

Designer:
Tim Ahrens

Format:
Cross platform OpenType

Styles & weights:
Regular, Bold, Condensed & Bold Condensed

Purchase options:
OpenType complete family €79
Single font €29
Webfont subscription €19 per year

JAF Herb

Tradition ist die
Weitergabe des Feuers
und nicht die Anbetung
der Asche.

GUSTAV MAHLER

Making of Herb

Herb is based on 16th century cursive broken scripts and printing types. Originally designed by Tim Ahrens in the MA Typeface Design course at the University of Reading, it was further refined and extended in 2010.

The idea for Herb was to develop a typeface that has the positive properties of blackletter but does not evoke the same negative connotations – a type that has the complex, humane character of fraktur without looking conservative, aggressive or intolerant.

As Rudolf Koch illustrated, roman type appears as timeless, noble and sophisticated. Fraktur, on the other hand, has different qualities: it is displayed as unpretentious, friendly and 'cosy' (Fig.1).

After reading a text set in fraktur for a while, many readers would find it surprisingly legible and comfortable to read. Switching back to roman type might make one feel even uncomfortable – the Latin letters feel almost cold, emotionless and rational in a negative sense, and also too linear and somewhat too thin, like a skeleton with not enough articulated flesh on it.

Introducing qualities of blackletter into roman typefaces has become popular in recent years. The sources of inspiration range from rotunda to textura and fraktur. In order to achieve a unique style, other kinds of blackletter were used as a source for Herb.

One class of broken script that has never been implemented as printing fonts is the gothic cursive. Since fraktur type hardly ever has an 'italic' companion like roman types few people even know that cursive blackletter exists. The only type of cursive broken script that has gained a certain awareness level is civilité, which was a popular printing type in the 16th century, especially in the Netherlands. Further examples of cursive broken script can be found in German medieval and renaissance manuscripts and prints (Fig.2–5). These letter shapes look very original and novel but on the other hand not unconventional or made-up. Perhaps it can be felt that they have developed over centuries, and the dynamic of these ancient writings appear anything but old-fashioned.



1 'The roman type' and 'The fraktur type' – these silhouettes cut by Rudolf Koch in 1918 illustrate how the two styles were perceived at the time.



Das ist es du moest volpertig
mit dem fleisse als ich gedacht
habe ich son aber was geschen
das ist hin und her beklaen
oil pas dann ich mich wiss
jens laufet vor dir nemet da
woer lens les der merke du ²

² From Hugo von Trimberg's *Der Renner*, 1430

die je vernuft vnd verstandnuß lieb
n oder lesen kann seld man dem si
ſ dem mit frombeit ſo dunct mich
e vor wel ythan. Nun hat der mei
gezeichend mit gewonlicher juristen
iden er die ſym vnd die vrteil des
x rechten hat genomen vnd ausgezei
mb das die em fletten die mermut v

⁴ Bohemian-Franconian Bastarda from *Belial* by Jacobus de Teramo,
15th century

Buchstaben in iher ordnung ſo mar
en vnd der grund oder vrsprung
endert vnd abwechselt. Kats ich
nder ziehen lerne, dann es voegte e
- Damit du aber bald vnd gau
d arſicher ſormirung künſt. W
Wie dann dieſelben in ordnung v

⁶ From *Anweysung einer gemeinen Handschrift* (a handwriting manual)
by Johann Neudörffer, etching, 1538

G zuverfahren / ob was theurs von diſem
mb: Etlich bringen beschrieben / manu
latur / oder künſtlicher erbawung vng
Jeder verzaichnet das / ſudem Er von
aber das / welches erzellung er zum buſ
uhörn acht. Von ainem ſolchen Löbel
auch mit abſondern wellen / Sonder bi

⁸ Fraktur cursive from the chronicle of Venice, printed by Hans Kilian
in Neuburg/Donau in 1557

present disantoy. Et incontiu
ent dicellui qui est premier a
tre / Et apres ce ſe retrairont le
unes au milieu de la place et /
rence au ſouuerant / et des ille
rault precedenteux tenans
eaux vront offrir chun vne vi

³ Civilité from the *Statutenbuch vom goldenen Vlies*, written
in Bruges 1519/20

Subiecto no erat neceſſitatis ſed pietatis
etna Et m̄tēm q̄ ſuabat oīd vba fec
Retinebat qm̄ ſop̄ gesta et vba memor
iat ſonat q̄ oīd vba dūdent q̄ i cord
arca dei in quarepoſitū erat legis i
m̄ dolo. q̄ bīa vngō atteſebat ad vba q̄
memorē q̄ niedaret / et illa atteſio eāt n
pā p̄q ascensionē filij ſui remaſic̄t̄ tr
e quo pleniq̄ erat edoc̄ta p ſp̄m ſan / et
exeat oīd vacuis vniuersa ut dicit ſom̄

⁵ Gothic book cursive, handwritten sermon, Cologne or Lower
Rhine, around 1440

ſſtſtling vnn̄ volbdarſtling, mi
noch betriygl̄chkeiten h̄indergang
v̄, willig vnn̄ offenbarling, v̄mo,
mündrinfungen, immernorrunden
und wortlinien gerichten vnn̄ vyt
und Zöblinien gevoongtien fer
eſten ſtauffe. Dem Edeln und

⁷ From Wolfgang Fugger's writing book, Nuremberg, woodcut, 1553

e par nous enuoye en noz pays de par de ç
ommune de la sainte Eglise Catholique
lantes lettres) bien & deuement imprimées
lantes Bibles Catholiques, es trois l
paraphrase Chaldaïque ancienne, & l
la copie des Bibles iadiis imprimees ei
stant les Grammaires, Dictionnaires

⁹ From the *Biblia Polyglotta* by Christoph Plantin, print, 1569–73

10 11 12 13

14 15 16 17



19 Funerary stele, Rome, 2nd century AD

QVIA
QVARTA
VIX ANN IX

20 Herb small caps

For the initial version of Herb two handwritten and two printed samples served as models. The first one is a text written by the German writing master Johann Neudörffer (Fig. 6 & 10). It can be categorised as ‘kurrent’, a typically German style of handwriting. The second handwritten sample is from a writing book by Wolfgang Fugger (Fig. 7 & 11). Also a kurrent, this particular version is the ‘arched’ style as opposed to the ‘common’ kurrent of the Neudörffer sample. The third source is the fraktur cursive printed by Hans Kilian in 1557 (Fig. 8 & 12) – a very rare example of its kind. It is similar to the chancery script of the time. Although some shapes show its relationship to fraktur it does not trigger the same – often negative – emotions mentioned above.

The fourth model for Herb is a civilité from a form printed by Christoph Plantin around 1584 using Granjon’s Bastarde (Fig. 9 & 13).

Based on an initial interpolated blend of the four masters (Fig. 14), the font was developed further, moving it from a historical, ‘digitized’ look to a contemporary design (Fig. 15 & 16), adding original formal elements (Fig. 17), and further refining it for the final version (Fig. 18).

The initial inspiration for the capitals came from an inscription on a funerary stele in Rome (Fig. 19 & 20). Unlike the well-known Roman capitalis, it shows sloped outstrokes and some rising serifs.

SEIN SE ITTAKTION whinothe sorcleibi darider havon gre me eistion notionstion, wand berewitim hyporehe tiogre in ke sung the of peratitamic pentativer abucipalbin bed neressier nivicaearzie ben of to lin der, Meen Uning zu ber schen mosseprogi quist prонеисие Zentivarmaratalizeperendieselners racht. Seirkmaktisch hating und buttex, anstatistikie fuld H. hatigtime derdem: Antitiscrachis, stige. Isch zu velks ofehol, sem orem en simitifficuldessunds ale Herwon vondern ve prike

Regular 9pt

SEIN SE ITTAKTION whinothe sorcleibi darider havon gre me eistion notionstion, wand berewitim hyporehe tiogre in ke sung the of peratitamic pentativer abucipalbin bed neressier nivicaearzie ben of to lin der, Meen Uning zu ber schen mosseprogi quist prонеисие Zentivarmaratalizeperendieselners racht. Seirkmaktisch hating und buttex, anstatistikie fuld H. hatigtime derdem: Antitiscrachis, stige. Isch zu velks ofehol, sem orem en simitifficuldessunds ale Herwon

Bold 9pt

SEIN SE ITTAKTION whinothe sorcleibi darider havon gre me eistion notionstion, wand berewitim hyporehe tiogre in ke sung the of peratitamic pentativer abucipalbin bed neressier nivicaearzie ben of to lin der, Meen Uning zu ber schen mosseprogi quist prонеисие Zentivarmaratalizeperendieselners racht. Seirkmaktisch hating und buttex, anstatistikie fuld H. hatigtime derdem: Antitiscrachis, stige. Isch zu velks ofehol, sem orem en simitifficuldessunds ale Herwon

Regular 12pt

SEIN SE ITTAKTION whinothe sorcleibi darider havon gre me eistion notionstion, wand berewitim hyporehe tiogre in ke sung the of peratitamic pentativer abucipalbin bed neressier nivicaearzie ben of to lin der, Meen Uning zu ber schen mosseprogi quist prонеисие Zentivarmaratalizeperendieselners racht.

Bold 12pt

SEIN SE ITTAKTION whinothe sorcleibi darider havon gre me eistion notionstion, wand berewitim hyporehe tiogre in ke sung the of peratitamic pentativer abucipalbin bed neressier nivicaearzie ben of to lin der, Meen Uning zu ber schen mosseprogi quist prонеисие Zentivarmaratalizeperendieselners racht.

Regular 14pt

SEIN SE ITTAKTION whinothe sorcleibi darider havon gre me eistion notionstion, wand berewitim hyporehe tiogre in ke sung the of peratitamic pentativer abucipalbin bed neressier nivicaearzie ben of to lin der, Meen Uning zu ber schen mosseprogi quist

Bold 14pt

SEIN SE ITTAKTION whinothe sorcleibi darider havon gre me eistion notionstion, wand berewitim hyporehe tiogre in ke sung the of peratitamic pentativer abucipalbin bed neressier nivicaearzie ben of to lin der, Meen Uning zu ber schen mosseprogi quist prонеисие Zentivarmaratalizeperendieselners racht. Seirkmaktisch hating und buttex, anstatistikie fuld H. hatigtime derdem: Antitiscrachis, stige. Isch zu velks ofehol,

Condensed 9pt

SEIN SE ITTAKTION whinothe sorcleibi darider havon gre me eistion notionstion, wand berewitim hyporehe tiogre in ke sung the of peratitamic pentativer abucipalbin bed neressier nivicaearzie ben of to lin der, Meen Uning zu ber schen mosseprogi quist prонеисие Zentivarmaratalizeperendieselners racht. Seirkmaktisch hating und buttex, anstatistikie fuld H. hatigtime derdem: Antitiscrachis, stige. Isch zu velks ofehol,

Bold Condensed 9pt

SEIN SE ITTAKTION whinothe sorcleibi darider havon gre me eistion notionstion, wand berewitim hyporehe tiogre in ke sung the of peratitamic pentativer abucipalbin bed neressier nivicaearzie ben of to lin der, Meen Uning zu ber schen mosseprogi quist prонеисие Zentivarmaratalizeperendieselners racht.

Condensed 12pt

SEIN SE ITTAKTION whinothe sorcleibi darider havon gre me eistion notionstion, wand berewitim hyporehe tiogre in ke sung the of peratitamic pentativer abucipalbin bed neressier nivicaearzie ben of to lin der, Meen Uning zu ber schen mosseprogi quist

Bold Condensed 12pt

SEIN SE ITTAKTION whinothe sorcleibi darider havon gre me eistion notionstion, wand berewitim hyporehe tiogre in ke sung the of peratitamic pentativer abucipalbin bed neressier nivicaearzie ben of to lin der, Meen Uning zu ber schen mosseprogi quist

Condensed 14pt

SEIN SE ITTAKTION whinothe sorcleibi darider havon gre me eistion notionstion, wand berewitim hyporehe tiogre in ke sung the of peratitamic pentativer abucipalbin bed neressier nivicaearzie ben

Bold Condensed 14pt

**SEIN SE ITTAKTION whinothe sorcleibi
darider havon gre eistion notionstion,
wand berewitum Hyporehe tiogre in
ke sung the of peratitamic pentativer**

Regular 18pt

**SEIN SE ITTAKTION whinothe
sorcleibi darider havon gre eistion
notionstion, wand berewitum
Hyporehe tiogre in ke sung the of**

Bold 18pt

**SEIN SE ITTAKTION whinothe
sorcleibi darider havon gre
eistion notionstion, wand
berewitum Hyporehe tiogre in**

Condensed 18pt

**SEIN SE ITTAKTION whinothe
sorcleibi darider havon
gre eistion notionstion,
wand berewitum Hyporehe**

Bold Condensed 18pt

**SEIN SE ITTAKTION whinothe
sorcleibi darider havon gre eistion
notionstion, wand berewitum**

Regular 18pt

**SEIN SE ITTAKTION whinothe sorcleibi
darider havon gre eistion notionstion,
wand berewitum Hyporehe tiogre in**

Bold 18pt

**SEIN SE ITTAKTION whinothe sorcleibi
darider havon gre eistion notionstion, wand
berewitum Hyporehe tiogre in sung the of**

Condensed 18pt

**SEIN SE ITTAKTION whinothe sorcleibi
darider havon gre eistion notionstion, wand
berewitum Hyporehe tiogre in sung the of**

Bold Condensed 18pt

Seín se íttakción
whínothe sorcleíßí
daríder havon gre me

Regular 48pt

Seín se íttakción
whínothe sorcleíßí
daríder havon gre me

Bold 48pt

Seín se íttakción whínothe
sorcleíßí daríder havon gre
me eistion notionstion, wand

Condensed 48pt

Seín se íttakción whínothe
sorcleíßí daríder havon gre
me eistion notionstion,

Bold Condensed 48pt

**SEIN SE ITTAKTION
WHINO THE SORCLEIBI
DARIDER HAVON**

Regular 48pt

**SEIN SE ITTAKTION
WHINO THE SORCLEIBI
DARIDER HAVON**

Bold 48pt

**SEIN SE ITTAKTION WHINO THE
SORCLEIBI DARIDER HAVON
GRE ME EISTION NOTIONSTION,**

Condensed 48pt

**SEIN SE ITTAKTION
WHINO THE SORCLEIBI
DARIDER HAVON GRE ME**

Bold Condensed 48pt

JAF Herß glyph set

AZ A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ œ Ð þ

az a b c d e f g h i j k l m n o p q r s t u v w x y z æ œ ð þ ß

ff fi ffi h ft tt fi

ad ВІДЕОЗАСІДАННЯ ВІДВІДОВАННЯ І СІДІННЯ

NOTE: The alternate forms can be accessed by typing the basic letter and applying Stylistic Alternates (e.g. Illustrator, Photoshop, QuarkXpress) or Stylistic Set 1 (e.g. InDesign,TextEdit) or via the glyph palette. In addition to the glyphs shown, the fonts contain contextual alternates. If this OpenType feature is applied, letter shape variations are automatically chosen to give the most convincing combinations.

NOTE: For all-uppercase setting, it is recommended to use all small caps, which have specifically adjusted spacing and kerning to give best results in all caps setting.

33 1234568790 #¢\$£¥€ 1234568790 #¢\$£¥€
1234568790 #¢\$£¥€ 1234568790 #¢\$£¥€



NOTE: The floral ornaments can be used by typing the digits 0 to 9 and applying Ornaments (e.g. Photoshop, QuarkXpress) or Stylistic Set 2 (e.g. InDesign,TextEdit) or via the glyph palette.