



Ingeborg

A modern
typeface family

DEVELOPED

AND

DESIGNED

BY

*Michael
Hochleitner*

Introducing
Ingeborg,
A complete
Typeface Family.

Designed by
Michael Hochleitner



The Family

Regular

Bold

Italic

Heavy

Fat

BLOCK

Bold Italic

Fat Italic

Homogeneous

The Ingeborg family was designed with the intent of producing a readable modern face. Its roots might well be historic, but its approach is very contemporary.

Ingeborg's **Text Weights** are functional and discreet. This was achieved without losing the classic characteristics of a Didone typeface, which are the vertical stress and the high contrast.

The **Display Weights** on the other hand are designed to fulfil their job and catch the reader's eye by individual form language and a whole lot of ink on the paper.

Nevertheless both are of one origin and work together in harmony.

Classic
discreet
Black
Eyeatcher



The small print

Whoever thought that Modern Faces were not readable should now know better. Ingeborg's Text Weights combine everything a »Modern Face« or »Didone« should be, without being inferior to the common oldstyle faces used for copy text.

Ingeborg's Text Weights work even in footnote-scale sizes since its counters are open and not prone to ink buildup. The form language of Ingeborg appears much more natural than most of its stiff relatives, like Bodoni or Didot.





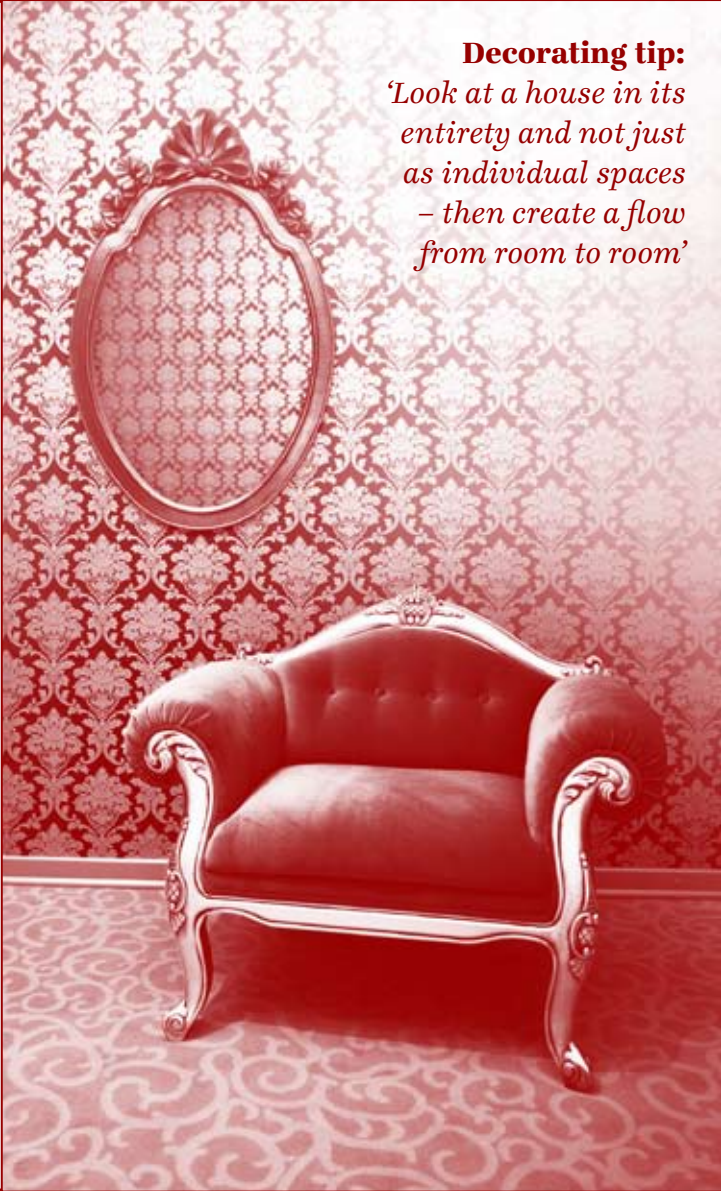
y
k a



Text Weights



Decorating tip:
*'Look at a house in its
entirety and not just
as individual spaces
– then create a flow
from room to room'*



Regular 9/12 pt

Ingeborg was born 1941. After her father left her mother she was raised by him and her stepmother. Soon Inge had a younger brother. In the first years the family made their earnings with a small Punch and Judy show. That caused Inge not to stay on one place very long, but moving from city to city and growing up all over Austria. Later on the family had a barber shop. As soon as Inge fledged, she was working for her father.

Bold 9/12 pt

In the first years the family made their earnings with a small **Punch and Judy** show. That caused Inge not to stay on one place very long, but moving from city to city and growing up all over Austria. Later on the family had a barber shop. As soon as Inge fledged, she was working for her father cutting hair and making permanent waves to well-off ladies and gentleman.

Regular & Bold 9/12 pt

Ingeborg was born 1941. After her father left her mother she was raised by him and her stepmother. Soon **Inge** had a younger brother. In the first years the family made their earnings with a small **Punch and Judy** show. That caused Inge not to stay on one place very long, but moving from city to city and growing up all over Austria. Later on the family had a **barber shop**. As soon as Inge fledged, she was cutting hair for her father.

Regular 11/15 pt

That caused Inge not to stay on one place very long, but moving from city to city and growing up all over Austria. Later on the family had a barber shop. As soon as Inge fledged, she was working for her father cutting hair and making permanent waves to well-off ladies and gentleman.

Bold 11/15 pt

Ingeborg was born 1941. After her father left her mother she was raised by him and her stepmother. **Soon Inge** had a younger brother. In the first years the family made their earnings with travelling around with a small **Punch and Judy** show.

Regular & Bold 11/15 pt

In the first years the family made their earnings with a small **Punch and Judy** show. That caused Inge not to stay on one place very long, but moving from city to city and growing up all over **Austria**. Later on the family had a barber shop. As soon as **Inge** fledged, she was cutting hair and making waves.

Italic 9/12 pt

*Ingeborg was born 1941. After her father left her mother she was raised by him and her stepmother. Soon Inge had a younger brother. In the first years the family made their earnings travelling around with a small *Punch and Judy* show. That caused Inge not to stay on one place very long, but moving from city to city and growing up all over Austria. Later on the family had a barber shop. As soon as Inge fledged, she was working for her father.*

Bold Italic 9/12 pt (Swash Caps)

In the early years the family made their earnings with a small *Kasperle* show. That caused Inge not to stay on one place very long, but moving from city to city and growing up all over Austria. Later on the family had a barber shop. As soon as Inge came of age she was working for her father cutting hair and making permanent waves to Viennese ladies and also some gentleman.

Regular & Italic 9/12 pt

Ingeborg was born 1941. After her father left her mother she was raised by him and her stepmother. Soon *Inge* had a younger brother. In the first years the family made their earnings with a small *Punch and Judy* show. That caused Inge not to stay on one place very long, but moving from city to city and growing up all over Austria. Later on the family had a *barber shop*. As soon as Inge fledged, she was cutting hair for her father.

Italic 11/15 pt

That caused Inge not to stay on one place very long, but moving from city to city and growing up all over Austria. Later on the family had a barber shop. As soon as Inge fledged, she was working for her father cutting hair and making permanent waves to well-off ladies and gentleman.

Bold Italic 11/15 pt (Swash Caps)

In the early years the family made their earnings travelling around with a small show. That caused Inge not to stay on one place very long, but moving from city to city and growing up all over Austria. Later on the family had a barber shop.

Regular & Italic 11/15 pt

In the first years the family made their earnings with a small *Punch and Judy* show. That caused Inge not to stay on one place very long, but moving from city to city and growing up all over *Austria*. Later on the family had a barber shop. As soon as *Inge* fledged, she was cutting hair and making waves.

Substitutes & Ligatures

Some character combinations just never seemed to like each other. No need to worry though. Of course the family has **ligatures** for all the common cases.

Oftflieger > Oftflieger

auf**b**äumen > auf**ä**äumen

Schiff**ff**ahrt > Schiff**ff**ahrt



Contextual substitutions serve as a design feature. Automatically. If you want.

Inge**g**borg > Inge**g**borg

gog**g**les > gog**g**les

No.**1** / No. **1** > No**1**



Ingeborg does not only provide **Swash characters** for its Italics, but also alternate forms for them when it comes to tricky situations.

MOYA > **MOYA**

Volley > Volley > Volley

Nice > **Nicer** > **Nicest**



Figures

Ingeborg's comes with **proportional** and **tabular** numbers ...

Ig 123650 | 123650

Ig 123650 | 123650



... and also includes **superiors**, **inferiors** and **fractions**.

superior⁵⁸⁹

inferior₄₆₅

123/650 > ¹²³/₆₅₀



Ingeborg's **bold** versions also have a different set of figures. Rather than pure function, here is more room for originality.

NUMBERS <i>of</i> 2008						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Small Caps & Unicase

Ingeborg's Roman Weights also support real **Small Caps** plus the **Unicase** feature, which enables the user to easily combine Small Caps with some lowercase characters.

Ingeborg Regular

inge kicks some ass.

Ingeborg Regular Small Caps

INGE KICKS SOME ASS.

Ingeborg Regular Unicase

INGE KICKS SOME ass.



Regular Unicase

INGEBORG
UNICase
senITIVITY
POSSIBLE
vienna

ROCK THE DONAU WITH THIS TYPEFACE

Regular & Small Caps

INGEBORG WAS BORN IN VIENNA. After her father left her mother she was raised by him and his new wife. Soon INGE had a younger brother. In the first years the family made their earnings with a small PUNCH AND JUDY SHOW. That caused Inge not to stay on one place very long, but moving from city to city and growing up all over Austria. LATER ON THE FAMILY HAD A BARBER SHOP. AS SOON AS INGE FLEDGED, SHE WAS WORKING FOR HER FATHER.





W

A

R



Display Weights

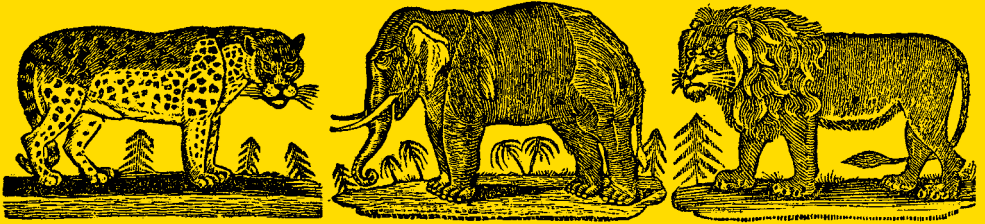


ROYAL BIRTHS EXTRAORDINARY,
The Old Lioness whelped FOUR remarkably fine CUBS, three of which are in perfect health.

TO BE SEEN

WOMBLE'S

Royal National Menagerie.



One of the most interesting Exhibitions which Europe affords, is a view of this Magnificent Collection of

FOREIGN ANIMALS AND BIRDS

Mr. G. W. begs to announce to the Public, that the whole of his superb Menagerie will attend this place; it is indisputably the most rich, grand, and complete Collection of rare beautiful Animals that was ever known to travel through any part of the world; and is now offered for the Inspection of Amateurs, Connoisseurs, and the Public, by which an opportunity is afforded of viewing at one glance every kind of extraordinary, rare, and valuable Quadrupeds and Birds that ever crossed the Ocean, such as always have been considered leading objects of Exhibition, exclusive of several Animals entirely new to this Country.—First,

That stupendous Animal, the Performing

ELEPHANT

From the Theatre Royal, Covent Garden.

TWO IMMENSE FULL GROWN BARBARY

LIONS

AND LIONESSES,

THAT EXTRAORDINARY BIRD,

THE PELICAN

W.S. COWELL LTD

At their



Press

in The Butter Market at Ipswich

offer respectfully to you a

DESIGN SERVICE

to plan and execute the typography & design

OF

BOOKS

ADVERTISING MATERIAL

AND

COMMERCIAL PRINTING

*This design service is followed up by the
closest supervision of all work through
composing room, letterpress dept.
and lithographic machine room*

DISPLAY WEIGHTS

Fat

**Natural
Expensive
Rocket №5
Favourite Mum**

Heavy

**Mont des Arts
Grafisch Bedrijt
Luftschiff Sauerland
Execute Quaint Typography**

Block

**BLOCKY
SQUAREISH
FOR MAGNETIC
& DISTINCTIVE RESULTS**

Fat Italic

***Novelty
City Vienna
Absolute York
Publishing House***

(Swash Caps feature activated)

Ingeborg

Ingeborg was designed by Michael Hochleitner 2007–2008. ¶ Specimen designed by Michael Hochleitner. ¶ Thanks to Ingeborg Hochleitner (especially for unknowingly giving her name to this typeface), my dad, my brothers and my family, Marlies Allmaier, my friends, the staff and guest lecturers of the Typography Dept. as well as my MA colleagues. Special thanks to Sparky and Hot Dog. ¶ p.18 after a circus fair display, c. 1840. ¶ after design service advertising by W.S.Cowell LTD, (year unknown). ¶ Submitted in partial fulfilment of the requirements for the Master of Arts in Typeface Design, University of Reading, 2008.





www.typejockeys.com

