

**L2/04-394**

# AKTIESELSKAB

---

## PROPOSAL TO THE UNICODE CONSORTIUM

PROPOSAL 1/2004



DATE: 9<sup>TH</sup> 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« (U2100 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  
☒ b. Character shapes: see p. 3.
6. ☒ A Postscript-font will be provided by the author of this proposal on request.
7. ☒ a. References are attached, see p. 5.  
☒ b. Published examples are attached, see p. 4.
8. No.
9. ☒ 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 %%.  
The %% (encoded as U+2101) may be considered only a minor glyph variant of the prop.d character %%.
11. No.
12. No.
13. No.

Proposed character name: AKTIESELSKAB

Graphic presentation:

A/S

*Graphemic depiction*

A/S

*Roman style depiction*

A/S

A/S

*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.  $\frac{A}{C}$  (ACCOUNT OF, U+2100) or  $\frac{A}{O}$  (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:

A/S

A<sub>S</sub>

$\frac{A}{S}$

$\frac{A}{S}$

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<sup>o</sup>

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.

