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architype  
crouwel

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abcdefghijklmnopqrstuvwxyz

Archtype Catalogue  
Soft Outline

catalogue

Archtype Catalogue  
Soft Solid

catalogue

Archtype Fodor

fodor

Archtype Stedelijk

stedelijk

Archtype Vierkant

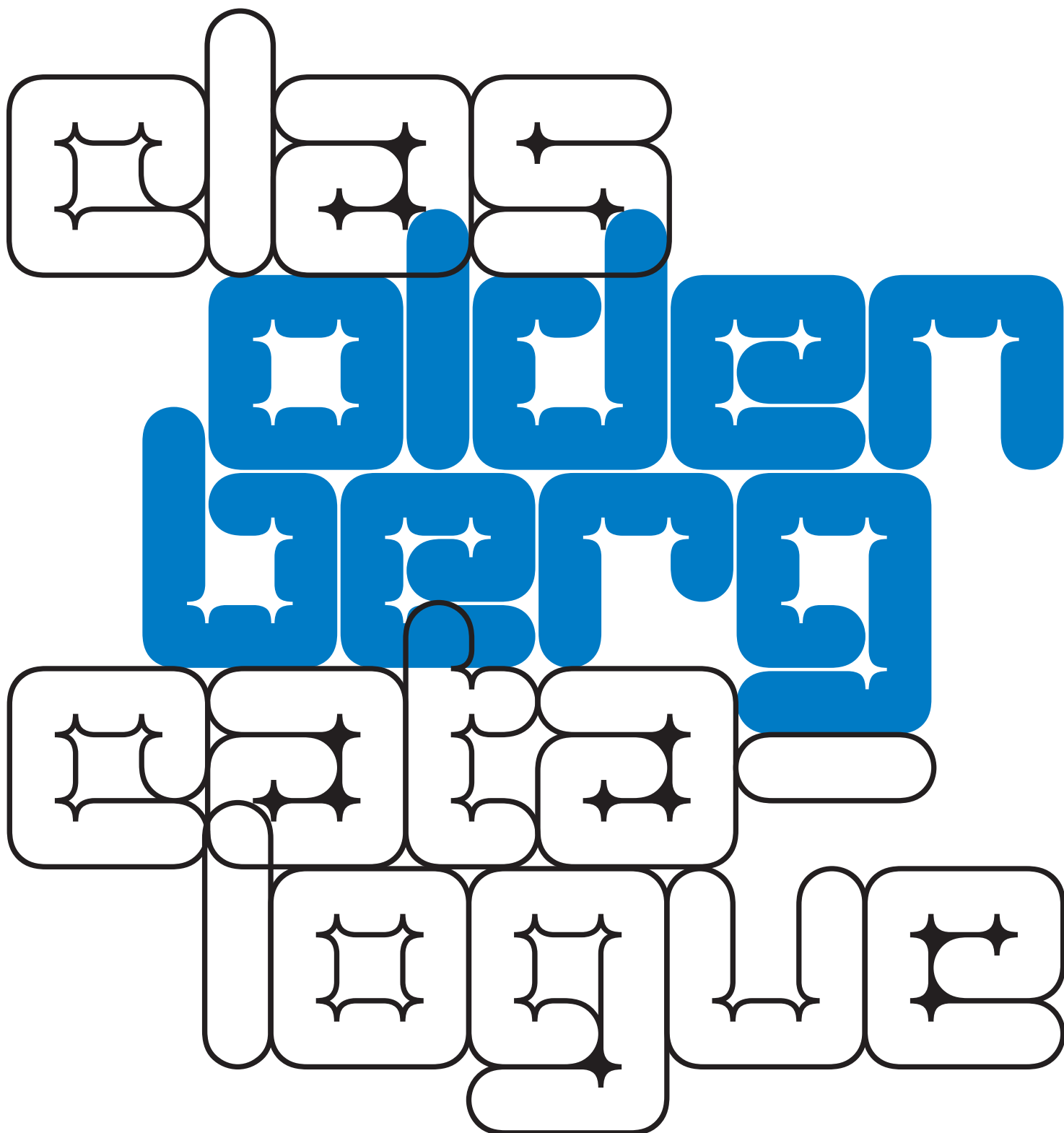
vierkant

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**Introduction**

Architype Crouwel is a collection of typefaces created in collaboration with Wim Crouwel, following his agreement with The Foundry, in 1996, to create digital fonts from his experimental alphabets. Crouwel's most recognized work was for the Van Abbe and Stedelijk museums [1954–72] where he established his reputation for radical, grid-based design.

Architype Catalogue Soft Outline  
Architype Catalogue Soft Solid



## Architype Catalogue Soft Outline

## Introduction

Architype Catalogue's soft 'padded' letterforms were originally created by Wim Crouwel for the Stedelijk museum's 1970 exhibition of sculptor Claes Oldenburg. Crouwel said, 'When you look at Oldenburg's work, with all those soft objects, it gets into your system, so you try to integrate that feeling in the design. Claes was very taken with the catalogue's typeface, and asked me if I would do the whole alphabet for him, so I did. I cut it all out in pink paper and pasted it together'.

## Wim Crouwel

When you look  
at an Oldenburg  
catalogue with  
all those soft  
objects it gets  
into your system,  
so you try to  
integrate that  
into the work.

Archetype Catalogue Soft Outline

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

aa bb cc dd ee ff gg hh ii jj kk ll mm nn oo pp qq  
rr ss tt uu vv ww xx yy zz

Ligatures

fi fl ff

Figures

0 1 2 3 4 5 6 7 8 9  
# \$ % & ' ( ) \* + , - . : ;

Mathematical symbols

+ = < > & # % & ' ( ) \* + , - . : ;  
@ [ \ ] ^ \_ ` { | } ~

Punctuation symbols

— — — — — — — — — —  
! " # \$ % & ' ( ) \* + , - . : ;

## Architype Catalogue Soft Solid

## Introduction

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## Wim Crouwel

When you look  
at an Oldenburg  
catalogue with  
all those soft  
objects it gets  
into your system,  
so you try to  
integrate that  
into the work.





Architype Fodor

fodor  
museum  
type  
writer  
32

## Architype Fodor

## Introduction

The Fodor letterforms were created for the magazine published by Museum Fodor, Amsterdam. To save cost it was designed to be 'typeset' on their own electric typewriter. The resulting monospaced effect was combined with a background of orange overlaid with pink dots that provided a page grid to align the text to.

## Wim Crouwel

When a diagonal axis,  
like that of a classic font,  
there is a suggestion  
of the baroque letterform,  
this interested me because  
the form then had a  
relationship to the weaving  
in a tapestry.

Architype Fodor

Lowercase

abcdefghijklmnopqrstuvwxyz

Ligatures

fi fj fl

Figures

0123456789  
\$¢£¥¦§¨ª«

Mathematical symbols

+ - × ÷ = ||

Punctuation symbols

“ ” „ , - { } „ … • ! ? ; +  
\_ 0 0 / \ + + † § ¶ @

Architype Stedelijk

Worrrrr

gevvvrs

starr

wwwr

## Architype Stedelijk

## Introduction

Stedelijk first appeared in the seminal Vormgevers poster, commissioned by the Stedelijk Museum, Amsterdam in 1968. Crouwel created a rigid grid system across the poster of 57 vertical by 41 horizontal lines, also forming the basis for the construction of the letterforms. Although all hand drawn, the resulting typeface had a machine-made appearance. This striking black and white poster with its visible grid became one of Crouwel's most iconic designs.

## Wim Crouwel

railroads with their skein  
of rails and overhead  
wires are to my eyes  
full of poetry. i'm dazzled.  
i'mdazzled by pictures  
of space travel. my  
output from 1955 to 1976  
was the direct expresion  
of these sources of  
inspiration.



Architype Vierkant

typo  
situation  
winter  
nubulon

## Architype Vierkant

## Introduction

Architype Vierkant was developed from the few letterforms that Crouwel created for an opening spread in a 1972 Drupa catalogue, on the theme 'typo vision international' – this single reference showed an interesting interplay of the experimental ideas underpinning his controversial 'new alphabet' and Fodor.

## Wim Crouwel

i was lucky to  
have been working  
at a time when a  
designer could tap  
into and define the  
spirit of the age,  
one before mass  
computing allowed  
a million spirits  
free rein.





## Language support

Abenaki,	Finnish,	Lombard,	Seri,	Yapese,
Afaan Oromo,	Folkspraak,	Low Saxon,	Seychellois,	Yindjibarndi,
Afar,	French,	Luxembourgish,	Shawnee,	Zapotec,
Afrikaans,	Frisian,	Makhuwa,	Shona,	Zulu,
Albanian,	Friulian,	Malay,	Sicilian,	Zuni
Alsatian,	Galician,	Manx,	Slovio,	
Amis,	Genoese,	Marquesan,	Somali,	
Anuta,	German,	Meriam Mir,	Sotho Northern,	
Aragonese,	Gooniyandi,	Mohawk,	Sotho Southern,	
Aranese,	Greenlandic,	Montagnais,	Spanish,	
Arrernte,	Guadeloupean,	Murrinhpatha,	Sranan,	
Arvanitic,	Gwichin,	Nagamese Creole,	Sundanese,	
Asturian,	Haitian Creole,	Ndebele,	Swahili,	
Aymara,	Han,	Neapolitan,	Swazi,	
Basque,	Hiligaynon,	Ngiyambaa,	Swedish,	
Bikol,	Hopi,	Norwegian,	Tagalog,	
Bislama,	Ido,	Novial,	Tetum,	
Breton,	Ilocano,	Occidental,	Tok Pisin,	
Cape Verdean,	Indonesian,	Occitan,	Tokelauan,	
Catalan,	Interglossa,	Oshiwambo,	Tshiluba,	
Cebuano,	Interlingua,	Palauan,	Tsonga,	
Chamorro,	Irish,	Papiamentu,	Tswana,	
Chavacano,	Italian,	Piedmontese,	Tumbuka,	
Chickasaw,	Jamaican,	Portuguese,	Tzotzil,	
Cofan,	Javanese,	Potawatomi,	Ukrainian,	
Corsican,	Jerriais,	Qeqchi,	Uzbek,	
Danish,	Kala Lagaw Ya,	Quechua,	Venetian,	
Dawan,	Kapampangan,	Rarotongan,	Volapuk,	
Delaware,	Kaqchikel,	Romansh,	Voro,	
Dholuo,	Kikongo,	Rotokas,	Walloon,	
Drehu,	Kinyarwanda,	Sami Southern,	Waraywaray,	
Dutch,	Kiribati,	Samoan,	Warlpiri,	
English,	Kirundi,	Sango,	Wayuu,	
Estonian,	Klingon,	Saramaccan,	Wikmungkan,	
Fijian,	Latin,	Sardinian,	Wiradjuri,	
Filipino,	Latino Sine, Lojban,	Scottish Gaelic,	Xhosa,	

## OpenType features

Tabular lining figures  
 Ordinals  
 Stylistic Alternates  
 Ligatures

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architype  
crouwel

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HUE