


**FDI**



# **Reklameschrift**

FDI Type Foundry



Font Family	FDI Reklameschrift
Designer	Otto L. Naegele, Ralf Herrmann
Released	2022
Styles	2
Script Support	Western/Eastern/Central Latin



**1908**

Otto Ludwig Naegele · Ludwig & Mayer

**2022**

Ralf Herrmann · FDI Type Foundry



**Kulturjournal**

**Ballonfahrten**

**Bartzwiebel**

**Grammophon**



**High-Wheeler**

**Traffic Lights**

**Electric Train**

**Oscilloscope**

A

B

C

D

E

F

a

b

c

d

e

f

K

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A

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K

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FDI REKLAMESCHRIFT A

A dark blue, stylized, bold letter 'K' with a slightly irregular, hand-drawn appearance. It is centered within a light gray rectangular background.

FDI REKLAMESCHRIFT B

A dark blue, stylized, bold letter 'K' with a slightly irregular, hand-drawn appearance. It is centered within a light gray rectangular background.

**Dieses Wochenende wieder**

**Schlittschuh**

**auf dem Schloßteich**



A stylized illustration of a man and a woman ice skating. The woman is on the left, wearing a long, flowing dress and a headscarf, with her arms raised. The man is on the right, wearing a sweater and dark pants, with his arms around the woman's waist. They are both wearing ice skates and are in a dynamic, romantic pose. The background is a plain, light color.

**hlaufen**

**Moritzburg**

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

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

1 2 3 4 5 6 7 8 9 0

FDI Reklameschrift A · traditional

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

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

1 2 3 4 5 6 7 8 9 0

FDI Reklameschrift B · modernized

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FDI Reklameschrift A · Caps

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ß t t u ú û ü ù ú û y ŷ  
ó ô õ ò x y ý û ÿ z ź ž ě ff  
fi ft fh fi ff tt ch ck

FDI Reklameschrift A · Lowercase

Jetzt in Becker's Garten

# Delociper

bei bengalischer Beleg

Außer aller Gefahr, in höchst





täglich von früh 9 Uhr an

# d=Fahren

Leitung und Concert

t elegantem Styl ausgeführt.



**Gebrüder Lumière**

**Die Zeitmaschine**

**Theater des Westens**

**Untergrundbahn**





**L'Autovettura**

**Cléopâtre 1899**

**Zwaartekracht**

**Skłodowska-Curie**

A detailed black and white line drawing of a three-masted sailing ship, likely a clipper or a large merchant vessel, sailing on a choppy sea. The ship is shown from a three-quarter perspective, moving towards the right. It has three masts with complex rigging. The hull is dark with several small square windows. The sea is depicted with stylized, swirling waves. The overall style is that of a classic maritime illustration.

**Norddeut**

**Post- und Schnellda**



**thier Lloyd**

**mpfer von Bremen**

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Ī Ĵ Ķ ĸ Ĺ Ļ Ľ ľ ĭ ħ  
ŋ ñ ó ô õ ò õ õ ø ð  
ƒ q ŕ ŕ ŕ ŕ ś ś ŝ ŝ ŝ ŝ ŝ ŝ  
ţ u ú û ü ù ú û ů v w ŵ  
ŵ ŵ w x y ú û ù z ź ż ź

FDI Reklameschrift B · Caps

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õ õ ø õ œ p þ q r é ě ç s ś š ŝ ŝ  
ß ſ t t t u ú û ü ù ú û ü v w  
x y y ŷ ŷ ÿ z ź ž ž ſſ  
fi ft fi fl ft ſch fi ſſ tt ch ck

FDI Reklameschrift B · Lowercase

1 2 3 4 5 6 7 8 9 0

1 2 3 1/4 1/2 3/4

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Figures, Punctuation, Currencies

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5 6

Math, Miscellaneous, Diacritical Marks

**Standard Ligatures:**

**ff ffi ft fi fl fl fi ff tt Th**

**The fisher > The fisher**

**Discretionary Ligatures:**

**sch ch ck**

**Backschaufel > Backschaufel**

Ligatures



# Border Elements: (Stylistic Set 1)

a >  b > 

e >  d > 

e > (Grid Space)

abeab >    
edeed >  

Stylistic Set



**FDI**

[fdi-type.de](http://fdi-type.de)