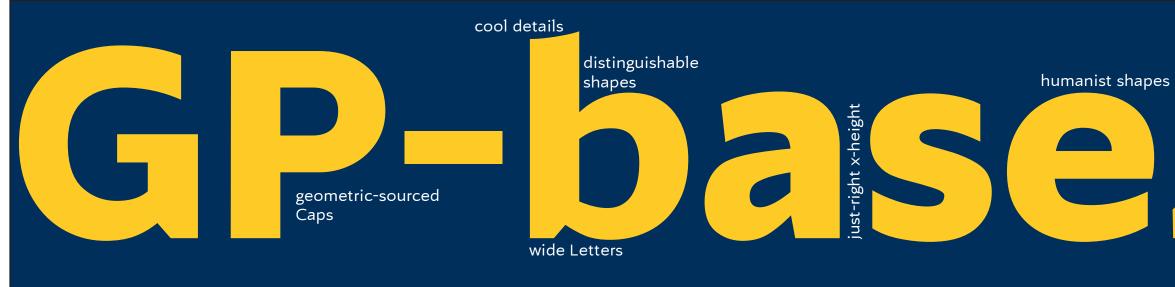
## A Typeface to Learn German.tips A Typeface for the Web.

GP-base24 is a modern Grotesk originally conceptualized and developed as a webfont. Intended to be legible in even the smallest sizes. Development started as sketches of a Sans typeface, based on a beautifully wide version of Palatino. We didn't just cut off the serifs, we looked at the shapes and feel of the typeface, and then drew a brand new typeface.



by Moritz Zimmer

## In choosing a font

for the LearnGerman.tips website, the general direction we wanted to go was clear: We had picked Verdana during her development of the site, and it worked very well for subject. Being a wide and easily legible typeface, it was the ideal choice for a website about learning and comprehending a new language through text.

**Designing a typeface** was the perfect opportunity to do something I had wanted to do for a long time – and I am certainly no stranger to type design (moritzzimmer.com). After learning about the history of the typeface for the Deutsche Bahn (youtube. com/watch?v=BRBNEbDQf-0 & christianschwartz.com ), I found it intriguing to develop a Sans family based on an existing Serif typeface. Since Spiekermann and Schwartz based DB Type on a Garamont (or sorts), I had for a while planned to go the most obvious route and use the arguably most ubiquitous Serif there is: Times New Roman. After doing a few sketches (insert sketch here), I quickly realized that, while the resulting typeface had potential, it didn't meet one of the key

requirements I wanted: To be wide. After searching a bit through the "basics", I came across Palatino, which does run beautifully wide, and is a very pretty and legible Serif.

### One of the other factors

in choosing to make a Palatino-based Sans was that it differentiates between the shapes of the letters b, p, q, d — something not every modern Serif does, but something that was very important to have in a typeface that should take all the guesswork out of reading.

## For the Capital Letters

wanted something a little bit more clean and German — technical, if you will. I based the Capitals on my own "NEUE mogobau" typeface, which itself is inspired by the Futura model. I made the shapes quite a bit wider and more open, to match the minuscule letters.

### **The Final Product:**

With only about 24 hours of time to conceptualize, draw and digitize the first version of the typeface, the deadline was quite fierce — but sometimes a deadline really helps, and I am quite proud of what was achieved in such a short period of time.

**Oh,** and GP-base24 also comes in a **Condensed** version. When space is more of an issue than readability.

# instead of Givin

Since GP-base24 is the typeface of the Learn German website, we needed to not only make the typeface very legible: Wide, with lots of room, generous spacing and a larger x-height — we also needed to make sure the individual letter shapes are easily distinguished, and not alike. Even though they all face in different directions, a b is easily mistaken as a p, b and q. An l cannot look like a 1 or in l, an 8 like a B or an  $\beta$ , an rn may not run together into an m. To achieve this, each letter has — subtly, but noticeably — their own distinct and unique shape and forms.



moritzzimmer.com

In choosing a font for Juliette's Learn German website, the general direction we wanted for the site to go was clear: Juliette had picked Verdana during her development of the site, and it worked very well

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ABCDEF GHIJKLMNOP QRSTUVWXYZ abcdefghijkl mnopq rstuvw