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Neue Plak™

FOUNDRY

Stempel (Original Design)
Monotype (2018 Revival)

DESIGNER

Paul Renner
Linda Hintz
Toshi Omagari

CLASSIFICATION

Grotesque Sans

FAMILY

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Neue Plak offers 60 weights, including a new text version that pairs with the display weights. This allows the design to perform well in print and digital environments – and within a wide range of applications.

Sea-faring peoples known as the Norsemen

POÄNG

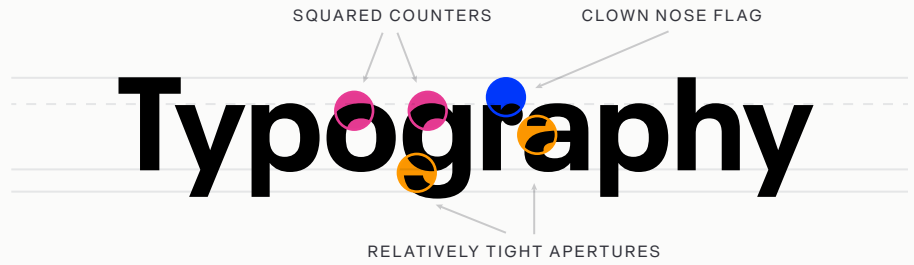## Scandinavian Peninsula

Byzantine Emperor Theophilos

THE ISLAND OF BJÖRKÖ

LEGIBILITY

Modest stroke width variations, letters with a distinct personality and simple character shapes make for a highly legible design in a wide range of sizes. Relatively closed apertures and the single-storey g, however, detract from an excellent score.

HOW TO SPOT

r	Round flag on lowercase r
i j	Round dots on lowercase i and j
t	Curved tail on lowercase t
G	Tight aperture on cap G

BEST PRACTICES

While "Text" weights have been designed, Neue Plak is essentially a display design. Neue Plak's somewhat quirky design traits, make it an excellent alternative to more structured geometric sans serif typefaces.

ROOTS

Plak was originally designed as wood type in the late 1920s. Neue Plak is an extended and updated version of a 1928 typeface, by Paul Renner. It blends an industrial exterior with flashes of unexpected playfulness.

FONT FACTS

○ Despite being designed by Paul Renner, Plak never reached the popularity of his, earlier, Futura design.

○ Hintz and Omagari based their updated and extended version on the original Plak wood type, uncovering lost details and incorporating them as alternate characters – including the choice between open or strikethrough counters.

SQUARED COUNTERS   CLOWN NOSE FLAG

Typography

RELATIVELY TIGHT APERTURES

ALTERNATE CHOICES

Akzidenz-Grotesk® Next

Classic Grotesque™

Gotham®

ITC Franklin Gothic™

PERFECT PAIRINGS

Egyptian Slate™

Frutiger® Serif

ITC Galliard®

Palatino® Nova

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