



# Specimen



# visions of a better life

Neo Grotesk  
A dual type system by Arne Freytag

N°18 ~ 2024

Unknown World

NEO GROTESK 21 (THIN)

DISPLAY 74

Characteristical

NEO GROTESK 44 (LIGHT)

DISPLAY 74

Natural History

NEO GROTESK 71 (REGULAR)

DISPLAY 74

Hippopotamus

NEO GROTESK 102 (MEDIUM OBLIQUE)

DISPLAY 0

Superhighway

NEO GROTESK 140 (BOLD OBLIQUE)

DISPLAY 0

Wastebaskets

NEO GROTESK 178 (BLACK OBLIQUE)

DISPLAY 0

## VISIONS OF A FUTURISTIC TYPE

Neo Grotesk is an attempt to create a dual typeface system in different weights. The basis is a modern, factual sans serif in the style of a New Grotesque, while the second typeface variant builds on the basic form of the first and varies the shapes with curves, similar to a „blur effect“. The combination of these two basic types opens up endless design possibilities in a futuristic style to meet the different requirements of design projects.

The Font is available in two versions: either as a classic dual font family with 18 different weights or as a variable font.

As a tool for visionary creatives in areas such as branding, editorial and fashion design, Neo Grotesk may provide a platform to push conventional boundaries and develop innovative, forward-thinking design solutions.





# High Pressure

Manometer Serif  
A pneumatic serif by Arne Freytag

N° 17 ~ 2023

# Information

MANOMETER SERIF LOW

# Outscore

MANOMETER SERIF NORMAL

# Blueface

MANOMETER SERIF HIGH OBLIQUE

# 455

**EVERY LINE, EVERY WORD,** seemed to mean more than **its mere meaning.** They were like containers, filled with the spirit of pressure that almost burst them. And yet, in this dangerous balance in which the writing existed, there was a strange beauty. It was the beauty of the tension, of the imminent discharge that could be measured by the manometer, but could never be fully explained.



Fontador



*Puntino*  
A dotted script by Arne Freytag

N° 16 - 2022

*Mountain View*

PUNTINO LIGHT

*Childhood's End*

PUNTINO REGULAR

*Hot Enterprises*

PUNTINO BOLD

*Superhighways*

PUNTINO STAR



*The quill, guided by a steady hand, let the dots fall like snowflakes - delicately and sensitively. They formed arcs and more curves that moulded themselves not just into words, but into images - images of another time, another world. You could almost hear the crunch of fresh snow underfoot as the pen glided across the paper.*



# Schwarz-weiß

Whiteblack

A slab serif optimized for negative settings by Arne Freytag

Aerodeslizador

WHITEBLACK EXTRA LIGHT

Troublemakers

WHITEBLACK LIGHT

Blabbermouth

WHITEBLACK REGULAR

*Hot Chocolate*

WHITEBLACK MEDIUM ITALIC

***Regretfulness***

WHITEBLACK BOLD ITALIC

***Modularizing***

WHITEBLACK EXTRA BOLD ITALIC

Schwarz und Weiß treffen sich, verschmelzen in der Dämmerung, wo Nacht und Tag flüstern und das Eine ohne das Andere nicht existiert. So wie Worte Bedeutung verleihen, so braucht auch das Dunkle das Licht, das Verborgene das Erkennbare. Vielleicht ist es diese unaufhörliche Begegnung, die uns daran erinnert, dass jede Klarheit einen Hauch von Mystik in sich trägt und umgekehrt jedes Rätsel seinen eigenen, unausgesprochenen Sinn entfaltet.

Und so wandern wir, Leser und Denker, in diesen kontrastreichen Welten, stets bemüht, das Schwarz im Weiß zu sehen und das Weiß im Schwarz.



# Organic AND Soft

Bionik  
An organic serif by Arne Freytag

Nº 14 ~ 2019

Aerodeslizador

BIONIK EXTRA LIGHT

Troublemakers

BIONIK LIGHT

Blabbermouth

BIONIK REGULAR

Hot Chocolate

BIONIK SEMI BOLD ITALIC

Regretfulness

BIONIK BOLD ITALIC

Modularizing

BIONIK EXTRA BOLD ITALIC

Imagine a typeface that flows in gentle curves and sweeping lines, as if it were grown from nature itself. A typeface that carries the quiet rhythm of leaves in the wind, the soft meander of a river, the contours of a ripening fruit. Each letter breathes the lightness of organic forms, not perfect, but finding beauty precisely in their imperfection—a dance of soft edges and subtle bends that invite without insisting. This font speaks a language beyond words—a language of the natural, the unrefined.



# Minimalism

Object  
An minimalistic by Arne Freytag

Nº13 ~ 2019

Unconsolidate

OBJECT ULTRA LIGHT

Odontophobia

OBJECT EXTRA LIGHT

Preprocessors

OBJECT LIGHT

Quantification

OBJECT REGULAR

*Black Pyramide*

OBJECT MEDIUM OBLIQUE

*Hot Schocolade*

OBJECT BOLD OBLIQUE

*Reincarnations*

OBJECT EXTRA BOLD OBLIQUE

*Antemeridians*

OBJECT BLACK OBLIQUE

In minimalism, it unveils its deepest magic—each letter a whisper drifting through space, liberated from excess. Where emptiness reigns, the written word shines like a star in a clear night sky: simple, yet full of meaning. Every character becomes a quiet heartbeat, pulsing in the stillness of white space. In the absence of abundance, the power of words grows, and the unsaid hovers between the lines, like a melody you can almost hear. Minimalism in writing is like gazing into clear, deep waters—everything unnecessary fades away, leaving only the essence, pure and infinite.



*flow*

Ador Hairline  
high contrast. sans serif. by Arne Freytag

Indian Summer

ADOR HAIRLINE EXTRA LIGHT

Mountain View

ADOR HAIRLINE LIGHT

Seed Merchant

ADOR HAIRLINE REGULAR

Club Sandwich

ADOR HAIRLINE MEDIUM

*Hippopotamus*

ADOR HAIRLINE BOLD ITALIC

*Superhighway*

ADOR HAIRLINE EXTRA BOLD ITALIC

*Lone Journeys*

ADOR HAIRLINE BLACK ITALIC

Hairlines are the silent edges of our identity, the boundaries between our face and forehead, between our inner self and what we show the world. They tell stories of youth and maturity, of change and permanence. Hidden in their delicate lines are memories - the first strands that kiss the sunlight and the moments when we recognise life's changes in the mirror. Sometimes they run in gentle curves, a harmonious balance that radiates security. In other cases, they are sinuous, retreating, as if to give space to the secrets that rest in the depths of our thoughts.



multimedienale  
Kunst



Punto  
Stackable dotted strokes by Arno Freytag

N° 11 - 2018

Mountain View

PUNTO POLY 3D

Club Sandwich

PUNTO POLY OUTLINE

Hot Enterprise

PUNTO POLY CHROME

Determination

PUNTO POLY PUNCH

Characteristical

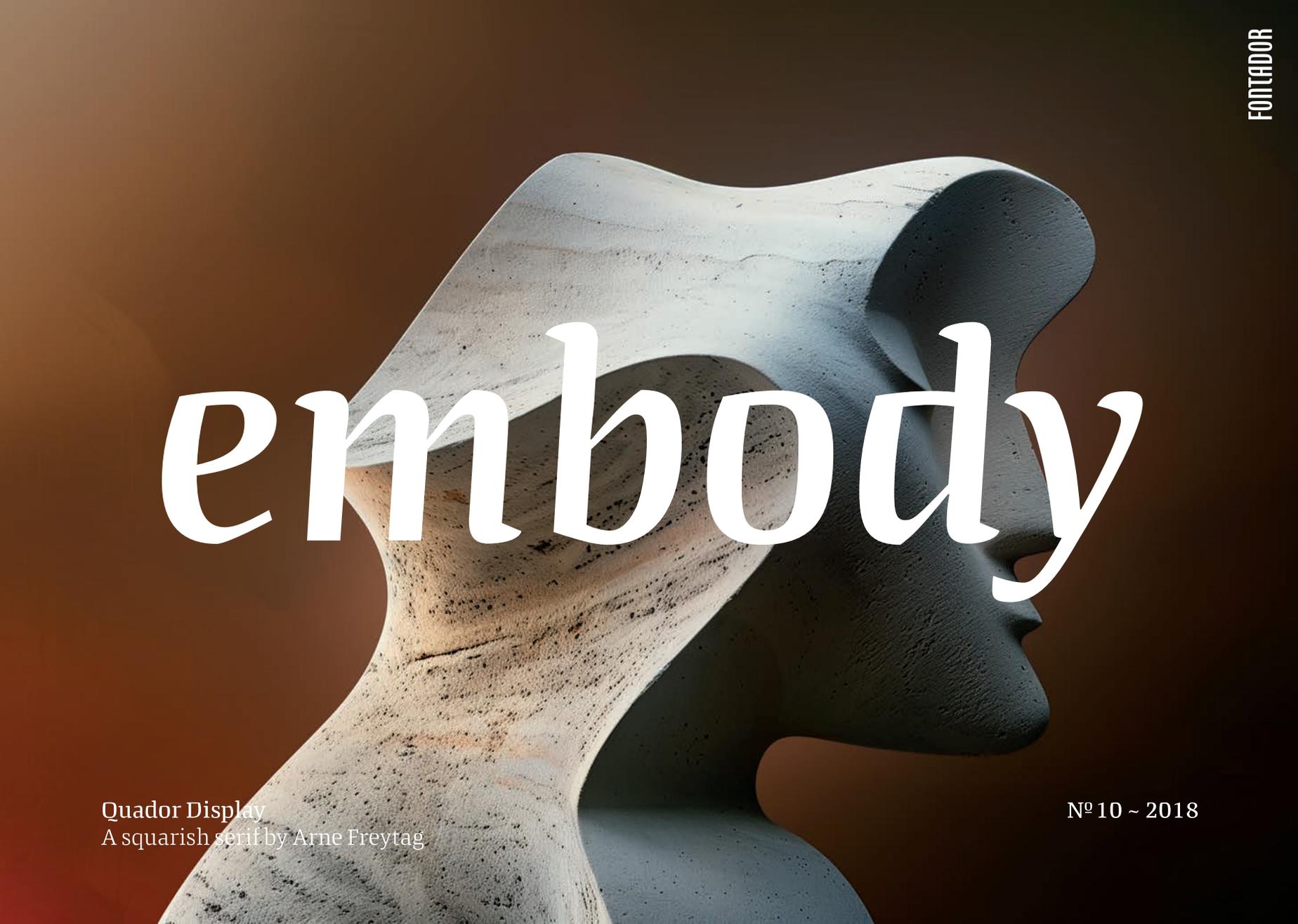
PUNTO POLY AIR

Superhighways

PUNTO POLY SOLID

In the deep expanse of a room, beyond ordinary perception, a world of dots, circles, stars and tubes unfolds. These shapes, seemingly random and yet in perfect harmony, weave an infinite web of possibilities and dreams. The dots, tiny singularities, shimmer like distant stars and lead the eye into undiscovered dimensions. Each dot is a promise, a silent whisper of something greater waiting to be discovered. They are the building blocks, the seeds of the unknown, ready to connect and create new patterns.





# embody

Quador Display  
A squarish serif by Arne Freytag

Nº 10 ~ 2018

# Indian Summer

QUADOR DISPLAY LIGHT

# Seed Merchant

QUADOR DISPLAY REGULAR

# Black Pyramid

QUADOR DISPLAY SEMI BOLD

# Hippopotamus

QUADOR DISPLAY BOLD ITALIC

# Superhighway

QUADOR DISPLAY EXTRA BOLD ITALIC

# Wastebaskets

QUADOR DISPLAY ULTRA BOLD ITALIC

The superellipse, a fascinating shape that stems from the strict lines of geometry, combines the best of two worlds in its appearance. It stands at the intersection of ellipse and rectangle, where curves and straight lines meet in a harmonious dance. Her lines are supple and yet determined, gently curved and yet powerfully straight. It embodies a deep symmetry that is inherent to both nature and technology.

In the world of the superellipse, the requirements of stability and beauty merge into an impressive unity. Looking at it, you almost think you recognise the grace of a shell or the curved elegance of celestial bodies.





# stability

Quador  
A squarish serif by Arne Freytag

Nº9 ~ 2017

# Indian Summer

QUADOR LIGHT

# Seed Merchant

QUADOR REGULAR

# Black Pyramid

QUADOR SEMI BOLD

# Hippopotamus

QUADOR BOLD ITALIC

# Superhighway

QUADOR EXTRA BOLD ITALIC

# Wastebaskets

QUADOR ULTRA BOLD ITALIC

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# sharp

Ador  
solid. sharp. dynamic. by Arne Freytag

Nº8 ~ 2017

Seventy Months

ADOR ULTRA LIGHT

Indian Summer

ADOR EXTRA LIGHT

Mountain View

ADOR LIGHT

Seed Merchant

ADOR REGULAR

*Natural History*

ADOR MEDIUM

*Hippopotamus*

ADOR BOLD

*Puromorphites*

ADOR EXTRA BOLD

*Lone Journeys*

ADOR BLACK

Ink traps, those small, unassuming heroes of print, are like hidden corners on a map, decipherable only by those in the know. They are not mistakes but intention – tiny spaces where ink is allowed to gather, preserving the precision of each letter. They live in the crossroads and edges, where forms meet, where black reaches into white, and where, without them, the flow of ink would descend into chaos. One might say ink traps are the breath of typography – a barely perceptible moment of yielding before the lines tighten again, reclaiming their clarity. They make the invisible visible, safeguarding sharpness where the press leaves its mark. Without them, the letters that give voice to thought would blur into illegibility.



# precision

Quitador Sans  
A stencilled sans serif by Arne Freytag

Nº07 - 2016

Seventy Months

QUITADOR SANS ULTRA LIGHT

Indian Summer

QUITADOR SANS LIGHT

Seed Merchant

QUITADOR SANS REGULAR

Club Sandwich

QUITADOR SANS MEDIUM

*Superhighway*

QUITADOR SANS BOLD ITALIC

*World History*

QUITADOR SANS EXTRA BOLD ITALIC

*Manufactors*

QUITADOR SANS ULTRA BOLD ITALIC

Quitador Sans is a silent dance, where each letter carries the weight of meaning before a sound is ever made. Those soft, rounded tips—are like whispers at the edge of form, holding back the sharpness, offering a moment of gentleness in the geometry. They shape white space as much as the ink itself, allowing breath between lines, a place for the eye to rest. And then, the stencil effect—a deliberate fracture, a gap in the flow. It is not a break, but a passage, where the letter becomes a frame, an invitation to see what lies behind. Like light through a window, the form is both solid and fleeting, hinting at what is there but also what is missing. There is beauty in this incompleteness, in the tension between the bold and the open, the fixed and the free.



LA TIPOGRAFIA  
DE LA FAMILIA

Punto  
Dots in perfect harmony by Arne Freytag

N°6 - 2016

Mountain View

PUNTO LIGHT

*Childhood's End*

PUNTO LIGHT ITALIC

Hot Enterprise

PUNTO REGULAR

*Characteristical*

PUNTO ITALIC

**Hot Enterprise**

PUNTO BOLD

***Superhighways***

PUNTO BOLD ITALIC

Fragments of days gone by are hidden in the holes of memory, like dusty books in a forgotten library. Every dot that once seemed so insignificant becomes a portal to another time. A small dot on an old photograph opens the door to a moment of laughter, a note in the corner of a letter unfurls the scent of a summer night long gone. What we thought was lost lingers in these holes: the sound of familiar voices, the flicker of a sunbeam on our skin, the soft whisper of a melody long gone. They are the anchors that connect us to our own history, the little dots that remind us that we have lived, loved and that we still carry what once was.



# Beauty

Curve

A modern Didone — by Arne Freytag

N° 05 - 2015

# Indian Summer

CURVE LIGHT

# Seed Merchant

CURVE REGULAR

# Young Fashion

CURVE BOLD

# *Yuxtaponente*

CURVE EXTRA BOLD ITALIC

# *Far Journeys*

CURVE ULTRA BOLD ITALIC

—*ss*— In the spheres of aesthetics, we encounter curves that appear like moulded thoughts. Every sweep, every curve tells of an inner balance that reminds us that there is profound beauty even in the inconspicuous. They lead us to a quiet reflection, a moment of pause in which we can appreciate the essence of design in its purest form. Perhaps it is this quiet poetry that teaches us to see the essence in the detail and the art in the everyday. These curved lines go beyond mere geometry; they embody a harmony that captures the eye and touches the heart. Looking at these curves reveals to us the sublime clarity of form. —*ss*—



# Volume

Manometer Sans

A pneumatic sans serif by Arne Freytag

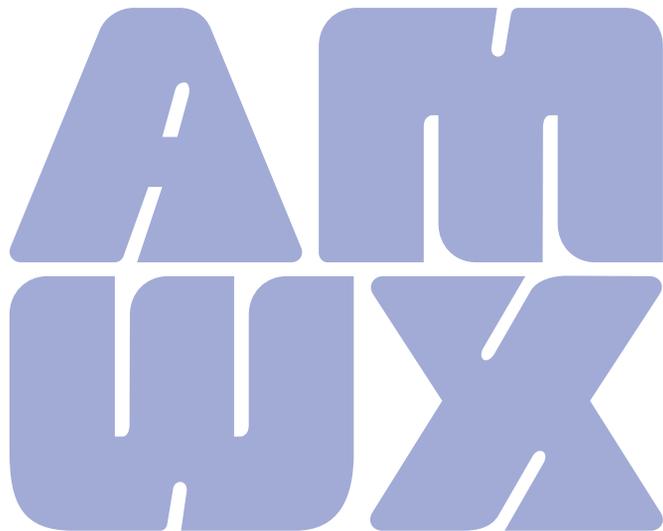
N° 04 ~ 2014

# Outscore

MANOMETER SANS REGULAR

# *Chandler*

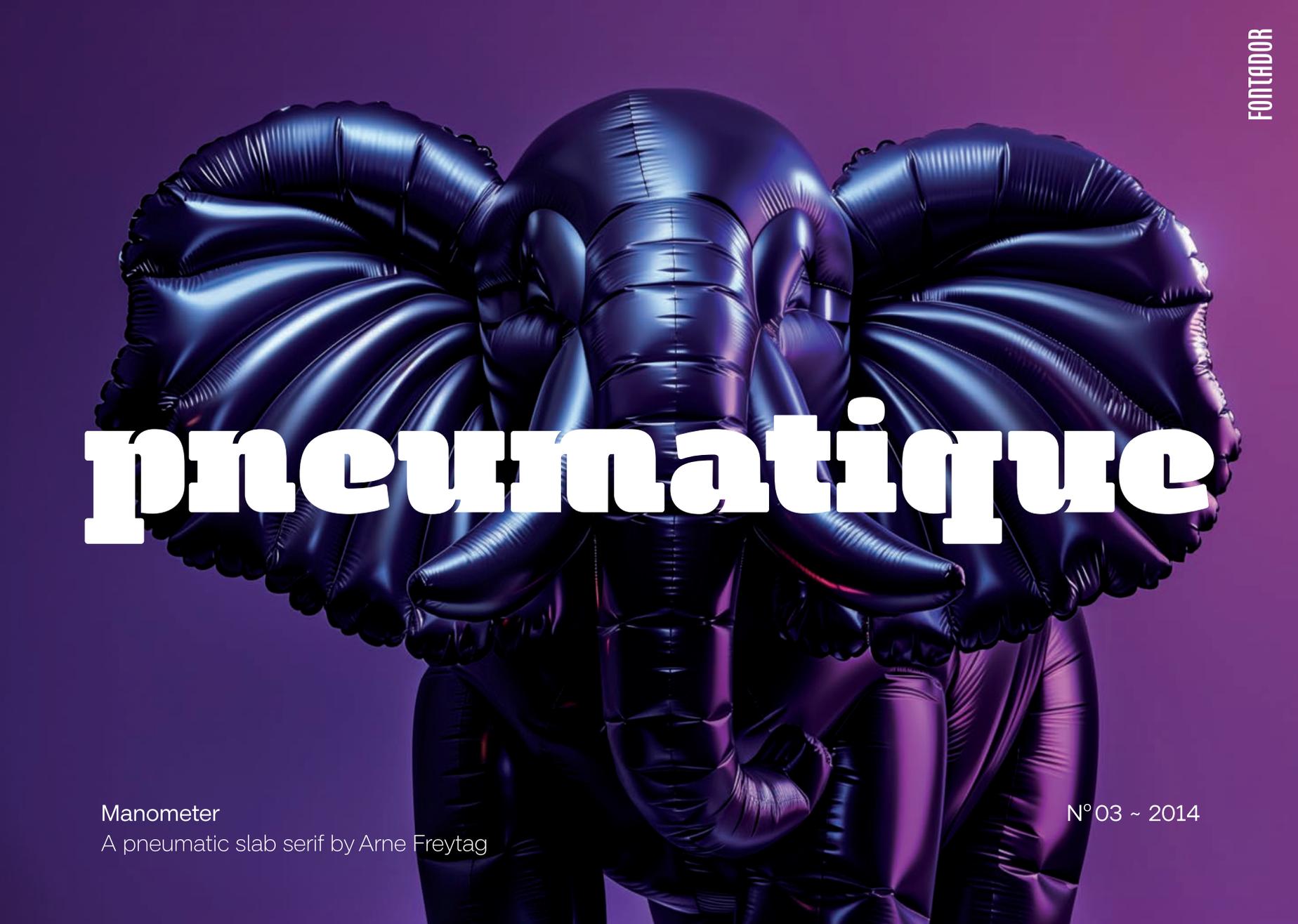
MANOMETER SANS ITALIC



A M  
W X

**Every line, every word, seemed to mean more than its mere meaning. They were like containers, filled with the spirit of pressure that almost burst them. And yet, in this dangerous balance in which the writing existed, there was a strange beauty. It was the beauty of the tension, of the imminent discharge that could be measured by the manometer, but could never be fully explained.**





# pneumatique

Manometer

A pneumatic slab serif by Arne Freytag

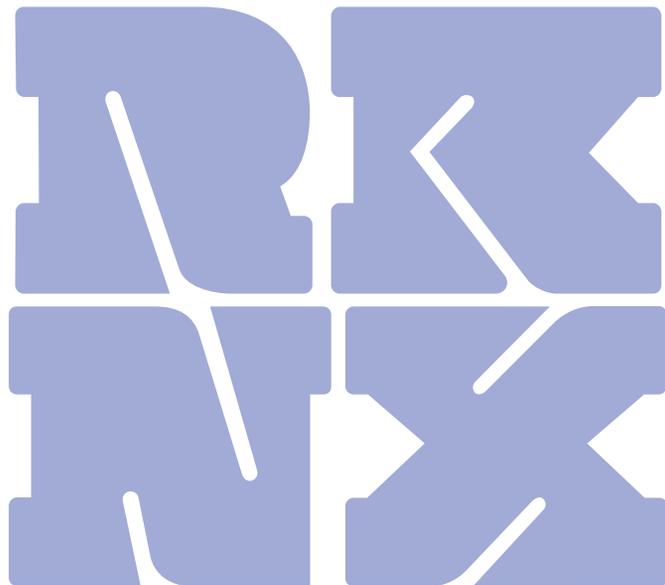
N°03 ~ 2014

# Midnight

MANOMETER REGULAR

# Prosaism

MANOMETER ITALIC



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# *Solid*

Quitador  
A stencilled slab serif by Arne Freytag

Nº 02 - 2014

Seventy Months

QUITADOR ULTRA LIGHT

Indian Summer

QUITADOR LIGHT

Seed Merchant

QUITADOR REGULAR

Club Sandwich

QUITADOR MEDIUM

*Superhighway*

QUITADOR BOLD ITALIC

*World History*

QUITADOR EXTRA BOLD ITALIC

*Manufactors*

QUITADOR ULTRA BOLD ITALIC

Quitador is a silent dance, where each letter carries the weight of meaning before a sound is ever made. Those soft, rounded tips—are like whispers at the edge of form, holding back the sharpness, offering a moment of gentleness in the geometry. They shape white space as much as the ink itself, allowing breath between lines, a place for the eye to rest. And then, the stencil effect—a deliberate fracture, a gap in the flow. It is not a break, but a passage, where the letter becomes a frame, an invitation to see what lies behind. Like light through a window, the form is both solid and fleeting, hinting at what is there but also what is missing.





# die neue linie

Freytag  
A constructed sans serif by Arne Freytag

N°01 - 2006

Parallel Typecaster

FREYTAG ULTRA LIGHT

Indian Summer

FREYTAG LIGHT

Old Merchant

FREYTAG REGULAR

*Teleportation*

FREYTAG BOLD ITALIC

The demand, for example, is for a uniform typeface without lowercase and uppercase letters: only uniform characters, not in size but in form. Of course, one could also make idealistic demands here that go far beyond a modernization of our current script. Our script is based, aside from a few phonetic symbols, on ancient conventions. The origins of these symbols are difficult to trace today. They are often formalistic (or) practical variations of traditional forms that can no longer be comprehended. Thus, one can only speak of a true reorganization of the (printed) script when it is carried out on an objective, scientific basis.

*Lazlo Moholy-Nagy, 1926*



