

# INDUSTRIA NEUE

Industria Typeface Revival

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\*2022\*

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MDGPE

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PORTO

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## F E T T E I N D U S T R I A

**EROBERUNG**

Eine Fahrt im  
Luftschiff Z 3

**UMHANG**

Hochland

**SERVATIUS**

Nürnberg  
Bier-Stuben

**GRAZIE**

Admiral

**MAZEDONIEN**

Otto der Faule

**KINDERHEIM**

6 Heimkehr 8

Der Gulden

Bahnamt

SCHRISTGIESSEREI EMIL GURSCH BERLIN SW 29

## Industria Revival

regular

A Industria Neue surge como uma versão atualizada da fonte "Industria" desenhada por Hermann Zehnpfundt e lançada pela Foundry de Emil Gursch em 1910. Existe um número reduzido de spécimens ou arquivos em que a fonte original esteja presente, sendo que o seu potencial não foi muito explorado na época da sua criação. Assim, este foi o principal motivo que impulsionou o desenvolvimento de um revival. O conceito resume-se em dar valor a esta tipografia associada à escola Bauhaus pela sua abordagem geométrica, no entanto, mantendo sempre o compromisso da experimentação. Não de uma forma extrema para o impulso de abolir as maiúsculas, mas pela forma radical de como é empregue: um tipo de letra extra largo e pesado, sendo que a versão regular é propositadamente vista como bold. Foram feitos alguns ajustes para aperfeiçoamento da fonte original, nomeadamente inktraps, de modo a evitar o excesso de tinta em zonas de interseção, e melhoria das formas originais para uma maior coerência visual. Segundo a classificação Vox-AtyPI, a Industria Neue é classificada como Lineal (Sans-serif), Grotesque.

12 pt

ROUSTA DENSA CONSIDERÁVEL DISTINTA

# Industria Revival

light

Industria Neue appears as an updated version of the "Industria" font designed by Hermann Zehnpfundt and released by Emil Gursch's Foundry in 1910. There are few specimens or files in which the original font is present, and its potential was not much exploited at the time of its creation. Thus, this was the main reason that drove the development of a revival. The concept boils down to giving value to this typography associated with the Bauhaus school for its geometric approach, however, always maintaining the commitment to experimentation. Not in an extreme way for the urge to abolish capitals, but by the radical way it is employed: an extra wide and heavy typeface, with the regular version purposely seen as bold. Some adjustments were made to improve the original font, namely inktraps, to avoid overpainting in intersecting areas, and improvement of the original shapes for more visual coherence. According to the Vox-AtyPI classification, Industria Neue is classified as Lineal (Sans-serif), Grotesque.

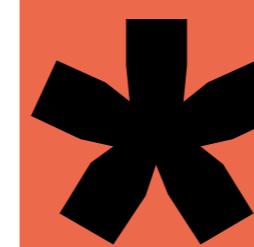
12 pt

ROBUST      HEAVY      SUBSTANTIAL      DISTINCT

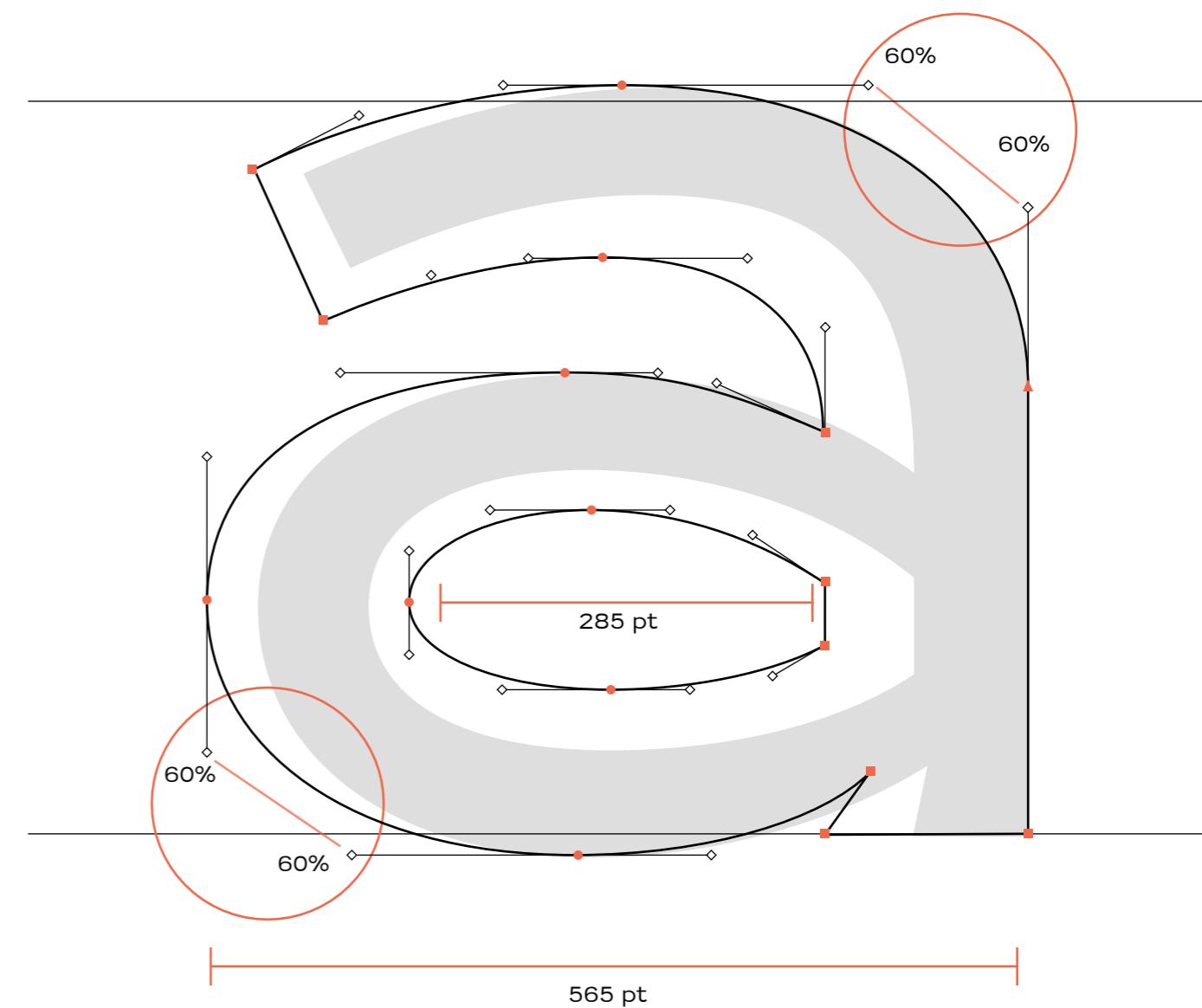
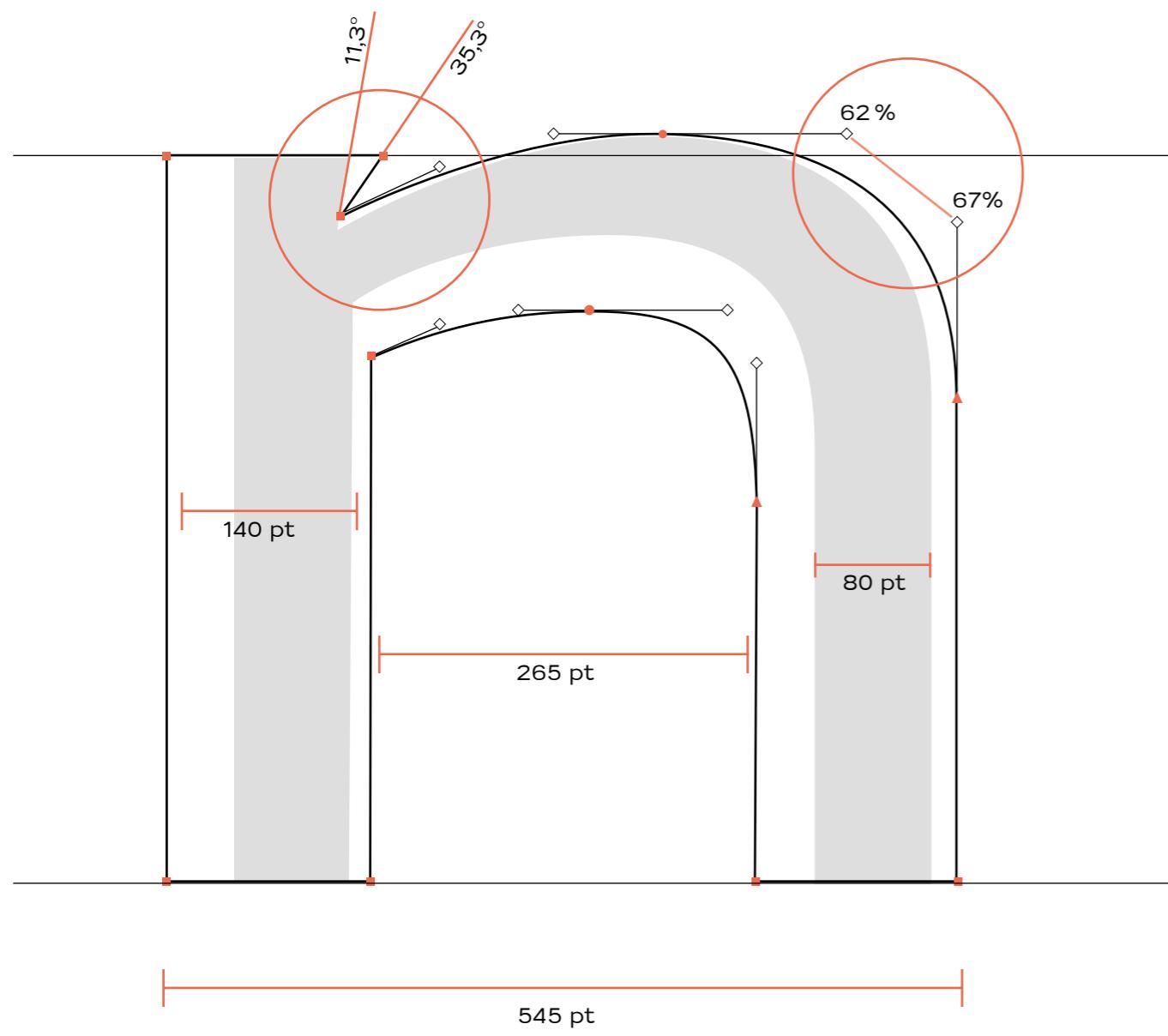


-industria

Industria  
NEUE



Glyphs



Ⓛ Ascender line  
 Ⓜ Cap height  
 Ⓝ x-height

Ⓞ Baseline  
 Ⓟ Descender line

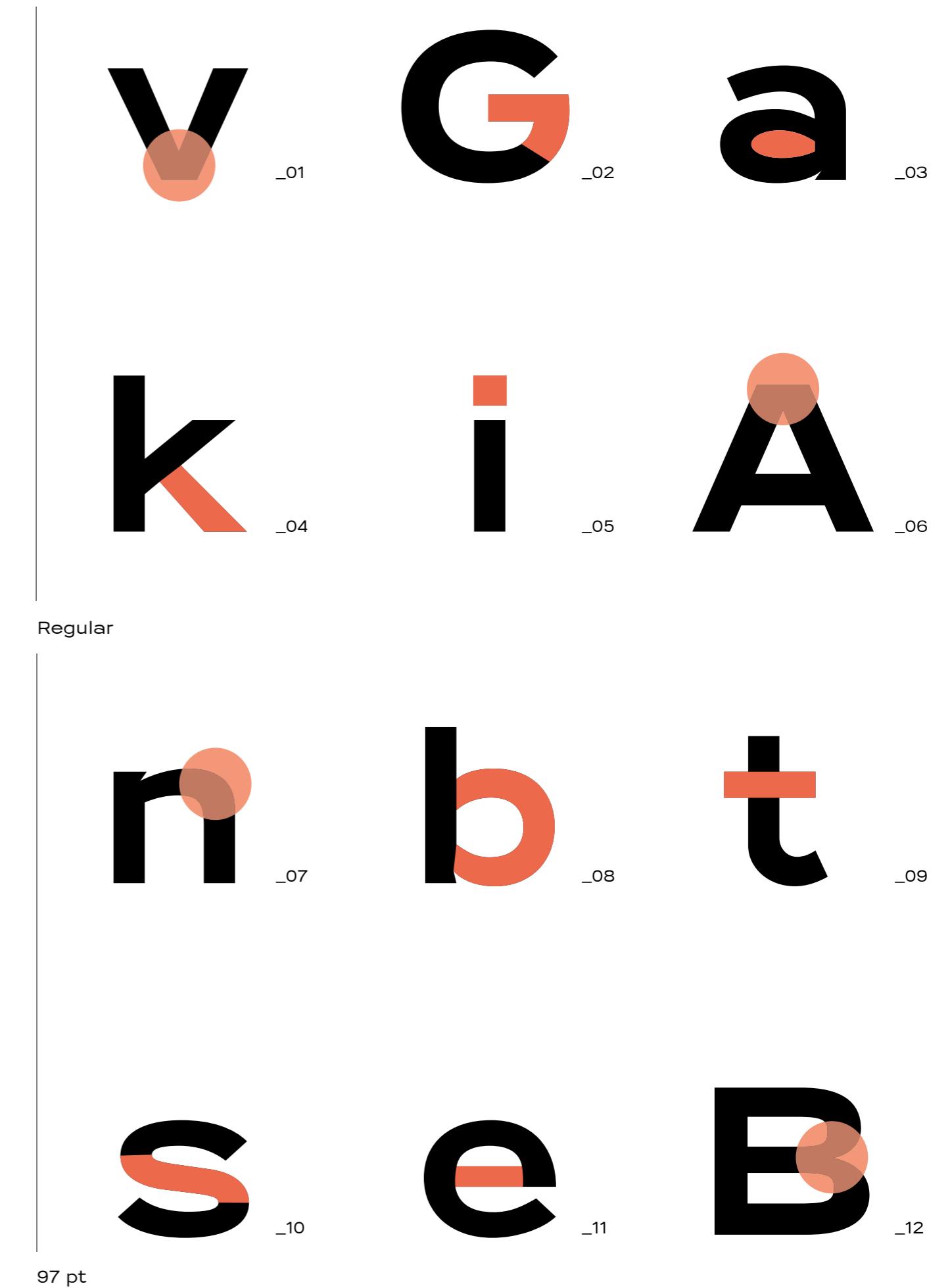


\_01 vertex  
 \_02 chin  
 \_03 eye

\_04 leg  
 \_05 dot  
 \_06 apex

\_07 shoulder  
 \_08 bowl  
 \_09 cross stroke

\_10 spine  
 \_11 hairline  
 \_12 waist



## Uppercase

**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  
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**

## Lowercase

**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  
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**

## Numbers

**1 2 3 4 5 6 7 8 9  
1 2 3 4 5 6 7 8 9**

## Pontuation Symbols

**\* . , ; ! ? « » “ ” „ —  
! / ] [ { } @ ¡ ¿ & § # % %o  
\* . , ; ! ? « » “ ” „ —  
! / ] [ { } @ ¡ ¿ & § # % %o**

## Currency

**\$ ¢ £ ¥ €  
\$ ¢ £ ¥ €**

## Accented Uppercase

**À Á Â Ã Ä Å Æ Ç  
È É Ê Ë Ì Í Î Ï Ñ Ò  
Ô Õ Ö Ù Ú Û Ü Ý  
Ŷ Ž Š  
À Á Â Ã Ä Å Æ Ç  
È É Ê Ë Ì Í Î Ï Ñ Ò  
Ô Õ Ö Ù Ú Û Ü Ý  
Ŷ Ž Š**

## Accented Uppercase

**à á â ã ä å æ ç è  
é ê ë ï í î ï ñ ò ó ô  
õ ö ù ú û ü ý ÿ œ  
š ž  
à á â ã ä å æ ç è  
é ê ë ï í î ï ñ ò ó ô  
õ ö ù ú û ü ý ÿ œ  
š ž**

## Math Symbols

**+ = - × ÷ ± > <  
+ = - × ÷ ± > <**

## Other Symbols

**“ ” © ® – ° ° ™  
” ” © ® – ° ° ™**

## Regular

## Uppercase

**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  
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**

## Lowercase

**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  
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**

## Numbers

**1 2 3 4 5 6 7 8 9  
1 2 3 4 5 6 7 8 9**

## Pontuation Symbols

**\* . , ; ! ? « » “ ” „ —  
! / ] [ { } @ ¡ ¿ & § # % %o  
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À Á Â Ã Ä Å Æ Ç  
È É Ê Ë Ì Í Î Ï Ñ Ò  
Ô Õ Ö Ù Ú Û Ü Ý  
Ŷ Ž Š**

## Accented Uppercase

**à á â ã ä å æ ç è  
é ê ë ï í î ï ñ ò ó ô  
õ ö ù ú û ü ý ÿ œ  
š ž  
à á â ã ä å æ ç è  
é ê ë ï í î ï ñ ò ó ô  
õ ö ù ú û ü ý ÿ œ  
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## Math Symbols

**+ = - × ÷ ± > <  
+ = - × ÷ ± > <**

## Other Symbols

**“ ” © ® – ° ° ™  
” ” © ® – ° ° ™**

## Light

**Regular****Light****8 pt**

**The Industrial Revolution transformed economies that had been based on agriculture and handicrafts into economies based on large-scale industry, mechanized manufacturing, and the factory system. New machines, new power sources, and new ways of organizing work made existing industries more productive and efficient. These technological changes introduced novel ways of working and living and fundamentally transformed society. This process began in Britain in the 18th century and from there spread to other parts of the world. The main features involved in the Industrial Revolution were technological, socioeconomic and definitely cultural.**

**10 pt**

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**Light**

**Die Industrielle Revolution verwandelte Volkswirtschaften, die zuvor auf Landwirtschaft und Handwerk basierten, in Volkswirtschaften, die auf Großindustrie, mechanisierter Fertigung und dem Fabriksystem beruhten. Neue Maschinen, neue Energiequellen und neue Wege der Arbeitsorganisation machten die bestehenden Industrien produktiver und effizienter. Diese technologischen Veränderungen führten neue Arbeits - und Lebensweisen ein und veränderten die Gesellschaft grundlegend.**

**Regular**

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**16 pt****18 pt**

**La Revolución Industrial transformó las economías que se basaban en la agricultura y la artesanía en economías basadas en la industria a gran escala, la fabricación mecanizada y el sistema de fábricas.** Nuevas máquinas, nuevas fuentes de energía y nuevas formas de organizar el trabajo hicieron que las industrias existentes fueran más productivas y eficientes. Estos cambios tecnológicos introdujeron nuevas formas de trabajo y de vida y transformaron fundamentalmente la sociedad. Este proceso comenzó en Gran Bretaña en el siglo XVIII y desde allí se extendió a otras partes del mundo. Las principales características de la Revolución Industrial fueron tecnológicas, socioeconómicas y culturales.

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regular

10 pt

light

10 pt

A Revolução Industrial transformou economias que tinham sido baseadas na agricultura e no artesanato em economias baseadas na indústria em grande escala, no fabrico mecanizado e no sistema de fábrica. Novas máquinas, novas fontes de energia, e novas formas de organização do trabalho tornaram as indústrias existentes mais produtivas e eficientes. Estas mudanças tecnológicas introduziram novas formas de trabalho e de vida e transformaram fundamentalmente a sociedade. Este processo começou na Grã-Bretanha no século XVIII e a partir daí espalhou-se por outras partes do mundo. As principais características envolvidas na Revolução Industrial foram tecnológicas, sócio-económicas e culturais.

14 pt

14 pt

A Revolução Industrial transformou economias que tinham sido baseadas na agricultura e no artesanato em economias baseadas na indústria em grande escala, no fabrico mecanizado e no sistema de fábrica. Novas máquinas, novas fontes de energia, e novas formas de organização do trabalho tornaram as indústrias existentes mais produtivas e eficientes. Estas mudanças tecnológicas introduziram novas formas de trabalho e de vida e transformaram fundamentalmente a sociedade. Este processo começou na Grã-Bretanha no século XVIII e a partir daí espalhou-se por outras partes do mundo. As principais características envolvidas na Revolução Industrial foram tecnológicas, sócio-económicas e culturais.

24 pt

24 pt

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**b b b b b b b b**

**b b b b b b b b**

light  
72 pt \_\_\_\_\_ 104 pt

h h h h h h h h  
h h h h h h h h

regular  
104 pt \_\_\_\_\_ 72 pt

# light

Neue Industria 12 pt   Neue Industria 12 pt   Neue Industria 12 pt   Neue In  
 Neue Industria 14 pt   Neue Industria 14 pt   Neue Industria 14 pt   Neue Ir  
 Neue Industria 16 pt   Neue Industria 16 pt   Neue Industr  
 Neue Industria 18 pt   Neue Industria 18 pt   Neue I  
 Neue Industria 20 pt   Neue Industria 20 pt   Ne  
 Neue Industria 22 pt   Neue Industria 22 pt  
 Neue Industria 24 pt   Neue Industria 24  
 Neue Industria 26 pt   Neue Industri  
 Neue Industria 28 pt   Neue Indust  
 Neue Industria 30 pt   Neue Ind  
 Neue Industria 32 pt   Neue In  
 Neue Industria 34 pt   Neue  
 Neue Industria 36 pt   Neu  
 Neue Industria 38 pt   Ne  
 Neue Industria 40 pt   Ne  
 Neue Industria 42 pt   N  
 Neue Industria 44 pt  
 Neue Industria 46 p

Neue Industria 12 pt   Neue Industria 12 pt   Neue Industria 12 pt   Neue Ir  
 Neue Industria 14 pt   Neue Industria 14 pt   Neue Industria 14 pt  
 Neue Industria 16 pt   Neue Industria 16 pt   Neue Indust  
 Neue Industria 18 pt   Neue Industria 18 pt   Neue I  
 Neue Industria 20 pt   Neue Industria 20 pt   Ne  
 Neue Industria 22 pt   Neue Industria 22 pt  
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 Neue Industria 26 pt   Neue Industri  
 Neue Industria 28 pt   Neue Indus  
 Neue Industria 30 pt   Neue Ind  
 Neue Industria 32 pt   Neue In  
 Neue Industria 34 pt   Neue  
 Neue Industria 36 pt   Neu  
 Neue Industria 38 pt   Ne  
 Neue Industria 40 pt   Ne  
 Neue Industria 42 pt   N  
 Neue Industria 44 pt  
 Neue Industria 46 p

# regular

# NEUE INDUSTRIE

[ Type Revival . Industria Neue . 2022 ]

# \*symbols -neue industria- 2022 // //

The image consists of a grid of symbols arranged in four columns. The first column contains five rows of asterisks (\*). The second column contains five rows of open circles (O). The third column contains five rows of brackets (]). The fourth column contains five rows of copyright symbols (©). Below this grid is a large, solid red triangle pointing upwards and to the right. Overlaid on the red triangle are the same four columns of symbols, but they are filled with white space, making them stand out against the red background.

LIGHT-----35 H

The banner consists of three columns of symbols. The first column contains a diagonal sequence of asterisks (\*). The second column contains a sequence of circles (o). The third column contains a sequence of brackets (]). Each symbol is rendered in a bold, black, sans-serif font. The symbols are arranged in a grid-like pattern, with each row containing one symbol from each column.

The image features a graphic element on the left consisting of a large orange triangle pointing towards the right. Inside the triangle are numerous thin, vertical white bars of varying heights, creating a textured, almost striped effect. To the right of this triangle is a grid of black curly braces (bracelets) arranged in four rows. To the right of the grid, the word "industria-" is repeated in a large, bold, black font, with each iteration positioned below the previous one. The font has a clean, sans-serif appearance. The entire composition is set against a white background.

# REGULAR ————— 35 PT

The graphic features a large, bold, black Hebrew letter 'Shin' at the top left. Below it is a 6x6 grid of smaller 'Shin' characters, alternating between white and black. A thick, orange diagonal band runs from the bottom-left to the top-right, containing various symbols: a dotted square pattern, a series of 'OÖ' ligatures, and a series of smiley faces (':)'). At the bottom, there's a row of black right-pointing arrows and a row of black vertical strokes.



# Industrial Typeface Revival

