

Medium
Italic
Bold
Italic
Black
Italic

Freya is inspired by classic Antiqua serif typefaces such as the famous „Caslon“ or „Didot“ which are almost three decades old. With great attention to detail and an unique approach, Freya is a modern interpretation of an old classic with its very own personality.

Freya has a strong varying thickness between the thick and thin strokes and therefore plays a lot with contrast. The whole idea of contrast comes together in different weights of the typeface family, which are connected through the same thickness of all horizontal lines. Freya is created in a consistent gradient of styles to ensure best functionality for *Headlines* and *Text*. Through its sharpness and elegant construction the typeface set its context in the field of lifestyle and fashion. Its features are carefully balanced to create a modern and novel appearance.

Designer Armin Brenner, Markus John

Year 2017

Styles 6, Medium, Bold, Black
Medium Italic, Bold Italic, Black Italic

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App (on request)

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Medium Characterset

Uppercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase

abcdefghijklmnopqrstuvwxyz

Uppercase Accented

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 Þ ß à á â ã

Lowercase Accented

[illegible]

Numerals

0123456789

Ligatures

at st ct cl fi fl fk fr ft fb ff fh fj ffi ffl ffk Th

Fractions

$$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{5} \frac{2}{5} \frac{3}{5} \frac{4}{5} \frac{1}{6} \frac{5}{6} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$$

Arrows

← → ↑ ↓ ↖ ↗ ↘ ↙

Accents

/ \ - ^ v u • • o ~ //

5 C

Punctuation, Symbols & more

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ΔΩμπ⊖∏Σ∂∂ƒ∫¹²³@©®*°^∩√◊†‡

Medium Samples

Words
Purple nights
are all
yellow days
we have

10 pt / \equiv 12

Although by being systematic it cannot be exhaustive, because every system is in its way total, it nevertheless tends ceaselessly to recover a real which is called something different by other pertinences; for example, aesthetic notions like taste or elegance can have their semiological equivalent. On the other hand, it always forces itself to highlight the points in its own system where it uses other pertinences and it actively recognizes the points of crossover and

18 pt / \equiv 21,6

Although by being systematic it cannot be exhaustive, because every system is in its way total, it nevertheless tends ceaselessly to recover a real which is called something different by other pertinences; for example, aesthetic notions like taste or elegance can have their semiological equivalent.

24 pt / \equiv 28,8

Although by being systematic it cannot be exhaustive, because every system is in its way total, it nevertheless tends ceaselessly to recover a real which is called

Medium Italic Character set

Uppercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase

abcdefghijklmnopqrstuvwxyz

Uppercase Accented

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 Þ ß à á â ã

Lowercase Accented

*á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ø ù
þ ÿ*

Numerals

0123456789

Ligatures

at st ct cl fi fl fk fr ft fb ff fh fj ffi ffl ffk Th

Fractions

$$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{5} \frac{2}{5} \frac{3}{5} \frac{4}{5} \frac{1}{6} \frac{5}{6} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$$

Arrows

Accents

/ \ - ^ v u • • o ~ //

36

Punctuation, Symbols & more

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ΔΩμπ⊖∏Σ∂∂∫∫¹²³@©®*°^∩√◇†‡

Medium Italic Samples

Words

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Bold Characterset

Uppercase

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Lowercase

abcdefghijklmnopqrstuvwxyz

Uppercase Accented

Á Â Ã Ä Å Æ Ç Ĉ Ċ Đ Ð É Ê Ë Ì Í Î Ï Ĵ Ķ Ħ Ĩ Ī Ĳ Ļ Ľ Ŀ Ń Ņ Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã

Lowercase Accented

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Numerals

0123456789

Ligatures

at st ct cl fi fl fk fr ft fb ff fh fj ffi ffl ffk Th

Fractions

$$\frac{1}{4} \frac{1}{2} \frac{3}{4} \frac{1}{3} \frac{2}{3} \frac{1}{5} \frac{2}{5} \frac{3}{5} \frac{4}{5} \frac{1}{6} \frac{5}{6} \frac{1}{8} \frac{3}{8} \frac{5}{8} \frac{7}{8}$$

Arrows

Accents

/ \ - ^ v u • • o ~ //

5 C

Punctuation, Symbols & more

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Δ Ω μ π ⊖ ∏ Σ ∂ ∂ ∫ ∫ 123 @ © ® * ° ^ ∩ √ ∠ † ‡

Bold Samples

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Bold Italic Characterset

Uppercase	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
Lowercase	<i>abcdefghijklmnopqrstuvwxyz</i>
Uppercase Accented	<i>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 Õ Þ ß 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 õ þ ß</i>
Lowercase Accented	<i>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 õ þ ß</i>
Numerals	<i>0123456789</i>
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Fractions	<i>$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{5}$ $\frac{2}{5}$ $\frac{3}{5}$ $\frac{4}{5}$ $\frac{1}{6}$ $\frac{5}{6}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$</i>
Arrows	<i>← → ↑ ↓ ↖ ↗ ↘ ↙</i>
Accents	<i>ˆ ˇ ˘ ˙ ˚ ˛ ˜ ˝</i>
Punctuation, Symbols & more	<i>.,:;... “ ” „ ‚ • ! ¢ ? < > ≤ ≥ ‹ › « » ÷ ÷ ± ± = ≈ ~ × ≠ _ _ _ _ _ () [] { } / \ # § β ε % ‰ \$ € £ ¥ ¢ ¶ ™ Δ Ω μ π ⊖ ∏ Σ ∂ ∂ f f ¹ º ³ @ © ® * ° ^ ∞ √ ∇ † ‡</i>

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Lowercase Accented	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 õ ü þ ß
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Arrows	← → ↑ ↓ ↖ ↗ ↘ ↙
Accents	˘ ˙ ˚ ˇ ˛ ˜ ˝ ˆ ˜ ˘ ˙ ˚ ˛ ˜ ˝
Punctuation, Symbols & more	.,;:…‘’“”‚.,,•!¿?<>≤≥⟨⟩«»÷+±=≈~×≠_--—()[]{}/ \#&£¥¢¶™ΔΩμπ⊖∏Σδδƒſ¹²³@©®*°^∂√◇†‡

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abcdefghijklmnopqrstuvwxyz

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0123456789

at st ct cl fi fl fk fr ft fb ff fh fi ffi ffl ffk Th

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File Format

Desktop, Web, App (on request)

Release

2017

About

New Letters is a typography and design Studio founded by Armin Brenner and Markus John in 2015.

We are focusing in typography and graphic design, all in the intersection of cultural and commercial projects. We engage in projects within the fields of culture, art and fashion.

Committed Typefaces

We also offer individual typeface design and lettering. This is the best way for a exclusive visual identity. Please contact us for more information.

Workshops

Currently we are looking for the opportunity for small workshops and lectures. Please contact us for more information.

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Contact

info@new-letters.de

www.new-letters.de

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Our desktop files come in the format OTF (Open Type). They work both on Windows and MAC. Our web files come in the formats eot, woff, woff2, ttf and svg (and a stylesheet.css)

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