Gulasch mit Knödel
Altame Expanded Regular

Linsensuppe
Altame Expanded Medium Italic

Ananas ohne Zucker
Altame Expanded Regular Italic

PIZZA
Altame Expanded ExtraBold Small Caps

alle Brote
Altame Expanded Bold Italic

Reis
Altame Expanded Hairline

Altame

You are reading a text about, and set in the Altame Type family. Altame was devised as the home type face for my own website in early 2015, and has since evolved into a family with different styles and weights. I designed it to get a lot of text in relatively small spaces on "bad paper" (i.e. the screen), while maintaining a very certain look and feel; Something that is contemporary— not timeless. A little German, functional, condensed, square, legible.

This current decade, "Egyptian" slab-style Serifs seemed to have been en vogue, and I wanted a typeface that lived very much in this Now. Something I could look back onto twenty years from now and think: That's so 2010s

Sans and Slab versions developed hand in hand from the beginning. An idea on the Sans would work well on the Slab, the Slab would take a new direction which was adapted on the Sans, etc.

Sans & Slab

RRR
RRRRRR
RRRR

AÁĂÂÄÀĀĄÅÃÆB-CĆČÇDĐĎĐEÉĔÊËĖÈĒĘĚ-FGGHHIÍÎÏİÌĪĮJKKLĹĽĻŁM-NÑŃŇŅŊOÓÔÖÒŐŎØÕŒPÞ-QRŔŘŖSŚŠŞẞTŤŢŦUÚÛÜŮŰŪŲŮV-WŴŴŴWXYÝŶŸZŹŽŻẞaáăâäàāąåãæb-cćčçdđďđeéĕêëėèēęěfgğhıíîïì-jkķĺľļłmnñńňņŋoóôöòőŏøõœpþ-qrŕřŗsśšşßtťţŧuúûüùűūųův-wŵŵŵwxyýŷÿzźžżffiffififlffl
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a b c d e f g **g** h i j k l
ABCDEFGHIJ
KLMNOPQ
RSTUVWXYZ
m n o p q r s t u v w x y z

Currently, Altame Sans and Altame Slab support the Western European and Central European Latin Character Sets, basic ligatures, as well as four sets of numbers: proportional old style and lining figures (and their tabular equivalents).

The newest member of the Altame Family is Altame Antiqua (this name can change, though it alliterates beautifully...). While more classic in shape, I did want this type face to also feel contemporary. Work on this typeface is about 90% complete, but as you know, the first 90% take 90% of the time, and the other 10% take also 90%... (frei nach Cargill)

The name Altame (All-tah-meh) didn't come out of nowhere, and I'll try to reconstruct a little history of the name:

The first versions of the type face were called (maybe a little concededly) "Zettwiezimmer". After many revisions, I eventually ended up with names like "Zettwiezimmer Zwei

Alternate Sans Regular Bold"—not exactly catchy, nor functional. So I shortened it "Alt" for development purposes. One can't help but notice many premium type faces are offered as "Pro" versions, so I played off that, and thought about maybe naming the type face Altama, for"Alt Amateur".

An Internet search destroyed that name though: I have and wish no association with the company that operates under that name.

Plus showing it to a few people, everyone seemed to always want to read "Alabama", also not something I am associated with. And so the last step was to play with the vowels until I had something that sounded cool, was unique and looked nice. Since my favourite letters are the lowercase "a" and "e", and they very much define the feel of the type face in general, what could be more perfect than: "Altame".

1 2 3 4 5
6 7 8 9 0

Altame Sans Light
Altame Sans Regular
Altame Sans Medium
Altame Sans Bold
Altame Sans ExtraBold

a typeface by Moritz Zimmer

AÁĂÂÄÀĀĄÅÃÆB-CĆČÇDĐĎĐEÉĔÊËĖÈĒĘĚFGGHHIÍÎÏİÌĪĮ-JKKLĹĽĻŁMNÑŃŇŅŊOÓÔÖÒŐŎØÕŒPÞ-QRŔŘŖSŚŠŞẞTŤŢŦUÚÛÜÙŰŪŲ-WŴŴŴWXYÝŶŸZŹŽŻẞaáăâäàāąåãæb-cćčçdđďđeéĕêëėèēęěfgğhıíîïì-jkķĺľļłmnñńňņŋoóôöòőŏøõœpþ-qrŕřŗsśšşßtťţŧuúûüùűūųůvwŵŵŵwxyýŷÿzźžż
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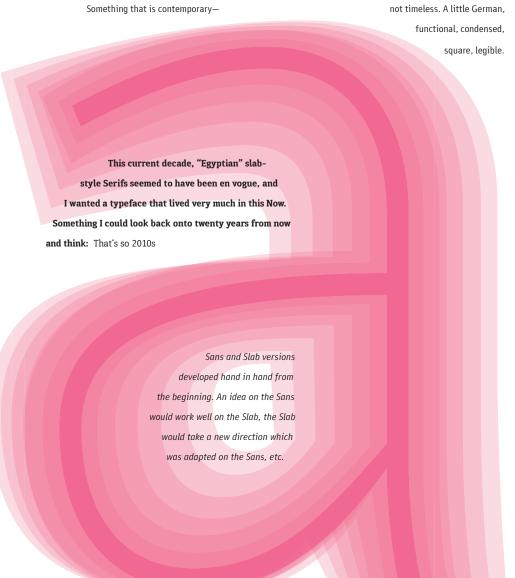|¦@&¶©®§™◊^

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uuuuu
Altame Slab Hairline
Altame Slab Light
Altame Slab Regular
Altame Slab Medium
Altame Slab Bold
Altame Slab ExtraBold

Altame Condensed Regular
Altame Condensed Medium
Altame Condensed Bold

Altame Expanded Hairline
Altame Expanded Light
Altame Expanded Regular
Altame Expanded Medium
Altame Expanded Bold
Altame Exp. ExtraBold
Altame Expanded Black

Altame Slab Condensed Light
Altame Slab Condensed Regular
Altame Slab Condensed Medium
Altame Slab Condensed Bold
Altame Slab Condensed ExtraBold

a modern

Haferflocken mit Zucker und Milch
Altame Slab Extra Bold Alternate

Blumenkohl
Altame Condensed Italic

Marzipan
Altame Condensed Medium

Mineralwasser, Apfelsaft Sprite, Fanta
Altame Condensed Regular

Leerdammer
Altame Slab Condensed Bold

Milch und Quark
Altame Slab Light

Sie dachte, dass sie mich mit Käsebrötchen kaufen kann
Altame Sans Bold

Himbeereis
Altame Sans Bold

typeface

Das i-Tüpfelchen:
I like round dots. But I also like square things. The dots should seem natural, and flow out of the feel of the type face. And so, I decided to really work this one out. I started with the shape of the curves on the rounded letters, worked the circle slowly into a square, and stopped somewhere in between. (Think superellipse!). The lowercase i also has a hint of a serif on it, but it did not always. Originally, the i bent inwards, but in favor of minimizing noise, it received a serif instead.

Let's talk italics! I was not particularly interested in making an italic version for this type face initially. I planned to just oblique it and call it a day. But once I did start to play around with an italic, what a great opportunity it was to add another voice to the Altame Family! I remember once seeing a video showing Christian Schwartz explaining that other than matching Caps, italics are almost an "anything goes", because their purpose is to add noise, and contrast to a text. I decided to take it as an opportunity to play around with shapes that make Altame even squarer (without outright doing so).

1

Tabular Lining Figures
0 1 2 3 4 5 6 7 8 9

Proportional Lining Figures
0 1 2 3 4 5 6 7 8 9

Proportional Old Style Figures
0 1 2 3 4 5 6 7 8 9

Tabular Old Style Figures
0 1 2 3 4 5 6 7 8 9