

Aa

Bb

Regular, *Italic*
Bold, *Italic*

No. 43 is a reverse-contrast in the tradition of 19th century merchandise typefaces. It combines two major influences. One is writing with a broad nib pen and holding it at a very steep angle and the second is writing with a pointed nib pen.

Especially when using its carefully designed ornamented letters, No. 43 demands for enough space around it. It is suited for packaging, boards, signs and digital and analogue titling.

Release	2023
Weights	Regular, Italic, Bold, Bold Italic
Version	1.000, May 2023

The pictogram next to the drawing of the stem of the lowercase n indicates the writing instrument that had a major influence on its counterpart in metal or wood type. Figure 1 shows the broad nib pen, figure 2 the pointed nib pen.

Writing with a broad nib pen at a steep angle is an attribute that can be found already in 7th century hands. However, the reverse-contrast type as we know it today came up in the period of the Mechanistics, think of Rockwell.

The Mechanistics, Figure 3, are the successors of the Didones¹, Figure 2, and line up in the causal chain of the influence from the - back then - fashionable writing with a pointed nib pen. Perhaps there is a

connection between the widespread establishment of public schools and the large-scale influence of the copperplate script on printed type.

For the sake of completeness and supporting comprehension, the Garaldes and its influence are depicted here as well in Figure 1.

The precise reasons for the inception of the reverse-contrast are obscure to us. Some argue that the shift happened in the mind com-

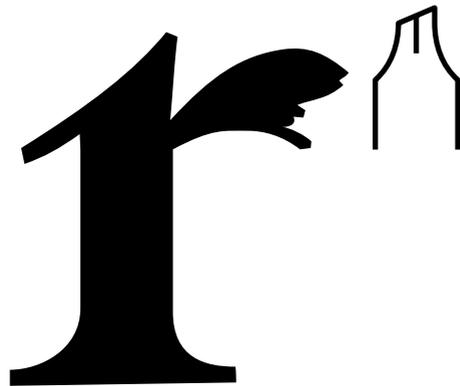


Fig. 1 Garaldes, end of 15th century



Fig. 2 Didones, late 18th century



Fig. 3 Mechanistics, 19th century

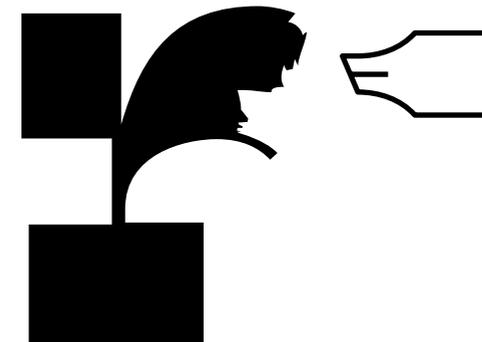
pletely, as in why not thin out the stem instead of the serifs?

There are descriptions from this period on how to construct a slab serif with a nib, but we know now that the Mechanistics only anticipated that the hand will be eradicated from type in the next stage, the Lineals.

Nevertheless, it persists that there is another way to arrive at a reverse-contrast typeface, that is to say in turning the nib vertically and fol-

lowing the skeleton of the letters. In No. 43 the terminal of the uppercase R mimics the gesture of making a bent stroke, for example. The difference to an abstracted serif becomes more obvious when R and H meet, or e and i. No. 43 combines both approaches, the abstractionist and the manual, embracing a state of ambiguity.

1 According to the classification of Maximilien Vox.



Bold 574 pt

68 pt

Haares.
Rot ist das
Girren™

36 pt

Blau ist die *Farbe*
deines gelben 2.000

24 pt

“Je condamne toutes les
***méthodes*, ou *modèles*, toutes**
les — *mesures* ...

138 pt / Standard Ligatures

Afire

138 pt

Spots

90 pt / Discretionary Ligatures / -5 tracking

Heijboy

90 pt / Discretionary Ligatures

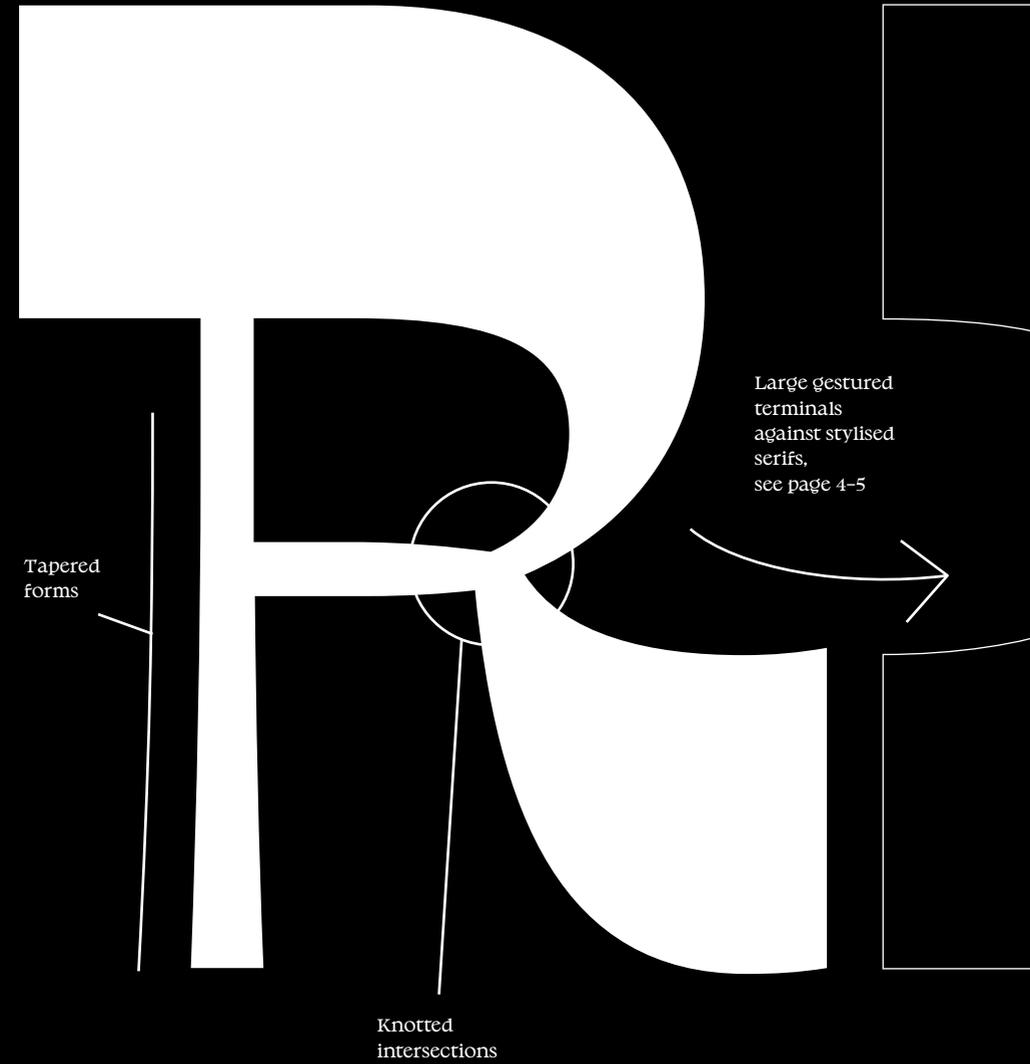
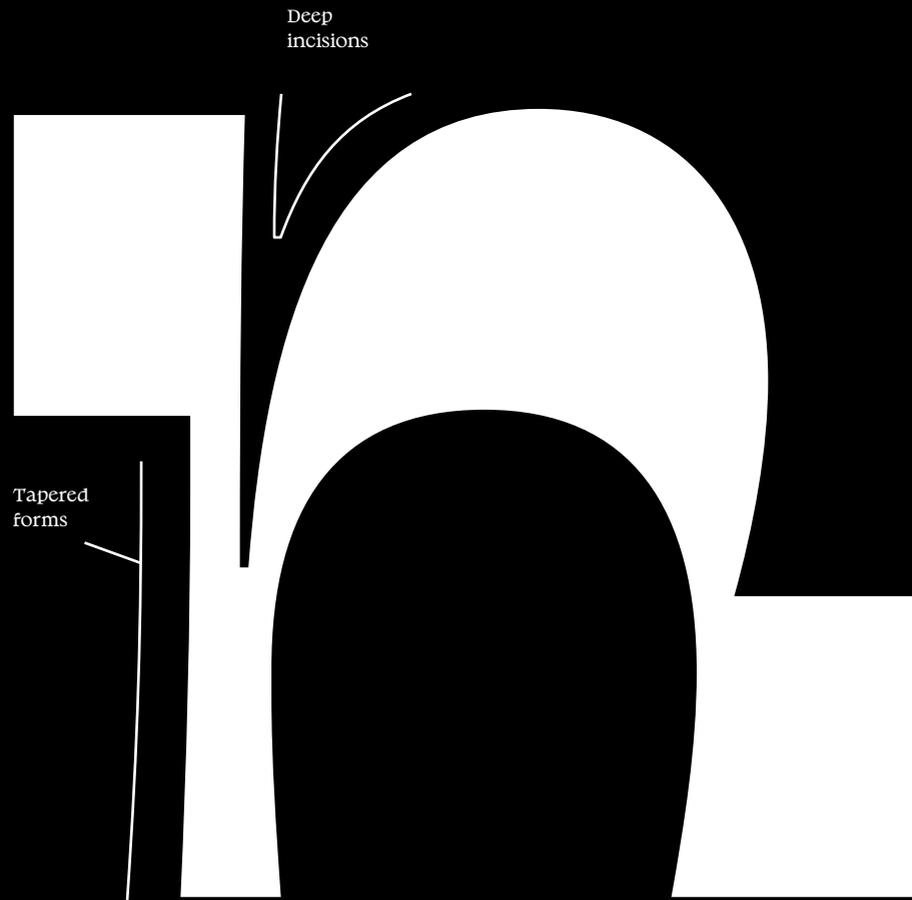
Galerij 7

60 pt / -10 tracking

**Timely—
Matters 2.0**

60 pt

**:Jazz 9.000
Pianysts**



72 pt / ss03 Initial Forms / ss06 Alternate Final Forms

> Engage children
to recite
good poems <

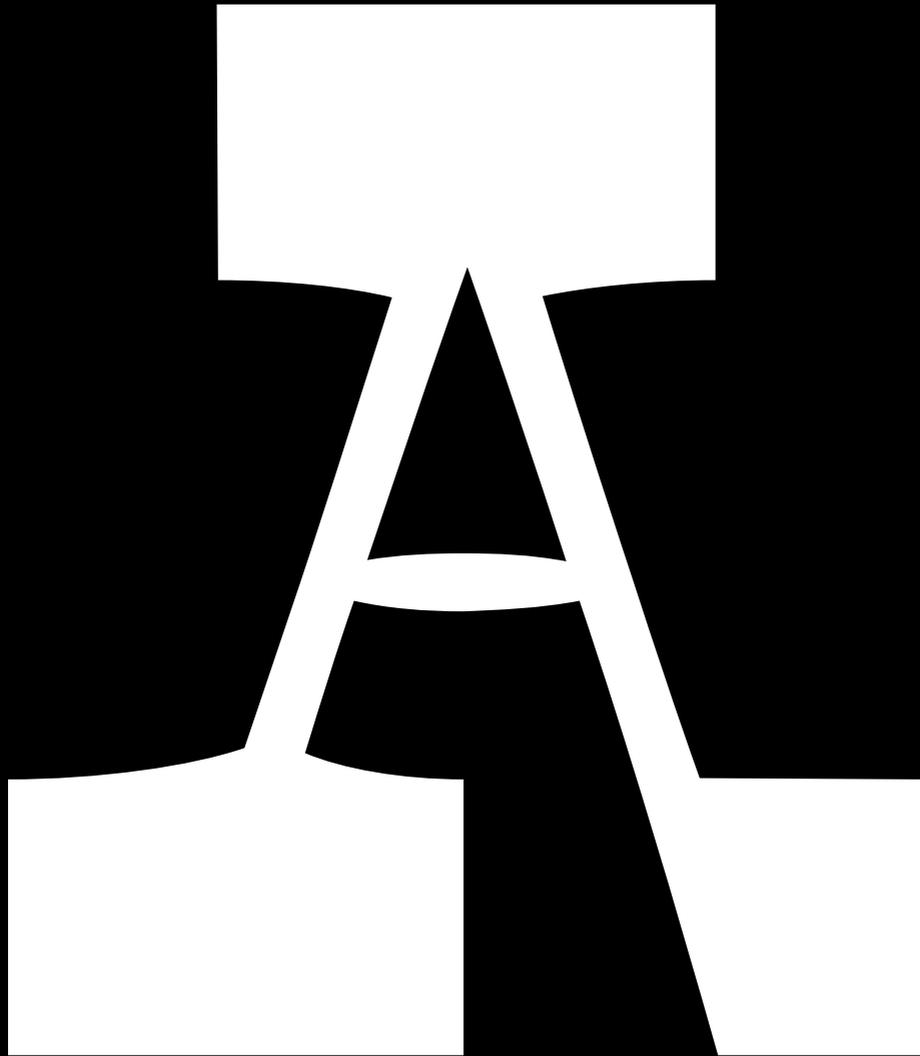
36 pt / Discretionary Ligatures / ss05 Final
Forms / ss06 Alternate Final Forms

Giving freedom
&
independence

36 pt / ss02 Alternate Lowercase Forms

Our protest
against unjust
@Taxes.com

Regular 542 pt



72 pt

Männchen
im Alltags
Kleid, du@

36 pt / Case-Sensitive Forms

DEINES »GRÜNEN«
23 Vogels. Du sch-

24 pt

«TOUTES les 1541 règles
artistiques, tous les canons
omissent la mort.»

72 pt / ss02 Alternate Lowercase Forms /
ss05 Final Forms

Every drawing can
be under[stood]
as a motion study

36 pt / ss03 Initial Forms / ss05 Final Forms

Riding through
the never-ending
restlessness 63

36 pt / ss06 Alternate Final Form

Proclaims 10
self-evident
Truths

206 pt

A r p

206 pt

o p t

216 pt

N u

216 pt

Gif

 calt, Contextual Alternate e, E and D

Syntheses	→	Syntheses
PRESERVE	→	PRESERVE
INTRUDES	→	INTRUDES

 liga, Standard Ligatures

Unruffles	→	Unruffles
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 dlig, Discretionary Ligatures

Steadfast	→	Steadfast
Jettying	→	Jettying

 ss01, Alternate Umlaut letters

PRÄSIDENT	→	PRASIDENT
MOLEKÜL	→	MOLEKUL

 case, Case-Sensitive Forms

»TARTY«	→	»TARTY«
UP-BOW	→	UP-BOW

mast
head

Afrikaans, Albanian, Asu, Basque, Bemba, Bena, Bosnian, Catalan, Chiga, Colognian, Cornish, Croatian, Czech, Danish, Dutch, English, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, Ganda, German, Gusii, Hungarian, Icelandic, Inari Sami, Indonesian, Irish, Italian, Jola-Fonyi, Kabuverdianu, Kalenjin, Kinyarwanda, Latvian, Lithuanian, Low German, Lower Sorbian, Luo, Luxembourgish, Luyia, Machame, Makhuwa-Metto, Makonde, Malagasy, Malay, Maltese, Manx, Morisyen, North Ndebele, Northern Sami, Norwegian Bokmål, Norwegian Nynorsk, Nyankole, Oromo, Polish, Portuguese, Romanian, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Scottish Gaelic, Sena, Shambala, Shona, Slovak, Slovenian, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Teso, Turkish, Turkmen, Upper Sorbian, Vunjo, Welsh, Western Frisian, Wolof, Zulu

