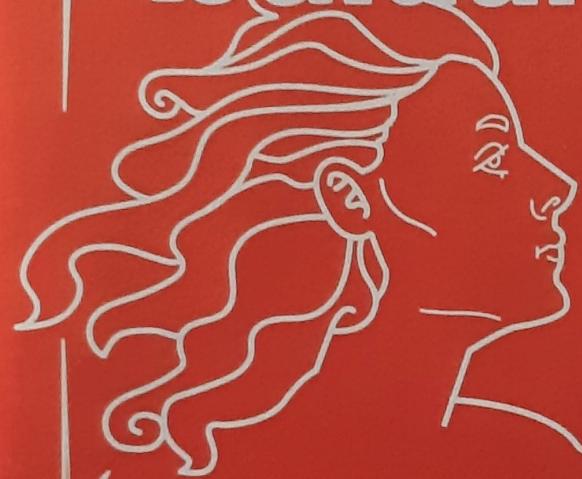


Baldur



Herr, Held, Fürst

The creation of Baldur

Baldur, often described as a neudeutsch typeface, is a display serif typeface digitized in 2001.

Dieter Steffmann is a trained German typesetter, even though he has not practiced the profession since 1966. 20 Years later, in 1986, he had gotten hold of a personal computer: the Commodore Amiga 2000. This computer had a graphic user interface with mouse operation which was very impressive at the time.

With the help of innovative technologies, Dieter Steffmann has digitized many typefaces, including Baldur.

Dieter
Steffmann



Punch cutter Johann Schelter and typefounder Christian Friedrich Giesecke (1793-1850) started a typefoundry in Leipzig, Germany. This foundry had merged with other foundries into Typoart in Dresden, the official East German government's press in 1946 after the second world war had ended. Descendants of Geschieke continued the work of the company after their passing.

Baldur was created in 1895, but had been reimagined by Julius Klinkhardt in 1901. Julius Klinkhardt owned the Julius Klinkhardt Schriftgießerei, also in Leipzig. Baldur is therefore a collaboration.



Subtle serif in corner

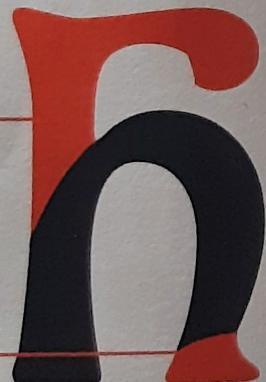
Rounded flowy line

Flowing Crossbar, a
rounded off shape

Characters in the Baldur Type

Letter is framed by a
square ascender with
a flowing line

Subtle serif on the
foot of the letter



Top stroke is flowy
and has varied line
weight.

Unique rounded curl
instead of a serif.

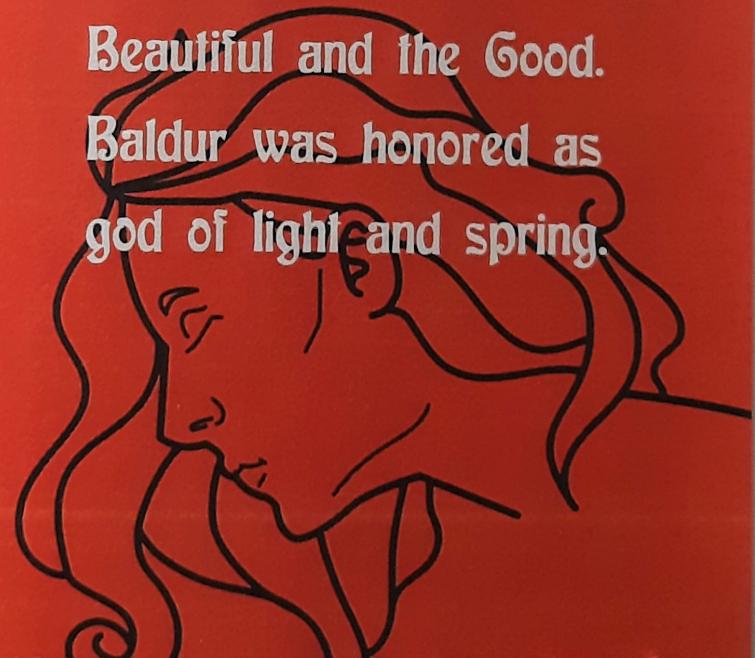
Baldur

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

a b c d e f g h i j k
l m n o p q r s t u
v w x y z

Ornate
Beautiful
Elegant
Neudeutsch
Organic
Tranquil

Baldur is an Aesir god
from Norse and
Germanic mythology. He
was nicknamed the
Beautiful and the Good.
Baldur was honored as
god of light and spring.



Designing with Baldur

Baldur can be used in modern context as well as in an art nouveau themed context.



Use Baldur as an unique addition to your work. Highlight its playfulness and add a funky look.

Salon des CENT

31 Rue de Bonaparte, Paris
Du 6 au 26 avril



Exposition

E.GRASSET