

Genath Display

About Genath Display

Genath Display is a revival type, based on a 1720 specimen including Johann Wilhelm Haas' first design for the Genath Display Foundry in Basel, Switzerland. Through his meticulous lens, François Rappo was able to create a streamlined digitalization of Baroque eclecticism and extravagance.

Like Joan Michaël Fleischmann, Johann Wilhelm Haas (1698–1764) trained in Nuremberg, likely with Johann and Pankraz Lobinger. Both Fleischmann and Haas epitomize a new typographic departure from the old styles cut during the Renaissance, a divergent situation specific to Northern Europe. It would later spread to Prague and to London, to a lesser extent. Following the death of the Genath Display Foundry's proprietor, Johann Wilhelm Haas became its new owner and renamed the foundry, Haas'sche Schriftgiesserei. The foundry has been recognized as the most famous and oldest (1740–1989) type foundry in Switzerland, noted for the launch of Helvetica in the mid-1950s.

Truly "Baroque," slightly condensed, and highly contrasting, Genath Display features playful and fancy details which will enhance any editorial work—from footnotes to headlines.

→ Second release in 2021

→ First release in 2011

Designed by François Rappo

François Rappo lives and works in Lausanne, Switzerland. Rappo studied graphic design in the early 1980s at the École cantonale des beaux arts (ECBA) in Lausanne, where he specialized in typography. After years of graphic design practice in both the cultural and the corporate fields, he became active in design education.

Since the mid-1990s, he teaches editorial and type design at the École cantonale d'art de Lausanne (ECAL), where he established the art direction master's degree program in 2009, which became the type design master's degree program in 2016. Additionally, Rappo frequently lectures about his typographic practice in Europe, Russia, and the USA.

From 2001 to 2007, he was the president of the jury for The Most Beautiful Swiss Books competition. He was awarded the prestigious Jan Tschichold Prize in 2013 for his outstanding achievement in editorial design through his influential typeface designs.

Genath Display Regular
270 pt

Gen

Genath Display Thin/Italic
120 pt

Aa

Aa

Genath Display Light/Italic
120 pt

Aa

Aa

Genath Display Regular/Italic
120 pt

Aa

Aa

Genath Display Bold/Italic
120 pt

Aa

Aa

Genath Display Extrabold/Italic
120 pt

Aa

Aa

Genath Display Regular
270 pt

ath

Genath Display Family
10 Styles

Genath Display Thin

Genath Display Thin Italic

Genath Display Light

Genath Display Light Italic

Genath Display Regular

Genath Display Italic

Genath Display Bold

Genath Display Bold Italic

Genath Display Extrabold

Genath Display Extrabold Italic

Optimo Latin Extended
Character Set

Adobe
· Adobe Latin-1

Apple Macintosh
· MacOS Roman (Standard Latin)
· MacOS Central European Latin
· MacOS Croatian
· MacOS Iceland
· MacOS Romanian
· MacOS Turkish

ISO 8859
· 8859-1 Latin-1 Western European
· 8859-2 Latin-2 Central European
· 8859-3 Latin-3 South European
· 8859-4 Latin-4 North European
· 8859-9 Latin-5 Turkish
· 8859-13 Latin-7 Baltic Rim
· 8859-15 Latin-9
· 8859-16 Latin-10 South-Eastern European

Microsoft Windows
· MS Windows 1250 Central European Latin
· MS Windows 1252 Western (Standard Latin)
· MS Windows 1254 Turkish Latin
· MS Windows 1257 Baltic Latin

Encoded Glyphs
· Basic Latin
· Latin-1 Supplement
· Latin Extended-A
· Latin Extended-B
· Latin Extended Additional

OpenType Features



All Caps [cpsp]



Case Sensitive Forms [case]

This function formats the text in upper-case and adjusts spacing between all capital letters. It also applies the ‘Case Sensitive Forms’ feature which replaces certain characters with alternates that are better suited for all capital text, especially related to punctuation.

OFF

All Caps

(278) «Optimo»

H@||0[]{}i<>«»-—·

ON

ALL CAPS

(278) «OPTIMO»

H@||0[]{}i<>«»-—·



Tabular Lining Figures
[tnum–lnum]



Proportional Lining Figures
[pnum–lnum]



Tabular Oldstyle Figures
[tnum–lnum]



Proportional Oldstyle Figures
[pnum–lnum]

This typeface includes lining and oldstyle figures available in tabular or proportional spacing formats. Lining figures have an invariable height comparatively to oldstyle figures who have varying ascenders, descenders and x-height. For contexts in which numbers need to line up such as columns or tables, the tabular setting is perfectly adapted as all numerals width is uniformized. Proportional setting generates numerals suitable for text; each number has an appropriate width based on its shape.

H0123456789
H0123456789
H0123456789
H0123456789

H0123456789
H0123456789
Ho123456789
Ho123456789



Contextual Alternates [calt]

This feature adapts the position of a glyph after its surrounding context. For instance, a dash placed between two uppercase letters or numbers will be replaced by an uppercase version of the dash, slightly higher. This feature is usually active by default in Adobe applications.

A-B C–D 1—2

A-B C–D 1—2



Standard Ligatures [liga]

Standard ligatures replaces a sequence of characters with a single ligature glyph, they are designed to improve kerning and readability of certain letter pairs.

fi fl ff ft fb fh ft
fk fj ffi ffb

fi fl ff ft fb fh ft
fk fj ffi ffb

 Fractions [frac]

With this feature, any numbers separated by a slash will automatically turn into a fraction. To fit in fraction configuration, numerals have been designed smaller and their weights have been adjusted to suit the typeface.

1/2 1/3 2/3 1/4
3/4 3/8 5/8 7/8

1/2 1/3 2/3 1/4
3/4 3/8 5/8 7/8

 Ordinals [ordn]

This feature replaces any letter following a numeral with its matching superior letters. French language uses the ordinal indicators such as ‘er’ for 1er premier, while Spanish, Portuguese and Italian require the feminine and masculine ordinals ‘a,’ ‘o’ for 1ª, 1º. Ordinals are designed to match the weight of the typeface.

2a 2o 1er

2ª 2º 1er

 Slashed Zero [zero]

Originally created to avoid the confusion between the ‘0’ and the ‘O’, this feature substitutes all zeros in a selected text by a slashed form of the

0 o

0 o

 Numerators [numr]

This feature substitutes glyphs with their matching smaller alternates. The numerators are the same glyphs that are used to create fractions, their vertical position remains within the capital letters height. These glyphs are reduced in size and designed slightly heavier to keep them consistent with the rest of the font.

H0123456789–+=
Habcdefghijklmno
Hpqrstuvwxyz.,()[]

H0123456789–+=
Habcdefghijklmno
Hpqrstuvwxyz.,()[]

 Denominators [dnom]

This feature substitutes glyphs with their matching smaller alternates and low position glyphs. The denominators are the same glyphs that are used to create fractions, their vertical position remains within the base line. These glyphs are reduced in size and designed slightly heavier to keep them consistent with the rest of the font.

H0123456789–+=
Habcdefghijklmno
Hpqrstuvwxyz.,()[]

H0123456789–+=
Habcdefghijklmno
Hpqrstuvwxyz.,()[]

 Superscript/Supersiors [sup]

This feature substitutes glyphs with their matching smaller alternates which are set slightly above the height of the capital letters. These glyphs are reduced in size and designed slightly heavier to keep them consistent with the rest of the font.

H0123456789–+=
Habcdefghijklmno
Hpqrstuvwxyz.,()[]

H0123456789–+=
Habcdefghijklmno
Hpqrstuvwxyz.,()[]

 Subscript/Inferiors [subs]

This feature substitutes glyphs with their matching smaller alternates which are set slightly below the baseline. These glyphs are reduced in size and designed slightly heavier to keep them consistent with the rest of the font.

H0123456789–+=
Habcdefghijklmno
Hpqrstuvwxyz.,()[]

H0123456789–+=
Habcdefghijklmno
Hpqrstuvwxyz.,()[]

 Discretionary Ligatures [dlig]

This feature activates discretionary ligatures which are specific to the typeface. It applies all other designed ligatures that are not classified as standard ligatures.

ct st sp tt *is us gg*
-> <-

ct st sp tt *is us gg*
-> <-

 Alternate Q and ampersand [ss01]

This feature replaces glyph(s) with stylistic alternate(s).

Q&

Q&

 Small Proportional Figures [ss02]

 Small Tabular Figures [ss03]

Genath includes a third set of figures, Small Proportional figures, which are shorter than Proportional Figures, and can be beautiful mixed with text. Tabular small figures are all of equal width. They are only needed when the figures must all line up from one line to the next, as in a table.

H0123456789
H0123456789

H0123456789
H0123456789

 Lowercase math symbols [ss06]

This feature activates alternate lowercase positioning of mathematical symbols.

4-7×8
up+down

4-7×8
up+down

H+±×÷-≈≠≤≥¬∞

H+±×÷-≈≠≤≥¬∞

 Long s [ss07]

This feature replaces glyph(s) with font specific stylistic alternate(s).

s
ss si sl sh sk st ssi

f
ffi fi fl fh fk ft ffi

 Multiply sign [ss20]

This feature substitutes the letter “x” into the multiplication sign.

32x50 cm

32×50 cm

 Small Caps [smcp]

 All Small Caps [c2sc]

This feature formats the text from lowercase or uppercase to small caps. It uses alternate characters for punctuation which are lowered and adjusted to small caps. Depending on the software used, lowercase may be affected only when a word starts with a capital.

Small Caps
ALL SMALL CAPS

SMALL CAPS
ALL SMALL CAPS

abcdefghijklmn
opqrstuvwxyz&

ABCDEFGHIJKLMN
OPQRSTUVWXYZ&

 Alternate h [ss04]

This feature replaces glyph(s) with font specific stylistic alternate(s).

h h̃ĥh̄h̆ḣ

h h̃ĥh̄h̆ḣ

Genath Display Thin
60 pt

The car was a
boxy late model
Ford sedan, white

Genath Display Thin
48 pt

The car was a boxy late
model Ford sedan,
white over black, in-
nocuous bordering on

Genath Display Thin
36 pt

The car was a boxy late model
Ford sedan, white over black,
innocuous bordering on invis-
ible, and very fast. It had been
a sheriff's vehicle originally

Genath Display Thin
24 pt

The car was a boxy late model Ford sedan,
white over black, innocuous bordering on
invisible, and very fast. It had been a sheriff's
vehicle originally bought at an auction in
Tennessee, and further modified for speed.
Perry and I listened to the big engine idle,
checked the dual scoops on the hood. I had

Genath Display Thin Italic
60 pt

*The car was a boxy
late model Ford se-
dan, white over*

Genath Display Thin Italic
48 pt

*The car was a boxy late
model Ford sedan, white
over black, innocuous
bordering on invisible,*

Genath Display Thin Italic
36 pt

*The car was a boxy late model
Ford sedan, white over black, in-
nocuous bordering on invisible,
and very fast. It had been a sher-
iff's vehicle originally bought at*

Genath Display Thin Italic
24 pt

*The car was a boxy late model Ford sedan, white
over black, innocuous bordering on invisible,
and very fast. It had been a sheriff's vehicle orig-
inally bought at an auction in Tennessee, and
further modified for speed. Perry and I listened to
the big engine idle, checked the dual scoops on the
hood. I had not seen one of those on the road*

Genath Display Light
60 pt

The car was a
boxy late model
Ford sedan,

Genath Display Light
48 pt

The car was a boxy
late model Ford se-
dan, white over black,
innocuous bordering

Genath Display Light
36 pt

The car was a boxy late mod-
el Ford sedan, white over
black, innocuous bordering
on invisible, and very fast. It
had been a sheriff's vehicle

Genath Display Light
24 pt

The car was a boxy late model Ford sedan,
white over black, innocuous bordering on
invisible, and very fast. It had been a sher-
iff's vehicle originally bought at an auction
in Tennessee, and further modified for
speed. Perry and I listened to the big en-
gine idle, checked the dual scoops on the

Genath Display Light Italic
60 pt

*The car was a boxy
late model Ford
sedan, white over*

Genath Display Light Italic
48 pt

*The car was a boxy late
model Ford sedan, white
over black, innocuous
bordering on invisible,*

Genath Display Light Italic
36 pt

*The car was a boxy late model
Ford sedan, white over black, in-
nocuous bordering on invisible,
and very fast. It had been a sher-
iff's vehicle originally bought at*

Genath Display Light Italic
24 pt

*The car was a boxy late model Ford sedan,
white over black, innocuous bordering on invis-
ible, and very fast. It had been a sheriff's vehicle
originally bought at an auction in Tennessee,
and further modified for speed. Perry and I lis-
tened to the big engine idle, checked the dual
scoops on the hood. I had not seen one of those on*

Genath Display Regular
60 pt

The car was a
boxy late model
Ford sedan, white

Genath Display Regular
48 pt

The car was a boxy
late model Ford se-
dan, white over black,
innocuous bordering

Genath Display Regular
36 pt

The car was a boxy late mod-
el Ford sedan, white over
black, innocuous bordering
on invisible, and very fast. It
had been a sheriff's vehicle

Genath Display Regular
24 pt

The car was a boxy late model Ford sedan,
white over black, innocuous bordering on
invisible, and very fast. It had been a sher-
iff's vehicle originally bought at an auction
in Tennessee, and further modified for
speed. Perry and I listened to the big en-
gine idle, checked the dual scoops on the

Genath Display Italic
60 pt

*The car was a boxy
late model Ford
sedan, white over*

Genath Display Italic
48 pt

*The car was a boxy late
model Ford sedan, white
over black, innocuous
bordering on invisible,*

Genath Display Italic
36 pt

*The car was a boxy late model
Ford sedan, white over black, in-
nocuous bordering on invisible,
and very fast. It had been a sher-
iff's vehicle originally bought at*

Genath Display Italic
24 pt

*The car was a boxy late model Ford sedan, white
over black, innocuous bordering on invisible, and
very fast. It had been a sheriff's vehicle originally
bought at an auction in Tennessee, and further
modified for speed. Perry and I listened to the big
engine idle, checked the dual scoops on the hood. I
had not seen one of those on the road since high*

Genath Display Bold
60 pt

The car was a
boxy late model
Ford sedan,

Genath Display Bold
48 pt

The car was a boxy
late model Ford se-
dan, white over black,
innocuous bordering

Genath Display Bold
36 pt

The car was a boxy late mod-
el Ford sedan, white over
black, innocuous bordering
on invisible, and very fast. It
had been a sheriff's vehicle

Genath Display Bold
24 pt

The car was a boxy late model Ford sedan,
white over black, innocuous bordering on
invisible, and very fast. It had been a sher-
iff's vehicle originally bought at an auction
in Tennessee, and further modified for
speed. Perry and I listened to the big en-
gine idle, checked the dual scoops on the

Genath Display Bold Italic
60 pt

*The car was a boxy
late model Ford
sedan, white over*

Genath Display Bold Italic
48 pt

*The car was a boxy late
model Ford sedan, white
over black, innocuous
bordering on invisible,*

Genath Display Bold Italic
36 pt

*The car was a boxy late model
Ford sedan, white over black, in-
nocuous bordering on invisible,
and very fast. It had been a sher-
iff's vehicle originally bought at*

Genath Display Bold Italic
24 pt

*The car was a boxy late model Ford sedan, white
over black, innocuous bordering on invisible,
and very fast. It had been a sheriff's vehicle orig-
inally bought at an auction in Tennessee, and
further modified for speed. Perry and I listened
to the big engine idle, checked the dual scoops on
the hood. I had not seen one of those on the road*

Genath Display Extrabold
60 pt

**The car was a
boxy late model
Ford sedan,**

Genath Display Extrabold
48 pt

**The car was a boxy
late model Ford se-
dan, white over
black, innocuous**

Genath Display Extrabold
36 pt

**The car was a boxy late mod-
el Ford sedan, white over
black, innocuous bordering
on invisible, and very fast. It
had been a sheriff's vehicle**

Genath Display Extrabold
24 pt

**The car was a boxy late model Ford se-
dan, white over black, innocuous bor-
dering on invisible, and very fast. It had
been a sheriff's vehicle originally
bought at an auction in Tennessee, and
further modified for speed. Perry and I
listened to the big engine idle, checked**

Genath Display Extrabold Italic
60 pt

*The car was a
boxy ate model
Ford sedan, white*

Genath Display Extrabold Italic
48 pt

*The car was a boxy
late model Ford sedan,
white over black, in-
nocuous bordering on*

Genath Display Extrabold Italic
36 pt

*The car was a boxy late model
Ford sedan, white over black,
innocuous bordering on invis-
ible, and very fast. It had been
a sberiff's vehicle originally*

Genath Display Extrabold Italic
24 pt

*The car was a boxy late model Ford sedan,
white over black, innocuous bordering on
invisible, and very fast. It had been a sber-
iff's vehicle originally bought at an auction
in Tennessee, and further modified for speed.
Perry and I listened to the big engine idle,
checked the dual scoops on the hood. I had*