



# Houschka Alt Pro

*a type specimen*



# Houschka Alt Pro

## Introduction

Houschka Alt Pro Light  
11/13 pt

Houschka was named after a confectioner's shop in Salzburg which had a wonderful 1930's frontage and distinctively rounded letterforms in the sign above the door.

Houschka Pro is the follow up to the original Houschka type family which first appeared back in 1999. Character shapes have been improved, kerning and spacing refined, and Open-Type features include CE, Baltic, Turkish & Cyrillic language support plus small caps, 3 stylistic sets, contextual alternates, ligatures and 4 sets of numerals.

Houschka is clean and legible, a modern sans serif typeface which shares the humanist qualities of Gill Sans & Johnston but retains a uniquely charming character of its own through signature glyphs A, G, Q, W & w; **please note that the straight A & W become the default characters in Houschka Alt Pro and the rounded versions become the alternates.** A simple reverse swap which gives the Alt Pro family a more businesslike demeanour straight off the bat.

Houschka Alt Pro  
Thin & Italic  
38/44 pt

Houschka Alt Pro:  
six weights from  
Thin to ExtraBold,  
*plus italics of each.*

wasted affection

**RUBICON**

*Typographic branding at its very best*

**2017 QUALIFIER**

democratic

social networking & the internet are both a blessing and a curse

**Creative Talent**

Houschka Alt Pro Thin

*Houschka Alt Pro Thin Italic*

Houschka Alt Pro Light

*Houschka Alt Pro Light Italic*

Houschka Alt Pro Medium

*Houschka Alt Pro Medium Italic*

Houschka Alt Pro DemiBold

*Houschka Alt Pro DemiBold Italic*

Houschka Alt Pro Bold

*Houschka Alt Pro Bold Italic*

Houschka Alt Pro ExtraBold

*Houschka Alt Pro ExtraBold Italic*

Six weights with italics, designed by Nick Cooke.

All fonts are available in OpenType OTF format.  
Macintosh & Windows compatible.

Hamburgefonstiv

Hamburgefonstiv

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**Hamburgefonstiv**

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## Thin &amp; Italic

- 9/11** There will always be demand for fresh new sans serif typefaces but thankfully 'clean' and 'legible' are no longer bywords for boring and traditional. The trickle of 'text faces with a twist' has become a torrent due to *the growth of independent micro foundries empowered by the web and ever improving development tools*.
- 10/12** There will always be demand for fresh new alternative sans serif typefaces but thankfully 'clean' and 'legible' are no longer bywords for boring and traditional. The trickle of 'text faces with a twist' has become a torrent due to *the huge growth of independent micro foundries empowered by the web and improving development tools*.
- 12/14** There will always be demand for fresh new alternative sans serif typefaces but thankfully 'clean' and 'legible' are not bywords for boring and traditional. The trickle of 'text faces with a twist' has become a torrent due to *the huge growth of independent micro foundries empowered by the web and ever improving development*.
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- 18/21** There will always be demand for fresh new alternative sans serif typefaces. The trickle has become a torrent due to *the growth of independent micro foundries empowered by the web and ever improving development*
- 24/27** There will always be demand for fresh new alternative sans serif typefaces. *The trickle has become a torrent due to the huge growth of independent micro foundries*

## Light &amp; Italic

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## Medium &amp; Italic

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## DemiBold &amp; Italic

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## Bold &amp; Italic

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24/27	There will always be demand for new sans serif typefaces. The trickle is now a torrent <i>due to the massive growth of independent micro foundries</i>

## ExtraBold &amp; Italic

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А Б В Г Д Е Ё Ж З И Й К Л М Н О  
 П Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ь Э  
 Ю Я Г Ђ Ѓ Є Ѕ І І Ј Љ Њ Ћ Ќ Ў  
 а б в г д е ё ж з и й к л м н о п р с т у  
 ф х ц ч ш щ ъ ы ь э ю я г ђ ѓ є ѕ і і ј љ  
 њ ћ ќ ў

**В чащах юга жил  
 был цитрус...  
 да, но фальшивый  
 экземпляр!**

#### MAIN SUPPORTED LANGUAGES IN HOUSCHKA ALT PRO:

Albanian, Basque, Belarusian, Bulgarian, Catalan, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Macedonian, Malay (Rumi), Maltese, Norwegian, Polish, Portugese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Turkish, Ukrainian, Welsh

ƎƎƎƎƎƎƎƎƎƎƎƎƎƎƎƎƎƎƎƎƎƎ  
 » **a very good party**

STYLISTIC SET 1  
MODERN

АВСЕFGHКМNРRТWY  
 АВСЕFGHКМNРRТWYcfkrw  
 » **KICK AGAINST THE WALL**

STYLISTIC SET 2  
ART DECO

aemny aemny  
 » **The mean uob**

STYLISTIC SET 3  
UNICASE

AAWw » AAww

CONTEXTUAL ALTERNATES

a » a **infant**

STYLISTIC ALTERNATES

a a a | **a a a** | a a a

#### OPENTYPE FEATURES:

Please note that OpenType features, stylistic sets, alternates etc are only accessible in compatible software applications. Most features are not on by default and will need to be activated. Depending on which application is being used, most characters can also be chosen via the glyph palette.



Exemplary

**CARROT CAKE**

Flygande bäckasiner söka strax hwila på mjuka tuvor

specific affiliation

**WAVELENGTH**

*Zwei Boxkämpfer jagen Eva quer durch Sylt*

**\$76 / €58 / £41 / ¥6,320**

Abstract Expressionism

**warmth**

**[THERAPEUTIC  
THERAPEUTIC]**

respect  
respect  
**respect**

**{THERAPEUTIC  
THERAPEUTIC}**

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