

beauty

Juli, Julei und Jule are three variations on the same typeface.

Juli, the typeface for Juliette's Recipes is a more square, modern take on the classic Akzidenz Grotesk, and designed from the outset to be easily legible in very thin settings. It's square, heavy, stocky forms, large x-height and distinct shapes help achieve this goal.

Julei is the typeface for copyandpasta.com, and goes bold with the added contrast for the classy, supple look, and slightly awkward look found in mid 20th-century cookbooks.

Jule is the final take on the design, combining the contrast of Julei with the stocky, straight styling of Juli to for a contemporary, smooth look that works in thin and bold applications alike.

Jule beauty

Juli beauty

Julei beauty

Juli Hairline
Juli ExtraThin
Juli Thin
Juli Book
Juli Medium
Juli Bold
Juli Black

Jule Hairline
Jule ExtraThin
Jule Thin
Jule Book
Jule Medium
Jule Bold
Jule Black

Julei Hairline
Julei ExtraThin
Julei Thin
Julei Book
Julei Medium
Julei Bold
Julei Black

beauty

Juli – a straight forward gothic

mode mode mode mode **mode mode mode mode**

Jule – a little edge

mode mode mode mode **mode mode mode mode**

Julei – with classy contrast

mode mode mode mode **mode mode mode mode**

Juli Hairline

beauty

clean kind simple style

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Juli Extra Thin

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Juli Medium

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Akzidenz Grotesk Light

Akzidenz Grotesk and

Juli Thin

Akzidenz Grotesk and

Helvetica Light

Akzidenz Grotesk and

Franklin Gothic Book

Akzidenz Grotesk and

Akzidenz Grotesk Bold

Akzidenz Grotesk and

Jule Bold

Akzidenz Grotesk and

Helvetica Bold

Akzidenz Grotesk and

Optima Bold

Akzidenz Grotesk and

Julei Bold

Akzidenz Grotesk and

Julei Hairline

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Julei Extra Thin

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Julei Book

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Julei Bold

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Julye

beauty

Juli

beauty

Julie

beauty

Jule Hairline

beauty

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Jule Medium

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Jule Bold

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Julie Black

oeaauty

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Juli Hairline
Juli ExtraThin
Juli Thin
Juli Book
Juli Bold
Juli Black

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by **MORITZ ZIMMER**

moritzzimmer@
moritzzimmer.com

Julei Hairline
Julei ExtraThin
Julei Thin
Julei Book
Julei Bold
Julei Black