

TAROCCO

THREE WEIGHTS • SIX STYLES • A TEXT TYPEFACE • 2001-05



A book face with a mix
Swedish ideas and German
craftmanship. Touched
slightly of Jugendt



A PROUD PRODUCTION FROM
MAC RHINO FONTS

Background and basic information about the design

Tarocco is a typical book face with good readability and rather tall x-height. The origin for »Tarocco« is found in »Nordisk Antikva«. A typeface especially constructed with attention for the Swedish language. Waldemar Zachrisson was determined to realise his ideas and in 1906 he began to cooperate with the foundry Genzsch & Heyse, based in Hamburg. Some influences of Jugendt can be found and the typeface were released in 1910. It became rather popular until around 1930. After that this beautiful typeface has been rather forgotten and neglected.

When making the layout for a book about an

orange plant in Sicily, I wanted to use something special for the body copy. Somthing with an organic connection. I have had my eyes set for »Nordisk Antikva« for some time, but it wasn't available in digital format, so I decided to make my own version. It started out with just a few weights to fit the purpose for the book.

Later on it has been expanded and upgraded The MRF version includes three weights and six styles altogether and with according ornaments.

STEFAN HATTENBACH, TYPE DESIGNER
STOCKHOLM, JANUARY 2006



ORANGE

orchards kept in the family for generations.

Every three is his child,

each piece of the dimpled fruit is his pride.

He won't tell you this.

See it in the stains of his hand

confident

SMILE – AND SKIN WORN BY 65 YEARS OF CARE

as keeper of the land.

each piece of the dimpled fruit is his pride.

Tarocco – a perfect

blend of flavours and colours

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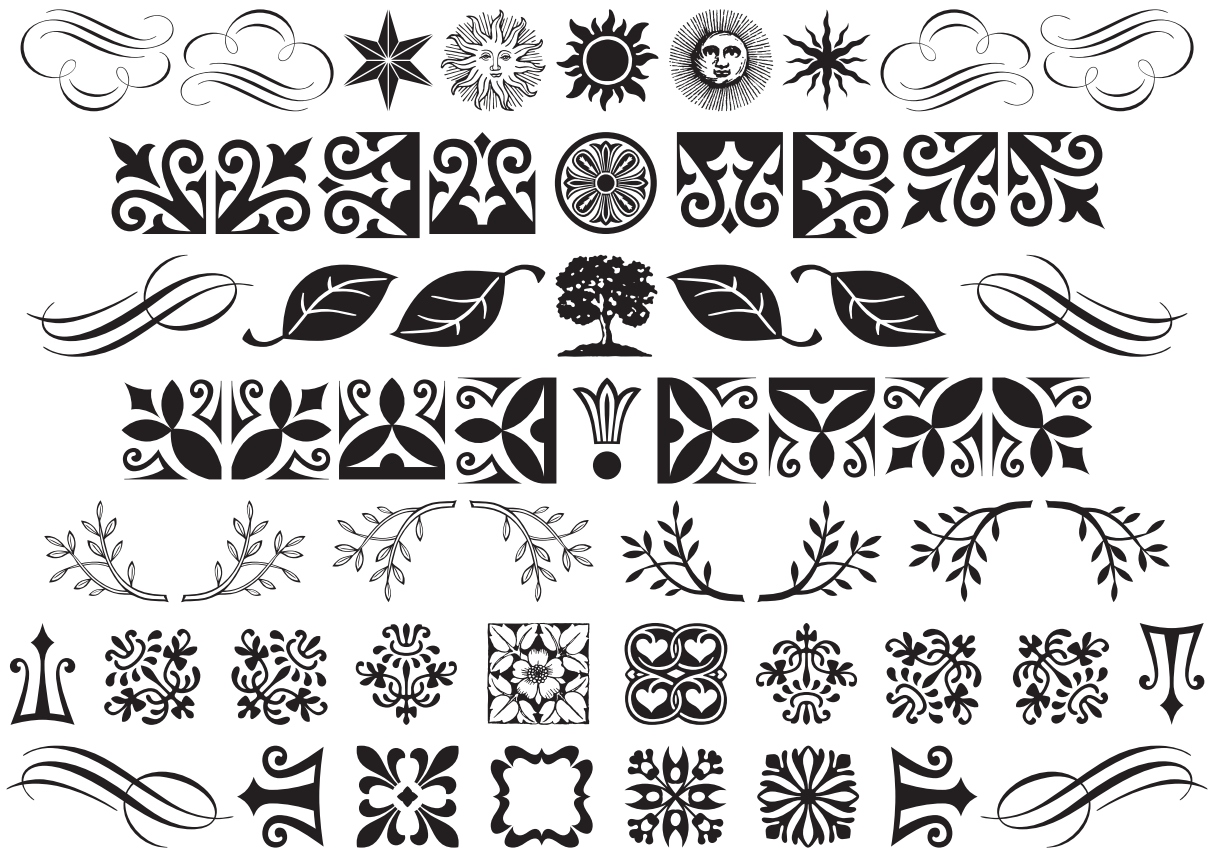
{PARTIAL CHARACTER SET OF TAROCCO ITALIC}

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{PARTIAL CHARACTER SET OF DELICATO MEDIUM}

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V v W w X x Y y Z z
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{PARTIAL CHARACTER SET OF DELICATO BOLD}



{FULL CHARACTER SET OF DELIATO ORNAMENTS}

{TEXT SETTING: 8/12 POINT, ITALIC}

I sometimes wonder that we can be so frivolous, I may almost say, as to attend to the gross but somewhat foreign form of servitude called Negro Slavery, there are so many keen and subtle masters that enslave both North and South. It is hard to have a Southern overseer; it is worse to have a Northern one; but worst of all when you are the slave-driver of yourself. Talk of a divinity in man! Look at the teamster on the highway, wending to market by day or night; does any divinity stir within him? His highest duty to fodder and water his horses! What is his destiny to him compared with the shipping interests? Does not he drive for Squire Make-a-stir? How godlike, how immortal, is he? See how he cowers and sneaks, how vaguely all the day he fears, not being immortal nor divine, but the slave and prisoner of his own opinion of himself, a fame won by his own deeds. stereotyped but unconscious despair is concealed even under what are called the games and amusements of mankind.

{TEXT SETTING: 8/10 POINT, SMALL CAPS AND REGULAR}

I SOMETIMES WONDER THAT WE CAN BE SO FRIVOLOUS, I may almost say, as to attend to the gross but somewhat foreign form of servitude called Negro Slavery, there are so many keen and subtle masters that enslave both North and South. It is hard to have a Southern overseer; it is worse to have a Northern one; but worst of all when you are the slave-driver of yourself. Talk of a divinity in man! Look at the teamster on the highway, wending to market by day or night; does any divinity stir within him? His highest duty to fodder and water his horses! What is his destiny to him compared with the shipping interests? Does not he drive for Squire Make-a-stir? How godlike, how immortal, is he? See how he cowers and sneaks, how vaguely all the day he fears, not being immortal nor divine, but the slave and prisoner of his own opinion of himself, a fame won by his own deeds. Public opinion is a weak tyrant compared with our own private opinion. What a man thinks of himself, that it is which determines, or rather indicates, his fate. Self-emancipation even in the West Indian provinces of the fancy and imagination- what Wilberforce is there to bring that about? Think, also, of the ladies of the land weaving toilet cushions against the last day, not to betray too green an interest in their fates! As if you could kill time without injuring eternity.

The mass of men lead lives of quiet desperation. What is called resignation is confirmed desperation. From the desperate city you go into the desperate country, and have to console yourself with the bravery of minks and muskrats.

8

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8

{TEXT SETTING: 10/12 POINT, SMALL CAPS AND REGULAR}

I SOMETIMES WONDER THAT WE CAN BE SO frivolous, I may almost say, as to attend to the gross but somewhat foreign form of servitude called Negro Slavery, there are so many keen and subtle masters that enslave both North and South. It is hard to have a Southern overseer; it is worse to have a Northern one; but worst of all when you are the slave-driver of yourself. Talk of a divinity in man! Look at the teamster on the highway, wending to market by day or night; does any divinity stir within him? His highest duty to fodder and water his horses! What is his destiny to him compared with the shipping interests? Does not he drive for Squire Make-a-stir? How godlike, how immortal, is he? See how he cowers and sneaks, how vaguely all the day he fears, not being immortal nor divine, but the slave and prisoner of his own opinion of himself, a fame won by his own deeds. Public opinion is a weak tyrant compared with our own private opinion. What a man thinks of himself, that it is which determines, or rather indicates, his fate. Self-emancipation even in the West Indian provinces of the fancy and imagination- what Wilberforce is there to bring that about? Think, also, of the ladies of the land weaving toilet cushions against the last day, not to betray too green an interest in their fates! As if you could kill time without injuring eternity.

{TEXT SETTING: 10/14 POINT, ITALIC}

I sometimes wonder that we can be so frivolous, I may almost say, as to attend to the gross but somewhat foreign form of servitude called Negro Slavery, there are so many keen and subtle masters that enslave both North and South. It is hard to have a Southern overseer; it is worse to have a Northern one; but worst of all when you are the slave-driver of yourself. Talk of a divinity in man! Look at the teamster on the highway, wending to market by day or night; does any divinity stir within him? His highest duty to fodder and water his horses! What is his destiny to him compared with the shipping interests? Does not he drive for Squire Make-a-stir?

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10

{TEXT SETTING: 11/15 POINT, ITALIC}

I sometimes wonder that we can be so frivolous, I may almost say, as to attend to the gross but somewhat foreign form of servitude called Negro Slavery, there are so many keen and subtle masters that enslave both North and South. It is hard to have a Southern overseer; it is worse to have a Northern one; but worst of all when you are the slave-driver of yourself. Talk of a divinity in man! Look at the teamster on the highway, wending to market by day or night; does any divinity stir within him? His highest duty to fodder and water his horses! What is his destiny to him compared with the shipping interests? Does not he drive for Squire Make-a-stir? How godlike,

{TEXT SETTING: 11/13 POINT, SMALL CAPS AND REGULAR}

I SOMETIMES WONDER THAT WE CAN BE SO frivolous, I may almost say, as to attend to the gross but somewhat foreign form of servitude called Negro Slavery, there are so many keen and subtle masters that enslave both North and South. It is hard to have a Southern overseer; it is worse to have a Northern one; but worst of all when you are the slave-driver of yourself. Talk of a divinity in man! Look at the teamster on the highway, wending to market by day or night; does any divinity stir within him? His highest duty to fodder and water his horses! What is his destiny to him compared with the shipping interests? Does not he drive for Squire Make-a-stir? How godlike, how immortal, is he? See how he cowers and sneaks, how vaguely all the day he fears, not being immortal nor divine, but the slave and prisoner of his own opinion of himself, a fame won by his own deeds. Public opinion is a weak tyrant compared with our own private opinion.

11

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11

{TEXT SETTING: 12/16 POINT, ITALIC}

I sometimes wonder that we can be so frivolous, I may almost say, as to attend to the gross but somewhat foreign form of servitude called Negro Slavery, there are so many keen and subtle masters that enslave both North and South. It is hard to have a Southern overseer; it is worse to have a Northern one; but worst of all when you are the slave-driver of yourself. Talk of a divinity in man! Look at the teamster on the highway, wending to market by day or night; does any divinity stir within him? His highest duty to fodder and water his horses!

{TEXT SETTING: 12/14 POINT, SMALL CAPS AND REGULAR}

I SOMETIMES WONDER THAT WE CAN BE SO FRIVOLOUS, I MAY ALMOST SAY, AS TO ATTEND TO THE GROSS BUT SOMEWHAT FOREIGN FORM OF SERVITUDE CALLED NEGRO SLAVERY, THERE ARE SO MANY KEEN AND SUBTLE MASTERS THAT ENSLAVE BOTH NORTH AND SOUTH. IT IS HARD TO HAVE A SOUTHERN OVERSEER; IT IS WORSE TO HAVE A NORTHERN ONE; BUT WORST OF ALL WHEN YOU ARE THE SLAVE-DRIVER OF YOURSELF. TALK OF A DIVINITY IN MAN! LOOK AT THE TEAMSTER ON THE HIGHWAY, WENDING TO MARKET BY DAY OR NIGHT; DOES ANY DIVINITY STIR WITHIN HIM? HIS HIGHEST DUTY TO FODDER AND WATER HIS HORSES! WHAT IS HIS DESTINY TO HIM COMPARED WITH THE SHIPPING INTERESTS? DOES NOT HE DRIVE FOR SQUIRE MAKE-A-STIR? HOW GODLIKE, HOW IMMORTAL, IS HE?

12

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12

{TEXT SETTING: 14/16 POINT, SMALL CAPS AND REGULAR}

I SOMETIMES WONDER THAT WE CAN BE SO FRIVOLOUS, I MAY ALMOST SAY, AS TO ATTEND TO THE GROSS BUT SOMEWHAT FOREIGN FORM OF SERVITUDE CALLED NEGRO SLAVERY, THERE ARE SO MANY KEEN AND SUBTLE MASTERS THAT ENSLAVE BOTH NORTH AND SOUTH. IT IS HARD TO HAVE A SOUTHERN OVERSEER; IT IS WORSE TO HAVE A NORTHERN ONE; BUT WORST OF ALL WHEN YOU ARE THE SLAVE-DRIVER OF YOURSELF. TALK OF A DIVINITY IN MAN! LOOK AT THE TEAMSTER ON THE HIGHWAY, WENDING TO MARKET BY DAY OR NIGHT; DOES ANY DIVINITY STIR WITHIN HIM? HIS HIGHEST DUTY TO FODDER AND WATER HIS HORSES! WHAT IS HIS DESTINY TO HIM COMPARED WITH THE SHIPPING INTERESTS?

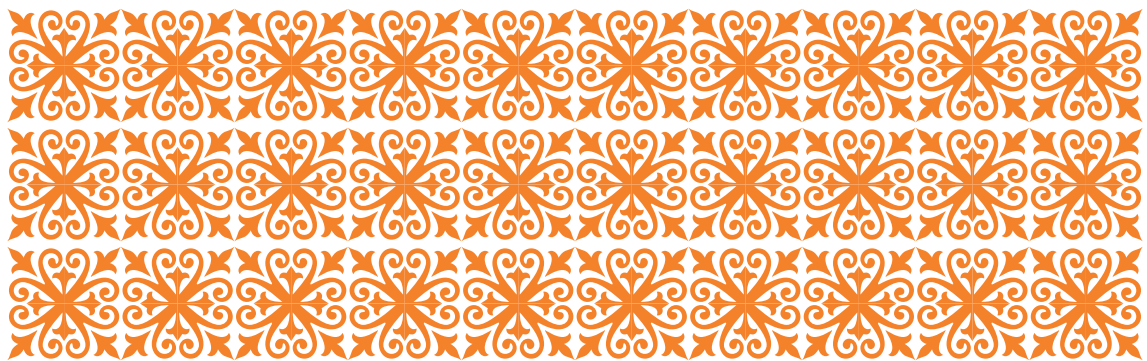
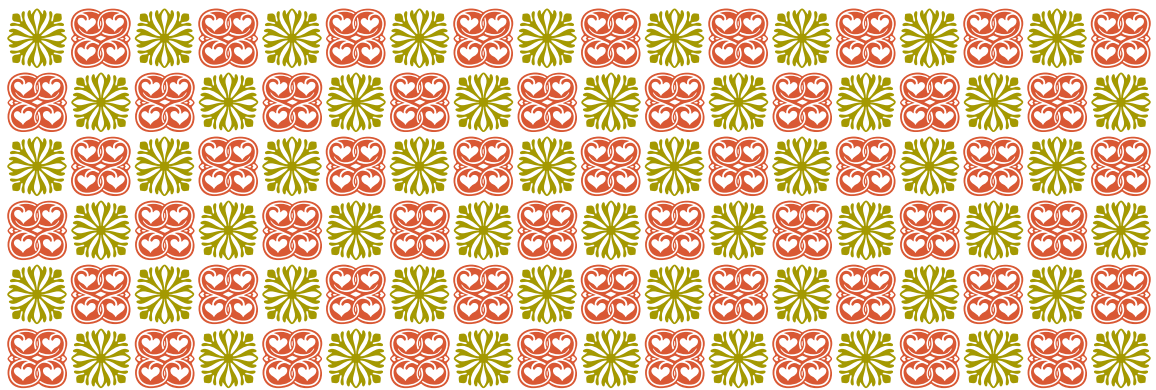
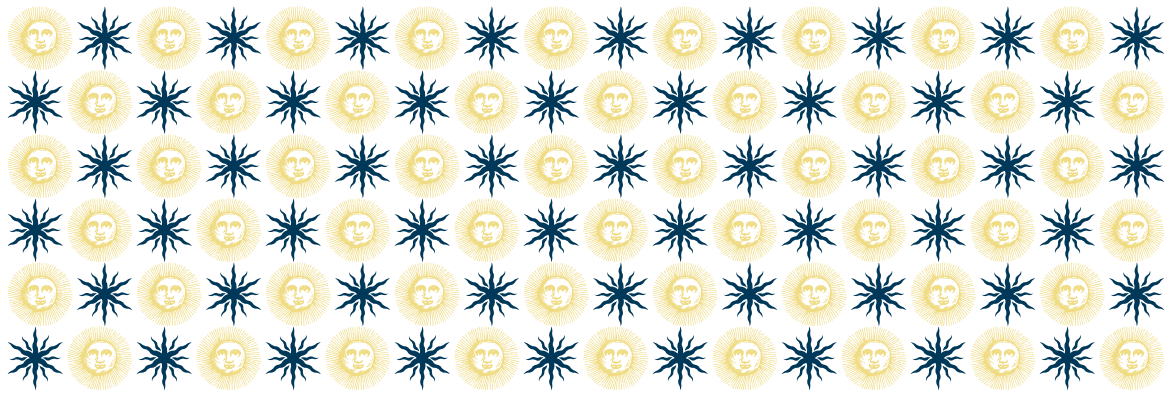
{TEXT SETTING: 14/18 POINT, ITALIC}

I sometimes wonder that we can be so frivolous, I may almost say, as to attend to the gross but somewhat foreign form of servitude called Negro Slavery, there are so many keen and subtle masters that enslave both North and South. It is hard to have a Southern overseer; it is worse to have a Northern one; but worst of all when you are the slave-driver of yourself. Talk of a divinity in man! Look at the teamster on the highway,

14

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14



{EXAMPLES OF USE WITH TAROCCO ORNAMENTS}



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