

Henriette

from Typejockeys

Catalog № **5**

The background features a large, stylized letter 'R' in white, centered within a purple diamond shape. Surrounding this central element are other large, stylized letters in purple and black, including a 'C' in the top left, a 'U' in the top right, a '3' in the bottom left, and a 'J' in the bottom right. The overall design is a geometric and typographic composition.

R

***This is the
Renaissance
of Vienna's
Grande
Dame***

Typejockeys

Vienna, 2012

5.,Prelude

WEIGHTS | 8

Roman (10)

Italics **12**

14 Widths 15

**Character
Set → 16**

**18
Frames**

SMALLCAPS 20

Figures **23**



Ligatures
— 27 —

24 Alternates

Fractions / 28

**LANGUAGE
SUPPORT** **29**

ARROWS **30**



Who is she?

Parts of the Henriette type family have a clear model. Other parts are very original. The most interesting bits are in-between.

In the 1920s the Viennese government decided to standardize the street signs across the city. Since then, around 7,000 streets and squares in the Austrian capital have been labeled with white-on-blue enamel plates. A typeface was especially constructed for the purpose – but we don't know by whom. It was available in a Regular and a Condensed version, to support short street names like *Gaußplatz*, as well as longer names like *Wolfgang-Mühlwanger-Straße*.

Since the 1970s, phototype-setting has been used to produce the plates, which allows the enamel producer to also stretch the typeface to the perfect length (and which kind of hurts sometimes).

As the years went by, the typeface was adopted and redrawn by several enamel factories, who each wanted a part of the cake. These adaptations lead to variations on the design, and to the fact that there isn't a Viennese street sign font but 16 – in part severely – different versions, which we found in our research (bastards not included).

Henriette is not a digitization of any of those versions; rather, it is influenced by all of them. The italic versions are completely original and designed to accompany the Roman. In the end, Henriette is another approach on the typeface that we love for its uniqueness, in the otherwise slender typographic history of our country.



27

Nowalskigasse

16., Reichmann-
gasse

8

159

Flötzersteig

14., Henc

4

Anton-Ge
Flötzer

13

Donh

kellgasse

5
iger-Weg
steig 31

32
ardtg.

11
Csokorgasse

14., Erbacherweg

9

A comparison of the
different versions of the
letters occuring on the
street signs of Vienna.

aiaa a
ataa a
aiaa a

Bold

Medium Italic

Medium

Regular Italic

Regular

Black Italic

Black

Heavy Italic

Heavy

Bold Italic

Bold

Medium Italic

Medium

Regular Italic

Regular

CONDENSE

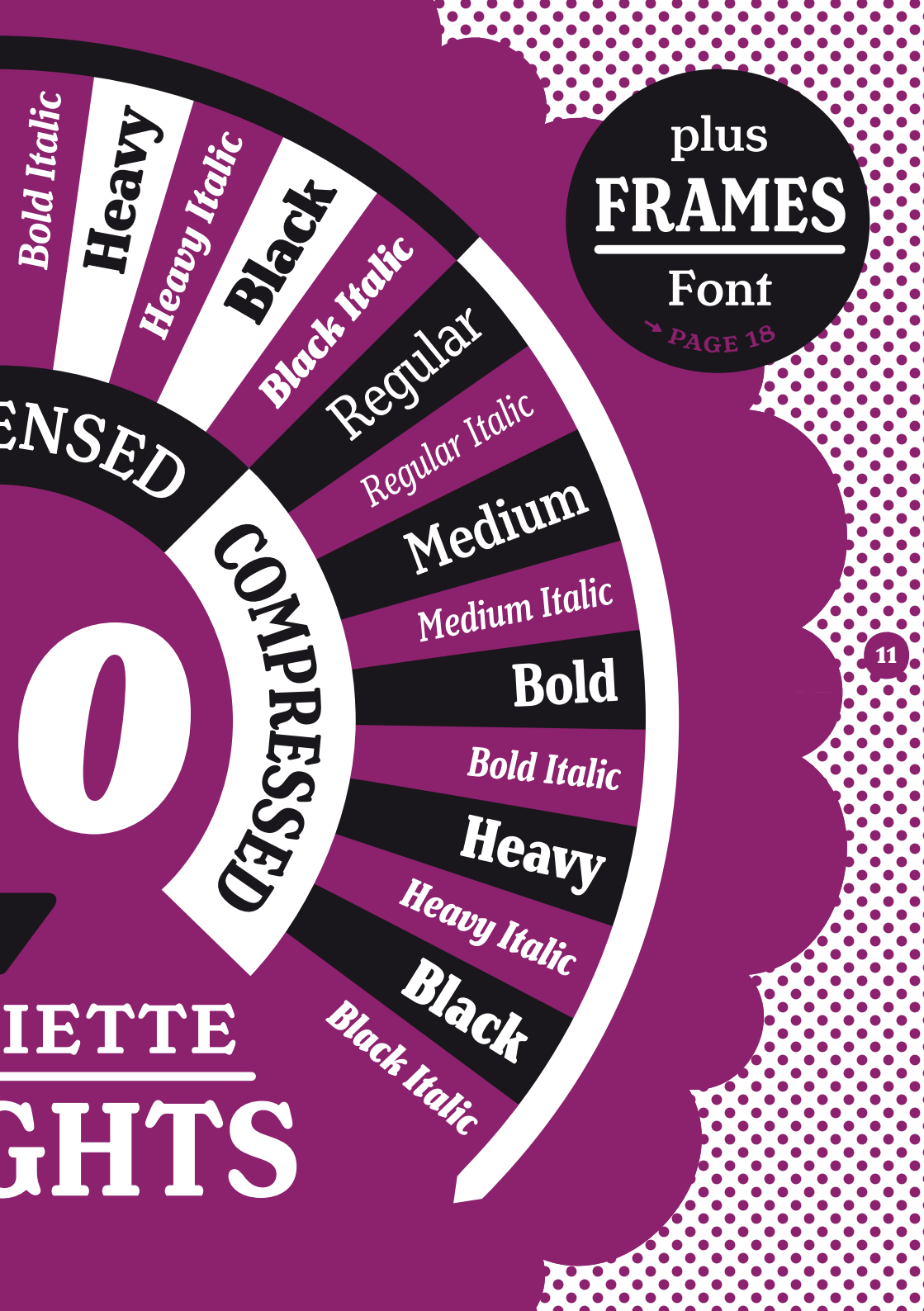
The

3

NORMAL

HENR

WEIC



Bold Italic

Heavy

Heavy Italic

Black

Black Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Heavy

Heavy Italic

Black

Black Italic

COMPRESSED

O

IETTE
GHTS

plus
FRAMES

Font

→ PAGE 18

11

You've got an advertising job, but
you're sick of your lame old fonts!?

Use Henriette to sell:

Döner
HOT DOGS
Käsekrainer

12

... as well as ...

Fußball Tickets
Shoe Repair Adhesive
and other great stuff!

TYPE AS ORIGINAL AS YOUR IDEAS!

FAMILY
NUMBER

4



FINAL FLIGHT NO.
Please, See below!

Typejockeys / DANUBE RIVER
AIRLINES INC.



FINAL
DEST.

BERLIN
SXF
(Schönefeld)

Vienna, Austria / 04.2012

13

PASSENGER NAME

Ms. Henriette aus Wien

TRANSFER STATION

011.50 8/6



BY FLIGHT

17-1905-2012



A

R

S

H

1

*Made with love,
passion and frames.*

2

*A sympathetic and
warm look and feel.*

3

*Ideal merge of
classic and modern.*

4

*That type you
won't want to miss!*

Regular Size Package

Nick's

Popcorn

15

Salty Style!
(not this sweet crap)

**with real
Butter**

A pretty good™ product

Net Wt. 2¼ Ozs.

now:
£1,50

Typejockeys' 1st Edition

THE BOOK OF Font Treatment *Etiquette*

100 Methods to avoid Ugliness

16

{ Michael AND Thomas B.
Hochleitner Gabriel }



They will make you shine!

————— FOR ALL —————

Graphic Designers

————— IN THE WORLD —————

... as well as all the other people.

FEAST

Die strenge Henriette sprach



first

zu den dicken Kindern:

17



t h e n

Wer Condensed sein will,



Candy

der bekommt keine Schokolade.

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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0 1 2 3 4 5 6 7 8 9 10 234 56789 a o o

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ÛÜŮŰŲŴŶŸŽž

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789 0123456789

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[illegible]



For the playful folks, Henriette serves up various frame and ornament glyphs. For boundless usage.





SMALL

CAPS

SMALL

CAPS

SMALL

CAPS

SMALL

CAPS

SMALL

CAPS



22

If uppercase is too much and lowercase not enough. HENRIETTE SMALL CAPS.

Long awaited – Finally here.

A Sensitive Interpretation

1

This type family offers a diversity of styles and borders

2

It took a while, but haste makes waste

by A FANATIC FAN

The Vienna-based foundry Typejockeys released their new type family with the charming name Henriette. She broadens the delicate font library and is a perfect addition to her predecessors: Aniuk, Ingeborg and Premiéra. A lovely package of Greatness: Thirty one (*Wow!*) styles, including condensed and compressed weights, as well as borders, ornaments and, needless to say, stylistic alternates. Yes, Typejockeys is able to keep up the quality we expect from this label, and the long wait for the new release has paid off. Henriette is a love at first sight. It's

hard to find one crispy word to characterize Henriette – there are so many aspects: friendly with a sophisticated twinkle, classic but full of flower power and structured but knobbly. Asking for a few words to describe the typeface, its designer Michael Hochleitner answers: “First there was the Trajan Column, then there was Helvetica. And now, I created Henriette.” He was of course joking (*or was he?*), but a few sentences later he relativizes and adds: “I would love to see the typeface on a Viennese Würstelstand or Kebab truck, that would be freakin’ awesome!” Dear designers, you have to keep that in mind.

!?

“Why did we name her Henriette? We really couldn’t think of a better name, ‘cause she definitely looks like one. Doesn’t she?”

The Grande Dame

Impressing with all of her lovely facets



FANCY

Swash Caps show the sophisticated side of the friendly chic lady.



MULTIFARIOUS

From thin to fat and slim to wide, watch out: she's too cool to ride!



CLASSY

... and classic. The constructed parts meet up with organic curves.



KNOBBLY

Look at those cute roundings! That's so nineteen seventy eight!

Ornaments

24



We know that 10 numbers are never enough
for real typographic enthusiasts, therefore we
included a couple of choices for you.

SEVEN FIGURE STYLES

LINING

Hx0123456789

OLD STYLE

Hx0123456789

SMALL CAPS

HX0123456789

TABULAR FIGURES

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

CIRCLED

① ② ③ ④ ⑤ ⑥ ⑧ ⑨ ⑩

TYPEFACE IN THIS SAMPLE: HEAVY COMPRESSED



№ 447
67½ Volts

Alternates™

PICK THE LOWERCASE T OF YOUR CHOICE

34

Use these illustrative alternatives
in addition to the standard
versions of 3 and 4

43

A

Aalweg 22 (Stadlau), KGA, Siehe auch: Oberes Mühlwasser. 93 A.

Abbegasse 14 (Breitensee), Braillegasse 33 – Torricelligasse. 48 A.

Abelegasse 16 (Ottakring), Friedrich-Kaiser-Gasse 2 und Haberlgasse 57/59 – Eckmüllnergasse 4 und Johann-Nepomuk-Berger-Platz 5. 2 (ehem. J), 9, 44, 46, 48 A.

Abellesgasse 11 Siehe auch: Leopold-Abelles-Gasse (Ottakring)

Abermannngasse 12 (Hetzendorf), Hetzendorfer Straße 136 – Siehe auch: Verbindungsbahn, 62.

Abhang – Vgl.: Abraham-a-Sancta-Clara-Gasse 1, Clara – das ist ja Anna Fahrmaiers ältere Schwester

Absberggasse 10 (Favoriten bzw. Oberlaa-Stadt), Gudrunstraße 29/31 südwärts. Öffentliche: 6, 68 A.

Absolonweg 22, Siehe auch: Kurt-Absolon-Weg. Öffis: 6, 68 A.

Abt-Karl-Gasse 18 (Währing), Vgl.: Fast so schön wie Thomas-Gitti-What-A-Name-(!)-Gabriel-Straße. Öffentlich: 9, 40, 41, 42, U-WA

Abtsbergengasse 9 (Ober-Baumgarten), Siehe auch: Hochsatzen-gasse 42 ostwärts. 49, 47 A

Achamergasse 9, Lustkandlgasse 5/7 – Währinger Gürtel 104/106. Öffis: 40, 41, 42, 40 A, U-WA.

Achardgasse 21 (Großjedlersdorf 1), Holteigasse 3/5 – Knaakgasse 10/12.

Achengasse 21 (Leopoldau), Lavant-gasse – Gerasdorfer Straße. 30A.

Achtergasse 23 (Liesing), Siebenhirtengasse 10/12 – Brüder-Heindlgasse. Öffis: 64 A, S-LG

Achtundvierzigerplatz 14 (Breitensee), Lebingergasse, Wawragasse, Staargasse, Donhartgasse. 51 A

Ada-Christen-Gasse 10 (Oberlaa-Stadt), Alaudagasse – Franz-Koci-Straße. 67, 19 A.

Adalbert-Stifter-Straße 14, Siehe auch: Sofienalpenstraße.

Adalbert-Stifter-Straße 20, Gürtelbrücke und Brigittenauer Lände 122 Friedrich-Engels-Platz 23/24. Öffentlicher Verkehr: N, 10 A, 35 A.

Adamberggasse 2, Schreygasse 11/13 – Leopoldsgasse 8/10. 31, 5 A.

Adam-Betz-Gasse 22 (Eßling), Gartenheimstraße – Gernotgasse. 99 B

Adamovichgasse 23 (Inzersdorf), What happens when you feed gun powder to a chicken? Eggspllosion.

Adamsgasse 3, Untere Viaduktgasse 7/9 – Hetzgasse 39/41. N.

Adele-Worm-Weg 22 (Kagran), Magdeburgstraße 32/34 – Siehe auch: Kornfeldweg. 25, 26 A.

Aderklaaer Straße 21 (Leopoldau), Eipeldauerstraße – Bzw.: Wagramer Straße 195 und Rautenweg. Öffentlicher Verkehr: 25, 25 A, 27 A.

Adlerplatz 10, siehe: Adler-Auge – Eines hat Stephan Kirsch

Adlerweg 10, (Inzersdorf-Stadt), siehe: Friedrich-Adler-Weg.

Adonisweg 66, Michael Hochleitner wohnt hier, Siehe auch: Henriettenplatz 8 (Rudolfsheim-Fünfhaus)

***You like our
webfonts?***

① Webwhat?

② Hate 'em.

③ Probably

④ Sure I do!

⑤ I'm a big fa

SOME OF THE FINEST
LIGATURES
including

ffk

29

Also featuring

fi, fj, fl, fi, fë, fö, fü, fb, fh, fk,
ffi, ffl,ffb, ffh, N^o, Th.

The Classic **APPLE STRUDEL**

Ingredients for 4½ people

3 tablespoons Raisins

¼ teaspoon ground Cinnamon

⅓ cup plus 1 tablespoon Sugar

½ cup unsalted Butter, melted, divided

1½ cups fresh Bread Crumbs

1 Strudel Dough (*recipe below*)

⅔ cup coarsely chopped Walnuts

2¾ pounds tart cooking Apples, Peeled

cut into ¼ inch-thick slices (use

their shape during baking)

**“Sissi celebrates
her birthday”**

«Sissi fête son anniversaire!» À l'occasion du 175^e anniversaire de l'impératrice Elisabeth, une comédie musicale, des expositions et de nombreux autres points forts assurent une ambiance festive.

**‹SISÍ CELEBRA SU
CUMPLEAÑOS›**

**„Sissy świętuje
urodziny”**

**Multi
Lingual**

31

Henriette supports the following languages: Afrikaans, Albanian, Basque, Bosnian, Breton, Catalan, Croatian, Curonian, Czech, Danish, English, Esperanto, Estonian, Faroese, French, Galician, German, Greenlandic, Hungarian, Icelandic, Irish, Italian, Kurdish, Latgalian, Latin, Latvian, Leonese, Lithuanian, Luxembourgish, Maltese, Norwegian, Occitan, Portuguese, Polish, Rhaeto-Romanic, Romanian, Sami, Scottish Gaelic, Serbian, Slovak, Slovenian, Sorbian, Spanish, Swahili, Swedish, Turkish, Walloon, ...



Arrows!

What happens if an arrow
collides with Chuck Nor
knee → It rebounds and
becomes a boomerang

about 2 minutes ago from *Chifflerips*

Follow us on →



Faceblog



Twizzle



Typelovers

<http://www.typejockeys.com/blog> ← Big article about last week.
Workshop was amazing. Let's keep in touch ...

about 6 hours ago from *JackMiggen*

@Typejockeys ↔ **@IA** use your heavy italic F in their #iABC.
Now everybody will want to buy your F's for christmas!

2 days ago from *Oliver Ruhm* in reply to web



**Finally, after more than
500 years of not having
anyone capable of design-
ing text faces, the situation
in Austria has changed
from nought to one, from
off to on. Henriette and its
maker Mr. Hochleitner are
fine examples of the good
times we are facing now
enjoying homegrown skill-
ful and witty type design.**

33

Martin Tiefenthaler

Initiator of the Henriette project and founding member
of *Typographische Gesellschaft Austria*, whose agenda includes
the preservation of historic Austrian typography.



HO

U

It can be sooner or
later, but you will be
in need of a great
typeface! Henriette
will be there for you.

RS

RIESENRAD®

Das Wiener Riesenrad, 1897 erbaut, ist eines der Wahrzeichen der Hauptstadt. Es umfasst 15 Waggons, der höchste Punkt liegt 64,75 Meter über dem Boden, der Durchmesser des Rades beträgt 60,96 m und die Geschwindigkeit: 2,7 km/h! Lust auf Romantic Dinner? Gibt's auch.



The Big Wheel

You better forget about the London eye, or the Dubai eye and get the real deal!

Henriette is a brand new type family from the award-winning Austrian type foundry Typejockeys. Check out our other fonts, too!

Learn more on our website www.typejockeys.com

***Do you like
Henriette?
ORDER
THE FONTS
ONLINE!***

The

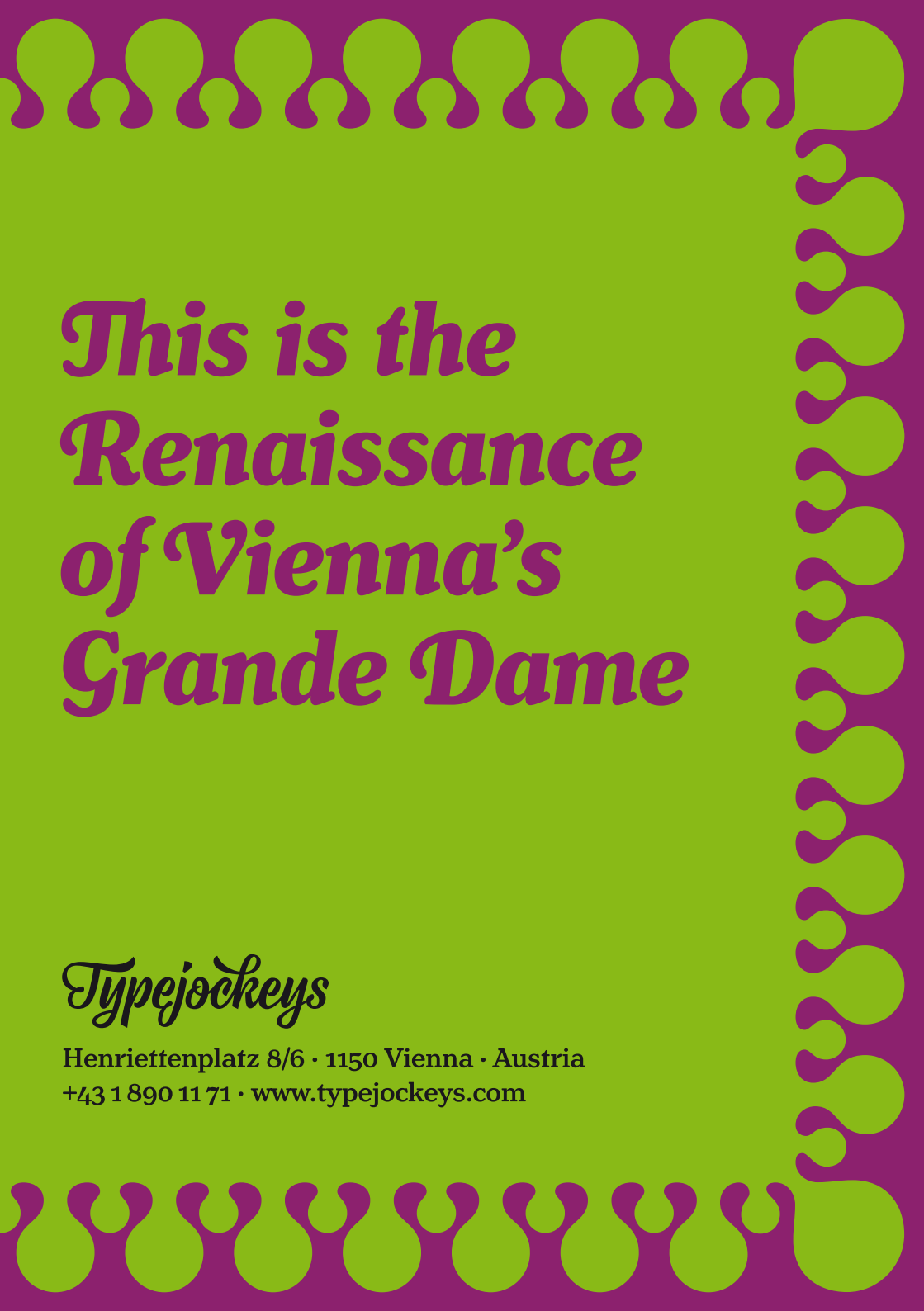
E

n

D

IMPRINT

Specimen Design: Michael Hochleitner, Thomas B. Gabriel, Stephan Kirsch *Text:* Anna Fahrmaier, Michael Hochleitner, Stephan Kirsch *Paper:* Pop'Set Pistachio by Antalis, Lenza Eco by Lenzing Papier Printed by Gugler. Letterpress cover by Kolonel Printinger. Thanks to Sarah Bogner, Martin Tiefenthaler, Mathieu Réguer, Dr. Dan Reynolds, to our friends and families! For further information about us and our work, visit www.typejockeys.com. This catalog is from Typejockeys OG, Henriettenplatz 8/6, 1150 Vienna, Austria.



This is the Renaissance of Vienna's Grande Dame

Typejockeys

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