

Sander Neijns and Ivo van Leeuwen present

# TilburgsAns

A typeface for a sans serif city

A stylized, high-contrast profile of a man's face, rendered in a dark green color against a lighter green background. The man has a beard and is looking to the right. The image is partially obscured by the text at the top and bottom.

Including new versions:  
TilburgsAnsText &  
TilburgsAnsIcons



# Introduction

On April 10, 2016, TilburgsAns was launched, a typeface inspired by the character of the Dutch city of Tilburg. The typeface not only contains letters, but also includes fifty icons of specific Tilburg locations, events, people and words.

On May 27, 2017 a new version of the typeface was released. It is more refined and better suited for typesetting longer texts. This 'Sunday Suit' version is called TilburgsAnsText. In addition, many new icons were made; as a result, the Tilburgs-AnsIcons font includes ninety different icons.

Now the TilburgsAns font family includes:

- TilburgsAns, the original fonts (Light, Regular, Bold, Black);
- TilburgsAnsText, the Sunday Suit (Light, Regular, Italic, Bold);
- TilburgsAnsIcons, the font that contains all icons.

All TilburgsAns fonts are available for free and can be applied under the conditions of the Ans Font License. The icons can be used as long as the image rights of the concerned third parties are respected.

The icon of Ans and the name TilburgsAns are protected by copyright.

# A sans serif city

Welcome to the world of TilburgsAns, the lively, raw, experimental, surprising, humorous, idiosyncratic typeface, inspired by the character of the city of Tilburg, situated in the south of the Netherlands. The city from where the missionary Peerke Donders went to Surinam in 1842 to work among leprosy patients. The city where the majestic linden tree grew from the middle of the 16th century until 1994 on the central square 'de Heuvel', where the residents of Tilburg gathered. Here the textile industry flourished in the last century; therefore the inhabitants still call themselves 'kruikenzeikers' (the people who piss in a jar). A city with its own slang, full of euphonic sayings as 'kèkt es òffie kèkt en assie kèkt, nie kèèke' (look if he's looking at us, and if he is, don't look) and 'dès krèk wèk wo' (that's just what I want).

Tilburg evolved into a modern city with a university, a conservatory, an educational institute for theatre, dance, visual arts and architecture, an extraordinary concert hall, a famous jazz stage, sparkling festivals, innovative companies, a Trappist monastery with a brewery and acclaimed museums. In short, it's a barrel full of inspiration for a typeface design.

## The city in a typeface

The letters of TilburgsAns (abbreviated to 'Ans', a Dutch maiden name) are direct (sans serif), dance slightly (for example, the o is a bit smaller than the other letters), cheerful (see the Q, g and ij), idiosyncratic (different bows for b, d, p and q) and yet they still work well together in forming words and sentences.

In addition, the typeface contains icons of specific Tilburg locations, people, events and terms. The missionary Peerke Donders, the majestic linden tree, the

iconic kruikenzeiker, the museum of modern art De Pont, jazz stage Paradox, the so called kroepoekdak (prawn cracker roof) of the central train station, Tilburg University, the city theatre and another forty icons are part of a special version of TilburgsAns. They are the canon of this city, a summary of the things that are worth knowing when you live or work here or when you are visiting this town.

### **A typeface in the city**

By setting text in TilburgsAns the user gets connected to Tilburg. The typeface can be used in many different ways: on posters, in newsletters, on websites, price tags, in shirt numbers, on menus; Ans can work well with any text anywhere and everywhere.

The icons can be used to produce cookies, chocolates, logos, descriptions of city tours, on T-shirts, et cetera. The fonts can be downloaded free of charge in order to give every inhabitant of Tilburg the opportunity to work with the typeface. Of course, when the icons are used the image rights of third parties have to be respected (see the Ans Font License).

People living outside of Tilburg can also download and use TilburgsAns, and can learn more about its travels and adventures on the website [www.tilburgsans.nl](http://www.tilburgsans.nl).

### **Getting started**

In this brochure you can read where and how TilburgsAns can be downloaded, how to install the fonts on your computer and how to access the icons.

Best regards from Ans,  
Ivo and Sander

# Tilburg in letters

The letters of TilburgsAns are inspired by the character of the city of Tilburg: idiosyncratic, raw, joyful, surprising, experimental and humorous. The typeface is available in four weights:

Light Regular **Bold Black**

Ans speaks many languages. The character set contains all signs and accents that are necessary for Western and Central European languages. Besides the regular alphabet you can also find the German ß, the Polish ł, the Scandinavian å and ø, the Spanish ñ, the Hungarian ú, the Czech š, the French ç, the Romanian ș, the Turkish ğ, the Maltese ħ, the Icelandic ð and the Dutch j.

Furthermore the typeface contains two sets of figures: the so called lining figures 1234567890 and the medieval figures 123456789o. Lining figures are the standard. They all have the same height and width, so they are fitted to be used in tables and in combination with capital letters. Medieval figures are better suited to be used amidst lowercase text, for example in news items and articles.

The typeface also contains superscript and subscript figures; these are used to mark footnotes\*, to mathematically denote exponential power (e.g.  $x^2$ ,  $y^3$  and  $z^4$ ) or fractures (e.g.  $\frac{2}{5}$ ,  $\frac{7}{10}$ ) and to write chemical formulas (e.g.  $\text{CO}_2$  and  $\text{H}_2\text{O}$ ).

Of course TilburgsAns also contains the essential ligatures, accents and punctuation marks, as well as grammatical and mathematical symbols.

---

\* Footnotes contain additional information about a text and are placed at the bottom of a page.



# TilburgsAnsText

TilburgsAnsText includes four fonts: Light, Regular, Italic and Bold. The forms of the original TilburgsAns were straightened, resulting in a more refined version that's better suited for typesetting longer texts. These fonts also include small capitals. This is the 'Sunday Suit' that Ans wears when she's going out of town. She's dressed up and speaks without an accent – as well as she can – but you can still tell that she's from Tilburg. Using a distinctive Tilburg pangram 'Coby gives my horse a bunch of half cookies', these fonts are shown below:

TilburgsAnsText Light

Coby gift mèn pèrdje en zwik hallevè quuxkes

TilburgsAnsText Regular

Coby gift mèn pèrdje en zwik hallevè quuxkes

*TilburgsAnsText Italic*

*Coby gift mèn pèrdje en zwik hallevè quuxkes*

**TilburgsAnsText Bold**

**Coby gift mèn pèrdje en zwik hallevè quuxkes**



LOWERCASE

aâbcçdðeēfgghiîjkl̄mnñ

oøpqrsšßt̄t̄uúvwxyÿzž

CAPITALS

ABCDEFGHIJKLMNO P Q

RSTUVWXYZÆŒ

SMALL CAPITALS

ABCDEFGHIJKLMNO P Q

RSTUVWXYZÆŒ

LINING & MEDIAEVAL FIGURES

12345678901234567890

SUPERSCRIPT & SUBSCRIPT

1234567890

1234567890

LIGATURES & CONNECTED LETTERS

fb ff fh fi fj fk fl ft ffi ffl Ti Tj

PUNCTUATION MARKS

.,:;! ? ; ç ! < > « » ’ ” “ …

SYMBOLS & SPECIAL SIGNS

€ \$ ¥ £ # @ & © ® ™

¶ / § { [( | ) ] } † ‡ \ \* — — — • →

= ≠ ≈ ± ÷ × ≤ ≥ < > 0/0 0/00

# Tilburg in icons

The icons of Tilburg's Ans are found in a special font named Tilburg's Anslcons. In order to access an icon you have to type the name of the location, person, event or dialect word that is represented by the icon. It's important to type the text correctly including the correct use of capitals and lowercase. Below is an overview of the icons available in the original typeface and the terms they represent.



Ans – the short name of this typeface



polygonale hal – former train repair building



Draaiend Huis – art work on a roundabout



Den Ophef – modern sturdy bridge



kroepoekdak – prawn cracked roof of Tilburg central station



De Pont – museum of modern art



schouwburg – city theatre



OLV ter Nood – chapel for the Madonna



Koningshoeven –  
Trappist monastery –  
with a brewery



universiteit – one of the  
buildings of Tilburg University



kruikenzeiker – man  
who pisses in a jar



wijnstad – event  
celebrating good wine



lozzie – slang  
word for 'watch'



Tilt – literary festival  
with a writer in residence



kermis – the biggest fair  
in the Netherlands



moskee –  
notable mosque



Willem II – king who built  
a palace in Tilburg



dèuf – slang word  
for 'pigeon'



Westpoint – highest  
building in Tilburg



Peerke – missionary who  
worked with leprosy patients



Hasseltse kapel – oldest  
religious building in Tilburg



Paradox –  
renowned jazz stage



Gipsyfestival – famous  
annual gypsy festival



Interpolis – characteristic insurance company building



Helga Deen – Jewish girl who wrote a diary during World War II



Zot Joke – eccentric person who coloured the city centre



paleis – palace built by king Willem II



Zwijzen – pastor of the Heikese kerk, thereafter bishop



T-kwadrat – modern sports building



Marietje Kessels – symbol for the resistance to child abuse



herdgang – triangular shapes of Tilburg squares



Zusters in staal – art work remembering the Sisters of Charity



Trappers – ice hockey club



ringbaan – the ring road of Tilburg



Moerenburg – art work symbolizing a former manor



lindeboom – the late linden tree on the main square



bèngske – art work 'social sofa'



O13 – renowned pop music hall



Zwarte Madonna's – two characteristic housing towers



Tilburg Ten Miles – annual running event



Oude Warande – park with a geometric structure



koepelhal – former train repair building



watertoren – former water tower



Mundial – annual international music festival



worstenbroodje – regional specialty, a roll with sausage



Piushaven – Tilburg harbour



Textielmuseum – museum about the former Tilburg textile industry



Heikese kerk – the oldest church in Tilburg



Willem II stadion – stadium of the Willem II football club



T – logo used for Tilburg festivals and projects



**TILBURG**  
Tilburg – logo used for festivals and projects

# More icons

In 2017 new icons were drawn and incorporated in TilburgsAnslcons. This font contains ninety icons in total. Below you find the new icons as well as a short description.



Katterug – apartment complex called ‘The Cat’s Back’



Cinecitta – oldest cinema in the Netherlands, established in 1916



Beljonfontein – fountain designed by Joop Beljon



kaajbaand – dialect word for a curbstone



Factorium – center for music education



Bet Kolen – founder of a renowned bar



Piet Stams – famous Tilburg character (1851–1914)



Bels Lijntje – former railroad between Tilburg and Turnhout (Belgium)



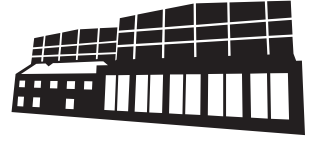
Kanonbal – ‘Cannonball’, Jan Pijnenburg, a great cyclist (1906–1979)



het blauwe gebouw – ‘the blue building’, characteristic office building



Concertzaal – concert hall



Lochal – former train repair building



Scottish Division – statue for the 15th Scottish Division



Duvelhok – former textile factory, now a social business complex



Vogelkooikes – apartment complex nicknamed ‘birdcages’



Reeshof – former country house



Maawmuur – artwork, wall for all complaints by Miranda Poel



schòp – dialect word for a barn



Oliemeulen – reptile house



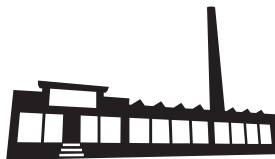
Vleugels – ‘Wings’, artwork by Tine van de Weyer



Levenslied – festival celebrating torch songs



D'n Beitel – ‘The chisel’, famous football player John Feskens



AaBe fabriek – a former textile factory, now a shopping center



fallusrotonde – artwork on a roundabout by Marius Boenders



NWE Vorst – theatre for experimental performances



Drieburcht – sports complex



kenaol – dialect word for the Wilhelmina canal



Coba Pulskens – gave shelter to Jewish people during WW II



Roadburn – festival for psychedelic rock



Oude Toren – Old Tower first mentioned in the 15th century



knòrrie – dialect word for a canary



Miracle – artwork by Krištof Kintera



Ut Rooie Bietje – organic horticulture



bingo – popular game



duikplank – 'diving board', artwork by Hans Han Roebers



Wilhelminapark – park established in 1898



Natuurmuseum – educational museum about nature



Carré – former hospital with artwork by Niko de Wit



Heuvelse kerk – church on the central square



Boeken rond het Paleis – annual antiquarian book market



# TilburgsAns?

The TilburgsAnsText and TilburgsAnsIcons fonts contain a new, experimental punctuation mark: ? It is based on the Tilburg dialect word 'jè' (which sounds more or less like the English 'yeah'), that represents not only a confirmation, but also doubt about the related text. It expresses relativity and humour, mixed with a touch of irony. For instance: 'Tilburg is the most beautiful city in our country?' The 'jè' fills the gap between the exclamation point and the question mark.

The design of this mark is based on the letters j and e.\* First the 'j' is rotated 180 degrees and then the curl is elongated so that the eye of the 'e' becomes visible. Using this method, the mark can easily be constructed in any typeface, and smoothly applied in handwriting. But for now you will need TilburgsAnsText or TilburgsAnsIcons in order to typeset this unique mark.

As there is no predefined shortcut for '?' on the standard keyboard, it is incorporated in the fonts as a ligature of <jè.>. When these three characters are typed, they automatically change into the new punctuation mark.

---

\* Note: Similarly, the exclamation point is based on the word 'io.' In Latin, this means a shout of joy. Io was written at the end of a sentence in order to emphasize it. Through the years, it was turned into a ligature, putting the 'i' on top of the 'o' and reducing the 'o' to a period. As a result, the exclamation became a punctuation mark.

# Download and install

The TilburgsAns family consists of three members: TilburgsAns (Light, Regular, Bold, Black), TilburgsAnsText (Light, Regular, Italic, Bold) and TilburgsAnsIcons. The TilburgsAnsIcons font is identical to the original TilburgsAns Regular, but in this font the icons are included. As a matter of fact you can type text as usual, but some words automatically change into icons.

## **How to download and install TilburgsAns**

It's quite simple to invite Ans into your home. Visit the download page on the website [www.tilburgsans.nl](http://www.tilburgsans.nl). There you can choose which family member you want to download. To use the fonts on your computer you have to download the OpenType files (.otf). Then these files have to be installed in the fonts directory of your computer:

- Double click on the .otf-file.
- A window pops up with an install button.
- Click the install button.

When the fonts have been installed, they should appear in the font menu of your computer programs.

## Typing the icons

In order to access the icons from the TilburgsAnslcons font, the computer program has to support so called 'ligatures'. In case this function isn't enabled, you can change the preferences of the program. Below are the instructions on how to enable ligatures in the design program Adobe InDesign and in the text editor Microsoft Word.

- 1) In InDesign navigate to the Character-window (Window > Type > Character). In this window click the option spot in the upper right corner. In the pop up menu check «Ligatures».
- 2) In Word navigate to the Font window (located under «Start» or «Format»). Click the button «Advanced». Find «Ligatures» and choose the option «Standard» or «Standard and Contextual».

When you subsequently use the TilburgsAnslcons font the icons pop up when you type the related words.

## Using TilburgsAns on a website

In order to use TilburgsAns on a website you have to download the web font files (.eot and .woff). These can also be found on the download pages of the website [www.tilburgsans.nl](http://www.tilburgsans.nl).

How does one apply web fonts? That depends on the program you're working with. See the manual of your web design program for further instructions.

## Tablets and smartphones

Unfortunately it's not possible to install custom fonts like TilburgsAns on a tablet or smartphone.

# Financial support & adoption plan

Financial support for the TilburgsAns project came from the art department of the city of Tilburg, Marketing Tilburg, the provincial art fund bkkc, the Spiegelglasfonds and the Boekenschop. But the biggest financial contribution comes from the TilburgsAns adoption plan. Companies, cultural organizations and private persons are given the opportunity to adopt a letter, figure, symbol, punctuation mark or accent of TilburgsAns for 200 euro. The names of the adopters are mentioned on the website and they receive a nicely framed, signed print of the related letter, figure, symbol or accent. The plan is a great success and many of the glyphs reside in Tilburg and other cities in the Netherlands. It is also possible to contribute a small amount of money (10 euro) to the project by adopting a space. People who adopt this invisible character are also mentioned on the website and receive a signed and numbered certificate of their personal space. The amount of spaces that can be adopted is endless. Take a look at the website [www.tilburgsans.nl](http://www.tilburgsans.nl) for further information about the adoption plan and an up to date overview of all adopters.

**bkkcbrabant**  
**abants kenniscentrum kunst en cultuur**

Provincie Noord-Brabant

SPIEGELGLASFONDS



Adoptieplan



GEMEENTE TILBURG



MARKETING TILBURG

Boekenschop





TilburgsAns – a typeface for a sans serif city  
A publication of the Letterteken Foundation  
Text and design: Sander Neijns and Ivo van Leeuwen  
Editing of the English translation: Diana Neave  
Print: drukkerij Mezclado  
© Sander Neijns & Ivo van Leeuwen 2017