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fy{ T }i FONT FIELD GUIDE

NO. 029 / 100

Neue Kabel®

BEST PRACTICES



Neue Kabel has a strong personality that limits its use in long form text. It can be, however, an excellent choice for advertising copy, promotional material, catalogs and brochures in print and on screen.

FOUNDRY

Linotype

DESIGNERS

Marc Schütz

CLASSIFICATION

Geometric Sans

FAMILY

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Neue Kabel family consists of nine weights of roman designs, each with an italic counterpart.

coffeehouse

QUEENS LANE

*English coffeehouses in the 17th and 18th centuries**Turm Kaffee**for consumption only at a table*

pain au chocolat

ROOTS



The Neue Kabel typeface family takes the calligraphic charm of Rudolf Koch's 1927 design and ushers it into the 21st century. The original typeface was first released as just one weight and grew to a family of 9 designs over several years. Unlike most contemporary typefaces, however, the various versions of the first Kabel family were dissimilar in proportion and suffered from varying character traits.

FONT FACTS



- The geometric characteristics of Kabel were the result of an experiment of sorts: an odd experiment for Koch, who prided himself on his calligraphic ability. In his words, "the task of creating a type with a pair of compasses and a straight edge has always attracted me."
- Koch based his character proportions on artistic sensibilities and even, perhaps, on a creative whim or two. Character shapes and proportions can be traced to ancient Greek lapidary letters, Venetian old style type designs, and calligraphy.

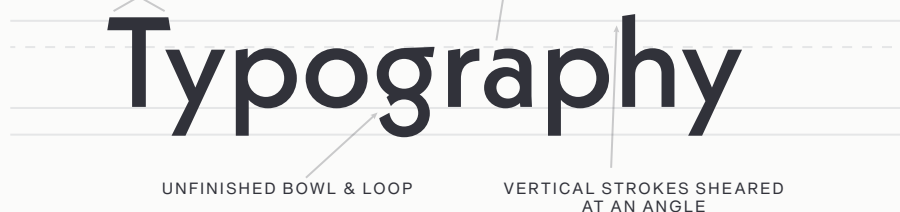
LEGIBILITY



Neue Kabel is primarily a display typeface and works best in large sizes. An ample lowercase x-height, large counters, generous apertures and moderate contrast in character stroke thickness, however, combine to give Neue Kabel good levels of legibility in text sizes.

CROSSBAR CLIPPED AT AN ANGLE

ABREVIATED TOP LOOP



UNFINISHED BOWL & LOOP

VERTICAL STROKES SHEARED
AT AN ANGLE

HOW TO SPOT



e Angled crossbar on lowercase e

b Vertical stroke of lowercase b does not reach baseline

a Abbreviated top loop on lowercase a

g Unusual, unfinished, bowl and loop lowercase g

ALTERNATE CHOICES



ITC Avant Garde Gothic®

Futura® Now

Archtype Renner Medium

FF Mark®

PERFECT PAIRINGS



ITC Souvenir®

Frutiger® Serif

Masqualero™

Neue Swift®



The MyFonts store from Monotype offers more than 130,000 desktop and Web font products for you to preview, purchase and download. You can also learn about new typeface releases and discover typographic tips and techniques.

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