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DIN® Next

FOUNDRY	DESIGNER	CLASSIFICATION
Monotype	Akira Kobayashi Sandra Winter	Geometric Sans

BEST PRACTICES

DIN Next makes a statement. It does not fade into the background. It's character shapes are distinctive and can be distracting in long blocks of text copy. In hardcopy, it's best used above 14-point. It's relatively straight verticals and open counters made it an excellent typeface for on-screen uses.

FAMILY

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DIN Next family contains 32 designs: 7 weights plus italics for the regular, 7 roman plus obliques for the condensed versions and 4 roman weights of DIN Next Rounded

municipality of Haarlemmermeer

Schiphol

Europe's third busiest and the world's eleventh busiest

332 destinations

limit of 500,000 flights a year

all facilities are located under a single roof

ROOTS

Dating back to the late 19th century, DIN is the original "industrial strength" sans. Its name is an acronym for the German Deutsches Institut für Normung (German Institute for Standardization), and it was first used to identify railroad cars. Although DIN was the standard typeface for highway signage, house numbers and engineering applications for decades, it was not used much by graphic designers until the late 1980s.

Akira Kobayashi, Linotype's type director, gave this venerable sans new life in the form of the DIN Next typeface family.

FONT FACTS

o The corners are rounded because many of the signs set in the original DIN fonts were cut with routers

o In 1923, Stempel was the first type foundry that produced printing types according to a DIN Standard.

o In 2011, the Museum of Modern Art in New York added the DIN design to its Architecture and Design Collection of digital typefaces.

LEGIBILITY

DIN Next is highly legible below 6-point in print and, at text sizes, on screen. Not ideal, however, for long form textual content.

ROUND CHARACTERS ARE SQUARED OFF

Typography

CONDENSED LOWERCASE   STROKE ENDS CLIPPED AT 90°

HOW TO SPOT

O	Rounded characters are squared slightly
w	Lowercase has condensed proportions
l	Footed lowercase l
7	Numeral 7 has serif

ALTERNATE CHOICES

Cachet™

Compatil™ Fact

ITC Conduit®

Soho® Gothic

PERFECT PAIRINGS

Agmena™

Bembo® Book

DIN Next™ Slab

Joanna® Nova

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