

# Smart Fonts from Berthold for Brand Development.

## What to look for

Brand development typefaces should support the brand logo – but not overpower it. They'll be delivering content about the brand, its products and services, so the designs should be highly legible and perform equally well on-screen and in print.

## Legibility

Choose fonts that have clear and legible letterforms, especially for body text. Avoid overly decorative or complex fonts that may pose difficulties in reading. The most legible fonts have a large lowercase x-height, open counters (The white space within letters such as 'o,' 'e,' 'c,' etc.), large apertures and moderate contrast in stroke thickness.

[Click here for more information on legibility](#)

## Large Families

Hierarchy is crucial in text rich documents to help users navigate through content easily. Clear and logical information organization enhances user experience, enabling them to find desired information quickly. Marked contrast between weights within the type family ensures hierarchy.

[Click here for more information on hierarchy](#)

## About Berthold

H. Berthold AG was one of the largest and most successful type foundries in the world, making the transition from foundry type to phototype and digital fonts. Founded in Berlin in 1858, initially to make machined brass printer's rules, Berthold then soon began casting hand-set metal type and eventually fonts for its proprietary phototypesetting equipment. Berthold's legacy endures through digital versions of its fonts.



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Berthold

## Akzidenz-Grotesk® Next

Akzidenz-Grotesk is highly legible due to its clean and simple design, balanced proportions, and distinct letterforms that enable easy recognition and readability across various sizes and contexts.

### Akzidenz-Grotesk Next in Action



### Perfect Pairs

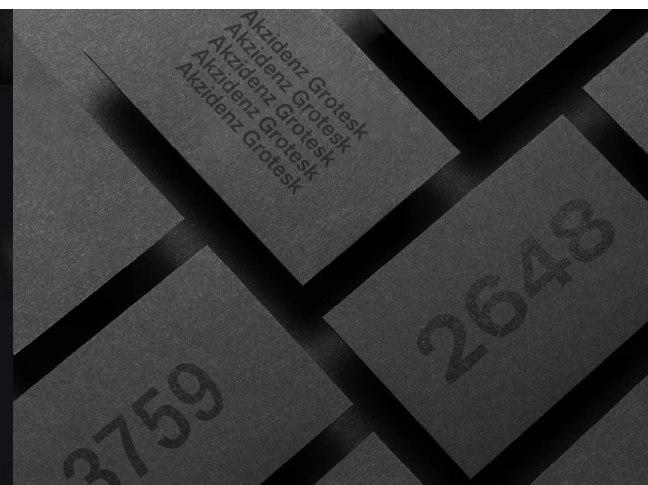
ITC Century®

Palatino® Nova

Serifa®

600pt Akzidenz Grotesk Next Bold

R



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## Formata®

Formata features curved strokes and subtle details that are understated at smaller sizes while becoming more distinctive as type size is increased, making it suitable for both text and display use. The family offers a wide weight range, enhanced by small caps, old-style figures, and fractions. This versatility makes Formata an excellent choice for diverse applications, from extended body text to striking headlines.

### Formata in Action



### Perfect Pairs

Egyptian Slate™

ITC Galliard®

Malabar®

Informations- und Codierungstheorie  
théorie algorithmique  
pattern recognition  
amount of information

ExtraCondensed

Light Condensed

Medium

Bold ExtraCondensed



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## Poppl-Laudatio®

Poppl-Laudatio is a distinctive sans serif with a large x-height and humanistic details that enhance legibility and approachability. It has an open, contemporary demeanor, making it suitable for a wide range of uses – from long-form text to eye-catching headlines.

### Poppl-Laudatio in Action



### Perfect Pairs

ITC Berkeley Old Style  
Palatino® Nova  
Chronicle®



*Act 5, Scene 3 drama*  
**character archetype**  
*musical performance*  
**neue Theaterformen**

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## Concorde®

Concorde is vigorous hybrid of time-honored forms and contemporary design strategies. The result is a no-nonsense design, that may not stand out as pretty or clever, but gets the job done with quiet grace. While not particularly graceful or elegant, Concorde is exceptionally legible and comfortable to read, making it ideal for blocks of text – be they brief image captions or long-form text. Concorde prioritizes legibility and ease of reading.

### Concorde in Action



### Perfect Pairs

Avenir® Next

Helvetica® Now

Trade Gothic® Next

Berthold

# Concorde

by Günter Gerhard Lange

In general, bodytypes are m  
Berthold's quick brown fox  
were in the seventh heaven  
Zapf, the most famous artis  
sumsidad reiken. La valeu  
labour èst generalmente exp  
cación de las dimensiones p



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## Berthold Corporate E™

Corporate E has roots in the Egyptian (square serif) fonts family originally drawn as a bespoke typeface family for Daimler-Benz. Its shapes and robust serifs, make it a good choice for large headlines, medium blocks of text copy. In addition, Corporate E is highly legible at small text sizes in both print and on-screen environments.

### Berthold Corporate E in Action



### Perfect Pairs

Avenir® Next  
Classic Grotesque®  
Frutiger® Next

Berthold

## Berthold Corporate E

by Kurt Weidemann

In general, bodytypes are  
Berthold's quick brown fo  
were in the seventh heav  
Zapf, the most famous art  
sumsaidad reiken. La val  
labour èst generalmente e  
cación de las dimensiones  
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