

# Generika

## Rounded and Condensed

58pt BOLD/REGULAR

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this manual technique, Meyer set out to create his own but a contemporary digital version. For Generika, he designed a digital typewriter font with a retro feel featuring slightly rounded corners. The different weights are proportionately designed making them useful for a diverse range of applications and suitable for both small point sizes as well as large headlines. Meyer suggests using Generika for engravings, package designs for generic medicine or even as a corporate font for your local pharmacy. Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with

blurry corners. Fascinated by this manual technique, Meyer set out to create his own but a contemporary digital version. For Generika, he designed a digital typewriter font with a retro feel featuring slightly rounded corners. The different weights are proportionately designed making them useful for a diverse range of applications and suitable for both small point sizes as well as large headlines. Meyer suggests using Generika for engravings, package designs for generic medicine or even as a corporate font for your local pharmacy.

*Six proportionately designed weights for*

24/58pt ITALIC/BOLD

# Diverse Applications

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this manual technique, Meyer set out to create his own but a contemporary digital version. For Generika, he designed a digital typewriter font with a retro feel featuring slightly

rounded corners. The different weights are proportionately designed making them useful for a diverse range of applications and suitable for both small point sizes as well as large headlines. Meyer suggests using Generika for engravings, package designs for generic medicine or even as a corporate font for your local pharmacy.

*Engravings and package designs for*

24/58pt ITALIC/BOLD

# Generic Medicine

#### **Your name / Company name**

Alexander Meyer / XYZ.CH

#### **Can you tell us a little bit about yourself?**

I'm an independent graphic designer working in a studio called K18 where I share a working space with 25 other people. I mainly work with printed matter.

#### **What is your direction in graphic design? How would you characterize your style?**

Type is everything, image is nothing and colors I don't like too much.

#### **Place of work**

Zurich, Switzerland

#### **Why did you design this font and what was your inspiration or what was the main idea behind designing this font?**

I found the inspiration for "Generika" in the book "Technische Grundlagen zur Satzherstellung". This is one of my favourite books designed by the famous Swiss typographer Hans Rudolf Bosshard. On page 31, I found

an interesting "Adler" typewriter font specimen, which I thought might be useful as a digitalised corporate font.

#### **How would you describe the character or creative potential of your typeface?**

The font is rounded and condensed and so I think it would look great engraved on a dark background.

#### **Is there a story behind the name?**

The Gernerika font is based on an original typewriter font and the digital version is a sort of copy, like so-called generic medicine.

#### **Do you design your fonts by hand, or directly on the computer? Do you catch yourself drawing characters all the time, when you're phoning, for example?**

I design fonts directly on the computer and since it takes a while to draw all the needed glyphs, I catch myself drawing twenty-four hours a day while doing everything else that has to be done to earn some money. Does developing a typeface start with the character (the individual letter) or are there intermediate stages in

which a kind of rhythm develops, as in musical notation?

#### **What is the ideal usage of your font?**

As the name already evokes, I highly suggest using it for packaging designs of medicinal products.

#### **What fonts still have to be drawn? Adria Ferrán, the Spanish superchef, answered that question in relation to cookery with "hot ice cream". What would you say in relation to typography?**

Is there any font that must have been drawn?

#### **Your future plans?**

Start up a real family instead of font families.

# Generika

30pt LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyzfl  
 0123456789'î:;=<>+,-.?!#%&\*  
 @Æ©ç\$£Äô[\|/]( )i4-ñó\_´ªãõ  
 ·‡,%‰,,ÂÊÛÚÙ^ıú^-·¨° ,ÈËÍÎÏİÓÔÁÒ  
 ¡¿¬ƒ√≈Δ”“÷’åÿ/ÿ€‹…» ÀÕÃŒœ«—

8pt LIGHT

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this manual technique, Meyer set out to create his own but a contemporary digital version. For Generika, he designed a digital typewriter font with a retro feel featuring slightly

8pt LIGHT ITALIC

*Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this manual technique, Meyer set out to create his own but a contemporary digital version. For Generika, he designed a digital typewriter font with a retro feel featuring slightly*

10pt LIGHT

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this manual

10pt LIGHT ITALIC

*Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this manual*

12pt LIGHT

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners

12pt LIGHT ITALIC

*Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners*

14pt LIGHT

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally desi-

14pt LIGHT ITALIC

*Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally desi-*

# Generika

30pt REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyzfl  
 0123456789'î:;=<>+,-.?!#%&\*  
 @Æ©ç\$£Äô[\|/]()ı4-ñó\_´ªãõ  
 ·‡,%∞,,ÂÊÛÚÙ^ıú^-·~°,ÈËÏÎİİÓÔÁÒ  
 ¡¿¬ƒ√≈Δ”“÷’åÿ/ÿ€‹…» ÀÕÃŒœ«—

8pt REGULAR

Gestalten Fonts is happy to announce the release of Generika TW by Mika Mischler. The idea for this font was inspired by a discussion Mika had with another designer about the flow between glyphs. In attempting to create a font in which the visual definition of each glyph flows to the next one, the ItaGenerika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp

8pt ITALIC

*Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this manual technique, Meyer set out to create his own but a contemporary digital version. For Generika, he designed a digital typewriter font with a retro feel featuring slightly*

10pt REGULAR

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this

10pt ITALIC

*Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this*

12pt REGULAR

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and

12pt ITALIC

*Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and*

14pt REGULAR

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally

14pt ITALIC

*Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally*

# Generika

30pt BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyzfl  
 0123456789'î:;=<>+,-.?!#%&\*  
 @Æ©ç\$£Äô[\\/]()ï4-ñó\_´ªãõ  
 ·‡,%o,,ÂÊÛÚÙ^ıú-·°·,ÈËÍÎÏÓÔÁÒ  
 ï¿-f√≈Δ”“÷’åÿ/ÿ€‹…› ÀÕÃŒœ«—

8pt BOLD

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this manual technique, Meyer set out to create his own but a contemporary digital version. For Generika, he designed a digital typewriter font with a retro feel featuring slightly

8pt BOLD ITALIC

*Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this manual technique, Meyer set out to create his own but a contemporary digital version. For Generika, he designed a digital typewriter font with a retro feel featuring slightly*

10pt BOLD

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this

10pt BOLD ITALIC

*Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and corners but the actual outcome when used on the typewriter was badly printed with blurry corners. Fascinated by this*

12pt BOLD

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and

12pt BOLD ITALIC

*Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally designed with sharp edges and*

14pt BOLD

Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally

14pt BOLD ITALIC

*Generika is a new text font designed by Alexander Meyer inspired by an old typewriter font. When Meyer came upon the original Adler font, he took a particularly liking to it. Adler was originally*