

Inicio del mensaje reenviado:

From: [gràffica](#)
Sent: Wednesday, February 08, 2012 4:34 PM
To: lutz@menschengeist.de
Subject: Baar Sophia

Hi Lutz

We are a spanish newspaper about news in graphic design, image and communication. We think, at this time, you know that the Candidate City for Olimpyc Games 2020, Madrid use your tipeface.

We read that the license is only for personal use. We just want to know if they have pay you for the use or license.

Can you tell us something about?

We are writing an article about the logo and the design.

Thanks a lot.

Víctor Palau

Dirección Editorial

<http://graffica.info>

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El 08/02/2012, a las 19:32, Lutz escribió:

Hello,
thank you for informing me!

No, I did not know about the use of my font Baar Sophia for this design.
I do not know whom to contact about this.

About your article: Baar Sophia is what I call an "Aidfont" – a way to share my skills in fontdesign with the possibility to help a little – like "aid-concerts".

I did commercial fonts too, have a look here:

<http://www.linotype.com/2450/fontsoflutzbaarinthelinotype.html>

Today I prefer to make art, digital or acryl paintings. And my old software (Fontografer) is retired.

Here is my homepage, as an artist: www.baar.se

Greetings from Sweden,
Lutz

PS. If you want to know more, I am happy to answer your questions.

De: gràffica <correo@graffica.info>

Fecha: 9 de febrero de 2012 11:44:45 GMT+01:00

Para: Lutz <lutz@menschengeist.de>

Asunto: Re: Baar Sophia

Hello Lutz,

We would like to ask you some questions.

When Sophia Baar was designed, designed it this font with strict criteria or typographic production was just a learning exercise?

You uploaded your typography Baar Sophia to DaFont web for everyone to make unrestricted use?

It seems that has been downloaded almost 200,000 times. If used outside of personal use, as the licensed say in DaFont, you will apply to pay a license? What price would this font, if someone wants to buy it?

Once you know the brand [Madrid 2020 Olympic Candidacy](#) has used your font, you will ask them for compensation for it?

Someone from the agency in Spain that has developed the logo has been in contact to ask for permission or license?

Are you happy that they used your font in the new brand?

You've told us that it is not your career now, you think this can make you come back to think about the design of typefaces?

Thank you very much for your time and your answers.

Víctor Palau
Dirección Editorial

<http://graffica.info>

De: "Lutz" <lutz@menschengeist.de>
Fecha: 9 de febrero de 2012 12:18:59 GMT+01:00
Para: gràffica <correo@graffica.info>
Asunto: Re: Baar Sophia

From: [gràffica](#)
Sent: Thursday, February 09, 2012 11:44 AM
To: [Lutz](#)
Subject: Re: Baar Sophia

Hello Lutz,

We would like to ask you some questions.

When Sophia Baar was designed, designed it this font with strict criteria or typographic production was just a learning exercise?

It was ment to become a professional font with a condensed design that would match the "Times" font in how much space the font occupyes – but with a "handcraft" look. Later I decided to make an "aid-font" out of it.

You uploaded your typography Baar Sophia to DaFont web for everyone to make unrestricted use?

I did not uploaded it anywhere accept on my own homepage – people do without asking.

It seems that has been downloaded almost 200,000 times. If used outside of personal use, as the licensed say in DaFont, you will apply to pay a license? What price would this font, if someone wants to buy it?

I only license it to companies for special projects – not for general use like any commercial font. Its my baby, haha...

Once you know the brand [Madrid 2020 Olympic Candidacy](#) has used your font, you willask them for compensation for it?

I wait and see for the agency or someone to contact me with a proper offer – it is a long time to 2020.

Someone from the agency in Spain that has developed the logo has been in contact to ask for permission or license?

No.

Are you happy that they used your font in the new brand?

Yes, I thik it fits the purpose very well.

You've told us that it is not your career now, you think this can make you come back to think about the design of typefaces?

No no, I used Apple Macintosh´s and Fontographer while designing fonts. I do not own a Mac or any uptodate software anymore. I do not like Apple´s business strategies anymore – the try to web you in their monopoly world with their products nowadays – something we former hatet Bill Gates for, havent we? Then the late Steve Jobs did exactly the same.

Thank you very much for your time and your answers.

You are welcome!

De: gràffica <correo@graffica.info>

Fecha: 9 de febrero de 2012 12:54:31 GMT+01:00

Para: Lutz <lutz@menschengeist.de>

Asunto: Re: Baar Sophia

El 09/02/2012, a las 12:18, Lutz escribió:

I did not uploaded it anywhere accept on my own homepage – people do without asking.

If you didn't upload, who was? Are you agree that your font is in Dafont, with 200.000 downloads?

Well... with this questions we are going to do an article (some kind of interview), about you and your type, your actual work, Madrid 2020... you know, can we? Are you agree?
Your answers are so interesting for our readers...

thanks a lot!

Many font-lovers have fun to collect fonts they find on the internet, and many of them shares fonts by making sites for downloading. I am sure lots of fonts on the Dafont-site are contributions made by those font-lovers, and not by the designers.

However, every pro should know that nothing on the internet is free for commercial use – no matter on what site it is stored, right?

/Lutz

From: [gràffica](#)

Sent: Thursday, February 09, 2012 1:27 PM

To: [Lutz](#)

Subject: Re: Baar Sophia

De: [gràffica](#) <correo@graffica.info>

Fecha: 9 de febrero de 2012 13:27:26 GMT+01:00

Para: [Lutz](#) <lutz@menschengeist.de>

Asunto: **Re: Baar Sophia**

yes... that was the reason that we contact to you... but if you didn't upload, who was?
have you seen the image of Madrid 2020?



Thanks for the link! It says: free for **personal** use on the site.

/Lutz

Well... with this questions we are going to do an article (some kind of interview), about you and your type, your actual work, Madrid 2020... you know, can we? Are you agree?
Your answers are so interesting for our readers...

thanks a lot!

El 09/02/2012, a las 13:11, Lutz escribió:

Yes, I agree to use my answers for an article.

/Lutz

PS. Have to check out this Dafont site!

From: [gràffica](#)
Sent: Thursday, February 09, 2012 1:18 PM
To: [Lutz](#)
Subject: Re: Baar Sophia

thanks a lot!

<http://www.dafont.com/baar-sophia.font>

From: [gràffica](#)
Sent: Friday, February 10, 2012 11:13 AM
To: [Lutz](#)
Subject: Re: Baar Sophia

Hi Lutz, again.

We have seen on newspaper that Tapsa pay you 1.500 euros for the use of your typography.
it's that true?

Did we the first to discover yourself the use of your typeface on Madrid 2020?

Thanks a lot for your answers

:~)

De: "Lutz" <lutz@menschengeist.de>

Fecha: 10 de febrero de 2012 11:50:28 GMT+01:00
Para: gràffica <correo@graffica.info>
Asunto: Re: Baar Sophia

Yes, we have come to an agreement.

Yes, you where the first, 1 hour before the next, including radiostation and El Mundo etc.

/Lutz