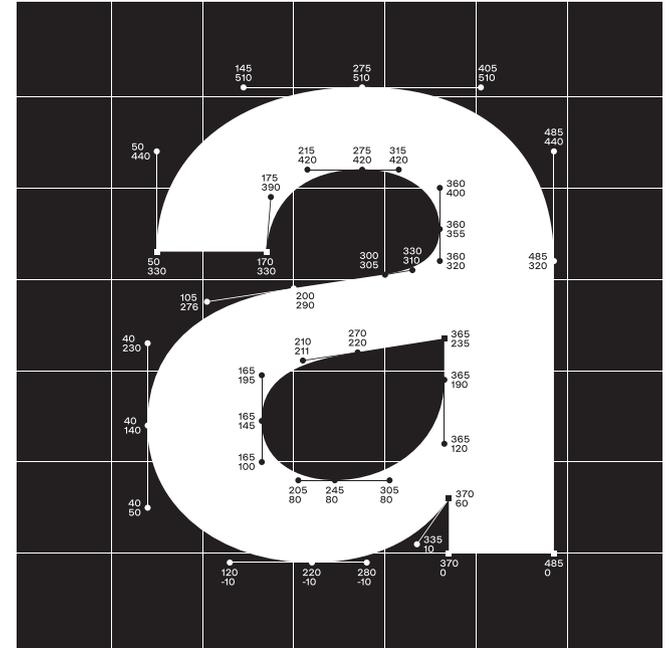# Selecta

Selecta is a highly legible sans-serif designed by Maximage (Daniel Haettenschwiller) after years of research into the 'grotesque' genre. The designer selected the best details from a wide selection of historical and modern sans-serif typefaces and made them his own, focusing notably on the legibility and personality of the typeface. Selecta is composed of 6 weights ranging from Thin to Black with Italics and is also available as a variable font. The fixed width across all styles and its large range of icons make it perfect for both print and digital applications, such as interface and app design.

Selecta, which was developed exclusively for Maxitype, is made of two opposing design attitudes. From the top down, there is the true obsessive nature of the type designer, which is revealed in a series of deft technical systems. Conversely, from the bottom up, we have the freedom of the iconoclast. Concerning the former, Selecta reveals Haettenschwiller's fetish for ultra-rational, almost uptight typeface-governing systems. First, glyphs retain their width in all six weights. This means that once text is typeset, any change in weight —whether to a single word or overall—does not impact the line lengths. This impressive feature comes in handy for screen use and animating text. Second: the weights augment gradually at regular 20- or 40-points intervals between Thin (20) and Black (160). This obsessive construction is also present in the construction points, which are placed on a grid reduced to five or ten points. These systems all interlock to create visual rhythms which echo across letters, lines and weights.

Another quality which may not be immediately apparent is Selecta's uniform type colour. Its glyphs have been designed with the lowest possible contrast to create a constant grey. This quality is enhanced by the short and symmetrical ascenders and descenders that allow a compact leading, but also offer solutions to a notorious problem with old school grotesques. These suffer from optical height differences between numbers and lowercase letters; all-caps words also appear slightly too large. By contrast, Selecta's are homogenous. Its caps display strong geometric or square shapes. See for instance the G, which stands for geometry, the C for circularity, or the E and F's minimal optical correction which transforms them into blocks. This gives them the potential to turn any word into a logo, though the typeface has been conceived for a wide range of applications. It offers an extensive list of symbols, web icons, buttons and picto-grams, providing a complete ecosystem useful for web design, but also signage and corporate programmes. [...]

[Excerpt from *Selecta Type Specimen*[1], 2022]
"Rewind" by Jonas Berthod

[1]   Selecta Type Specimen

ABCDEFGHIJK
LMNOPQRST
UVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
(;"#€$@!?&*)

Selecta Thin *Italic*

Selecta Light *Italic*

Selecta Regular *Italic*

Selecta Medium *Italic*

Selecta Bold ***Italic***

Selecta Black ***Italic***

R R R

Gsj&
Rai?

SELECTA BLACK
L'AVENIR WATCH
"BIG QUOTES"
LOUIS VUITTON
DIASPORA NEWS

Autohypnosis™
Backwoodsmen
Chalcedonies!
«Dehumidifiers»
Ectoparasites

Fluorocarbons*
Grandifloras?
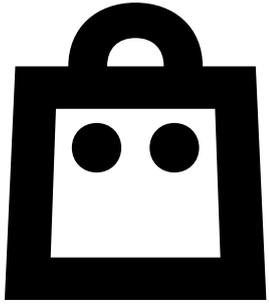# (Hydroxyzines)
Imagination's
"Juxtaposition"

(34×79)⊕∞°

⅛ ¾ ⅝ ⅞ №5

#100%‰ ⊛ ⸪ ⸫

0°H¹ ⁴ ⁵ ² ³ ⁶

①②③+❶❷❸

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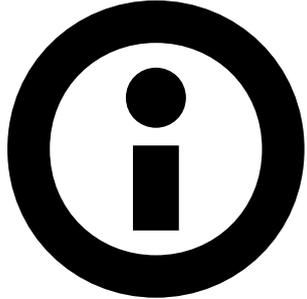
ⓘ officially

direction →
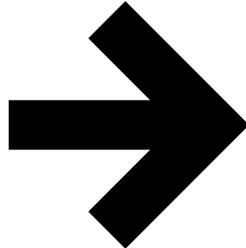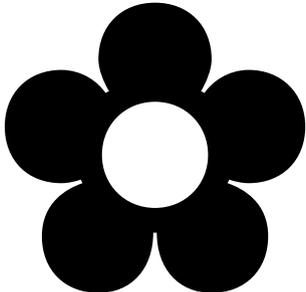
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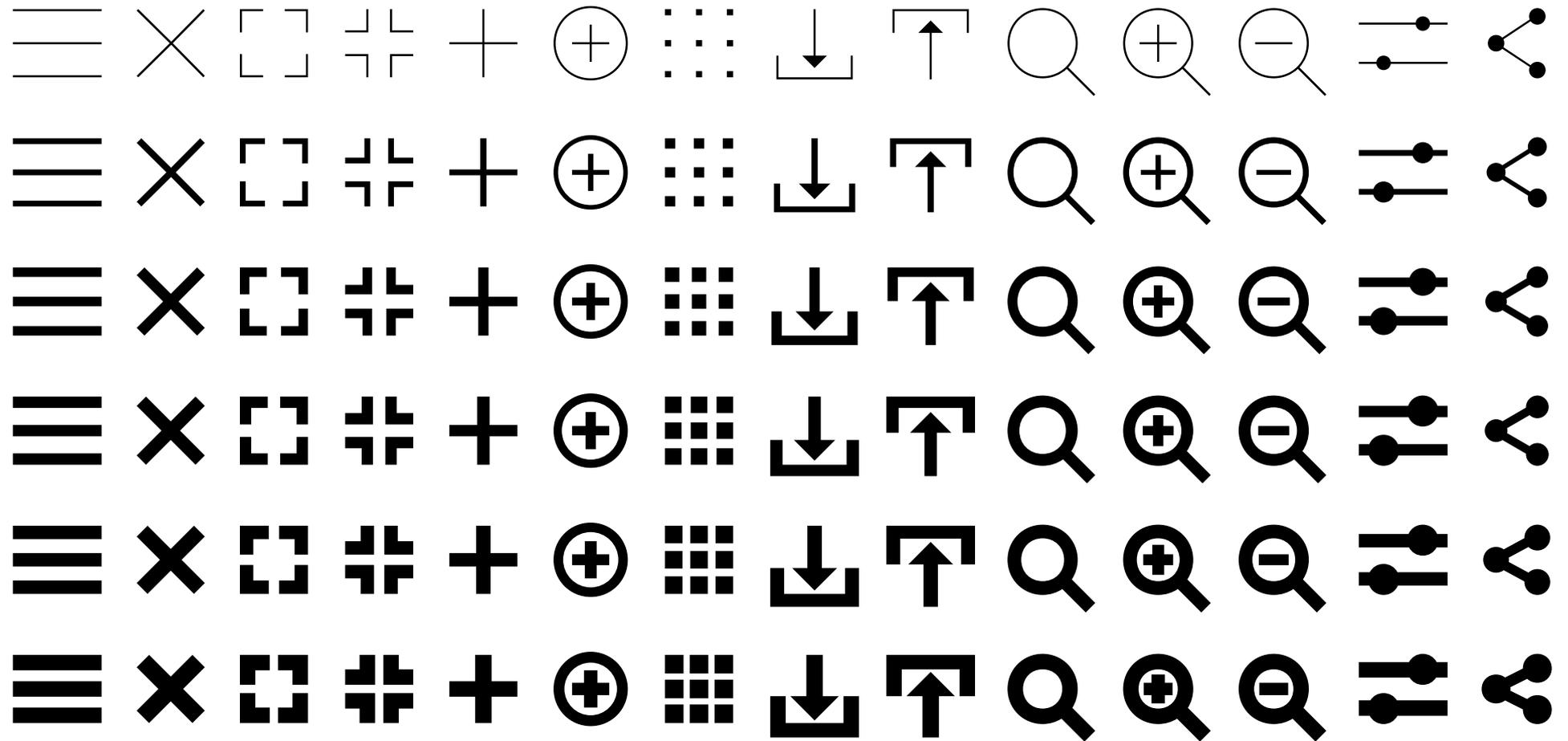
Selecta
Zürich!
(99×74)
MÈTRE®
Coffee—

Selecta
Zürich!
(99×74)
MĒTRE®
Coffee—

H–>E8

«LOW»

10×20 m

1/2 No 7

(53+99)

H→E8

«HIGH»

10×20 m

½ №7

(53+99)

abcdefghijklmnop

abcdefghijklmnopqrstuv

abcdefghijklmnopqrstuvwxyz

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Selecta	Thin	9 pt

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religious, scientific, spiritual, and commercial

Selecta	Light	9 pt

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Selecta	Regular	9 pt

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Selecta	Medium	9 pt

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Selecta	Regular	7.5 pt

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Selecta	Bold	7.5 pt

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Selecta	Black	7.5 pt

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Uppercase

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

Lowercase

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

Proportional Figures

0 1 2 3 4 5 6 7 8 9 0

Tabular Figures

0 1 2 3 4 5 6 7 8 9 0

Ligatures

TT ff ffi ffl fi fl

Punctuation

. , : ; ... ! ¡ ? ¿ · • * ⁑ # / \ ⁂ ( ) { }
[ ] ⟨ ⟩ - – — _ ‚ „ " " ' ' « » ‹ › 【 】

Case Sensitive

: · • ( ) { } [ ] ⟨ ⟩ - – — « » ‹ › 【 】

Currency

฿ ₿ ¢ ¢ ¤ $ đ € ƒ ₵ ₷ ₭ ₺ ₥ ₦ ₱
₹ ₪ £ ₮ ₸ ₩ ¥

Symbols

@ & ¶ § © ® ℗ ™ ° ℓ ℮ #

Maths Symbols

+ − × ÷ = ≠ > < ≥ ≤ ± ≈ ¬ ~ ^ ∞
∅ · ∫ Ω Π ∑ √ µ ∂ % ‰ + ⅟ °⁄₀₀

Arrows

↑ ↗ → ↘ ↓ ↙ ← ↖ ↔ ↕ ⇤ ⇡ ⇥ ⇟
↤ ↦ ↤ ↦ ↧ ↩ ↻ ↺ ↻ ⇄ ⇅ ↗ ⤬ ↗

Subsrcript, Superscript

0 1 2 3 4 5 6 7 8 9   ⁰ ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹

Fractions

½ ¼ ¾ ⅛ ⅜ ⅝ ⅞

Stylistic Set 01 – Square Dots

. : ; ... ! ¡ ? · Ä Ë Ė Ġ Ŀ Ü Ẅ Ÿ Ż
ä ċ ë ė ġ i ï ij į j ö ü ẅ ÿ ż fi ffi

Stylistic Set 02 – a One-Story

ɑ ɑ́ ɑ̆ ɑ̆ ɑ̂ ɑ̈ ɑ̈ ɑ̀ ɑ̄ ɑ̨ ɑ̊ ɑ̊́ ɑ̃

Stylistic Set 03 – t Straight

t ŧ ť ţ ț

Stylistic Set 04 – Thin Punctuation

– — ' + − × ÷ = ≠ + ® | ' " / \ ( )

Stylistic Set 05 – f Short Italic

f ff fi fl

A Á Ă Ǎ Â Ä À Ā Ą Å Ã Æ B C Ć Č Ç Ċ D
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Font Specification

Name: Selecta
Designer: Maximage
(Daniel Haettenschwiller)
Year: 2017–2022
Styles: 12 styles, 4 packages
Features: 5 stylistic sets
Glyphs: 806 glyphs
Kerning Pairs: 1272
Formats: OTF, WOFF, WOFF2,
Variable Font (beta version)
Mastering: Alessia Mazzarella
Type Foundry: Maxitype

OpenType Features

Access All Alternates
Contextual Alternates
Case-Sensitive Forms
Discretionary Ligatures
Full Widths
Fractions
Glyph Composition/Decomposition
Localised Forms
Ordinals
Proportional Figures
Stylistic Alternates
Scientific Inferiors
Slashed Zero
Standard Ligatures
Stylistic Set 01 – Square Dots
Stylistic Set 02 – a One-Story
Stylistic Set 03 – t Straight
Stylistic Set 04 – Thin Punctuation
Stylistic Set 05 – f Short Italic
Subscript
Superscript
Tabular Figures

Unicode

Basic Latin
Latin-1 Supplement
Latin Extended-A
General Punctuation
Superscripts And Subscripts
Currency Symbols
Arrows

Supported Languages

Afrikaans, Albanian, Asu, Basque, Bemba, Bena, Breton, Catalan, Chiga, Colognian, Cornish, Croatian, Czech, Danish, Dutch, Embu, English, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, Ganda, German, Gusii, Hungarian, Inari Sami, Indonesian, Irish, Italian, Jola-Fonyi, Kabuverdianu, Kalaallisut, Kalenjin, Kamba, Kikuyu, Kinyarwanda, Latvian, Lithuanian, Lower Sorbian, Luo, Luxembourgish, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Maltese, Manx, Meru, Morisyen, Northern Sami, North Ndebele, Norwegian Bokmal, Norwegian Nynorsk, Nyankole, Oromo, Polish, Portuguese, Quechua, Romanian, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Scottish Gaelic, Sena, Serbian, Shambala, Shona, Slovak, Soga, Somali, Spanish, Swahili, Swedish, Swiss German, Taita, Teso, Turkish, Upper Sorbian, Uzbek (Latin), Volapuk, Vunjo, Walser, Welsh, Western Frisian, Zulu.

Maxitype

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Maxitype is a collaborative platform founded in 2020 to encourage type design research. The team includes designers and studios connected by the common aim of creating, promoting and distributing new and relevant typefaces. We offer retail and bespoke typefaces, paying special attention to contemporary visual languages and historical knowledge. The current version of the platform (1.1) was released in January 2022. Subscribe to our newsletter for occasional news and access to early trials.

Get in touch for bespoke licenses and/or custom typefaces: info@maxitype.com

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