

TRANSAT

Type Sample Booklet

Compagnie Générale Transatlantique

ROLLEIFLEX 2.8

1934 Chrysler CX Airflow Custom Imperial 8

Duke Ellington & his Orchestra

ROCKEFELLER PLAZA

Voyage Inaugural, du 29 Mai au 12 Juin 1935

PENNSYLVANIA 6-5000

The liner RMS *Queen Elizabeth* depart

Jacques-Emile Ruhlmann

Exposition Internationale des Arts Décoratifs et Industriels

Typetanic

www.typetanicfonts.com

TRANSAT

is a geometric sans serif display typeface, with caps inspired by 1930s Art Deco signage — formerly found at the Gare Maritime train station and ocean liner terminal in Le Havre, France. “Transat” is the common shortening of “Compagnie Générale Transatlantique,” the company that operated majestic ocean liners like the SS *Normandie* out of Le Havre from 1862–1974. Typetanic also offers a text-friendly companion typeface, “Transat Text”.

WEIGHTS & STYLES

Transat Light	<i>Transat Light Oblique</i>
Transat Standard	<i>Transat Standard Oblique</i>
Transat Medium	<i>Transat Medium Oblique</i>
Transat Bold	<i>Transat Bold Oblique</i>
Transat Black	<i>Transat Black Oblique</i>

OPENTYPE FEATURES

DEFAULT FIGURES 0123456789	TABULAR FIGURES 0123456789	LIGATURES fi fl ff ft fft → fi fl ff ft fft
	OLDSTYLE FIGURES 0123456789	SMALL CAPITALS abcdefg → ABCDEFG
	OLDSTYLE TABULAR 0123456789	SMALL CAPITALS FROM CAPITALS ABCDEFGH → ABCDEFG
ARBITRARY FRACTIONS 2/3 15/32 99/100 → $\frac{2}{3}$ $\frac{15}{32}$ $\frac{99}{100}$		CASE-SENSITIVE FORMS ¿i(H)12-{}[]?! → ¿i(H)12-{}[]?!
SUPERIORS & INFERIORS 1234567890 → ¹²³⁴⁵⁶⁷⁸⁹⁰ ₁₂₃₄₅₆₇₈₉₀		STYLISTIC ALTERNATES EFHNM → EFHNM

DESIGN NOTES

COMPARISON TO TRANSAT TEXT

TRANSAT

MNOfgp

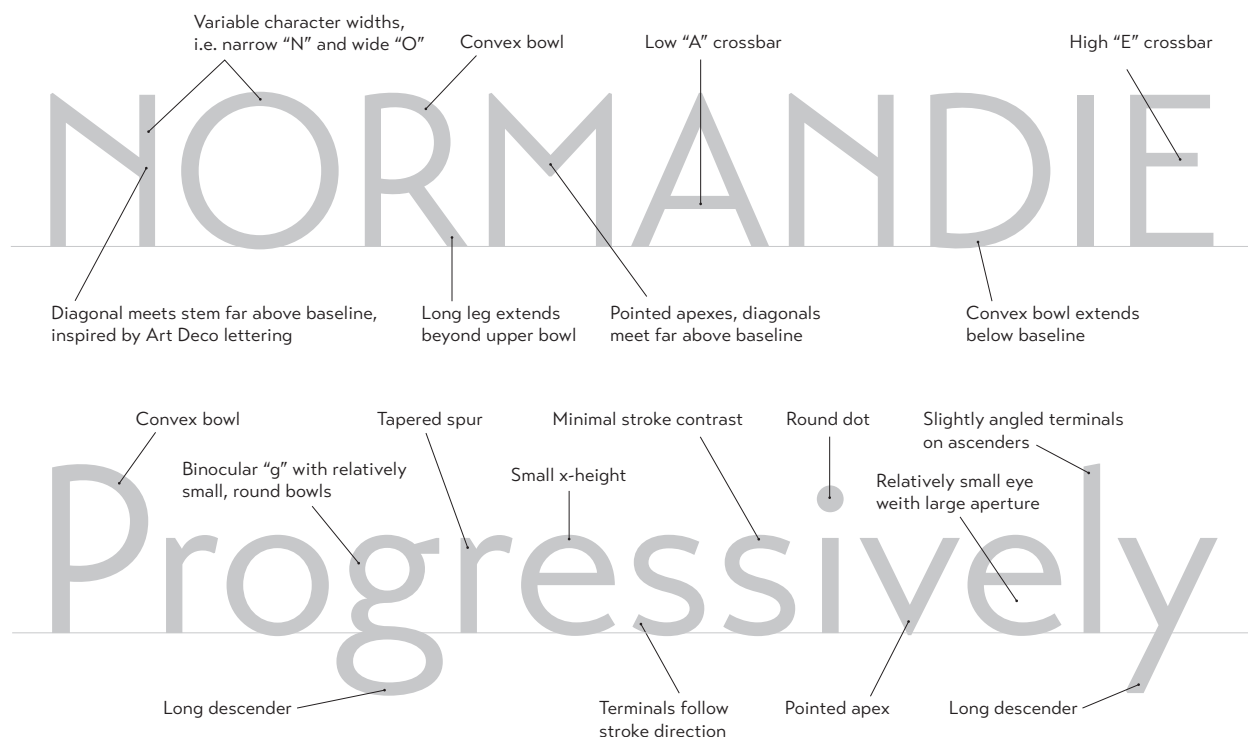
Unique, historically inspired character
Variable character widths
Small x-height reflecting Art Deco trends
Long, elegant descenders
Tight spacing for display use

TRANSAT TEXT

MNOfgp

Fewer design eccentricities
Rationalized character widths for even rhythm
Larger bowls and apertures
Shorter descenders for smoother reading
Wider spacing for legibility at smaller sizes

TYPEFACE ANATOMY



TRANSAT LIGHT & OBLIQUE

BASIC CHARACTERS

0123456789 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

! ? @ # % & * () / + = \$ € £ ¥ ¶ © ®

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abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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TRANSAT LIGHT & OBLIQUE

DISPLAY SAMPLE

SS Ile de France (1927-1959), 42,250 gross tons

RAYMOND LOEWY

VOYAGE INAUGURAL DE NORMANDIE

Burlington Zephyr

Salle a manger des premières classes

LAFAYETTE

Chicago World's Fair 1933

Enorme, fabuleux, grand comme le monde

L'HÔTEL D'UN COLLECTIONNEUR

Musée des Années 30

TRANSAT STANDARD & OBLIQUE

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0123456789 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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TRANSAT STANDARD & OBLIQUE

DISPLAY SAMPLE

Là, tout n'est qu'ordre et beauté — Luxe, calme et volupté

CIE. GLE. TRANSATLANTIQUE

Vladimir Ivanovich Yourkevitch, 1885-1964

GLENN MILLER

Christened by Madame Andre Lebrun, 29 October 1932

TRYLON & PERISPHERE

Rivalry between the ss *Normandie* and the RMS *Queen Mary*

WORKS PROGRESS ADMINISTRATION

TURBO-ELECTRIC

Get on the "A" Train, soon you will be on Sugar Hill in Harlem

Die neue BREMEN, das größte Schiff

The brand-new 1935 Studebaker President 8

NEW YORK CENTRAL

TRANSAT MEDIUM & OBLIQUE

BASIC CHARACTERS

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TRANSAT MEDIUM & OBLIQUE

DISPLAY SAMPLE

TURBINENPASSAGIERSCHIFF

You're the top! You're the Coliseum!

Benny Goodman & his Orchestra, Live at Carnegie Hall

ALL THAT JAZZ

New York Passenger Ship Terminal, Pier 88

PENNSYLVANIA 6-5000

LONDON AND NORTH EASTERN RAILWAY

TALBOT-LAGO

Appartement de Grand Luxe avec Pont Promenade Privé

Chantiers de l'Atlantique

He gave her his town house and his racing horses

GEORGE & IRA GERSHWIN

TRANSAT BOLD & OBLIQUE

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TRANSAT BOLD & OBLIQUE

DISPLAY SAMPLE

Murder on the Orient Express

KODAKCHROME 25

A DIAMOND CAR WITH PLATINUM WHEELS

LZ-127 GRAF ZEPPELIN

The Atchison, Topeka & Santa Fe

HASSELBLAD

Katherine Hepburn & Spencer Tracy

WILLIAM VAN ALLEN

Shreve, Lamb & Harmon, Architects

Norman Bel Geddes

THE HOLLYWOOD BOWL

TRANSAT BLACK & OBLIQUE

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TRANSAT BLACK & OBLIQUE

DISPLAY SAMPLE

RAILCARS OF THE GREAT WESTERN RAILWAY

The Boswell Sisters

18-25 SCHÜTZENSTRAßE

CAPE COD CLAMS, 'GAINST THEIR WISH, DO IT

20TH CENTURY LIMITED

Billie Holiday, with Count Basie & his Orchestra

1933 PANHARD-LEVASSOR X74

TRACK N° 29

CHEMIN DE FER DE PARIS À LA MER

The Deauville & Trouville Suites

Bordeaux to Rio de Janeiro aboard ss *L'Atlantique*

PIERCE-ARROW

PAVILLON DU COLLECTIONNEUR

LOEW'S WONDER THEATRES

Pennsylvania Railroad S1 class steam locomotive

Gare Saint-Lazare

AUBURN-CORD-DUESENBERG

1939 New York World's Fair, Flushing Meadows-Corona Park

Century of Progress

NORMANDIE (1935) 83,423 GRT, 31.3 KNOTS

1934 Citroën Traction Avant 7A

Pratt & Whitney R-985 Wasp Junior SB, 450 hp (336 kW)

Chantiers de l'Atlantique

Société Nationale des Chemins de fer Français

GRAFLEX SPEED GRAPHIC PRESS CAMERA

LUXURY LINER ROW

Typetanic

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