

Planeta

Clean Constructed

64/50pt Plakat/Light

Planeta is the first font release by Swiss typographer Dani Klauser through the Gestalten font foundry. Klauser invented Planeta to show the beauty of geometric simplicity. His almost scientific approach and his strict attention to the form of each character are visible in its constant thickness giving the font a graphic appeal. Drawing on the look of popular classic fonts from the 1920s, Planeta has been adapted for contemporary use. It is a clean-cut text font that is ideal for editorial design. The font also includes a special 'Plakat' weight, which has been designed specifically for application in large poster designs. Planeta is the first font release by Swiss typographer Dani Klauser through the Gestalten font foundry. Klauser invented Planeta to show the beauty of geometric simplicity. His almost scientific approach and his strict attention to the form of each character are visible

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Four Weights plus Planets

30/44pt Medium/Bold

Light, Medium, Bold, Plakat



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The beauty of

30/57pt Plakat

Geometric Simplicity

Your name/Company name and a brief introduction: My name is Dani Klauser. The Studio is called DKGD in Lucerne, Switzerland.

A short description about the font: Planeta is a geometrically constructed font. I wanted to show the beauty of geometric simplicity in a constructed typeface. Planeta reinterprets the form of fonts from the 1920s and conveys its spirit with contemporary verve.

What was the main idea behind designing the font? The construction of Planeta was mainly inspired by the clean shapes of

geometry. The foundation of the face is based on squares and circles in different sizes. This strict attention to the form of each character in combination with a constant thickness gives the font a graphical appeal.

How would you characterize your style?

I don't concern myself with a specific style. What is important when designing a font like Planeta is to accurately define guidelines. The guidelines are a kind of rule and give you the freedom to play with the form and research for the right expression.

How did you come up with the name of the

font? It sounds nice, its short, it contains cool characters in the name and very important the name ends with an „A“.

What inspires you? I like scientific images that come out of scanning electron microscopes, pictures from the Hubble space telescope, the structure of our DNA and flying birds in the sky.

Which is the bigger challenge: working on your own personal project or for a client with a strict briefing? Sometimes you need a deadline to bring a project in the right shape. In this case it's an advantage to work for a client. When I work on my own

Planeta

30pt/20pt LIGHT

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8pt LIGHT

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12pt MEDIUM

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14pt LIGHT

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14pt MEDIUM

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30pt/20pt MEDIUM

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