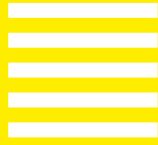
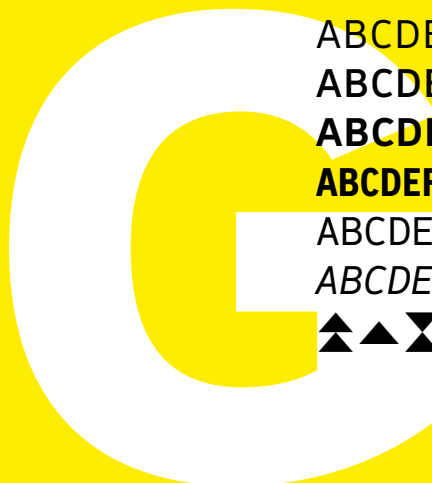


**B**  
**Schrift**  
**Handbuch**  
**Burg Grotesk**  
**Familie**  
**U**  
**R**

ABCDEFG abcdefg Regular  
ABCDEFG abcdefg Medium  
**ABCDEFG abcdefg Bold**  
**ABCDEFG abcdefg Condensed Bold**  
ABCDEFG abcdefg Mono Regular  
*ABCDEFG abcdefg Mono Italic*  
▲▲✕◆▲▼△△✕◇▲▼



BURG GROTESK

BOLD 70/78 pt

ABCDEFGHI  
JKLMNOPQRS  
TUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
→ [ { & € & } ] ←  
1234567890  
afgijrygiñctst  
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INFORMATION

# Burg Grotesk

MEDIUM 100/80 pt

DESIGN

Andrea Tinnes

JAHR

2011/2015 +

VARIANTEN

Burg Grotesk  
Burg Grotesk Mono  
Burg Condensed  
Burg Lettern  
Burg Symbole

FORMAT

OpenType

FOUNDRY

typecuts

**Die Burg Grotesk** — sie ist die neue Hausschrift der Burg Giebichenstein Kunsthochschule Halle und ist im Rahmen des neuen visuellen Erscheinungsbildes der Hochschule entstanden. Die Burg Grotesk basiert auf der »PTL Roletta Sans«, einer umfassenden runden Schriftfamilie aus dem Jahr 2010. Im Gegensatz zur PTL Roletta Sans hat die Burg Grotesk gerade Strichendungen, verbindet jedoch gleichermaßen eine gewisse Funktionalität mit vielen verspielten Details. Die Versalien sind etwas schmaler in ihrer Proportion, während die Kleinbuchstaben breiter laufen und in ihrem Duktus lebendiger sind. Die Burg Grotesk besteht zur Zeit aus den Gewichten Regular, Medium und Bold sowie einer schmalfetten und einer Monospace Variante; weitere Gewichte mit ihren entsprechenden Kursiven sind in Planung. Die einzelnen Fonts enthalten zahlreiche Open-Type Funktionen wie Kapitälchen, verschiedene Ziffernsätze, Standard- und kontextabhängige Ligaturen, alternative Zeichen (verteilt über einzelne Formatsätze) sowie viele geometrische Symbole und Pfeile. Darüber hinaus wird die Burg Grotesk von den Burg Lettern und dem Burg Symbolfont begleitet. Die Burg Grotesk steht allen Mitgliedern der Hochschule für eine typografische Nutzung zur Verfügung.

REGULAR 13/17 pt

## INFORMATION

# B U R G



B

U

R

G



**Die Burg Lettern** — mit dem nun auch offiziellen Gebrauch der umgangssprachlich verwendeten Kurzform »Burg« stärkt die Kunsthochschule ihre Identität sowohl in der internen als auch in der externen Kommunikation. Die vier Buchstaben B–U–R–G fungieren dabei als markantes Signum, als Stempel und Markierung in unterschiedlichen Konstellationen und Anwendungen, von sehr dezent bis laut und explosiv.

Die »Burg Lettern« bestehen aus soliden serifenlosen Versalien in einem fetten Schriftschnitt. Sie sind eine direkte Ableitung der Kapitälchen der PTL Roletta Sans Black und haben einen deutlichen visuellen Bezug zur Burg Grotesk.

**Der Burg Symbolfont** — als ein weiteres individuelles Gestaltungselement des neuen Erscheinungsbildes wurde der Burg Symbolfont entwickelt. Er funktioniert als visuelle Sprache, als Repertoire der Muster- und Strukturbildung, basierend auf den geometrischen Grundformen des Burg Logos. Die verschiedenen Muster können immer wieder als sekundäres Gestaltungselement eingesetzt werden.

**Das Burg Logo** — ein elementarer Bestandteil des Erscheinungsbildes der Burg Giebichenstein Kunsthochschule Halle ist das Burg Logo. Das Logo, welches von Herbert Post nach einer Idee von Gerhardt Marcks gestaltet wurde und in den vergangenen 90 Jahren immer wieder leichte Veränderungen erfuhr, wird ein weiteres Mal behutsam überarbeitet, und zwar durch minimale optische Korrekturen und Strichstärkenoptimierungen und eine leichte »Öffnung« des dreieckigen Daches.



**BURG GROTESK DESIGN**

**BOLD 330 pt**

**Roi**

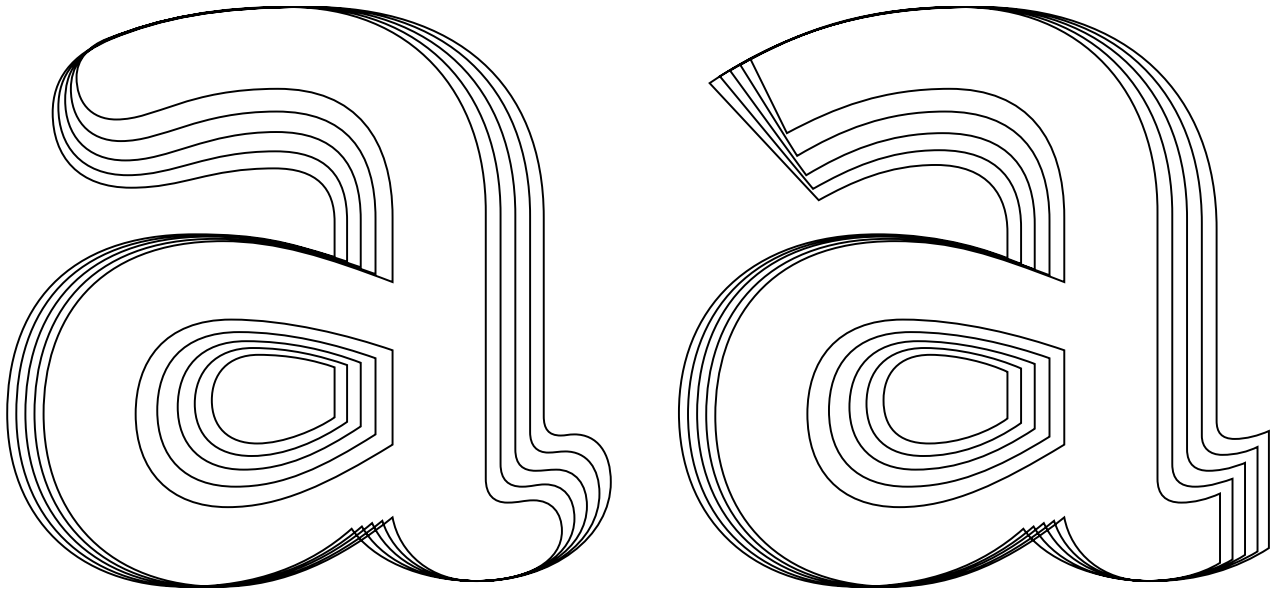
**REGULAR 180 pt**

**abgnny**

**ASNOQ**

VERGLEICH ROLETTA BURG GROTESK

420 pt



105 pt

AHC abng

AHC abng

158 pt

BURG





BURG GROTESK VARIANTEN

60/60 pt, 18/20 pt

Regular <sup>10–12</sup>

Medium <sup>13–15</sup>


Bold <sup>16–18</sup>


Condensed Bold <sup>19–21</sup>

Mono Regular <sup>22–24</sup>

Mono *Italic* <sup>22–24</sup>

BURG <sup>29–31</sup>



 <sup>31–33</sup>

ABCDEFGH abcdefg Regular  
 ABCDEFG abcdefg Medium  
 ABCDEFG abcdefg Bold  
 ABCDEFG abcdefg Condensed Bold  
 ABCDEFG abcdefg Mono Regular  
 ABCDEFG abcdefg Mono *Italic*  




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**BURG GROTESK**

REGULAR 20/23,5 pt

The Amateur and Printing: For the amateur and for the artist alike there are three stages in the study of an art. In the first he loves it and knows nothing about it. In the second he is learning, and is so full of the consciousness, perhaps also of the pride, of his growing knowledge that he is prone to transfer his affection from the art to the detail and processes of the art, sometimes doing or praising bad work because it may illustrate a rule or employ a device about which he knows. It is in this second stage that all really bad art is produced, in painting, acting, building, and whatever else. In this stage also the artist likes to

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REGULAR 20/23,5 pt, ALTERNATES

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REGULAR 12/16 pt

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**The Amateur and Printing:** For the amateur and for the artist alike there are three stages in the study

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CONDENSED BOLD 12/16 pt

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**BURG MONO**

REGULAR + ITALIC 18/23,5 pt

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**BURG MONO**

REGULAR + ITALIC 9/12 pt

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REGULAR + ITALIC 12/16 pt

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**BURG GROTESK MONO GLYPHENÜBERSICHT**

Großbuchstaben

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Kleinbuchstaben

abcdefghijklmnopqrstuvwxyz

Kapitälchen

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ziffern

1234567890 1234567890 1234567890 1234567890

Ligaturen

ffffiifjfflfl#

Interpunktionen,  
Sonderzeichen

&@#'"\$%?!?;ı%‰\*†‡®©™ª«»¿ˆˇ˘˙˚˛˜˝˞˟ˠˡˢˣˤ˥˦˧˨˩˪˫ˬ˭ˮ˯˰˱˲˳˴˵˶˷˸˹˺˻˼˽˾˿˰˱˲˳˴˵˶˷˸˹˺˻˼˽˾˿

Stilistische Alternativen

a f g y I i j r 1 1 0 0 & G ¶ [ ] [ ] ¶ ¶

Akzentbuchstaben

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Ž Đ Þ  
à á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý ž đ þ  
ž đ þ À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Ž Đ Þ

Währungszeichen

€ \$ £ ¥ ¢ ₣ ₧

Zähler, Nenner  
Superscript, Subscript

0 1 2 3 4 5 6 7 8 9 , . : + - = x ( ) [ ] 0 1 2 3 4 5 6 7 8 9 , . : + - x = ( ) [ ]  
0 1 2 3 4 5 6 7 8 9 , . : + - x = ( ) [ ] 0 1 2 3 4 5 6 7 , . : + - x = ( ) [ ]

Brüche

¼ ½ ¾

Mathematische Zeichen

= + - ÷ < > ± ≅ ≈ ≠ ≤ ≥ ¬ ~ ∞ ∫ ∅ Δ Ω μ ∂ ∏ ∏ ∑ ∑

Pfeile

← ↑ → ↓ ↖ ↗ ↘ ↙ ↕ ↔ ↠ ↡

Grafische Symbole

■ □ ▲ △ ▽ ▾ ▿ ◂ ◃ ◅ ◆ ◇ ◈ ◉ ◊ ◌ ◍ ◎ ● ◐ ◑ ◒ ◓ ◔ ◕ ◖ ◗ ◘ ◙ ◚ ◛ ◜ ◝ ◞ ◟ ◠ ◡ ◢ ◣ ◤ ◥ ◦ ◧ ◨ ◩ ◪ ◫ ◬ ◭ ◮ ◯ ◰ ◱ ◲ ◳ ◴ ◵ ◶ ◷ ◸ ◹ ◺ ◻ ◼ ◽ ◾ ◿ ◰ ◱ ◲ ◳ ◴ ◵ ◶ ◷ ◸ ◹ ◺ ◻ ◼ ◽ ◾ ◿

OPENTYPE FEATURES

DEAKTIVIERT

AKTIVIERT

Schreibungsabhängig  
höhergestellte Zeichen

»Hamburge-fontives«

→

»HAMBURGE-FONTIVES«

Großbuchstaben

Hamburgetfontives

→

HAMBURGETFONTIVES

Standardligaturen

Hamburgetfontifles

→

Hamburgetfontifles

Kontextbedingte Ligaturen

speichel ist oft gift  
affin attest action www.site

→

speichel ist oft gift  
affin attest action www.site

Versalziffern  
Standard Ziffern

13.05.1984

→

13.05.1984

Tabelle Versalziffern

13.05.1984

→

13.05.1984

Mediävalziffern

13.05.1984

→

13.05.1984

Tabelle Mediävalziffern

13.05.1984

→

13.05.1984

Hochgestellte Zeichen

Handglove2(N+X)

→

Handglove<sup>2(N+X)</sup>

Tiefgestellte Zeichen

H20 CO2

→

H<sub>2</sub>0 CO<sub>2</sub>

Zähler

Handglove123

→

Handglove<sup>123</sup>

Nenner

Handglove123

→

Handglove<sub>123</sub>

Brüche

123/456

→

123/456

OPENYTYPE FEATURES

DEAKTIVIERT

AKTIVIERT

Formatzsatz/Stylistic Set 1  
Alternativ: a

Hamburgetfontives  
alive and kicking

→ Hamburgetfontives  
alive and kicking

Formatzsatz/Stylistic Set 2  
Alternativ: g

Hamburgetfont  
typographic gift

→ Hamburgetfont  
typographic gift

Formatzsatz/Stylistic Set 3  
Alternativ: I, i, j, r, i

lamburgetfontiv IAM  
Interface design job FIRM

→ Iamburgetfontiv IAM  
Interface design job FIRM

Formatzsatz/Stylistic Set 4  
Alternativ: f

Hamburgetfontives  
featuring films on craft

→ Hamburgetfontives  
featuring films on craft

Formatzsatz/Stylistic Set 5  
Alternativ: y

Hamburgetfontyves  
typographic gymnastics

→ Hamburgetfontyves  
typographic gymnastics

Formatzsatz/Stylistic Set 6  
Alternativ: ¶, [, ], {, }

¶ [{"Hamburgetfontives}]

→ ¶ [{"Hamburgetfontives}]]

Formatzsatz/Stylistic Set 7  
Alternativ: |

|Hamburgetfontives|

→ :|Hamburgetfontives|

Formatzsatz/Stylistic Set 8  
Alternativ: &

Hamburget & fontives

→ Hamburget & fontives

Formatzsatz/Stylistic Set 9  
Alternativ: &

Hamburget & fontives

→ Hamburget & fontives

Formatzsatz/Stylistic Set 10  
Alternativ: 0

Hamburg 0o

→ Hamburg 0ø

Formatzsatz/Stylistic Set 11  
Alternativ: 1

Hamburg 11

→ Hamburg 11

Formatzsatz/Stylistic Set 12  
Alternativ: Arrow

Hamburg →

→ Hamburg →

Formatzsatz/Stylistic Set 13  
Alternativ: Arrow

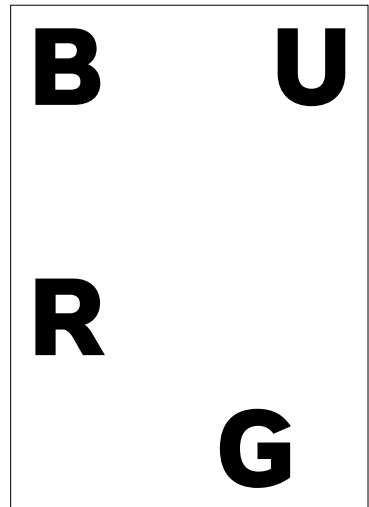
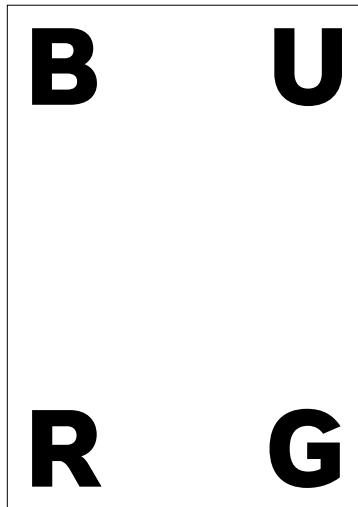
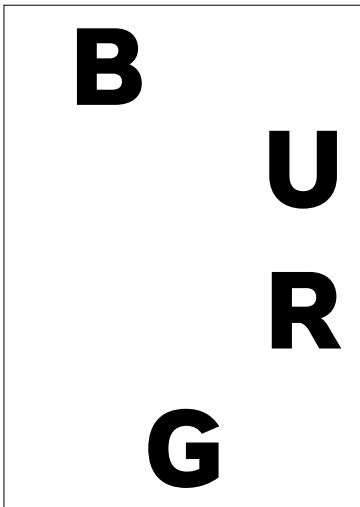
Hamburg →

→ Hamburg ▶

**B U**  
**R G**

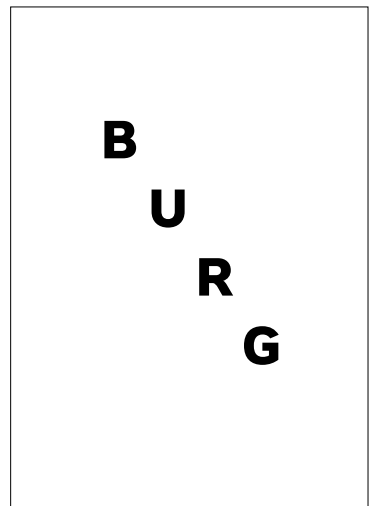
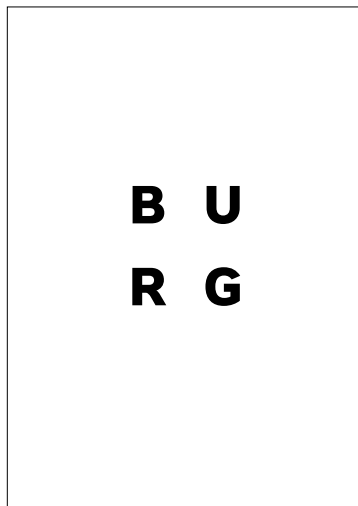
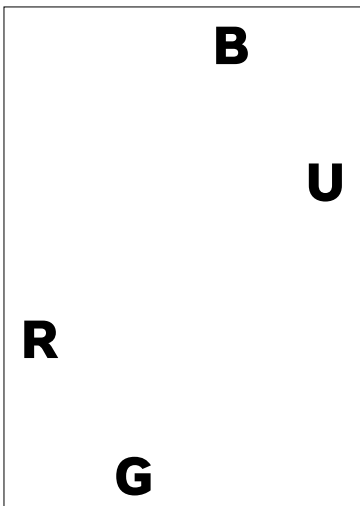
BURG LETTERN KONSTELLATIONEN

GROSSE PUNKTGRÖSSE



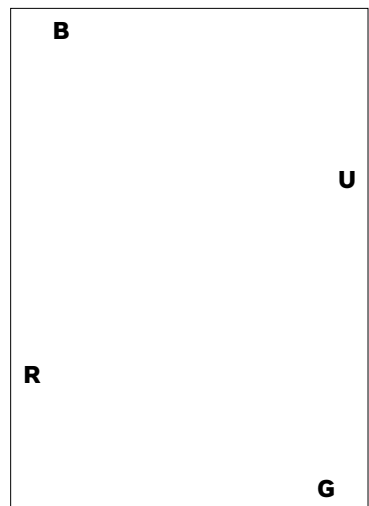
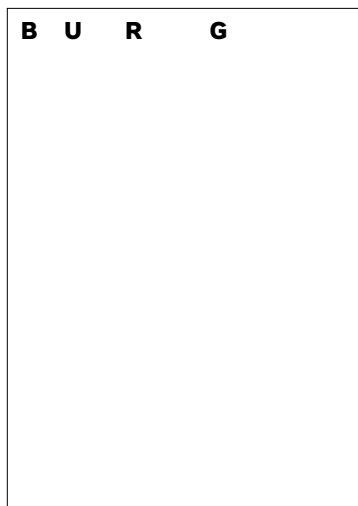
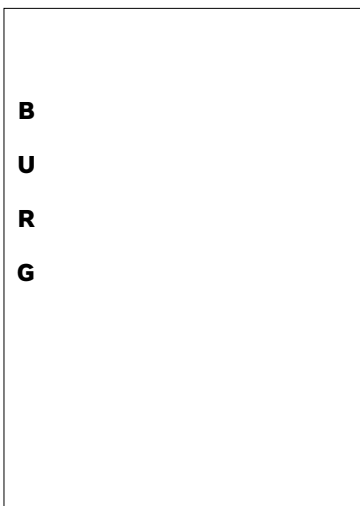
BURG LETTERN KONSTELLATIONEN

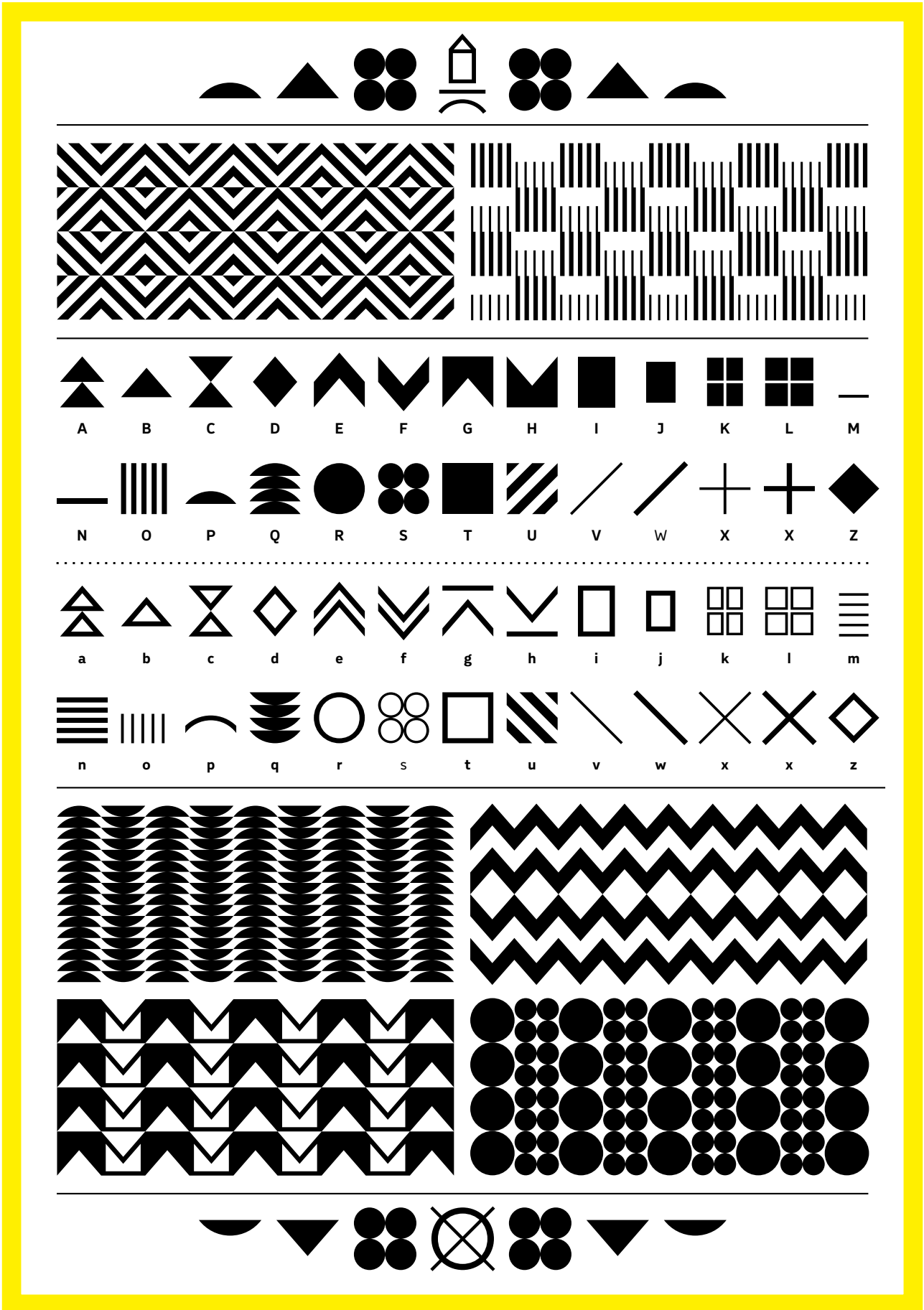
MITTLERE PUNKTGRÖSSE



BURG LETTERN KONSTELLATIONEN

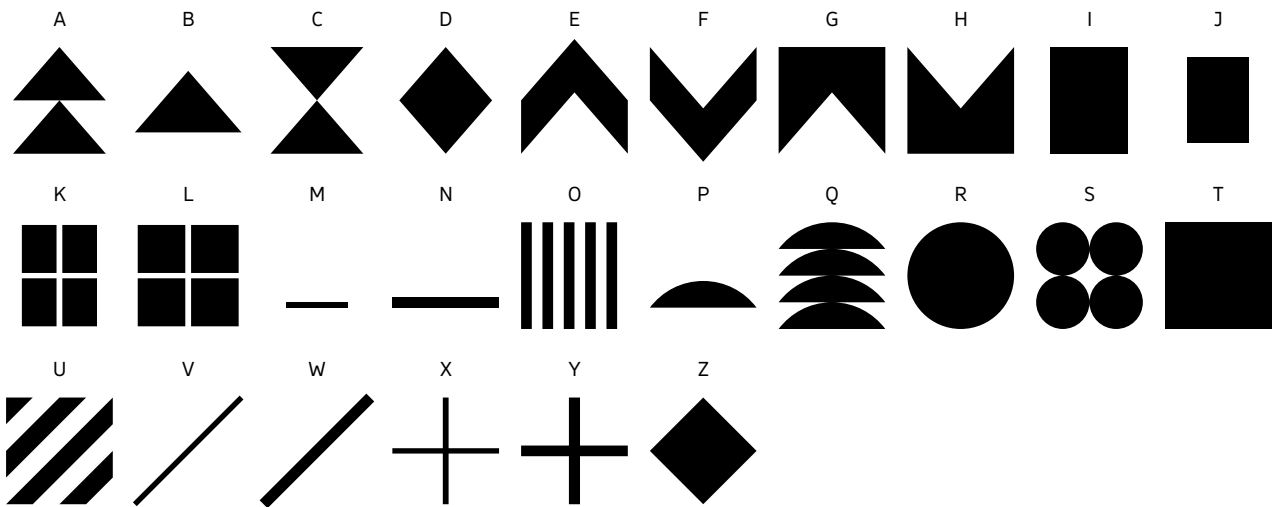
KLEINE PUNKTGRÖSSE





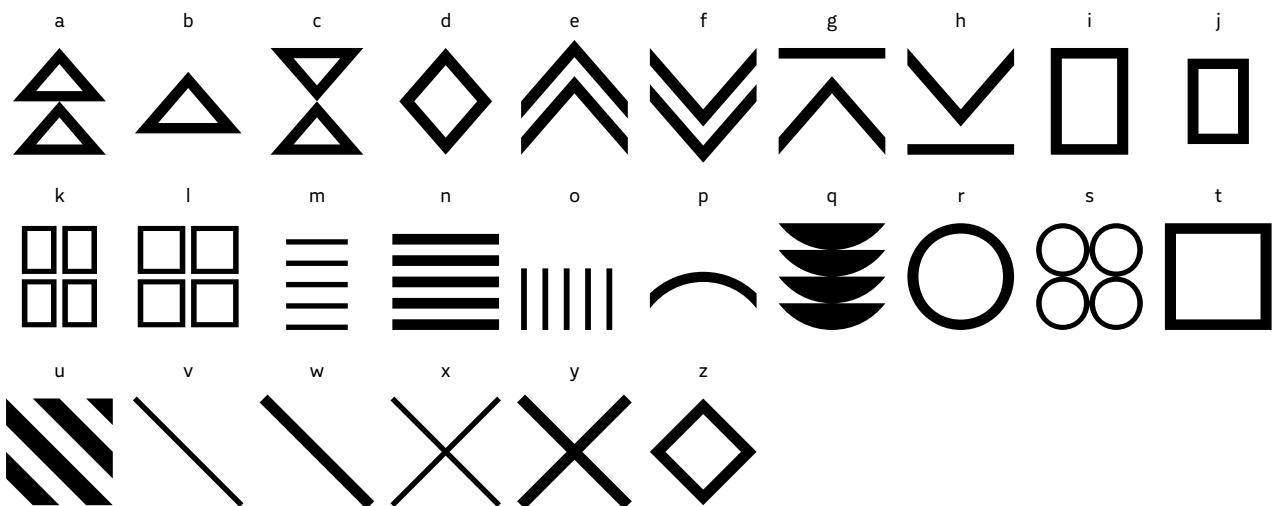
**BURG SYMBOLE TASTATURBELEGUNG**

GROSSBUCHSTABEN 40 pt



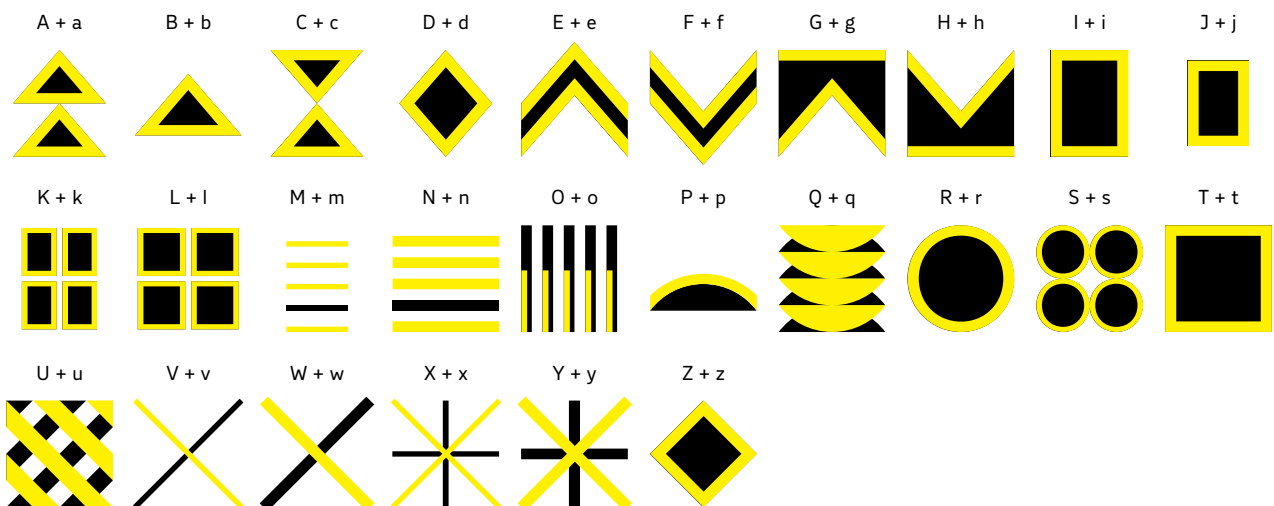
**BURG SYMBOLE TASTATURBELEGUNG**

KLEINBUCHSTABEN 40 pt



**BURG SYMBOLE TASTATURBELEGUNG**

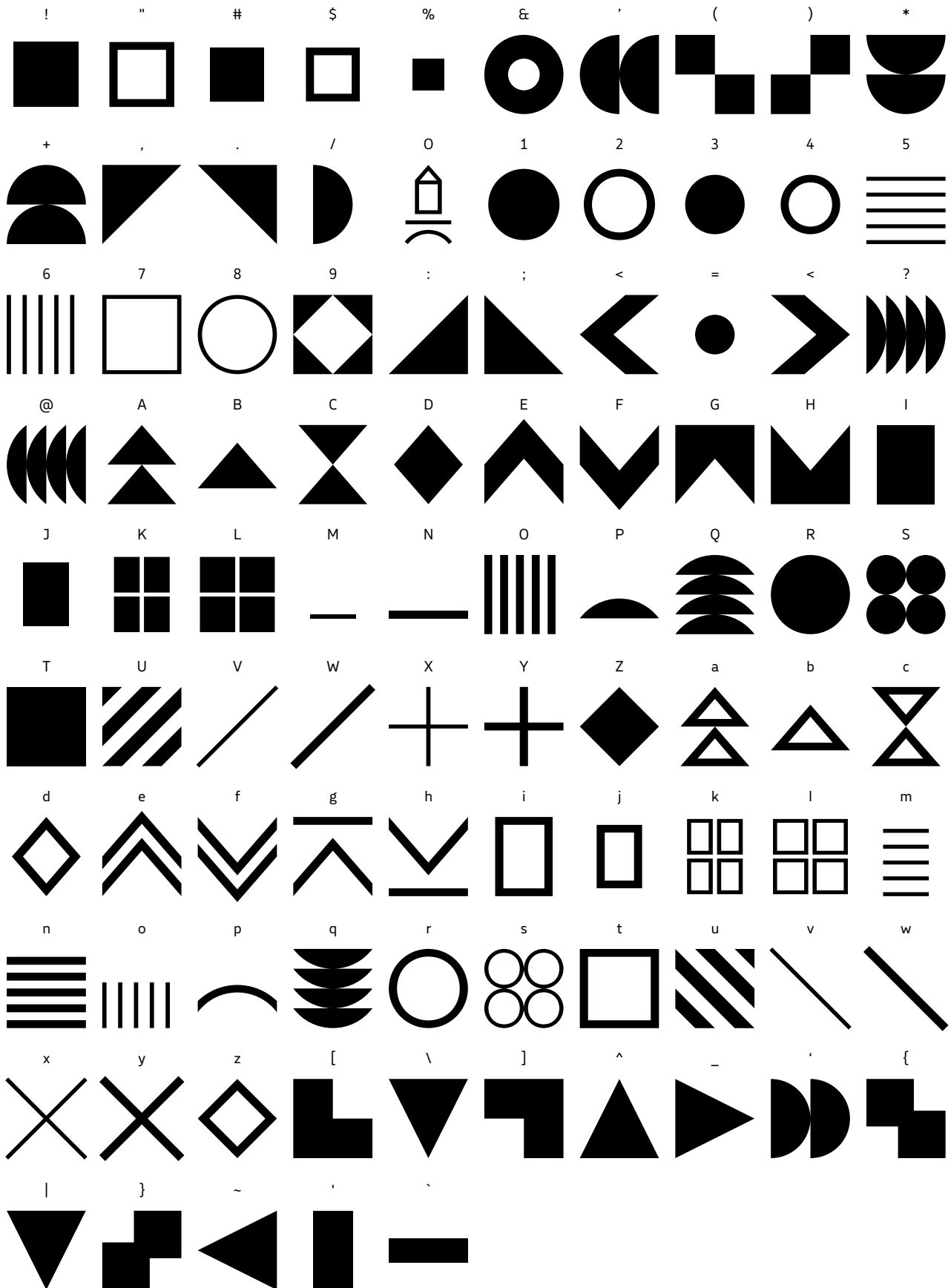
KOMBINATIONEN 40 pt





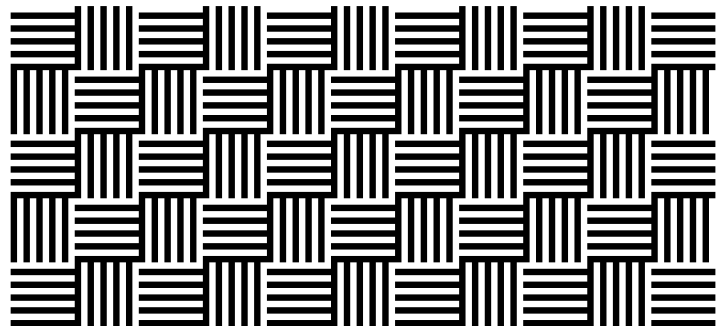
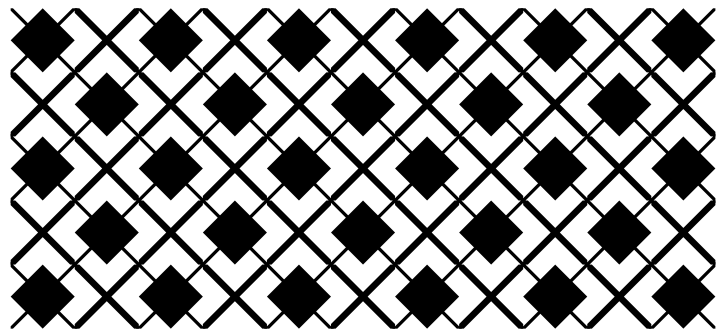
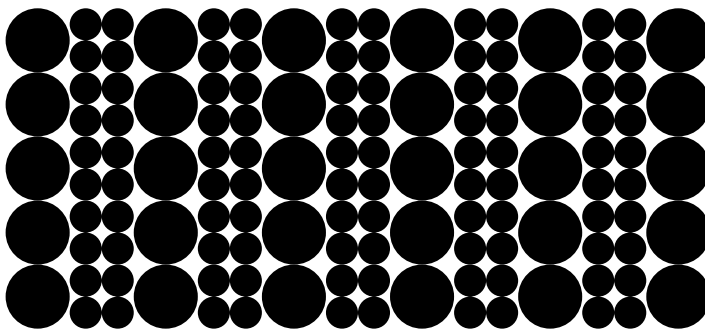
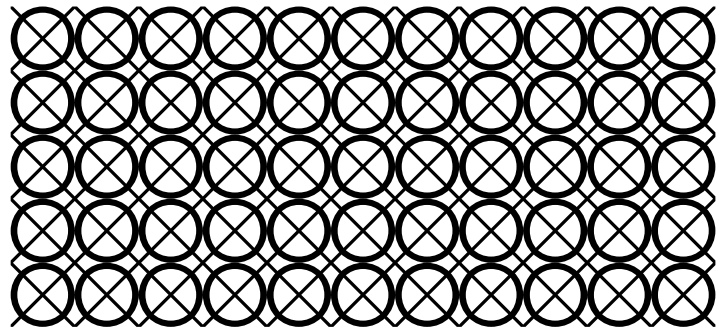
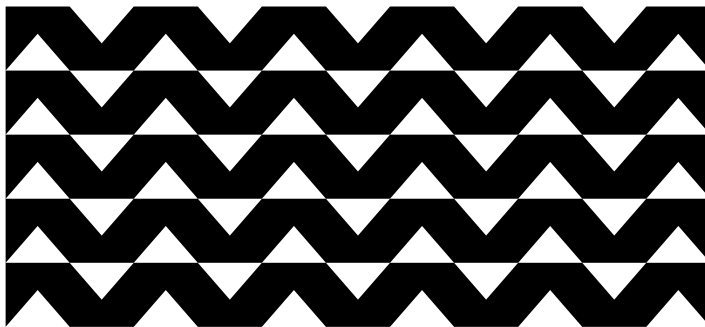
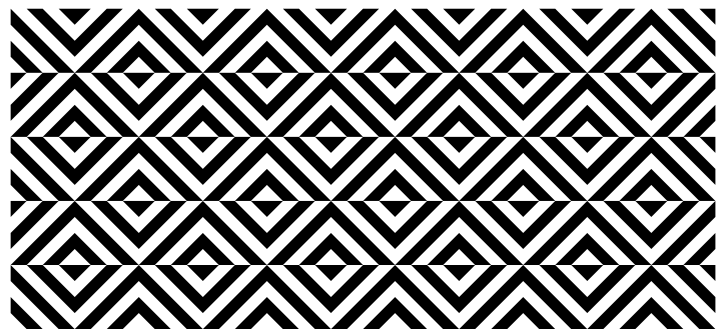
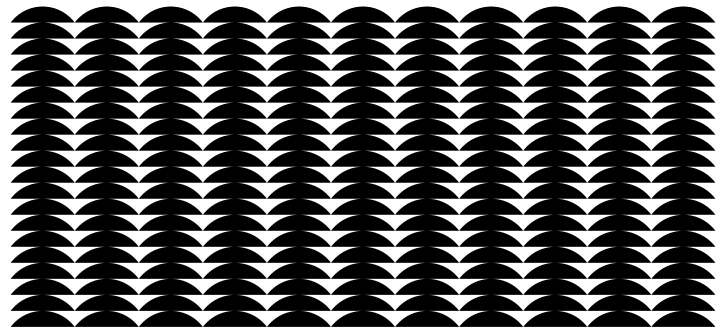
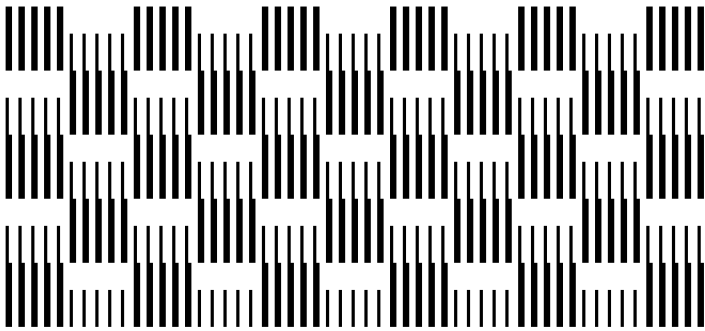
BURG SYMBOLE GLYPHEN

40 pt



BURG SYMBOLE PATTERNS

24/24 pt



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Burg Giebichenstein Kunsthochschule Halle University of Art and Design

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Burg Giebichenstein Kunsthochschule Halle, Neuwerk 7, 06108 Halle (Saale)  
www.burg-halle.de

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**LANGUAGE SUPPORT**

Albanian, Basque, Cornish, Dutch, Danish, English, Faroese, Filipino, Finnish, French, Frisian West, Galician, German, Icelandic, Indonesian, Interlingua, Irish, Italian, Kinyarwanda, Malay, Manx, Norwegian (Bokmål and Nynorsk), Oromo, Portuguese, Somali, Sotho (Northern and Southern) Spanish, Swahili, Swedish, Tsonga, Xhosa, Zulu

.....

**CODEPAGES**

MacOS: MacOS Icelandic, MacOS Roman  
MS Windows: MS Windows 1252 Western (ANSI)  
ISO: ISO 8859-1 Latin 1 (Western)  
IBM: IBM 37 United States EBCDIC (IBM-28709), IBM 273 Germany EBCDIC, IBM 278 Finland, Sweden EBCDIC, IBM 280 Italy EBCDIC, IBM 284 Spain, Latin America EBCDIC, IBM 285 United Kingdom EBCDIC, IBM 297 France EBCDIC, IBM 500 International EBCDIC, IBM 871 Icelandic EBCDIC, IBM 1047 Open Systems EBCDIC

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**DANK AN**

Andreas Eigendorf, Alphabet Type, für die Programmierung und Produktion

.....

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