7A

Pratt & Whitney R-985 Wasp Junior SB, 450 hp (336 kW)

Chantiers de l'Atlantique

Société Nationale des Chemins de fer Français

GRAFLEX SPEED GRAPHIC PRESS CAMERA

LUXURY LINER ROW



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