## Dagspris

# Dagspris is a utilitarian single style typeface inspired by a handcrafted price sign created by Danish architect and designer Gunnar Billmann Petersen 



> Revived with care and designed for everyday use. purposes only - not for commercial publication. All fonts, including images and illustrations, are the intellectual property of A2-TYPE unless otherwise stated.

|  |  |  |  |  | bn tures. | Latin 1: Supplemen Latin 2: Eastern Europe Latin Extended A Spacing Modifier Letter Combining Diacritical Marks Proportional Lining Figures Fractions <br> General Punctuation Currency Symbols Number Forms Turkish |  |  |  |  |  |  | Language support: Afrikaans, Albanian, Asu, Basque, Bemba, Bena, Bosnian, Dutch, English, Esperanto, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, Ganda, German, Gusii, Hungarian, Icelandic, Ido, Inari Sami, Indonesian, Interlingua, Irish, Italian, Javanese, Jju, Jola-Fonyi, Kabuverdianu, Kalenjin, Kinyarwanda, Kurdish, Latvian, Lithuanian, Lojban, Low German, Lower Sorbian, Luo, Luxembourgish, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Maltese, Manx, Maori, Mohawk, Morisyen, North Ndebele, Northern Sam Northern Sotho, Norwegian Bokmâ, Nuechua, Romanian, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Sardinian, Scottish Gaelic, Sena, Shambala, Shona, Slovenian, Soga, Somali, South Ndebele, Southern Sotho, Spanish, Turkish, Upper Sorbian, Vunjo, Walloon, Welsh, Western Frisian, Wolof, Xhosa and Zulu. |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | A | B | C | D | E | F | G | H | I | J | K | L | M | N | 0 | P | Q | R | S | T | U |
| V | W | X | Y | Z | $\boldsymbol{E}$ | OE | t | 0 | Đ | P | a | b | c | d | e | f | g | h | i | j | k | 1 | m | n | 0 |
| p | $q$ | r | s | $t$ | u | v | w | x | $y$ | $z$ | æ | ® | 1 | 0 | д | a | p | B | 1 | J | fi | fl | ff | fj | fi |
| Á | Â | Ä | À | Å | Ã | À | $\bar{A}$ | A | C | C | Č | C | C | D | Đ | É | E | E | E | Ě | Ė | E | E | č | G |
| c | $\dot{\text { ci }}$ | H | H | İ | $\hat{1}$ | İ | I | I | i | 1 | J | IJ | $\underline{ }$ | L | L | ! | $\pm$ | $\tilde{N}$ | N | N | N | N | Ó | Ô | 0 |
| O | õ | 0 | $\overline{0}$ | R | R | R | Š | S | \$ | S | S | T | ப | T | T | Ú | Û | Ü | Ù | Ǔ | Ủ | U | บ | U | W |
| W | W | w | Y | $\ddot{\mathbf{Y}}$ | $\hat{\mathbf{Y}}$ | $\dot{Y}$ | ž | ż | ż | á | â | ä | à | à | ã | à | à | a | c | ć | č | c | c | d' | d |
| é | ê | ë | è | ě | è | è | ¢ | g | g | g | g | h | h | i | î | i | 7 | i | I | i | J | ij | k | 1 | I' |
| 1 | 1 | ñ | ń | n̆ | n | 万 | ó | ô | ö | ò | õ | o | ō | í | ř | 1 | š | ś | \$ | st | s | $t$ | t | $t$ | $t$ |
| ú | û | ü | ù | ǔ | ü | ū | 4 | ů | w | w | w | ẁ | y | $\ddot{\text { y }}$ | y | y | ż | z | ̇ |  |  |  |  |  |  |
| $\checkmark$ |  |  |  |  |  | * | , |  | - | $\cdots$ |  |  |  |  | " | " | " | - | - | - |  |  |  |  |  |
|  | - |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | : | ; | ... | ? | $!$ |
| $i$ | $i$ | $i$ | i | 1 | $)$ | \{ | \} | [ | ] | 1 | 1 |  | - | - | - | - | - | - | I | 1 | " | " | , |  | " |
| " | , | , | , | " | - | " | , | " |  | " | - | \& | II | t | $\ddagger$ | § | * | m | ® | © | (1) | @ | a |  | \# |
| \& | P | € | \$ | ¥ | £ | c | $f$ | a | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | \% | \% | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 1 | 1/2 | 1/4 | 3/4 | $1 / 3$ | 2/3 | 1/8 | 3/8 | 5/8 | 7/8 | + | - | * | $\div$ | = | 7 | $\sim$ | < | > | $\pm$ | $\wedge$ | \# |
| $\approx$ | $\leq$ | $\geq$ | $\infty$ | - | $\checkmark$ | J | I | $\mu$ | $\Sigma$ | $\Omega$ | $\Delta$ | l | e | 1 | 1 | ) | \{ | \} | [ | ] | $\leftarrow$ | $\rightarrow$ | $\uparrow$ | $\downarrow$ |  |
| $\pi$ | K | $\downarrow$ |  | V | - | © |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Aa:

Aa:


[^0]
## ABCDEFGHIJKLM NOPQRSTUVWXYZ 1234567890 abcdefghijklm nopqrstuvwxyz ([\{\&\}])

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abcdefghijkImnopqrstuvwxyz ([\{\&\}])

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 abcdefghijklmnopqrstuvwxyz ([\{\&\}])

## Dagspris

# Historical and Contempora 

 references collide in a sing form. A form with a graceful gance; it is robust, balance and harmonious. Elements style reconfigured and reim
## Dagspris

## 1 Historical

2 Fresh
3 Graceful
4 Elegant
5678
9\%

# Balanced Harmonious Pragmatic Robust 

Dagspris Total


Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum ${ }^{31}$ (The Extremes of Cood and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet", comes from a line in section 1.10.32. The standard chunk of Lorem Ipsum used since the 1500 is reproduced below for those interested. Sections 1.10.32 and 1.10 .33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like). There are many variations of nassaoes of Lorem Insum available. but

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hamp-den-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC . This book is a treatise on the theory of ethics, very popular during the Renais. The first line of Lorem Ipsum, "Losum dolor sit amet", comes from a section 1.10.32. The standard chunk em Ipsum used since the 1500s is reced below for those interested. Sec1.10.32 and 1.10.33 from "de Finibus rum et Malorum" by Cicero are also duced in their exact original form, acanied by English versions from the translation by H. Rackham. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-orless normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like). There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even

Contrary to popular belief, Lorem Ipsum is not simply random text. It
has roots in a piece of classical Latin literature from 45 BC , making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more ob going through the cites of the word in classical literature, discovgoing through the cites of the word in classical
ered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC . This book is treatise on the theory of ethics, very popular during the Renais-" sance. The first line of from a line in section 1.10.32. The standard chunk of Lorem comes from a line in section 1.10.32. The standard ched
Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10 .32 and 1.10 .33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by $\mathbf{H}$.
Rackham. It is a long established fact that a reader will be distractRackham. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The
point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like). There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem
Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lor
ternet tend to repeat predefined ch
the first true generator on the Inter
200 Latin words, combined with a h
ared Lorem Ipsum is therefore alwa
humour, or non-characteristic word
Lorem Ipsum is not simply random
Lorem Ipsum is not simply random text. It has roots in a piece of Richard McClinter in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10 .32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC . This book is a treatise on the theory of ethics, very
popular during the Renaissance. The first line of Lorem Ipsum, "Lo popular during the Renaissance. The first iline of Lorem insum, "Lo
rem ipsum dolor sit amet", comes from a line in section 1.10.32. The rem ipsum dolor sit amet", comes from a line in section in reproduced
standard chunk of Lorem Ipsum used since the 1500s is below for those interested. Sections 1.10 .32 and 1.10 .33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914
translation by H . Rackham. It is a long established fact that a reade will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-orless normal distribution of letters, as opposed to using 'C top publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have
evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like). There are many variations of passages of Lorem Ipsum available, but the majority have suffered which don't look form, by injected humour, or randomishtly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum gen-


Dagspris 1012 Pt.


24/28

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC , making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum"( The Extremes of Good and Evil) by Cicero, written in 45 BC . This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum

Sintray to popular belief, Lorem Ipsum is not over 2000 years 1 old Piches 45 BC , making it professor at Hampden-Sydney College in Vir-
©
Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC , making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a forem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source Lorm Ipsum comes from sections 110.32 and 110.33 of "de Finibus Bon
$\qquad$
$\stackrel{\rightharpoonup}{\stackrel{1}{0}} \mathbf{~ C}$
not pimply random text. It has roots in a of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hamp-den-Sydney College in Virginia, looked up one of the more obscure Latin words, con-




Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC , making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in clas sical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a porem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source Lorem Ipsum comes from sections 110.32 and 110.33


Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hamp-den-Sydney College in Virginia, looked up one of the more obscure Latin words, con-

产 Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hamp-den-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hamp-den-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going
through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC . This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32. The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by $\mathbf{H}$. Rackham. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like). There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc. Text from lipsum.comContrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32
and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum," "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32. The standard chunk of Lorem Ipsum used since the 1500 is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham. It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like). There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words.


A2-TYPE is an online foundry and type design consultancy founded by Scott Williams and Henrik Kubel (members of AGI, Alliance Graphique Internationale), dedicated to the craft of contemporary typeface design. Our ever-growing library now includes more than 100 unique fonts created over the past 20 years. Since launching A2-TYPE in 2010, we have collaborated with leading design companies and global clients to create bespoke typefaces for their brands. Our fonts are engineered to work seamlessly across all platforms and to perform exceptionally in print, on screen, and for broadcast. A2-TYPE has been recognised with typeface design awards from TDC in New York, Graphis, D\&AD, and Tokyo Type Directors Club, which awarded us the prestigious Grand Prix for our design of the New York Times Magazine custom fonts. All fonts are available exclusively from A2-TYPE. Trial fonts are available for existing customers.

Please note: We do not sell or license our fonts through resellers.

Please get in touch if you would like to commission a custom typeface or rework one of our existing designs. We have over twenty years' experience working across all sectors.


[^0]:    A2-TYPE

