

1958

MODERNIZED

Berthold Akzidenz Grotesk was the first sans serif typeface to be widely used.
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1898

DESIGNED

BERTHOLD
AKZIDENZ
GROTESK

AG

AG

AG

AG

FIFTY YEARS BEFORE
HELVETICA & UNIVERS

THE MOST
INFLUENTIAL
SANS SERIF
TYPEFACE
OF ALL TIME

A MONOGRAPH BY
PATRICK MCCARTHY

—Karl Gerstner

“It is the work of anonymous typographers: craftsmen, specialists, whose professional background and experience meant they were familiar with the finest subtleties and principles, and not just those of Grotesque. They gave Akzidenz Grotesk the ultimate accolade a typeface can have: a functional, formal rightness, transcending the whims of fashion.”

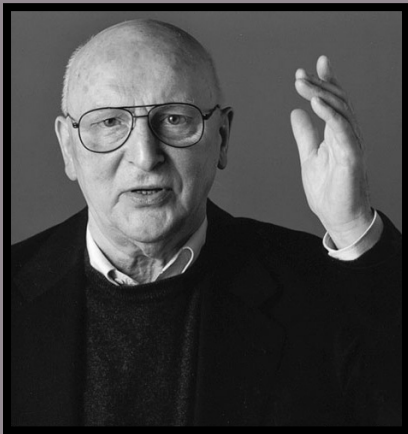
years it has made a comeback.

being supplanted by Univers and Helvetica, although in recent was used as a text font in Europe, especially Switzerland, until Akzidenz was the forerunner of the ubiquitous Helvetica. It

Berthold including Super Italic and ExtraBold Italic.

In 2001, Günter Gerhard Lange added more weights for Günter Gerhard Lange and are excellent choices for headlines. Expanded this extremely popular and versatile family. AG ExtraBold (1966) and AG Super (1968) were developed by Ferdinand Theinhardt who also supplied the regular, medium and bold weights. Throughout the years, Berthold has in 1896. The design originates from Royal Grotesk light by grotesque, was first released by the Berthold type foundry Akzidenz Grotesk, the original sans and most influential

HISTORY



GÜNTER GERHARD LANGE 1921–2008

In 1949 he moved to Berlin and enrolled at the University of Pictorial Arts, studying freelance art with Professor Paul Strecker and drawing with Professor Hans Ullman. On graduation on returned to freelance work with his first major client the typeface foundry, Berthold AG. He was promoted to artistic director in 1961 a position which he held until 1990.

As the force behind Berthold's type program, Lange was responsible for the creation, meticulous production standards and attention to quality found in each of the Berthold Exklusivs. Lange's type designs include his classic revivals: AG Book, AG Old Face, Berthold Garamond, Berthold Baskerville Book, Berthold Bodoni Old Face, Berthold Caslon Book and Berthold Akzidenz; as well as his original designs: Arena New, Boulevard, Champion, Concorde, Concorde Nova, El Greco, Imago and Whittingham. G.G. Lange's skill and craftsmanship elevated Berthold's type program to one of the most significant libraries in the world.

He died in 2008 at the age of 87.

Günter Gerhard Lange was born in Frankfurt-an-der-Oder, Germany, in 1921. His education was interrupted with the outbreak of the second world war when he was called into military service. Only a year later he suffered a serious injury, and the subsequent loss of his leg lead to a medical discharge from the German Army.

In 1941 he embarked on a masters course at the Academy of Graphic Arts and the Book Trade in Leipzig. He studied calligraphy, typesetting, and printing with Professor Georg Belwe, and drawing, etching and lithography with Professor Hans Theo Richter. On completing his course Lange took the position of assistant to Professor Walter Tiemann at the Leipzig Institute. During the early post-war years Lange worked as a freelance artist in Leipzig.

TYPE FOUNDRY:

H. BERTHOLD AG
BERLIN, GERMANY



Helvetica? Hel no.

AKZIDENZ

Grotesk is grotesque, but not ugly.

(it came from the Italian term "grottesco," meaning "in the cave")

Light

Regular

Italic

Medium

Medium Italic

Bold

Bold Italic

Extra Bold

Super

Light Condensed

Condensed

Medium Condensed

Medium Condensed Italic

Bold Condensed

Extra Bold Condensed

Extra Bold Condensed Italic

Light Extended

Extended

Medium Extended

Bold Extended

Bold Extended Italic

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OLDSTYLE NUMERALS

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