

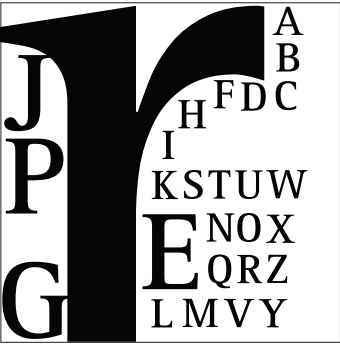
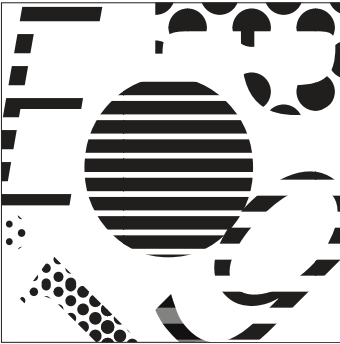
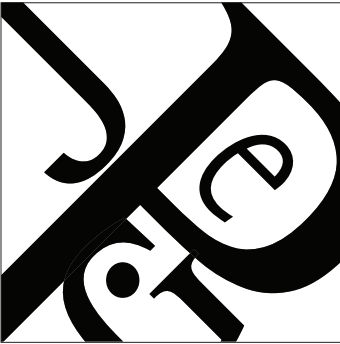
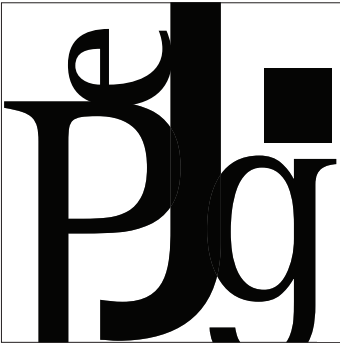
Typographic Compositions

Contrast by

Size & weight
Angle & perspective
Tone of value & texture
Combination of all letters
The designer & the font
Type specimen

SFSU, Des 425
Section 3
Spring 2019

r r r



Created By Ott Aicher, a graduate of the Ulm School of Design, the font family Rotis was created for Agfa in 1980 to serve as a universal typeface with multiple applications.

Rotis

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This font family was created with the purpose of bridging the gap between serif and sans-serif fonts by using a unique typeface design with a high contrast between the heavier and lighter strokes and full serifs. The original family of this typeface included 55 Roman, 55 Italic, and 85 Bold forms and was intended to be used purely in lowercase lettering as Aicher considered uppercase letters to be aggressive symbols. Rotis' Official release was in 1991, 3 years prior to Aicher's death.

another: The typeface contains a group of 17 weights including Italics sans-serif and serif although sans is primarily monospace; the semi sans has swirling strokes and the semi serif has only a few serifs and the serif has serifs and strokes mostly on a vertical axis.

Another was best known for his work on the Munich Olympics logo for Lufthansa. Aicher would later go on to work with German kitchen company Bulthaup as a design consultant for their brand, sponsoring many of his own personal projects and designing the logo for University of Konstanz and the Munich Airport. Aicher died at the age of 69 in Guntzburg on September 1 1991.

Lanotype is current own of the Rotis font family and they state that the font gives off impressions of strength and generosity and that all four versions are interchangeable ...

r r r

Rotis: Serif STD Bold, 12 pt

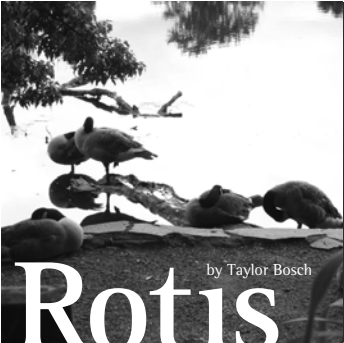
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
=/*~+.,\,:;[]=-!@#\$%&'()*_{}:"<>?

Rotis: Serif STD Bold, 12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
=/*~+.,\,:;[]=-!@#\$%&'()*_{}:"<>?

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
=/*~+.,\,:;[]=-!@#\$%&'()*_{}:"<>?



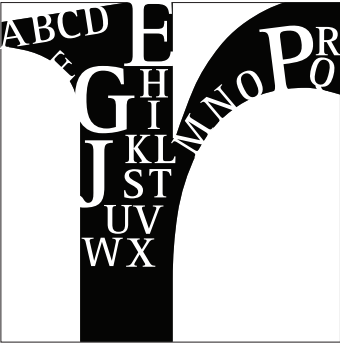
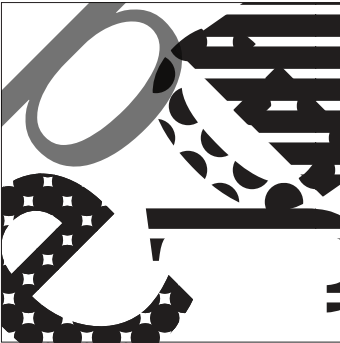
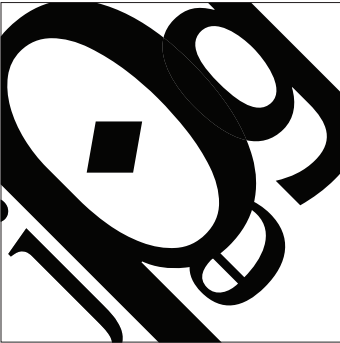
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Rotis: Serif Bold, 12 pt

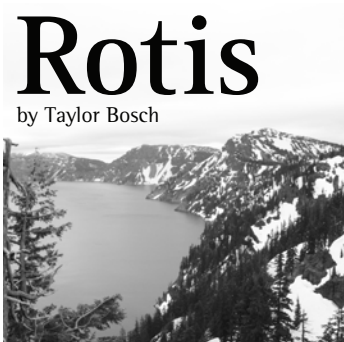
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
=/*~+.,\,:;[]=-!@#\$%&'()*_{}:"<>?

Rotis: Semi Serif Regular, 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
=/*~+.,\,:;[]=-!@#\$%&'()*_{}:"<>?

Rotis: Sans Serif Regular, 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
=/*~+.,\,:;[]=-!@#\$%&'()*_{}:"<>?



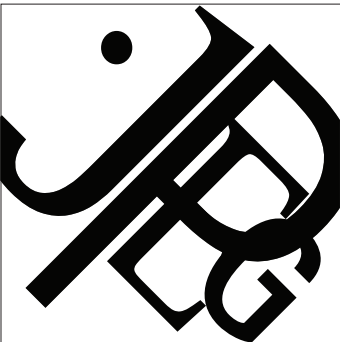
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Rotis: Serif Bold, 12 pt

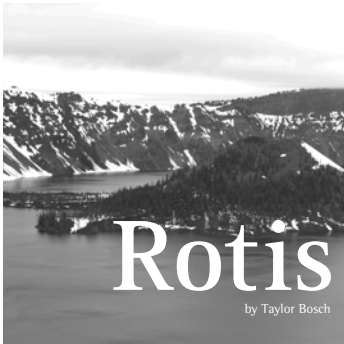
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
=/*~+.,\,:;[]=-!@#\$%&'()*_{}:"<>?

Rotis: Semi Serif, 12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
=/*~+.,\,:;[]=-!@#\$%&'()*_{}:"<>?

Rotis: San Serif, 12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
=/*~+.,\,:;[]=-!@#\$%&'()*_{}:"<>?



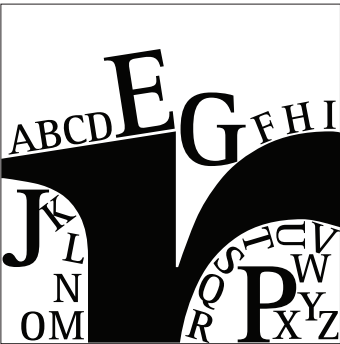
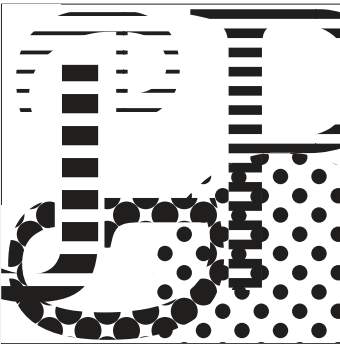
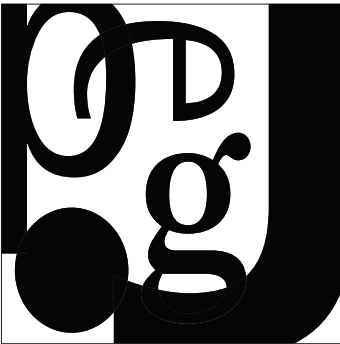
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abcdefghijklmnopqrstuvwxyz
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=/*~+.,\,:;[]=-!@#\$%&'()*_{}:"<>?

Rotis: Semi Serif 12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
=/*~+.,\,:;[]=-!@#\$%&'()*_{}:"<>?

Rotis: San Serif 12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9
=/*~+.,\,:;[]=-!@#\$%&'()*_{}:"<>?