

# Perfection through imperfection.

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## CA Normal™

# Normal

## A TYPEFACE BY STEFAN CLAUDIUS

### ABOUT THE TYPEFACE

Normal is a typeface aiming for beauty without ostensible effects, merely relying on clarity and well balanced proportions. True beauty is not to be found in perfect geometry, so slight irregularities and inconsequences are spread throughout the typographic image. That's perfection through imperfection.

Normal merges influences from european grotesques and american gothics, breeding an experimental mongrel. The underlying concept stays in the background, giving the design a great self-evidence. Although it is doubtful if there can be such thing as neutrality, Normal comes pretty close to what people mean when speaking of a neutral font. Nevertheless it is not faceless, anonymous or confoundable. As good text typefaces must not be too smooth nor too agitated, alleged flaws keep the readers eye awake.

Under the antique surface lies a modern well equippend font, featuring small caps, a central european characterset and numerals in all kinds of flavours. Numerous ligatures round up the overall impression. The well crafted oblique follows the grotesque tradition which knows no individually drawn italics.

A rather unexpected addition is the reverse oblique, a style mainly used for maps.

### ABOUT THE DESIGNER

After studies at the universities of Wuppertal and Essen, Stefan Claudius started font-design in the late 90s. Together with Thomas Schostok, he founded the Cape Arcona Type Foundry in 2002, a fast growing alternative type-foundry with the mission to bring back fun to the business. Quality typefaces with an unconventional look are their recipe for success. Today Stefan Claudius lives in Essen (Germany), taught and teaches type-design at the Folkwang Hochschule in Essen and typography and conceptual design at the University of Applied Sciences in Dortmund.

### NEXT PAGE: DETAILS

Texteron is full of unexpected details, that won't show up in common text sizes. But still, in their sum they determine the unconventional look of the font.

American gothic  
meets european  
grotesque.

**N R G X**

**a c e g**

**h o s**



## Blind Copy

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### ITALIC AND REVERSE ITALIC

Although the italic version is just a slanted version of the original font—a so called oblique—it is carefully crafted and adjusted to keep the shapes proper. In addition you will find a reverse italic, built with the same care.

a a a

e e e

o o o

g g g

k k k

n n n

3 3 3

### REGULAR (16/20 PT)

A man without love's only half of a man. But a woman is nothing at all. I'm drinking champagne feeling no pain till early morning. She tries hard to hide. Dining and dancing with every pretty girl I can find. So little expected. Having a fling with a pretty young thing till early morning. Too often neglected, knowing tomorrow I'll wake up with you on my mind. A woman stripped

### REGULAR (11/14 PT)

A man without love's only half of a man. But a woman is nothing at all. I'm drinking champagne feeling no pain till early morning. She tries hard to hide. Dining and dancing with every pretty girl I can find. So little expected. Having a fling with a pretty young thing till early morning. Too often neglected, knowing tomorrow I'll wake up with you on my mind. "A woman stripped of her pride." Guilty conscience I guess though I must confess. Always so careful not to cry. I never loved you much when you were mine. Until I fall asleep. So I'll keep drinking champagne and feeling no pain till early morning. Then there in the silence. Dining and dancing with every pretty girl I can find. She lies with a tear on her cheek. I'll keep having a fling with a pretty young thing till early morning. A thought comes to mind. Knowing tomorrow i'll wake up with you on my mind. Did I read it sometime? So i'll keep drinking champagne and feeling no pain till early morning. Or hear it, I can't quite recall. Knowing tomorrow i'll wake up with you on my

### ITALIC (11/14 PT)

*A man without love's only half of a man. But a woman is nothing at all. I'm drinking champagne feeling no pain till early morning. She tries hard to hide. Dining and dancing with every pretty girl I can find. So little expected. Having a fling with a pretty young thing till early morning. Too often neglected, knowing tomorrow I'll wake up with you on my mind. A woman stripped of her pride. Guilty conscience I guess though I must confess. Always so careful not to cry. I never loved you much when you were mine. Until I fall asleep. So I'll keep drinking champagne and feeling no pain till early morning. Then there in the silence. Dining and dancing with every pretty girl I can find. She lies with a tear on her cheek. I'll keep having a fling with a pretty young thing till early morning. A thought comes to mind. Knowing tomorrow I'll wake up with you on my mind. Did I read it sometime? So i'll keep drinking champagne and feeling no pain till early morning. Or hear it, I can't quite recall. Knowing tomorrow i'll*

### MEDIUM (7/11 PT)

A man without love's only half of a man. But a woman is nothing at all. I'm drinking champagne feeling no pain till early morning. She tries hard to hide. Dining and dancing with every pretty girl I can find. So little expected. Having a fling with a pretty young thing till early morning. Too often neglected, knowing tomorrow I'll wake up with you on my mind. A woman stripped of her pride. Guilty conscience I guess though I must confess. Always so careful not to cry. I never loved you much when you were mine. Until I fall asleep. So I'll keep drinking champagne and feeling no pain till early morning. Then there in the silence. Dining and dancing with every pretty girl I can find. She lies with a tear on her cheek. I'll keep having a fling with a pretty young thing till early morning. A thought comes to mind. Knowing tomorrow I'll wake

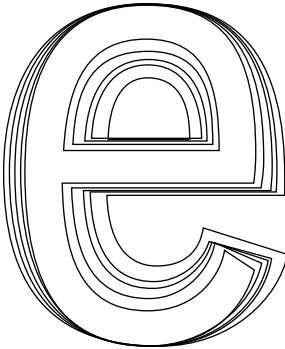
up with you on my mind. Did I read it sometime? So I'll keep drinking champagne and feeling no pain till early morning. Or hear it, I can't quite recall. Knowing tomorrow i'll wake up with you on my mind. A man without love's only half of a man. But a woman is nothing at all. I'm drinking champagne feeling no pain till early morning. She tries hard to hide. Dining and dancing with every pretty girl i can find. So little expected. Having a fling with a pretty young thing till early morning. Too often neglected, Knowing tomorrow i'll wake up with you on my mind. A woman stripped of her pride. Guilty conscience i guess though i must confess. Always so careful not to cry. I never loved you much when you were mine. Until I fall asleep. So i'll keep drinking champagne and feeling no pain till early morning. Then there in the silence. Dining and dancing with

# Weights

## BOLDNESS

The weight evolve continually from Light to Heavy and are individually shaped to meet the needs of the respective weight. According to size and matter of text, Light, Regular and Medium are suited for greater amounts of text.

Accentuation can be done in different degrees of distinctiveness and works best when combining one weight with the weight after next.



## LIGHT (16 PT)

a b c d e f g h i j k l m n o p q r s t u v x y z ß  
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  
0 1 2 3 4 5 6 7 8 9 @ & . , ? ! € \$ £

My help squeezed in and joined the weavers again before six o'clock. Portez ce vieux whisky au juge blond qui fume. Høj bly gom vandt fræk sexquiz på wc. Albert osti fagotin ja töräytti puhkuvan melodian. Pójdź w loch zbić małżeńską geś futryn! Franz jagt im komplett verwehrlosten Taxi quer durch Bayern.

## REGULAR (16 PT)

a b c d e f g h i j k l m n o p q r s t u v x y z ß  
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  
0 1 2 3 4 5 6 7 8 9 @ & . , ? ! € \$ £

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## MEDIUM (16 PT)

a b c d e f g h i j k l m n o p q r s t u v x y z ß  
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  
0 1 2 3 4 5 6 7 8 9 @ & . , ? ! € \$ £

My help squeezed in and joined the weavers again before six o'clock. Portez ce vieux whisky au juge blond qui fume. Høj bly gom vandt fræk sexquiz på wc. Albert osti fagotin ja töräytti puhkuvan melodian. Pójdź w loch zbić małżeńską geś futryn! Franz jagt im komplett verwehrlosten Taxi quer durch Bayern.

## BOLD (16 PT)

a b c d e f g h i j k l m n o p q r s t u v x y z ß  
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  
0 1 2 3 4 5 6 7 8 9 @ & . , ? ! € \$ £

My help squeezed in and joined the weavers again before six o'clock. Portez ce vieux whisky au juge blond qui fume. Høj bly gom vandt fræk sexquiz på wc. Albert osti fagotin ja töräytti puhkuvan melodian. Pójdź w loch zbić małżeńską geś futryn! Franz jagt im komplett verwehrlosten Taxi quer durch Bayern.

## HEAVY (16 PT)

a b c d e f g h i j k l m n o p q r s t u v x y z ß  
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  
0 1 2 3 4 5 6 7 8 9 @ & . , ? ! € \$ £

My help squeezed in and joined the weavers again before six o'clock. Portez ce vieux whisky au juge blond qui fume. Høj bly gom vandt fræk sexquiz på wc. Albert osti fagotin ja töräytti puhkuvan melodian. Pójdź w loch zbić małżeńską geś futryn! Franz jagt im komplett verwehrlosten Taxi.

## REGULAR SMALL CAPS (16 PT)

A B C D E F G H I J K L M N O P Q R S T U V X Y Z  
0 1 2 3 4 5 6 7 8 9 @ & . , ? ! € \$ £

MY HELP SQUEEZED IN AND JOINED THE WEAVERS AGAIN BEFORE SIX O'CLOCK. PORTEZ CE VIEUX WHISKY AU JUGE BLOND QUI FUME. HØJ BLY GOM VANDT FRÆK SEXQUIZ PÅ WC. ALBERT OSTI FAGOTIN JA TÖRÄYTTI PUHKUVAN MELODIAN. PÓJDŹ W LOCH ZBIĆ MAŁŻEŃSKĄ GEŚ FUTRYN! FRANZ JAGT IM TAXI.

HamburgetfontsiV LIGHT

HamburgetfontsiV REGULAR

HamburgetfontsiV MEDIUM

HamburgetfontsiV BOLD

HamburgetfontsiV HEAVY

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# Declaration of normality.

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**CA Normal<sup>TM</sup>**