

**THERE ARE MORE
IMPORTANT
THINGS IN LIFE
THAN FONTS**

1. BIS 3.7.2011

TYPEFACE FOR A MUSIC FESTIVAL

This typeface came into being as a custom font for an international music-festival. As a main part of the new corporate identity, it had to be characteristic, but also flexible in use. Starting with the design of compressed caps for headlines, the typeface was soon expanded by a condensed weight for text-setting and further developed into a fully functional font with several weights. Both weights are very space-efficient, which was – apart from aesthetic

considerations – an important issue in the process of design. Some bands had unbelievably long names that were to fit into a decent amount of rows. So the typeface needed very slim proportions. As the festival's philosophy is about mixing various musical styles and takes place in a former blast-furnace, the type became a mixture of industrial harshness and playful round forms, reflecting the spirit of fusion, which is basically what the festival is about.

WEREWOLF & ALEXANDER KING

BREDFOND MARTIALS

ASPIRANZA SOUNDING

ANTILLOPE

CONDENSED

HAMBURG *Hambur*gefonsiv

REGULAR

HAMBURG *Hambur*gefonsiv

ITALIC

HAMBURG *Hambur*gefonsiv

BOLD

HAMBURG *Hambur*gefonsiv

BOLD ITALIC

COMPRESSED

HAMBURG *Hambur*gefonsivtime

REGULAR

HAMBURG *Hambur*gefonsivtime

ITALIC

HAMBURG *Hambur*gefonsivtime

BOLD

HAMBURG *Hambur*gefonsivtime

BOLD ITALIC

1. JULI
20 UHR

W O G M A I

CA OSKAR

a typeface by Stefan Claudius and Kathrin Rousset

ABOUT THE TYPEFACE

CA Oskar came into being as a custom font for the international Traumzeit music festival. As a substantial part of the new corporate identity, it had to be characteristic, but also flexible in use. Starting with the design of compressed caps for headlines, the typeface was soon expanded by a condensed weight for text-setting and further developed into a fully functional font with two widths and two weights. Both weights are very space-efficient, which was – apart from aesthetic considerations – an important issue in the process of design. CA Oskar is a mixture of industrial harshness and friendly round forms, reflecting the spirit of fusion, which is basically what the whole festival is about. Its very slim proportions in two widths make it an attractive alternative to fonts like Alternate Gothic, but CA Oskar adds an extra portion of personality and a coherent choice of weights.

THE OSCAR SECRET

We would like to share a little secret with you. As CA Oskar's roots go back to an all-caps custom font originally designed for headlines, it looks especially nice to set headlines in compressed capitals and body text in CA Oskar Condensed.

INKTRAPS

For very condensed fonts, especially in bolder weights, inktraps play an important role. CA Oskar solves this problem by integrating the inktraps in its design. In addition stem widths are adjusted to make an even impression on the page, even if it looks weird if you zoom into the details.

Y R

K V

N X

A W

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 of her

REGULAR (11/14 PT)

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ITALIC (11/14 PT)

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REGULAR (7/11 PT)

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INDUSTRIAL VS. HUMANIST

CA Oskar is a sympathetic bastard. It is a fusion of rather straight industrial capitals, influenced by russian constructivism, and lower cases that were inspired by much rounder fonts like Erbar Condensed. This symbiosis makes CA Oskar such a charmingly unusual font.

A a
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I i
O o
Y y

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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 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

WEIGHTS

SUPPORTED LANGUAGES

The world is full of beautifully strange writing-systems. CA Oskar is designed for those based on latin characters.

Central Europe: Albanian, Croatian, Czech, Estonian, Hungarian, Catalan, Latvian, Lithuanian, Maltese, Romanian, Polish, Slovak, Slovenian, Turkish.

Western Europe: Danish, English, Finnish, Flemish, French, German, Icelandic, Italian, Latin, Norwegian, Portuguese, Spanish, Swedish.

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t

COMPRESSED 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 @ & . , ? ! € \$ £

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 maźeńską geś futryn! Franz jagt im komplett verwahrlosten Taxi quer durch Bayern.

COMPRESSED 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 maźeńską geś futryn! Franz jagt im komplett verwahrlosten Taxi quer durch Bayern.

COMPRESSED ITALIC (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
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WEIGHTS

THE WEIGHTS

With just four styles and two widths, CA Oskar covers a broad range of typographic needs. Especially the difference between condensed and compressed offers pretty nice option in setting and highlighting texts.

H

H

H

H

CONDENSED 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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Hamburgetfontsi

COMPRESSED REGULAR

Hamburgetfontsi

COMPRESSED ITALIC

Hamburgetfontsi

COMPRESSED BOLD

Hamburgetfontsi

COMPRESSED BOLD ITALIC

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**STAY HOME –
READ A BOOK**