

Nº1

SHARP

Nº2

ALTERNATIVE

# HURME GEOMETRIC SANS

---

TYPEFACE SPECIMEN PRINT SAMPLES

Nº3

BLUNT

Nº4

SWASH

# N<sup>o</sup>3 HURME GEOMETRIC SANS Page test

Page heading:  
Black. 30pt/30pt.

Byline:  
Regular/Bold SmallCaps. 6pt/7pt. Tracking +25. Underlined.

Date:  
SemiBold. 10pt.

Deck:  
Regular. 18pt/22pt.

Body copy:  
Regular. 8pt/9.5pt. Tracking +25. Numerals used.

Nested style trough first three words:  
Bold SmallCaps. 8pt/9.5pt. Tracking +25.

Sub heading:  
Black. 8pt/9.5pt. Tracking +25.

Nested style in first word:  
Bold SmallCaps. 8pt/9.5pt. Tracking +25.

Regular Oblique, SemiBold Oblique.  
8pt/9.5pt. Tracking +25.

Proportional lining figures.

Oldstyle lining figures.

Footnotes:  
Regular. 6pt/7pt. Tracking +25.  
Discretionary ligatures on. Underlined.

23/11/2012

[1] ↗ Serifs more used for headlines

[2] James Mosley, *The Nymph and the Grot: the revival of the sanserif letter*, London: Friends of the St Bride Printing Library, 1999

[3] ↗ The Nymph and the Grot, an update. James M. Mosley, <http://typefoundry.blogspot.com>

[4] ↗ About.com lists five categories for sans-serif fonts. <http://desktoppub.about.com/cs/basic/g/sansserif.htm>

## Sans-serif classification

— SOURCE: WIKIPEDIA, THE FREE ENCYCLOPEDIA.  
[HTTP://EN.WIKIPEDIA.ORG/WIKI/SANS-SERIF](http://en.wikipedia.org/wiki/Sans-serif)

In typography, a sans-serif typeface is one that does not have the small projecting features called “serifs” at the end of strokes.

**THE TERM SANS-SERIF** comes from the French word *sans*, meaning “without”. Sans-serif fonts tend to have less line width variation than serif fonts.

In print, sans-serif fonts are used for headlines rather than for body text.<sup>1</sup> The conventional wisdom holds that serifs help guide the eye along the lines in large blocks of text. Sans-serifs, however, have acquired considerable acceptance for body text in Europe.

According to *James Mosley's Typographica journal titled The Nymph and the Grot: the revival of the sanserif letter*, the sans serif letters had appeared as early as 1748, as an inscription of Nymph in the Grotto in Stourhead.<sup>2</sup> However, it was classified as an experiment rather than a sign of wide-scale adoption.<sup>3</sup>

Sans-serif letters began to appear in printed media as early as 1805, in *European Magazine*. However, early-19th-century commercial sign writers and engravers had modified the sans-serif styles of neoclassical designers to include uneven stroke weights found in serif Roman fonts, producing sans-serif letters.<sup>2</sup>

The term Sans-serif was first employed in 1830 by Figgins foundry.

### CLASSIFICATION

For the purposes of type classification, sans-serif designs can be divided into four major groups:<sup>4</sup>

**Grotesque**, early sans-serif designs, such as *Grotesque*, *Akzidenz Grotesk*, and *Franklin Gothic*.

**Neo-grotesque or Transitional or Realist**, modern designs such as *Standard*, *Helvetica*, *Univers*, and *Arial*. These are the most common sans-serif fonts. They are relatively straight in appearance and have less line width variation than Humanist sans-serif typefaces. Transitional sans-serif is sometimes called “anonymous sans-serif” due to its relatively plain appearance.

**Humanist** such as *Calibri*, *Gill Sans*, *Myriad*, *Frutiger*, *Verdana* and *Optima*. These are the most calligraphic of the sans-serif typefaces, with some variation in line width and more legibility than other sans-serif fonts.

**Geometric** such as *Futura*, *ITC Avant Garde*, *Century Gothic* or *Gotham*. As their name suggests, Geometric sans-serif typefaces are based on geometric shapes, like near-perfect circle and square. Note the optically circular letter “O” and the simple construction of the lowercase letter “a”. Geometric sans-serif fonts have a very modern look and feel. Of these four categories, geometric fonts tend to be the least useful for body text.

# Nº3 HURME GEOMETRIC SANS Point tests

As their name suggests

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Nº3 - Hairline SmallCaps 40pt.

Nº3 - Hairline Caps 40pt.

As their name suggests, Geometric sans-serif typefaces are based on geometric shapes, like near-perfect circle and square. Note the *optically circular letter "O"* and the simple construction of the lowercase letter "a". Geometric sans-serif

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# Weights / Basic character set

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Nº3 - Hairline Oblique 30pt/37pt.

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**Thanks**

Grafiä Ry, Tal Leming, Karsten Luecke, John Hudson, Mark Simonson, Karl Stange, André G. Isaak, Michel Boyer and generally everyone helping others at Typophile.

**Photos**

All photos by Kaapo Kamu ([www.kaapokamu.com](http://www.kaapokamu.com)).

**Acknowledgments**

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This typeface specimen is fully set in Hurme Geometric Sans.

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**Hurme Design**

The independent studio and typefoundry of Toni Hurme based in Helsinki, Finland. For more information, inquiries or to give feedback, feel free to contact.

[info@hurmedesign.fi](mailto:info@hurmedesign.fi)

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