

Rotis Sans Serif

SPOTTING ROTIS SANS SERIF

C G Q
i j c e

- Slightly condensed proportions
- Top of **C**, **G** and **c** curve down
- Tail of **Q** is horizontal
- Dot over **i** and **j** is wider than stroke width
- Bottom of **c** and **e** is almost flat

ETYMOLOGY

Otl Aicher
1988

FAMILY

Four weights with Italics for the lightest two.

FONT FACTS

The four basic designs of Rotis (Sans Serif, Semisans, Sans and Serif) were created within an “extended” typeface family concept. All designs share the same cap height, lowercase x-height, basic stem weight, and general proportions.

The family was originally developed for Druckhaus Maack, a large printing firm in Germany.

Dante

SPOTTING DANTE

E F J
G n c a

- Top serif of **E** and **F** slant inward
- **J** drops below baseline
- Low crossbar on **G**
- Pennant lowercase top serifs
- **a** and **c** ball terminals differ

ETYMOLOGY

Giovanni Mardersteig/Charles Malin
Released by Monotype in 1957

FAMILY

Three weights with corresponding italics, small caps, old style figures and a titling font.

FONT FACTS

Special care was taken to the design of the serifs and top curves of the lowercase to create a subtle horizontal stress, which helps the eye move smoothly across the page. First used in 1955 to publish Boccaccio’s “Trattatello in Laude di Dante” – hence the typeface name. Metal fonts were cut at Monotype’s factory in Frankfurt.

Dante™

A GREAT
FLAME
FOLLOWS
A LITTLE
SPARK.

*Dante Alighieri
The Divine Comedy
Italian epic poet
(1265–1321)*

Rotis Sans Serif™

You cannot
shake hands
with a
clenched
fist.

*Indira Gandhi
Indian politician
(1917–1984)*