

Transat Text

Type Sample Booklet

Compagnie Générale Transatlantique

OLYMPIAN HIAWATH

INDEPENDENT CITY-OWNED RAPID TRANSIT RAIL

1937 Lincoln-Zephyr V12 Se

THE SPIRIT OF ST. LOUIS

VOYAGE INAUGURAL, du 29 Mai au 12 Juin 1914

TRANSCONTINENTAL & WESTERN

Royal Quiet De Luxe Portable Typewriter

AN RKO RADIO PICTURE

Use the flying Clipper Ships for Passengers, Mail & Express

Jacques-Emile Ruhlmann

Exposition Internationale des Arts Décoratifs et Industriels

The logo for Typetanic, featuring the word 'Typetanic' in a highly decorative, black, cursive script font with elaborate flourishes and a horizontal line underneath.

www.typetanicfonts.com

Transat Text

is a geometric sans serif typeface — a text-friendly, rational companion to Typetanic’s Art Deco “Transat” family. Where Transat faithfully recreates some of the quirks of 1920s and 30s architectural signage, Transat Text smooths out some of its eccentricities while increasing x-height and opening up the bowls and apertures for more comfortable reading. Though it remains a faithful companion, Transat Text also stands perfectly well on its own and can be used for both text and display use.

WEIGHTS & STYLES

Transat Text Light	<i>Transat Text Light Oblique</i>
Transat Text Standard	<i>Transat Text Standard Oblique</i>
Transat Text Medium	<i>Transat Text Medium Oblique</i>
Transat Text Bold	<i>Transat Text Bold Oblique</i>
Transat Text Black	<i>Transat Text 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 ABCDEFGG → ABCDEFG
ARBITRARY FRACTIONS 2/3 15/32 99/100 → 2/3 15/32 99/100		CASE-SENSITIVE FORMS ¿i(H)12-{}[]?! → ¿i(H)12-{}[]?!
SUPERIORS & INFERIORS 1234567890 → 1²3⁴5⁶7⁸9⁰ 1₂3₄5₆7₈9₀		ALTERNATE LOWERCASE G g → g

DESIGN NOTES

COMPARISON TO TRANSAT

TRANSAT

MNOfgp

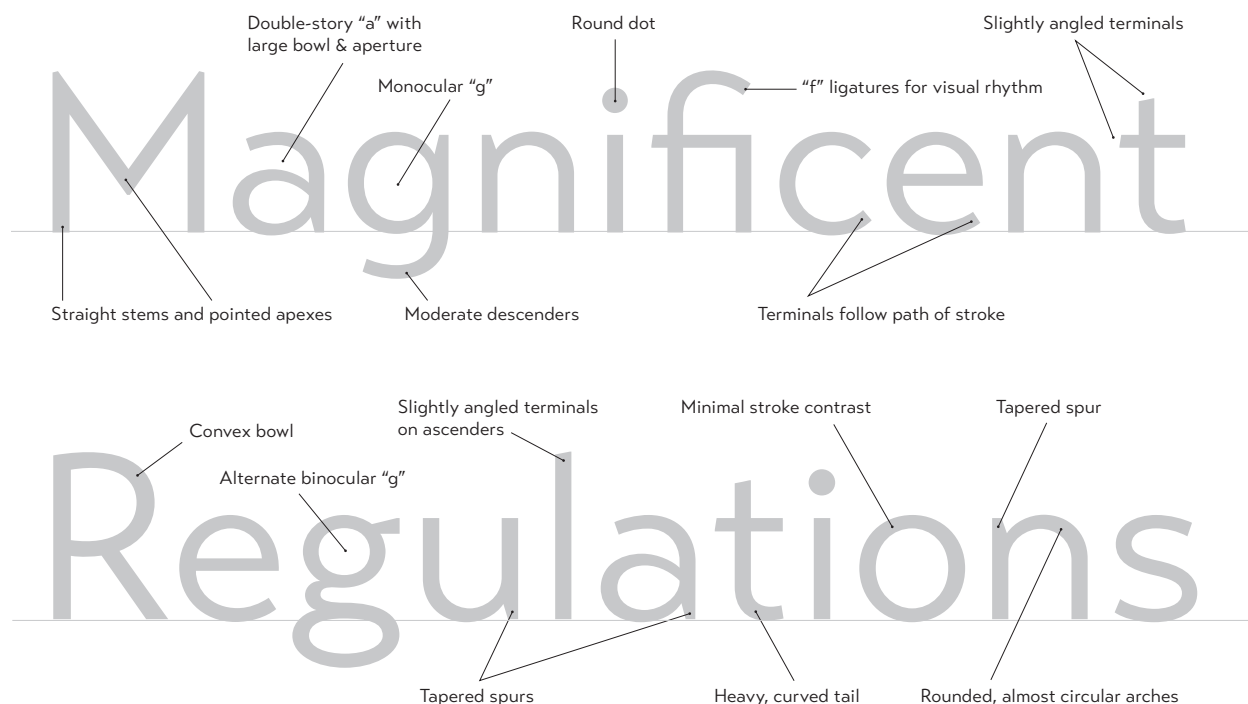
Unique, historically inspired character
Variable character widths
Small x-height reflecting Art Deco trends
Long, elegant descenders
Tight spacing for display use

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 TEXT LIGHT & OBLIQUE

BASIC CHARACTERS

0123456789 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

! ? @ # % & * () / + = \$ € £ ¥ ¶ © ®

0123456789 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*! ? @ # % & * () / + = \$ € £ ¥ ¶ © ®*

TRANSAT LIGHT & OBLIQUE

DISPLAY SAMPLE

French Line at Pier 88, North River, New York

BROOKS STEVENS

Commerce Building of the Port Authority of New York and New Jersey

Pennsylvania Hotel, *Phone PE6-5000*

The Library of Congress

Exposition Internationale des Arts et Techniques dans la Vie Moderne

Ateliers et Chantiers de la Loire

NEW YORK CENTRAL RAILROAD J-3A DREYFUSS HUDSON

GARE MARITIME DU HAVRE

Compagnie du chemin de fer métropolitain de Paris

Cleveland Union Terminal Tower

SOCIÉTÉ NATIONALE DES CHEMINS DE FER FRANÇAIS

PROGRESS

Sprague Thomson Metro Car

TRANSAT STANDARD & OBLIQUE

BASIC CHARACTERS

0123456789 0123456789

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TRANSAT STANDARD & OBLIQUE

DISPLAY SAMPLE

INDEPENDENT CITY-OWNED RAPID TRANSIT RAILROAD

Kodachrome Safety Color Film

Coachbuilding

1934 CITROËN 7CV TRACTION AVANT

Christened by Madame Andre Lebrun, 29 October 1932

FEDERAL ART PROJECT

Die neue *Bremen*, das größte passagierschiff

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

Jacques-Emile Ruhlmann

New York Municipal Airport – Marine Air Terminal

Historic American Buildings Survey

FORD TRI-MOTOR

Use the *flying Clipper Ships* for Passengers, Mail & Express

Nonstop New York to Los Angeles

TRANSAT MEDIUM & OBLIQUE

BASIC CHARACTERS

0123456789 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

! ? @ # % & * () / + = \$ € £ ¥ ¶ © ®

0123456789 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

! ? @ # % & * () / + = \$ € £ ¥ ¶ © ®

TRANSAT MEDIUM & OBLIQUE

DISPLAY SAMPLE

JAMES MAITLAND STEWART

New York Shipbuilding Corporation, Camden, N.J.

HISPANO-SUIZA

The Chicago, Milwaukee, St. Paul and Pacific Railroad

Apparatus for Treating Air

It's delovely, it's dynamic, it's *DeSoto!*

Pan-Pacific Auditorium, Fairfax, Los Angeles, California

AUBURN 851 SPEEDSTER

The Atchison, Topeka and Santa Fe Railway

LONG BEACH MUNICIPAL AIRPORT

It is on *these ships* that you absorb the subtle atmosphere of France

15 State Street, New York

Section française de l'internationale communiste

WALDORF-ASTORIA

Golden Gate International Exposition

TRANSAT BOLD & OBLIQUE

BASIC CHARACTERS

0123456789 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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TRANSAT BOLD & OBLIQUE

DISPLAY SAMPLE

LZ-127 GRAF ZEPPELIN & LZ-129 HINDENBURG

LaSalle Series 350

And presenting Vivien Leigh as Scarlett O'Hara

A Metro-Goldwyn-Mayer Picture, produced by Loew's Incorporated

ROLLEIFLEX 2.8F TLR

Le Palais de la Porte Dorée à Paris, construit en 1931

Technicolor Motion Picture Corporation

MUSÉE DES ANNÉES 30

Offices and Agencies in Principal Cities of Europe and the United States

Graham, Anderson, Probst & White

WOOLWORTH'S

Paul Whiteman & the Palais Royal Orchestra

Plan of the Penhoët Yard, showing Position for new Building Berth

Orpheum Theatre

MUSÉE FRANÇAIS DE LA BRASSERIE

TRANSAT BLACK & OBLIQUE

BASIC CHARACTERS

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

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TRANSAT BLACK & OBLIQUE

DISPLAY SAMPLE

SERVICE REGULIER PAR PAQUEBOTS DELUXE ET A CLASSE UNIQUE

VOYAGES MODERNES

Raymond Hood & John Mead Howells

The only twin-motor air service between Chicago and the Southwest

30 Rockefeller Plaza

New World's Seaplane Record

The French interpretation of *First Class* at sea

PACKARD CLIPPER

The French Line assures you of *Luxury...Speed...Safety...Cuisine*

SHIPPING WONDERS OF THE WORLD

New York to New Orleans—*Non-stop, Non-refueling*—in the Aeronca "Chief"

Eastern Air Lines Building

CHEMIN DE FER DE PARIS À LA MER

See America by Pullman—at the *lowest rates* in history!

NIEUW AMSTERDAM

TRANSAT TEXT

TEXT SAMPLE

9 PT., STANDARD WITH BOLD

The ss *Normandie* was an ocean liner built in Saint-Nazaire, France, for the French Line, **Compagnie Générale Transatlantique**. She entered service in 1935 as the largest and fastest passenger ship afloat; she is still the most powerful steam turbo-electric-propelled passenger ship ever built.

"SS Normandie." Wikipedia, The Free Encyclopedia. Wikimedia Foundation, Inc. 20 February 2013.

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10 PT., STANDARD WITH BOLD

Her novel design and lavish interiors led many to consider her the **greatest of ocean liners**. Despite this, she was not a commercial success and relied on government subsidy to operate. During service as the flagship of the CGT, she made 139 westbound transatlantic crossings from her home port of Le Havre to New York.

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11 PT., STANDARD WITH BOLD

Normandie held the **Blue Riband** for the fastest transatlantic crossing at several points during her service career, during which the RMS *Queen Mary* was her main rival. *Queen Mary* captured the Blue Riband, while *Normandie* held the size record until the arrival of the *Queen Mary's* running mate the RMS *Queen Elizabeth* in 1940.

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12 PT., STANDARD WITH BOLD

During World War II, *Normandie* was seized by US authorities at New York and renamed **USS Lafayette**. In 1942, the liner caught fire while being converted to a troopship, capsized onto her port side at Pier 88, the site of the current New York Passenger Ship Terminal.

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1933 CHICAGO WORLD'S FAIR

Fly Pan American Airway's famous Clippers!

STUDEBAKER

PENNSYLVANIA TURNPIKE

New York Municipal Airport — Marine Air Terminal

GRAFLEX CROWN GRAPHIC

New York Shipbuilding Corporation, Camden, N.J.

LIBERTY WAR BONDS

Exposition Internationale des Arts et Techniques dans la Vie Moderne

Historic American Buildings Survey

Francis Scott Key Fitzgerald

LZ-127 GRAF ZEPPELIN & LZ-129 HINDENBURG

The Arrow Collar Man

Emergency Relief Appropriation Act of 1935

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