

L2/04-394

AKTIESELSKAB

PROPOSAL TO THE UNICODE CONSORTIUM

PROPOSAL 1/2004



DATE: 9TH NOVEMBER 2004

SUBMITTED BY
ANDREAS STÖTZNER

SIGNOGRAPHIC RESEARCH

CORINTHSTRASSE 15 • 04157 LEIPZIG • GERMANY

TELEPHONE, FAX: +49+341-2 111 926

AS@SIGNOGRAPHIE.DE

A. ADMINISTRATIVE

1. **Title: Aktieselskab**

2. Requester's name: Andreas Stötzner
3. Requester's type: Expert request
4. Submission date: 9 November 2004
5. Ref.: 1/2004
6. This is a complete proposal.

B. TECHNICAL – GENERAL

1. The proposal is for addition of a character to an existing block.
Name of the existing block: »Letterlike symbols« (U 2100 ff.)
2. Number of proposed characters: 1
3. Proposed category: –
4. Proposed level of implementation: L. 1
A rationale is provided on p. 3.
5. a. Character name: see p. 3.
 Character name in accordance with guidelines
6. b. Character shapes: see p. 3.
7. A Postscript-font will be provided by the author of this proposal on request.
8. a. References are attached, see p. 5.
9. b. Published examples are attached, see p. 4.
10. No.
11. Additional information is provided.

C. TECHNICAL – JUSTIFICATION

1. This proposal has not been submitted before.
2. Contact to user communities: –
3. User community: mainly Danish and Norwegian public.
4. Context of usage: common use in typesetting of commercial and business matters in Danish as well as Norwegian language.
5. Current use: yes.
6. –
7. –
8. Presentation form of a character sequence: no.
Rationale: see p. 3.
9. Composing of character sequence: only MODIFIER CAPITAL LETTER A (U+1D2C) would apply, yet a matching character s is still missing,
10. The proposed character is comparable *in function* to characters like %, %u and %c.
The % (encoded as U+2101) may be considered only a minor glyph variant of the prop.d character %c.
11. No.
12. No.
13. No.

Proposed character name: AKTIESELSKAB

Graphic presentation:

Graphemic depiction

Roman style depiction

Sans Serif style depiction

This character is an abbreviational sign meaning “Aktieselskab”, which is Danish for “joint-stock company”. It is widely used in Danish and Norwegian business-related typography as a part of company names, indicating the legal status of the enterprise.

The $\frac{A}{S}$ character is derived from the conventional abbreviation AS or A/S, which is also found to be used in the typesetting of company names. It is thus a character made to the same model like e.g. $\frac{\%}{\text{ACCOUNT OF}}$ (U+2100) or $\frac{\%}{\text{CARE OF}}$ (U+2105) which have been encoded already in the so called “Letterlike” section.

The AKTIESELSKAB character usually consists of small capitals A and S, optionally completed by a slash or horizontal line. The character may occur in various glyph variants, as there are most eminently:

In fine typography the actual shape of the AKTIESELSKAB matches the stylistic properties of the typeface used for the name it accompanies, including such options as Italics, Bold or Outline. $\frac{A}{S}$ does usually meet the height of the adjacent capital letters.

Also minuscule variants of $\frac{A}{S}$ are used sometimes. Yet this form $\frac{a}{s}$ should in these cases not be mistaken as an expression for ADDRESSED TO THE SUBJECT, for which it has been encoded under U2101.

It can be regarded here a minor glyph option to the common capital form which is used in most instances.

Examples of typesetting use:

BUKSE MAKEREN $\frac{A}{S}$

PARKETTEN $\frac{A}{S}$

$\frac{A}{S}$ ARNDT LUNDER

$\frac{A}{S}$ SELLGREN & C^o

Lauritz Andersen $\frac{A}{S}$

ELVERUM SPORT $\frac{A}{S}$

Proposed Encoding: $\frac{A}{S}$ into U+214C ... U+214F

AKTIESELSKAB – A/S

Examples of typesetting use, taken from a touristic guide brochure to Norway (around 1980). These examples clearly show a typographical custom to make use of A/S as a particular character whenever possible.

