

Volt Specimen

g

Volt Family and Alternate Version

Light, Light-Italic

Hamburgetonstiv

Hamburgetonstiv

Book, Book-Italic

Hamburgetonstiv

Hamburgetonstiv

Regular, Regular-Italic

Hamburgetonstiv

Hamburgetonstiv

Medium, Medium-Italic

Hamburgetonstiv

Hamburgetonstiv

Semibold, Semibold-Italic

Hamburgetonstiv

Hamburgetonstiv

Bold, Bold-Italic

Hamburgetonstiv

Hamburgetonstiv

Heavy, Heavy-Italic

Hamburgetonstiv

Hamburgetonstiv

Extrabold, Extrabold-Italic

Hamburgetonstiv

Hamburgetonstiv

Ultrabold, Ultrabold-Italic

Hamburgetonstiv

Hamburgetonstiv



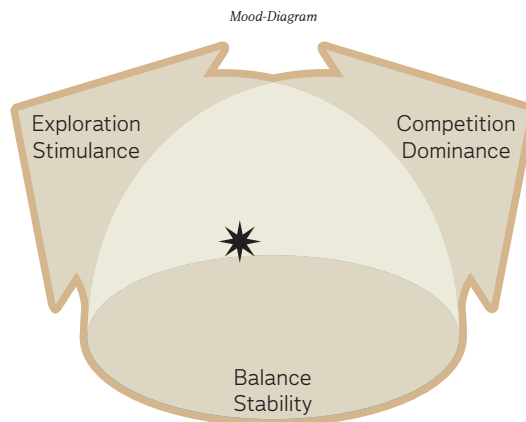
a b d g m n r

a b d g m n r

Volt Diagrams

Like Alida Volt is also a concept I have carried with me for about two years. Starting with only the alternate version it did not work as a useful sans serif. So I had to narrow it down to a more conventional basis with a full vertical stroke at the letters a, b, d, g, m, n, p, q, r and u. The curved endings follow the form of the round parts. I only added them where they cleared the situation. Only a few near the baseline and some more at the ascenders and the upper part of the x-height. In some elements you feel the classic penstroke.

First I called it Strom (the German word for electricity) because I was inspired by the brandmark of the German energy supplier e-on. So now it is called Volt the German word for Voltage.



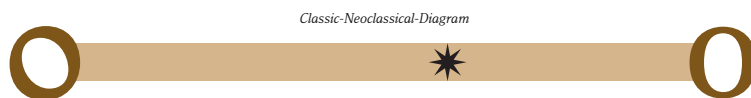
Mood-Diagram

Based on the concept of Hans Georg Häusel this diagram shows the main emotional motivations the human brain can follow. Stimulance, Dominance and Balance. The position in the diagram shows the proportion of each motivation a typeface touches



Humble-Eccentric-Diagram

Here you can see how neutral or expressive a typeface is. From a craftsman to a Hollywood diva.



Classic-Neoclassical-Diagram

Between the 15th and the 18th century the proportions of type changed. In this range most typefaces find a position. proportions also play an important role in the ideal column width. More in the next chapter.



Book-Magazine-Diagram

Depending on the proportions a typeface works better in a book, or a magazine.

Volt Ideal column width

8 pt

54
3,3 mm Line space 54 mm column width +2 spacing
Lorem ipsum vel in inimicus appellatur, mel eius vulputate Reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, complectitur *contentiones* ut eos. Mutat iisque ea cum, ad est esse inciderint suscipiantur. Est latine urbanitas in. Melius aliquid partiendo an ius, insolens postulant mei eu. Duo at utroque molestie. Possim concludaturque ei vel. Et mel audire nost-

58
3,4 mm Line space 58 mm column width +2 spacing
Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, complectitur contentiones ut eos. Mutat iisque ea cum, ad est esse inciderint suscipiantur. Est latine urbanitas in. Melius aliquid partiendo an ius, insolens *postulant* mei eu. Duo at utroque molestie. Possim concludaturque ei vel. Et mel audire nostrud accusata, no sed

66
3,5 mm Line space 66 mm column width +2 spacing
Lorem ipsum vel in inimicus Appellatur, mel eius vulputate reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, *complectitur* contentiones ut eos. Mutat iisque ea cum, ad est esse inciderint suscipiantur. Est latine urbanitas in. Melius aliquid partiendo an ius, insolens postulant mei eu. Duo at utroque molestie. Possim concludaturque ei vel. Et mel audire nostrud accusata, no sed amet virtute tincidunt. Tation corpora prodesset cum eu,

72
3,6 mm Line space 72 mm column width +2 spacing
Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, complectitur contentiones ut eos. Mutat iisque ea cum, ad est esse inciderint suscipiantur. Est latine urbanitas in. Melius aliquid Partiendo an ius, insolens postulant mei eu. Duo at utroque molestie. Possim concludaturque ei vel. Et mel audire nostrud accusata, no sed amet virtute tincidunt. Tation corpora prodesset cum eu, mei erant senserit honestatis in. Ei audire

9 pt

58
3,7 mm Line space 58 mm column width
Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, Complectitur contentiones ut eos. Mutat iisque ea cum, ad est esse inciderint suscipiantur. Est latine *urbanitas* in. Melius aliquid partiendo an ius, insolens postulant mei eu. Duo at utroque

62
3,8 mm Line space 62 mm column width
Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, complectitur Contentiones ut eos. Mutat iisque ea cum, ad est esse inciderint suscipiantur. Est latine urbanitas in. Melius aliquid partiendo an ius, insolens *postulant* mei eu. Duo at utroque molestie. Possim concluda-

77
3,9 mm Line space 77 mm column width
Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, complectitur contentiones ut eos. Mutat iisque ea cum, ad est esse inciderint suscipiantur. Est latine Urbanitas in. Melius aliquid partiendo an ius, insolens postulant mei eu. Duo at utroque molestie. Possim *concludaturque* ei vel. Et mel audire nostrud accusata, no sed amet virtute tincidunt. Tati-

88
4 mm Line space 88 mm column width
Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, complectitur contentiones ut eos. Mutat iisque ea cum, ad est esse inciderint Suscipiantur. Est latine urbanitas in. Melius aliquid partiendo an ius, insolens postulant mei eu. Duo at utroque molestie. Possim *concludaturque* ei vel. Et mel audire nostrud accusata, no sed amet virtute tincidunt. Tation corpora prodesset cum eu, mei erant senserit honestatis in. Ei

10 pt

65
4,2 mm Line space 65 mm column width
Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, Complectitur contentiones ut eos. Mutat iisque ea cum, ad est esse inciderint suscipiantur. Est latine urbanitas in. Melius aliquid partiendo an ius, inso-

68
4,3 mm Line space 68 mm column width
Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet Comprehensam, per ad nemore persius, complectitur *contentiones* ut eos. Mutat iisque ea cum, ad est esse inciderint suscipiantur. Est latine urbanitas in. Melius aliquid partiendo an ius, insolens postulant

82
4,4 mm Line space 82 mm column width
Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, Complectitur contentiones ut eos. Mutat iisque ea cum, ad est esse inciderint suscipiantur. Est latine *urbanitas* in. Melius aliquid partiendo an ius, insolens postulant mei eu. Duo at utroque molestie. Possim concludaturque ei

97
4,5 mm Line space 97 mm column width
Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet Comprehensam, per ad nemore persius, complectitur contentiones ut eos. Mutat iisque ea cum, ad est esse inciderint *suscipiantur*. Est latine urbanitas in. Melius aliquid partiendo an ius, insolens postulant mei eu. Duo at utroque molestie. Possim concludaturque ei vel. Et mel audire nostrud accusata, no sed amet virtute tincidunt. Tation

Reason for Ideal column width

Every typeface has got it's own rhythm of how it hyphenates in a column and how much leading it requires. In typefaces with a small x-height (1, the same line space looks more open then in typefaces with a big x-height (2). Naturally the font with a big x-height looks bigger then the one with a small x-height.

When we reduce example 2 to appear the same optical size like example 1 (3), we can see, that the column width can be narrower and the line spacing can be tighter.

Example 1 with the small x-height follows classic proportions (4). The early roman typefaces from the Renaissance where structured like that. The ideal of geometry shown in the Capitalis Monumentalis influenced the capitals and the lower case. The O, almost a geometric circle has a massive counter. The letter next to the O therefore needs to step away. Classic proportions only look good with much space inbetween and arround. Books with wide and open columns are the best places to be for this typefaces.

Example 2 with the big x-height follows classic proportions (5). Younger typefaces from the 18th century like Walbaum stand at the end of a transitional period that not only influence the stroke. The width of the capitals is more similar here. The O is narrower then a circle. Neoclassical proportions seem to deal with space more effectively. Because columns can be narrower these typefaces work best in newspapers, magazines and as a corporate typeface.

So why not show some right column width with the right line spacing in the specimen (6).

In the examples only 8 pt, 9 pt and 10 pt copy is shown. By choosing i. e. 8.5 pt you can change the column width for your specific design.

Picture 1, Example 1

3,3 mm Line space 54 mm column width +2 spacing **54**
 Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, complectitur contentiones ut eos. Mutat iisque ea cum, ad est esse incidere int suscipiantur. Est latine urbanitas in. Melius aliquid partiendo an ius, insolens postulant mei eu. Duo at utroque molestie. Possim concludaturque ei vel. Et mel

Picture 2, Example 2

3,3 mm Line space 54 mm column width +2 spacing **54**
 Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, complectitur contentiones ut eos. Mutat iisque ea cum, ad est esse incidere int suscipiantur. Est latine urbanitas in. Melius aliquid partiendo an ius, insolens postulant mei eu. Duo at utroque molestie. Possim concludaturque ei vel. Et

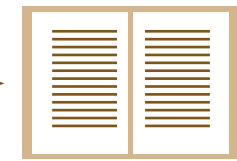
Picture 3, Example 2

3,1 mm Line space 49 mm column +3 spacing **49**
 Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber debet comprehensam, per ad nemore persius, complectitur contentiones ut eos. Mutat iisque ea cum, ad est esse incidere int suscipiantur. Est latine urbanitas in. Melius aliquid partiendo an ius, insolens postulant mei eu. Duo at utroque molestie. Possim concludaturque ei vel.

Picture 4, Example 1

H O M d g o

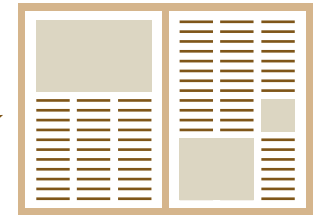
big
small
big



Picture 5, Example 2

H O M d g o

small
big
small



3,6 mm Line space 72 mm column width +2 spacing **72**
 Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber c
3,5 mm Line space 66 mm column width +2 spacing **66**
 Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber c
3,4 mm Line space 58 mm column width +2 spacing **58**
 Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber d
3,3 mm Line space 54 mm column width +2 spacing **54**
 Lorem ipsum vel in inimicus appellatur, mel eius vulputate reprimique ea. Ad sit liber d
 persius, complectitur contentiones ut eos. Mutat iisque ea cum, ad est esse incidere int suscipiantur. Est latine urbanitas in. Melius aliquid partiendo an ius, insolens postulant mei eu. Duo at utroque molestie. Possim concludaturque ei vel. Et mel

Picture 6