

# Rotis Sans Serif

## SPOTTING ROTIS SANS SERIF

C G Q  
i j c e

- Slightly condensed proportions
- Top of **C**, **G** and **c** curve down
- Tail of **Q** is horizontal
- Dot over **i** and **j** is wider than stroke width
- Bottom of **c** and **e** is almost flat

## ETYMOLOGY

Otl Aicher  
1988

## FAMILY

Four weights with Italics for the lightest two.

## FONT FACTS

The four basic designs of Rotis (Sans Serif, Semisans, Sans and Serif) were created within an “extended” typeface family concept. All designs share the same cap height, lowercase x-height, basic stem weight, and general proportions.

The family was originally developed for Druckhaus Maack, a large printing firm in Germany.

# Dante

## SPOTTING DANTE

E F J  
G n c a

- Top serif of **E** and **F** slant inward
- **J** drops below baseline
- Low crossbar on **G**
- Pennant lowercase top serifs
- **a** and **c** ball terminals differ

## ETYMOLOGY

Giovanni Mardersteig/Charles Malin  
Released by Monotype in 1957

## FAMILY

Three weights with corresponding italics, small caps, old style figures and a titling font.

## FONT FACTS

Special care was taken to the design of the serifs and top curves of the lowercase to create a subtle horizontal stress, which helps the eye move smoothly across the page. First used in 1955 to publish Boccaccio’s “Trattatello in Laude di Dante” – hence the typeface name. Metal fonts were cut at Monotype’s factory in Frankfurt.