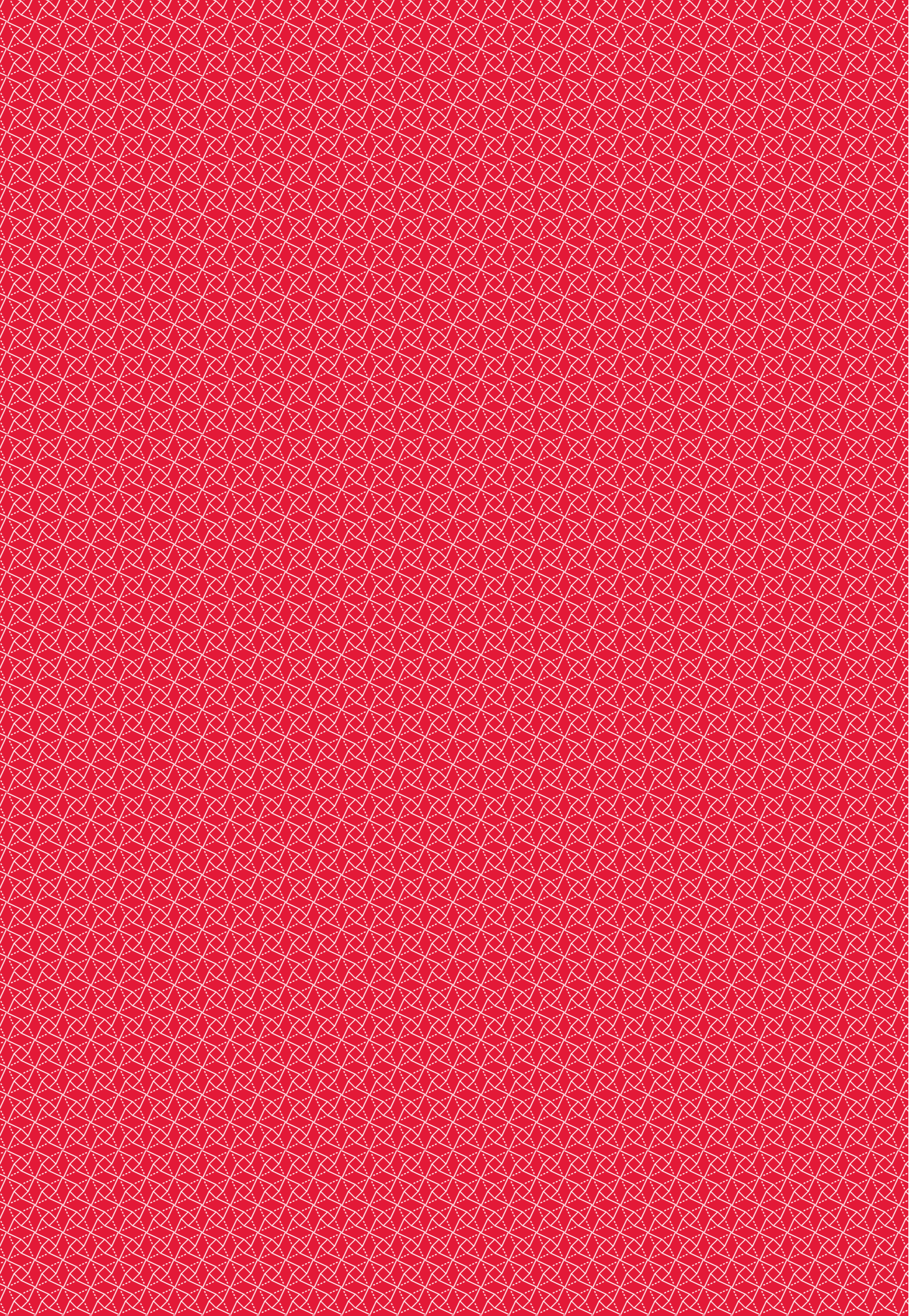




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FONT BUREAU
TYPE SPECIMENS

David Berlow



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FONT BUREAU
TYPE SPECIMENS **David Berlow**

BOSTON, MASSACHUSETTS

2007

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David Berlow entered the type industry in 1978 as a letter designer for the respected Mergenthaler, Linotype, Stempel, and Haas typefoundries. He joined the newly formed digital type supplier, Bitstream, Inc. in 1982. After Berlow left Bitstream in 1989, he founded The Font Bureau, Inc. with Roger Black. Font Bureau has developed more than 300 new and revised type designs for *The Chicago Tribune*, *The Wall Street Journal*, *Entertainment Weekly*, *Newsweek*, *Esquire*, *Rolling Stone*, Hewlett Packard® and others, with OEM work for Apple Computer Inc.® and Microsoft Corporation®. The Font Bureau Retail Library consists mostly of original designs and now includes over 1,000 typefaces. Berlow is a member of the New York Type Directors Club and the Association Typographique Internationale, and remains active in typeface design.

I

Text and agate specimens

H Hn 1 n

ZERO: REGULAR WITH ITALIC AND BOLD 8.5 point
GRUMPY WIZARD MADE SOME TOXIC BREWS FOR THOSE EVIL queens and jacks. Lazy movers quit hard packing of jewelry box. *In my quaint garden: jaunty zinnias vie*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

H Hn 1 n

ONE: REGULAR WITH ITALIC AND BOLD 8.5 point
GRUMPY WIZARD MADE SOME TOXIC BREWS FOR THOSE EVIL queens and jacks. Lazy movers quit hard packing of jewelry box. *In my quaint garden: jaunty zinnias vie*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

H Hn 1 n

TWO: REGULAR WITH SC, ITALIC AND BOLD 8.5 point
GRUMPY WIZARD MADE SOME TOXIC BREWS FOR THOSE EVIL queens and jacks. Lazy movers quit hard packing of jewelry box. *In my quaint garden: jaunty zinnias vie*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

H Hn 1 n

THREE: REGULAR WITH ITALIC AND BOLD 8.5 point
GRUMPY WIZARD MADE SOME TOXIC BREWS FOR THOSE EVIL queens and jacks. Lazy movers quit hard packing of jewelry box. *In my quaint garden: jaunty zinnias vie*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

H Hn 1 n

FOUR: REGULAR WITH SC, ITALIC & BOLD 8.5 point
GRUMPY WIZARD MADE SOME TOXIC BREWS FOR THOSE EVIL queens and jacks. Lazy movers quit hard packing of jewelry box. *In my quaint garden: jaunty zinnias vie*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TWO: REGULAR WITH SC, ITALICS AND BOLD 8 point

GRUMPY WIZARDS MADE QUITE A FEW TOXIC BREWS FOR THE EVIL QUEENS & JACKS. LAZY MOVERS QUIT HARD PACKING OF THESE PAPIER-MÂCHÉ JEWELRY BOXES. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! New farm hand (picking just six quinces) proves strong but lazy. FOR ONLY ABOUT \$65, JOLLY HOUSEWIVES MADE US INEXPENSIVE MEALS USING 'QUICK-FROZEN' VEGETABLE. JADED ZOMBIES ACTED QUAINTLY BUT KEPT DRIVING THEIR 31 OXEN FORWARD. At my grand prix, J. Blatz was equally vilified for his funky ways. My old grand father spent his day quickly carving wax buzzards, mostly from junk. So when we go back to Juarez, Mexico, do we fly over picturesque Arizona? Murky haze enveloped a city as jarring quakes broke forty-six windows. Pack my box with fifty dozen liquor jugs. Will Major P. Douglas be expected to take this true/false quiz very soon, sir? A mad boxer shot a quick, gloved jab to the jaw of his dizzy opponent. JUST WORK FOR IMPROVED BASIC TECHNIQUES TO MAXIMIZE YOUR TYPE SKILLS. The jukebox music puzzled a gentle visitor from a quaint village. Nancy Mae Bizal exchanged her vows with Robert Joseph Kumpf at Quincy Temple. Jimmy & Zack, the police explained, were last seen diving into a field of buttered quahogs. Monique, the buxom coed, likes to fight for Pez with the entire junior varsity team, man! The quick brown fox jumps over the lazy dog. Pickled, Gorbachev jumps raw fax quiz. Sympathizing would fix Quaker objectives. Doxy with charming buzz quaffs his vodka julep. Oozy quivering jellyfish expectorated by mad hawk. By Jove, my quick study of lexicogra

TWO: REGULAR WITH SC, ITALICS AND BOLD 8.5 point

GRUMPY WIZARD MADE SOME TOXIC BREWS FOR THOSE EVIL QUEENS & JACKS. LAZY MOVER QUIT HARD PACKING OF THESE PAPIER-MÂCHÉ JEWELRY BOX. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! New farm hand (picking just six quinces) proves strong but lazy. FOR ONLY ABOUT \$65, JOLLY HOUSEWIVES MADE 'INEXPENSIVE' MEALS USING NEW QUICK FROZEN VEGETABLE. THE JADED ZOMBIE ACTED QUAINTLY BUT KEPT DRIVING HIS 31 OXEN FORWARD. At my grand prix, J. Blatz was equally vilified for his funky ways. My grandfather spent his days quickly carving wax buzzards, mostly from junk. When we go back to Juarez, Mexico, shall we fly over by picturesque Arizona? Murky haze enveloped a city as 38 jarring quakes broke over 46 windows. Pack my box with five dozen liquor jugs. WILL MAJOR DOUGLAS BE EXPECTED TO TAKE THIS TRUE/FALSE QUIZ VERY SOON? A mad boxer shot his quick, gloved jab to the jaw of dizzy opponent. Just work for an improved technique to maximize your typing skills. The jukebox music puzzled a gentle visitor from a quaint valley town. Nancy Bizal exchanged vows with Mr. Robert J. Kumpf at Quincy Temple. Jimmy & Zachary, the police explained, were last seen diving into a field of buttered quahogs. Monique the buxom coed likes to fight for Pez with the whole junior varsity team. The quick brown fox jumps over the lazy dog. Pickled, Gorbachev jumps raw fax quiz. Sympathizing would fix some of the Quaker objectives. Doxy

TWO: REGULAR WITH SC, ITALICS AND BOLD 9 point

GRUMPY WIZARD MADE SOME VERY TOXIC BREWS FOR THE EVIL QUEENS & JACKS. LAZY MOVER QUIT HARD PACKING PAPIER-MÂCHÉ JEWELRY BOX. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebra for meal! NEW FARM HAND (PICKING JUST SIX QUINCES) PROVES STRONG BUT LAZY. FOR ONLY \$65, JOLLY HOUSEWIVES MADE US 'INEXPENSIVE' MEALS FROM QUICK-FROZEN VEGETABLE. Jaded zombies acted quaintly but kept driving their 31 oxen forward. At my grand prix, Dr. Blatz was just about equally vilified for his funky ways. My grandfather spent some days quickly carving wax buzzards, mostly from junk. When we go to Juarez, Mexico, do we fly back over picturesque Arizona? Murky haze enveloped a city as such jarring quakes broke forty-six windows. PACK MY BOX WITH FIVE DOZEN LIQUOR JUGS. Will Major Douglas be expected to take this true/false quiz very soon? A mad boxer shot another quick, gloved jab to the jaw of his dizzy opponent. Just work for improved basic techniques to maximize your typing skills. The jukebox music puzzled a gentle visitor from quaint valley town. Nancy Bizal exchanged vows with Robert J. Kumpf at Quincy Temple. Jimmy & Zack, the police explained, were last seen diving into a field of buttered quahogs. Monica, the buxom coed, likes to fight for Pez with the junior varsity team. These quick

First commissioned by *The Washington Post*, Bureau Roman revisits M.F. Benton's 1909 Century Oldstyle, popular descendant of Miller & Richard Oldstyle cut by Alexander Phemister in 1860. Working to preserve copyfit on ever-shrinking pages, David Berlow, assisted by Cyrus Highsmith, has expanded this family into Font Bureau's second Readability Series, offering choices between the five closely spaced grades; FB 1997-2000

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MAKE THE PASTA GO BANG

ROMAN

UNIQUE TEACHERS

ROMAN

Grain Silo Contacts

ITALIC

Illustrated technological manual of secrets

ITALIC

BOLOGNESE WITH BRIQUETTES SOAKED IN PLUM BRANDY

ROMAN SMALL CAPS

FARFALLE'S 53 ALARM HEAT

ITALIC SMALL CAPS

Fusilli

BOLD

Straining noodles with a hibachi lid

ROMAN

EVAPORATED

ITALIC

Sensible Guide to Antialiased Lowercase

REGULAR

MATCHING POLAR OPPOSITES

BOLD

Silver Radio Diamond Cow

BOLD

GROWING

BOLD

Travel time to be counted in months on Paris arrival

ITALIC

FB Ionic first appeared in 2002 as the text of the *Los Angeles Times*. It is based on C.H. Griffith's 1925 Ionic No. 5, the first typeface ever designed specifically to solve the problems in news text, and still a major contender eighty years later. The Font Bureau cutting was designed by David Berlow working with designer Roger Black and Deputy Managing Editor Joe Hutchinson, who refers to "the brilliance of this classical design"; FB 2002

ROMAN AND ITALIC WITH SMALL CAPS, AND BOLD 8 point

GRUMPY WIZARD MADE TOXIC BREW FOR THESE EVIL QUEEN & JACKS. LAZY MOVERS quit hard packing of the jewelry boxes. Back at my quaint gardens: jaunty zinnia vie with flaunt phlox. Hark, may 8,346 toxic jungle water vipers quietly drop upon a zebra for meals? New farm's hand (picking just sixty quinces) proves strong but lazy. For just \$65.00, jolly house wives made "inexpensive" meals using quickly frozen vegetables. Jaded zombies acted quaintly but kept driving their 32 oxen forward. *At my grand prix, J. Blatz was not equally villified for his funkiest ways. My grandfather spent his days carving a wax buzzard, mostly from the junk.* When we fly back to Juarez, in Mexico, might we fly over the picturesque Arizona? Murky hazes enveloped a city as jarring quakes broke fifty-seven windows. PLEASE PACK THE BOXES WITH THE FIFTEEN DOZEN LIQUOR JUGS. CAN'T MAJOR DOUGLASSI EXPECT TO TAKE HIS TRUE/FALSE QUIZZES VERY SOON? A MAD BOXER SHOTS YET ANOTHER QUICK, GLOVE JAB TO THE JAW OF DIZZY OPPONENTS. Just keep work for improved basic technique to maximize your typing skills. **The jukebox musicly puzzles a very gentle visitor from a quaint valley town. Nancy Bizal exchanged vows with Robert Kűsz at Quincy Temple.** Jimmy and Zack, kind police officers explained, were last seen diving into the field of buttered quahogs. Monique, the buxom coed, likes to fight for Pez with the entire Junior varsity team. The quick brown fox jumped over the lazy dogs. Pickled, M. Gorbachev jumps raw fax quiz. Sympathizing may fix Quaker's objects. *DOXY WITH CHARMING BUZZ QUAFFS THOSE VODKA JULEPS. AND THEN AN OOZY QUIVERING JELLY FISH EXPECTORATED BY A MADDENING HAWK. BY JOVUS, MY QUICK STUDIES OF LEXICOGRAPHY WON SECOND PRIZE!* All lazy jackal from raiding xebec prowls by quiet cove. Six boys guzzled cheap raw plum vodka joyfully. Qu'est-ce c'est chez le vieux fors rondou coin J'ai pu boire le meillure. Fabled read with jaded, roving eye seized buyers' quickened impulse to expand budgets. When waxing paper parquet decks, Suez sailors vomit jauntily abaft. Frozen buyer just quickly keyed shocking weave complexion. Zebra flinches lynx and tarantulas don't stir whilst sleeping under quiet azure skies filled with very jumbly pink stars. At the Ixtapa Zoo, the cute (albiet deadly) pink bunnies prowl for Jim, the inquisitive grasshopper. Angelic hot

ITALIC WITH SMALL CAPS 8 point

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEEN & JACKS. LAZY MOVE QUIT hard packing of the papier-mâché jewelry boxes. Back at my quaint gardens: jaunty zinnias vied with flaunting phlox. Hark! Toxic jungle water vipers quietly drop onto zebras for a meal. New farmer's hand (picking just six quinces) proves strong but lazy. For only about \$675, jolly house wives made "inexpensive" meals using the quick frozen vegetables. Jaded zombies acted quaintly but kept driving their 3,185 oxen forward. AT MY GRAND PRIX, J. BLATZ WAS EQUALLY VILLIFIED FOR HIS FUNKY WAYS. MY GRANDFATHER SPENT HIS DAY CARVING WAX BUZZARD, MOST FROM A JUNK. When we go back to Juarez, Mexico, won't we fly over a picturesque Arizona? Murky hazes enveloped a city as jarring quakes broke forty-six windows. Pack my boxes with seven dozen liquor jugs. Will Major Douglas be expected to take this true/false quiz very soon? A mad boxer shot another quick, gloved jab to the jaw of his dizzy opponent. Just work for improved basic technique to maximize

SMALL CAPS 8 point

GRUMPY WIZARD MADE TOXIC BREW FOR THIS EVIL QUEEN & JACKS. LAZY MOVERS QUIT HARD PACKING THESE PAPIER MÂCHÉ BOXES. BACK AT QUAIN T GARDEN: JAUNTY ZINNIAS VIED WITH THE FLAUNTING PHLOX. HARK! 1,728 TOXIC JUNGLE WATER VIPERS QUIETLY DROP ONTO THIS ZEBRA FOR A MEAL! NEW FARM'S HAND (PICKING JUST SIXTY QUINCES) PROVES STRONG BUT LAZY? FOR ONLY ABOUT \$364 JOLLY HOUSEWIVES MADE "INEXPENSIVE" MEALS USING SOME QUICK-FROZEN VEGETABLES. JADED ZOMBIES ACTED QUAIN T BUT KEPT DRIVING THEIR 802 OXEN FORWARD. AT MY GRAND PRIX, J. BLATZEN WAS EQUALLY VILLIFIED

BOLD 8 point

GRUMPY WIZARD MADE TOXIC BREW FOR THE EVIL QUEEN & JACKS. A LAZY MOVER quit hard packing off these papier mâché jewels boxes. Back at the quaint garden jaunty zinnias vie with a flaunting phlox. Hark! 4,872 very toxic jungle water vipers quietly drop onto zebras for their meals! New farm's hand (picking just sixty quinces) proves strong but lazy? For only \$360, jolly housewives made some "inexpensive" meal using some quick-frozen vegetables. Many Jade zombies acted quaintly but kept driving the 316 oxen forward. At my grand prix, J. Blatz wasn't

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SURREALIST IMAGERY

ROMAN

Inconceivable

ITALIC

WAIT, I KNOW HOW THIS ENDS: THEY ALL LIVE HAPPILY EVER AFTER

ROMAN SMALL CAPS

Predictable

ROMAN

WRITE WHAT YOU KNOW

ITALIC SMALL CAPS

But I haven't left the living room since February

ROMAN

MINISERIES

ROMAN

Tears in a veritable tidal wave

ITALIC

There's just something heartwarming about home electronics

ROMAN

THIS IS ENTERTAINMENT

ROMAN SMALL CAPS

I went to the kitchen to seek consolation

ITALIC

Hello waffle iron

ROMAN

In 1952 Walter Tracy at Linotype & Machinery commissioned Juliana from Sem Hartz, Jan van Krimpen's successor at Enschedé. Released in 1958, the high style and narrow width of Juliana's engraved letterforms opened the British paperback market to L&M. Elegance and economy return to fashion as David Berlow's faithful cutting shaves a graceful seven per cent off normal paper costs with no loss of readability; FB 2004

ROMAN WITH SMALL CAPS AND ITALIC 10 point

GRUMPY WIZARDS MADE 25 TOXIC BREWS FOR THE EVIL QUEEN & JACK. LAZY MOVER quit hard packing of the papier-mâché jewelry box. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 43,872 very toxic jungle water vipers quietly drop on zebras for meals! Newest farm hand (picking just sixty quinces) proves strong but lazy. For only about \$65, jolly housewives made us 'inexpensive' meals from quick-frozen vegetables. Jaded zombies acted quaintly but kept driving their 31 oxen forward. At my grand prix, J. Blatz was equally vilified for his funky ways. My grandfather did spend his day quick carving me waxy buzzards, mostly from junk. WHEN WE GO BACK TO JUAREZ, MEXICO, SHALL WE FLY OVER PICTURESQUE ARIZONA? Murky haze enveloped that city as jarring quakes broke forty six windows. Pack my box with five dozen liquor jugs. Will Major Douglas be expected to take his true/false quiz very soon? A mad boxer shot another quick, gloved jab to the jaw of that dizzy opponent. Just work for IMPROVED BASIC TECHNIQUES to maximize your typing skills. The jukebox music puzzled the gentle visitor from a quaint valley town. Nancy Bizal exchanged her vows with Mr. Robert J. Kumpf at Quincy Temple. Jimmy and Zacharias, the police explained, were last seen diving into a field of buttered quahogs. Monique the buxom coed loves to fight for Pez with these junior varsity teams. The quick brown fox jumps

ITALIC WITH SMALL CAPS 10 point

GRUMPY WIZARDS MAKE 25 TOXIC BREWS FOR THE EVIL QUEENS & JACKS. LAZIEST mover quit hard packing of these papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie without flaunting phlox. Hark! 4872 toxic jungle water vipers quietly drop onto a zebra for meals! NEWEST FARM HAND (PICKING JUST SIXTY QUINCES) PROVES STRONG BUT LAZY. For only about \$65, jolly housewives made us some 'inexpensive' meals of quick frozen vegetables. Jaded zombies acted quaintly but kept driving those 316 oxen forward. At my grand

ROMAN (LONG DESCENDERS) WITH SMALL CAPS AND ITALIC 10 point

GRUMPY WIZARDS MADE 25 TOXIC BREWS FOR THE EVIL QUEEN & JACK. LAZY MOVER quit hard packing of the papier-mâché jewelry box. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 43,872 very toxic jungle water vipers quietly drop on zebras for meals! Newest farm hand (picking just sixty quinces) proves strong but lazy. For only about \$65, jolly housewives made us 'inexpensive' meals from quick-frozen vegetables. Jaded zombies acted quaintly but kept driving their 31 oxen forward. At my grand prix, J. Blatz was equally vilified for his funky ways. My grandfather did spend his day quick carving me waxy buzzards, mostly from junk. WHEN WE GO BACK TO JUAREZ, MEXICO, SHALL WE FLY OVER PICTURESQUE ARIZONA? Murky haze enveloped that city as jarring quakes broke forty six windows. Pack my box with five dozen liquor jugs. Will Major Douglas be expected to take his true/false quiz very soon? A mad boxer shot another quick, gloved jab to the jaw of that dizzy opponent. Just work for IMPROVED BASIC TECHNIQUES to maximize your typing skills. The jukebox music puzzled the gentle visitor from a quaint valley town. Nancy Bizal exchanged her vows with Mr. Robert J. Kumpf at Quincy Temple. Jimmy and Zacharias, the police explained, were last seen diving into a field of buttered quahogs. Monique the buxom coed loves to fight for Pez with these junior varsity teams. The quick brown fox jumps

ITALIC (LONG DESCENDERS) WITH SMALL CAPS 10 point

GRUMPY WIZARDS MAKE 25 TOXIC BREWS FOR THE EVIL QUEENS & JACKS. LAZIEST mover quit hard packing of these papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie without flaunting phlox. Hark! 4872 toxic jungle water vipers quietly drop onto a zebra for meals! NEWEST FARM HAND (PICKING JUST SIXTY QUINCES) PROVES STRONG BUT LAZY. For only about \$65, jolly housewives made us some 'inexpensive' meals of quick frozen vegetables. Jaded zombies acted quaintly but kept driving those 316 oxen forward. At my grand

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II

Text and display specimens

BARBEQUE

BLACK

Backyard grill full of blazing hot charcoal

REGULAR

Tasty meals in tin foil

MEDIUM ITALIC

OUCH

BOLD

Fire appears to make things remarkably warm

REGULAR ITALIC

Realizations

MEDIUM

I SHOULD RECORD THIS DISCOVERY

BOLD

Strict Documentation

REGULAR

Heads of the Scientific Universities

REGULAR ITALIC

Textbook

BOLD ITALIC

THE ACADEMIC CIRCUIT

MEDIUM

HAILED AS A STUNNING BREAKTHROUGH

MEDIUM ITALIC

Proof Provided

BLACK ITALIC

The eight-part Belizio series updates the first Font Bureau typeface. David Berlow's family is based on Aldo Novarese's Egizio, designed in 1955 for Nebiolo. It was first prompted by the popularity of Haas Clarendon designed by Hoffmann and Eidenbenz, an impeccably Swiss revival of the traditional English letterform. Aldo Novarese was among the first to investigate a true italic designed in the Clarendon style; FB 1987-98

AMAZON TRIP

DISPLAY BLACK

Tour guide was thoughtful enough to relieve us of our pesky valuables

ITALIC

FRIENDS

DISPLAY ROMAN

We got along famously — we keep in touch to this day

BOLD

Back Home At Last

DISPLAY BOLD

AFTER MY LONG & DANGEROUS JOURNEY, I NEEDED A SNACK

EXPERT

Yet I was downright destitute

BLACK

Zero Dollars

DISPLAY ITALIC

SOFA IS INVERTED AND SHAKEN

DISPLAY EXPERT

\$5,924 DISCOVERED HIDING UNDER THE FOAM CUSHIONS

ROMAN

A few blocks over

DISPLAY BLACK

I arrived at the convenience store & indulged my love of steel wool

ITALIC

SERIOUS ROUGHAGE

ITALIC

NOTHING REFRESHES LIKE TOUGH ABRASIVES

ROMAN

In 1938, Goudy designed California Oldstyle, his most distinguished type, for University of Calif. Press. In 1958, Lanston issued it as Californian. Carol Twombly digitized the roman 30 years later for *California*; David Berlow revised it for Font Bureau with italic and small caps; Jane Patterson designed the bold. In 1999, assisted by Richard Lipton & Jill Pichotta, Berlow designed the black and the text and display series; FB 1994–99

TEXT REGULAR WITH ITALIC, EXPERT, AND BOLD 9 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEENS & JACKS. LAZY MOVER QUIT hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! New farm hand (picking just six quinces) proves strong but lazy. For only about \$65, jolly housewives made ‘inexpensive’ meals using quick-frozen vegetables. Jaded zombies act quaintly but kept driving their 31 oxen forward. At my grand prix, Mr. Blatz was equally vilified for his unusual funky ways. MY GRANDEATHER SPENT HIS DAY QUICKLY CARVING WAX BUZZARDS, MOST FROM JUNK. When we go back to Juarez, Mexico, do we fly over picturesque Arizona? Murky haze enveloped the city as jarring quakes broke forty-six windows. **Pack my box with five dozen liquor jugs. Will Major Douglas be expected to take this true/false quiz very soon?** A mad boxer shot an other quick, gloved jab to the jaw of his dizzy opponent. Just work for improved basic techniques

TEXT REGULAR WITH ITALIC, EXPERT, AND BLACK 9 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEENS & JACKS. LAZY MOVER QUIT hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! New farm hand (picking just six quinces) proves strong but lazy. For only about \$65, jolly housewives made ‘inexpensive’ meals using quick-frozen vegetables. Jaded zombies act quaintly but kept driving their 31 oxen forward. At my grand prix, Mr. Blatz was equally vilified for his unusual funky ways. MY GRANDEATHER SPENT HIS DAY QUICKLY CARVING WAX BUZZARDS, MOST FROM FROM JUNK. When we go back to Juarez, Mexico, do we fly over picturesque Arizona? Murky haze enveloped a city as jarring quakes broke fourteen windows. **Pack my box with five dozen liquor jugs. Will Major Douglas be expected to take this true/false quiz very soon?** A mad boxer can shoot another quick, gloved jab to the jaw of his dizzy opponent. Just work for an improved basic technique to maximize your typing skills. The bad

TEXT ITALIC 9 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEENS & JACKS. LAZY MOVER QUIT *hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! New farm hand (picking just six quinces) proves strong but lazy. For only about \$65, jolly housewives made us ‘inexpensive’ meals using quick-frozen vegetables. Jaded zombies acted quaintly but kept driving their 31 oxen forward. At my grand prix, J. Blatz was equally vilified for*

TEXT EXPERT 9 point

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEENS & JACKS. LAZY MOVER TO QUIT HARD PACKING OF THE PAPIER-MÂCHÉ JEWELRY BOXES. BACK AT MY QUAIN T GARDEN: JAUNTY ZINNIAS VIE WITH FLAUNTING PHLOX. HARK! 4,872 TOXIC JUN GLE WATER VIPERS QUIETLY DROP ON ZEBRAS FOR MEALS! NEW FARM HAND (PICKING JUST SIX QUINCES) PROVES STRONG BUT SO LAZY. FOR ONLY ABOUT \$65, JOLLY HOUSEWIVES MADE ‘INEXPENSIVE’ MEALS USING QUICK FROZEN VEGETABLES. JADED ZOMBIES ACTED QUAIN TLY BUT KEPT DRIVING THEIR 31 OXEN FORTY WARD. AT

TEXT BOLD 9 point

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEENS & JACKS. LAZY MOVER TO **quit hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! New farm hand (picking just six quinces) proves strong but lazy. For only about \$65, jolly house wives made ‘inexpensive’ meals using quick-fro zen vegetables. Jaded zombies acted quaintly but**

TEXT BLACK 9 point

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEENS & JACKS. LAZY MOVER TO **quit hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! New farm hand (picking just six quinc es) proves strong but lazy. For only about \$65, jolly housewives made ‘inexpensive’ meals use ing quick-frozen vegetables. Jaded zombies act**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz&#x27;#x28;#x29;#x30;#x31;#x32;#x33;#x34;#x35;#x36;#x37;#x38;#x39;#x40;#x41;#x42;#x43;#x44;#x45;#x46;#x47;#x48;#x49;#x50;#x51;#x52;#x53;#x54;#x55;#x56;#x57;#x58;#x59;#x60;#x61;#x62;#x63;#x64;#x65;#x66;#x67;#x68;#x69;#x70;#x71;#x72;#x73;#x74;#x75;#x76;#x77;#x78;#x79;#x80;#x81;#x82;#x83;#x84;#x85;#x86;#x87;#x88;#x89;#x90;#x91;#x92;#x93;#x94;#x95;#x96;#x97;#x98;#x99;#x100;#x101;#x102;#x103;#x104;#x105;#x106;#x107;#x108;#x109;#x110;#x111;#x112;#x113;#x114;#x115;#x116;#x117;#x118;#x119;#x120;#x121;#x122;#x123;#x124;#x125;#x126;#x127;#x128;#x129;#x130;#x131;#x132;#x133;#x134;#x135;#x136;#x137;#x138;#x139;#x140;#x141;#x142;#x143;#x144;#x145;#x146;#x147;#x148;#x149;#x150;#x151;#x152;#x153;#x154;#x155;#x156;#x157;#x158;#x159;#x160;#x161;#x162;#x163;#x164;#x165;#x166;#x167;#x168;#x169;#x170;#x171;#x172;#x173;#x174;#x175;#x176;#x177;#x178;#x179;#x180;#x181;#x182;#x183;#x184;#x185;#x186;#x187;#x188;#x189;#x190;#x191;#x192;#x193;#x194;#x195;#x196;#x197;#x198;#x199;#x200;#x201;#x202;#x203;#x204;#x205;#x206;#x207;#x208;#x209;#x210;#x211;#x212;#x213;#x214;#x215;#x216;#x217;#x218;#x219;#x220;#x221;#x222;#x223;#x224;#x225;#x226;#x227;#x228;#x229;#x230;#x231;#x232;#x233;#x234;#x235;#x236;#x237;#x238;#x239;#x240;#x241;#x242;#x243;#x244;#x245;#x246;#x247;#x248;#x249;#x250;#x251;#x252;#x253;#x254;#x255;

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Special characters çțșțđΣΠΓΩΔ

FREQUENCIES

DISPLAY ROMAN

My own echo chamber

DISPLAY ITALIC

Silenced

DISPLAY ROMAN

MULTIPLE VOICES

DISPLAY ITALIC

78 *EXTRA TENANTS SUSPECTED*

DISPLAY ITALIC SMALL CAPS

Rent raised \$263

DISPLAY ROMAN

Obstinate

DISPLAY ITALIC

INCREASE REVERSED

DISPLAY ROMAN SMALL CAPS

CRYPTIC

DISPLAY ROMAN

Of W. A. Dwiggins' wartime experiments, the most successful was Eldorado, released by Mergenthaler in 1953. With unusual fidelity, he followed an early roman lowercase, cut in the 16th century by Jacques de Sanlecque the elder, aeer Granjon. Berlow, Patterson, Frere-Jones, & Rickner revived and expanded the series in 1993–94 for *Premiere* magazine, with versions not only for text and display, but a Micro for six point & smaller; FB 1997

16 STYLES: ROMAN AND ITALIC IN MICRO SIZE; LIGHT AND REGULAR WITH ROMAN, ITALIC, ROMAN SMALL CAPS, AND ITALIC SMALL CAPS, PLUS BOLD, AND BOLD ITALIC IN TEXT SIZE; AND REGULAR AND ITALIC, BOTH WITH SMALL CAPS, IN DISPLAY SIZE

STUDIO JETS

DISPLAY BOLD

Landing upon Palm Desert runways only to then jaunt to Maui

DECK ROMAN

Gourmet kibble flambé, yum!

DISPLAY ITALIC

Starlet

DISPLAY BOLD

PROFESSIONAL QUADRUPED

DECK ROMAN

Purebred Borzoi

DISPLAY BOLD ITALIC

From showdog to glitterati in twelve easy steps

DECK BOLD

POUND

DISPLAY ROMAN

Hollywood hills in 36 bungalos

DECK BOLD

DISCOVERED IN 1985

DISPLAY ITALIC

RETIRED AFTER 2ND LITTER, SAVE THE OCCASIONAL VOICEOVER

DECK ROMAN

Transylvanian punchcutter Nicholas Kis cut a leading figure in 18th century Amsterdam. Series of his matrices survived at the Ehrhardt typefoundry. From these Chauncey Griffith at Mergenthaler cut the Janson series in 1936. Morison at Monotype followed with Ehrhardt. David Berlow takes full advantage of current techniques to produce these splendid and adventurous display series to complement one of the great oldstyle texts; FB 2007

22 STYLES: THIN, LIGHT, ROMAN, AND BOLD IN TEXT SIZE, WITH SMALL CAPS

ROMAN, AND BOLD IN DECK AND DISPLAY SIZES. ITALICS IN TEXT AND DISPLAY SIZES

TEXT THIN AND SMALL CAPS WITH ITALICS AND REGULAR 9.5 point

GRUMPY WIZARD MADE TOXIC BREW OF THE EVIL QUEENS & JACKS. LAZY MOVERS QUIT hard packing of the jewelry boxes. Back at my quaint gardens: jaunty zinnias vied with flaunt phlox. Harken, 87,346 toxic jungle water vipers quietly drop on zebras for meals? New farmers hand (picking just sixty quince) proves strong but laziest. For just \$65.10, jolly housewives made "inexpensive" meals using the quick-frozen vegetables. Jaded zombies acted quaintly but kept driving their 312 oxen afore. At my grand prix, J. Blatz was equally villified for his funky ways. Mine grandfather spent his day quickly carving wax buzzers, mostly from junk. WHEN WE GO BACK TO JUAREZ, IN MEXICO, WILL WE FLY OVER THE PICTURESQUE ARIZONA? Some murky haze did envelope a city as jarring quakes broke seventy windows. Please pack my box with fifty dozen liquor jugs. CAN MAJOR DOUGLASS BE EXPECT-

TEXT LIGHT AND SMALL CAPS WITH ITALICS AND BOLD 9.5 point

GRUMPY WIZARDS MADE TOXIC BREWS FOR THE EVIL QUEEN & JACKS. LAZY MOVERS quit hard packing of the jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark, 8,346 toxic jungle water vipers quietly drop onto the zebras for meals? New farm hand (picking just sixteen quince) proves strong but lazy. For just \$65, jolly house wives made "inexpensive" meals using some quick frozen vegetables. Jaded zombies acted quaintly but kept driving their 32 oxen forward. At my grand prix, J. Blatzen was equally villified for his funky ways. My grandfather spent his day quickly carving waxy buzzards, most from junk. WHEN WE GO BACK JUAREZ, MEXICO, WE FLY OVER PICTURESQUE ARIZONA? Some murk haze enveloped a city while jarring quakes did break forty-six windows. Please don't pack my box with fifteen dozen liquor jugs. CAN MAJOR DOUGLASSY BE EXPECTED TO TAKE HIS TRUE/FALSE QUIZ SOON? A mad boxer shot yet another quick

TEXT ROMAN AND SMALL CAPS WITH ITALICS AND BOLD 9.5 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEENS & JACKS. LAZY MOVER quit hard packing of the jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark, may 87,346 toxic jungle water vipers quietly drop on zebra for meals? New farm hand (picking just sixteen quinces) proves strong but lazy. For just \$65, jolly house wives made "inexpensive" meals using copious quick-frozen vegetables. Jaded zombies did not act quaintly and kept driving their 3,120 oxen forward. At my grand prix, J. Blatz was equal villified for his funkier ways. My grandfather spent his days carving waxy buzzards, mostly from junk. WHEN WE DO GO BACK TO JUAREZ, MEXICO, WILL WE FLY ABOVE A PICTURESQUE ARIZONA? Some murky haze enveloped a city as jarring quakes broke forty-seven windows. PLEASE PACK A BOX WITH FIVE DOZEN LIQUOR JUGS

TEXT BOLD AND SMALL CAPS WITH ITALICS 9.5 point

GRUMPY WIZARDS MADE TOXIC BRIE FOR THE EVIL QUEEN & JACKS. LAZIEST movers quit hard packing of these jewelry boxes. Back at my quaint gardens: jauntier zinnias vie with the flaunting phlox. Hark, 81,346 toxic jungle water vipers do quietly drop on zebras for meals? New farm hand (picking just sixty quince) proves strong but lazy. For just \$65, jolly housewife made "expensive" meals using some quick-frozen vegetables. Jaded zombies did act quaintly but kept driving their 3,296 oxen forward. At my grand prix, J. Blatz was equally vile for his funky ways. My grandfathers spent their days quickly carving waxy buzzards, mostly from a junk. WHEN WE GO BACK TO JUAREZ, MEXICO, WILL WE FLY OVER TOP A PICTURESQUE ARIZONA? Some murky hazes enveloped the city as jarring quakes broke forty-eight windows. PLEASE DON'T PACK MY BOX WITH FIFTEEN DOZEN LIQUOR JUGS. Can M.

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HERITAGE BECOMES UNCERTAIN

MIDDLE REGULAR

251 Colonies

DISPLAY REGULAR

STARS & STRIPES

MIDDLE ITALIC

What about North and South Dakota?

TEXT BOLD

STATE

DISPLAY REGULAR

Difficult Questions

MIDDLE REGULAR

Instead of Red, White & Blue, we can use Orange & Silver

TEXT REGULAR

COLOR CHOICES

TEXT BLACK

Patchwork

DISPLAY ITALIC

IT'S A GOOD THING BETSY ROSS WON'T BE AROUND TO SEE THIS

TEXT SMALL CAPS

EMBROIDER

DISPLAY REGULAR

De Vinne credits Samuel Nelson Dickinson with 'modelling' the first Scotch in Boston in 1837, a design which he had cut by Alexander Wilson in Glasgow. In 1839, Dickinson opened his foundry with the matrices. Scotch has always been more popular in the US than in Great Britain. Working from original Scotch and Dwiggin's Caledonia, David Berlow relighted the American tradition with this brilliant text face for *Newsweek*; FB 1993

TEXT REGULAR WITH ITALIC AND BOLD 9 point

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEENS & JACKS. LAZY MOVER TO quit hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! New farm hands (picking just six of the quinces) prove strong but so lazy. For only about \$65, jolly housewives made 'inexpensive' meals using quick frozen vegetables. Jaded zombies acted quaintly but kept driving their 31 oxen forward. At my grand prix, J. Blatz was equally vilified for his funky ways. My grandfather spent his day quickly carve wax buzzards, mostly from some junk. When we go back to Juarez, Mexico, do we fly over picturesque Arizona? Murky haze enveloped a city as jar ring quakes broke forty-six windows. Pack my box with five dozen liquor jugs. Will Major Douglas be expected to take this true/false quiz very soon? A mad boxer shot another quick, gloved jab to the jaw of his dizzy opponent. Just work for improved basic techniques to maximize your typing skills. The jukebox music puzzled a gentle visitor from a quaint valley town. Nancy Bizal exchanged vows with Robert J. Kumpf at Quincy Temple. Jimmy & Zack, the police explained, were last seen diving into a field of buttered quahogs. Monique the buxom coed likes to fight for Pez with the junior varsity team. The quick brown fox jumps over the lazy dog. Pickled, Gorbachev jumps raw fax quiz. Sympathizing would fix Quaker obje

TEXT BOLD 9 point

246 GRUMPY WIZARDS MAKE TOXIC BREW THE EVIL QUEENS & JACKS. LAZY MOVER quit hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! New farm hand (picking just six quince) proves strong but lazy. For only \$65, housewives made us 'inexpensive' meals using quick-frozen vegetables. Jaded zombies act quaintly but kept driving their 31 oxen forward. My grandfathers

TEXT REGULAR WITH ITALIC AND SMALL CAPS 9 point

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEENS & JACKS. LAZY MOVER TO quit hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. HARK! 4,872 TOXIC JUNGLE WATER VIPERS QUIETLY DROP ON ZEBRAS FOR MEALS! New farm hand (picking just six quinces) proves strong but lazy. For only about \$65, jolly housewives made 'inexpensive' meals using quick frozen vegetables. Jaded zombies acted quaintly but kept driving their 31 oxen forward. At my grand prix, J. Blatz was equally vilified for his funky ways. My grandfather spent his day quickly carving wax buzzards, mostly from junk. When you and I go back to Juarez, Mexico, do we fly over picturesque Arizona? MURKY HAZE ENVELOPED A CITY AS JARRING QUAKES BROKE FORTY-SIX WINDOWS. PACK MY BOX WITH FIVE DOZEN LIQUOR JUGS. Will Major Douglas be expected to take this true/false quiz very soon? A mad boxer shot another quick, gloved jab to the jaw of his dizzy opponent. Just work for improved basic techniques to maximize your typing skills. The jukebox music puzzled a gentle visitor from a quaint valley town. Nancy Bizal exchanged vows with Robert J. Kumpf at Quincy Temple. Jimmy and Zack, the police explained, were last seen diving into a field of buttered quahogs. Monique the buxom coed, likes to fight for Pez with the junior varsity team. The quick brown fox jumps over the lazy dog. Pickled, Gorbachev jumps raw fax quiz. Sympathizing would fix Quaker objectives.

TEXT BLACK 9 point

246 GRUMPY WIZARDS MAKE TOXIC BREW THE EVIL QUEENS & JACKS. LAZY MOVER quit hard packing of papier-mâché jewelry box. Back in my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! New farm hand (picking only just six quinces) proves strong but lazy. For only \$3,065, a jolly housewife made 'inexpensive' meals using new quick-frozen vegetables. Jaded zombies acted quaintly, but kept driving their 31 oxen forward.

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Special characters Бхπ

GARDENING

ROMAN TITLING

We analyzed the soil composition

ITALIC TITLING

Fertilized

ROMAN TITLING

HARVEST WAS QUITE DISAPPOINTING

BOLD TITLING

GRANITE BUSHES

ITALIC TITLING

I COULDN'T SEE WHY ROCKS DIDN'T GROW ON TREES

ITALIC SMALL CAPS TITLING

REMEDIAL BOTANY COURSES

ROMAN SMALL CAPS TITLING

Minor details like air and water were beyond me

BOLD TITLING

Pollen Season

ITALIC TITLING

Flower bed took on a crystalline haze in the morning light

ROMAN TITLING

Bothersome Breeze

ROMAN TITLING

PLAGUED BY CLOUD OF DUST IN A MANNER MOST CRUEL

ROMAN SMALL CAPS TITLING

MICROSCOPIC

BOLD TITLING

David Berlow undertook the revival of Goudy's Village family in the early nineties as the first real step in the successful redesign of *Esquire*. Frederic W. Goudy originally cut Village No. 2 in 1932 to bring early ideas up to date, adding the italic a year or two later for his own satisfaction. Font Bureau expanded Village, the model for Goudy's mature style, into a ten-part series designed for *Esquire's* use in text and display; FB 1994

ROMAN WITH ITALIC AND BOLD 9 point

GRUMPY WIZARDS MAKE A TOXIC BREW FOR THE EVIL QUEENS & JACKS. LAZY MOVER quit hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! *New farm hand (picking just six quinces) proves strong but lazy.* For only about \$65, jolly housewives made 'inexpensive' meals using quick-frozen vegetables. Jaded zombies acted quaintly but kept driving their 31 oxen forward. At my grand prix, J. Blatz was equally vilified for his funky ways. My old grandfather spent his day quickly carving ninety wax buzzards, mostly from junk. **When you and I go back to Juarez, Mexico, do we fly over picturesque Arizona?** Murky haze enveloped a city as jarring quakes broke forty-six windows. Pack my box with five dozen liquor jugs. *Will Major Douglas be expected to take this true/false quiz very soon?* A mad boxer shot another quick, gloved jab to the jaw of his dizzy opponent. Just work for improved basic

ROMAN AND SMALL CAPS WITH ITALICS 9 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THESE 365 EVIL QUEENS & JACKS. LAZY mover quit hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. *Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals!* Our new farm hand (picking just six quinces) proves strong but lazy. For only about \$65, jolly housewives made us 'inexpensive' meals using quick-frozen vegetables. Jaded zombies acted so quaintly but kept driving their 31 oxen forward. **AT MY GRAND PRIX, J. BLATZ WAS EQUALLY VILIFIED FOR HIS FUNKY WAYS. MY GRANDEFATHER SPENT HIS DAY QUICKLY CARVING WAX BUZZARDS, MOSTLY FROM JUNK.** When we go back to Juarez, Mexico, do we fly over picturesque Arizona? Murky haze enveloped a city as jarring quakes broke forty six windows. Pack my box with fifteen dozen liquor jugs. *Won't Major Douglas be expected to take this true/false quiz very soon?* A mad boxer shot his

ITALIC 9 point

GRUMPY WIZARDS MAKE A TOXIC BREW FOR THESE EVIL QUEENS & JACKS. LAZY MOVER quit hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! *New farm hand (picking just sixty quinces) proves strong but lazy.* For only about \$65, jolly housewives made 'inexpensive' meals using quick-frozen vegetables. Jaded zombies acted quaintly but kept driving their 31 oxen forward. At my grand prix, J. Blatz was equally vilified for his funky ways. My grandfather spent his day quickly carving wax buzzards, mostly from junk. *When we go back to Juarez, Mexico, do we fly over picturesque Arizona?* Murky haze enveloped a city as jarring

SMALL CAPS WITH ITALIC 9 point

GRUMPY WIZARDS MAKE A TOXIC BREW FOR THE EVIL QUEEN AND JACK. LAZY MOVER QUIT HARD PACKING OF THE PAPIER-MÂCHÉ JEWEL BOXES. BACK AT MY QUAIN T GARDEN: JAUNTY ZINNIAS VIE WITH FLAUNTING PHLOX. HARK! 4,872 TOXIC JUNGLE WATER VIPERS QUIETLY DROP ON ZEBRAS FOR MEALS! *NEW FARM HAND (PICKING JUST SIX QUINCES) PROVES STRONG BUT LAZY.* FOR ONLY ABOUT \$65, JOLLY HOUSEWIVES MADE US 'INEXPENSIVE' MEALS USING QUICK-FROZEN VEGETABLES. JADED ZOMBIES ACTED QUAIN TLY BUT KEPT DRIVING THESE 315 OXEN FORWARD. AT MY GRAND PRIX, J. BLATZ WAS EQUALLY VILIFIED FOR HIS FUNKY WAYS. MY GRANDEFATHER SPENT

BOLD 9 point

GRUMPY WIZARDS MAKE A TOXIC BREW FOR THESE EVIL QUEENS & JACKS. LAZY mover quit hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! **The 472** toxic jungle water vipers quietly drop on zebra for meals! New farm hand (picking just sixteen quinces) proves strong but lazy. For only about \$65, jolly housewives made 'inexpensive' meals using quick-frozen vegetables. The jaded zombies acted quaintly but kept driving their 310 oxen forward. At my grand prix, J. Blatz was equally vilified for his funky ways. My grand

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Special characters zçšt

MOLECULAR STRUCTURE

BOLD CONDENSED

BITS OF STUFF SO SMALL YOU WOULDN'T BELIEVE IT

BLACK WIDE

Carbon 'n Hydrogen Flavored Soda

THIN WIDE

REARRANGEMENT OF ATOMIC ELEMENTS MAKES SILK PURSE OF SOW'S EAR

REGULAR COMPRESSED

WHICH LEAVES THE SOW MORE THAN A LITTLE BIT CONFUSED

BOLD EXTENDED

BUT SOON LEARNS TO ENJOY FAME, FORTUNE, & ENDORSEMENT CONTRACTS

REGULAR CONDENSED

Late-Night Talk Shows

BOLD EXTENDED

Interrupted for press conference

BOLD CONDENSED

Gold, platinum, & semi-precious stones are discovered in the local landfills

REGULAR

PROSPECTOR

BLACK EXTENDED

Residents from local communities stake claims

THIN COMPRESSED

Neighbors clash over pile of trash

BOLD WIDE

National Guard tries to restore order

BLACK CONDENSED

COMPETING FACTIONS

LIGHT

INTERNATIONAL MEDIA COVERAGE

REGULAR EXTENDED

ATF Agency Gothic was designed by Morris Fuller Benton in 1932 as a lone titling. In 1990, David Berlow saw potential in the squared forms of the narrow, monotone capitals. He designed a lowercase and added a bold to produce Font Bureau Agency, an immediately popular hit. Sensing strengths that surpassed those of a useful condensed, Font Bureau developed Agency into a major series offering five weights in five widths; FB 1990–95

LIGHT WITH BOLD 11 point

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEENS & JACKS. LAZY MOVER QUIT HARD PACKING OF THE PAPIER mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly dropped onto zebras for meals! New farm hand (picking just six quinces) proves strong but lazy. **For only about \$65, jolly housewives made 'inexpensive' meals out of the quick-frozen vegetables. Jaded zombies acted quaintly but kept driving their 31 oxen forward.** At my

LIGHT WIDE WITH BOLD 10 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEENS & JACKS. LAZIEST movers quit hard packing of this papier mâché jewelry box. Then back in my quiet garden jaunty zinnias vie without flaunting phlox. **Yikes! 41,872 toxic jungle water vipers quietly dropped onto zebras for meals!** New farm hand (picking just sixty quinces) proves strange but lazy. For only

BOLD WIDE WITH BLACK 10 point

GRUMPY WIZARD MADE TOXIC BREW FOR THE EVIL QUEENS & JACKS. LAZY mover quit hard packing of all of these papier-mâché jewelry boxes. In back of my quaint garden: jaunty zinnia can vie with flaunting phlox. Hark! The 4,872 toxic jungle water vipers once again quietly drop on the zebras for meals! New farm hands (picking just sixteen

LIGHT EXTENDED WITH BOLD 9 point

GRUMPY WIZARD MADE A TOXIC BREW FOR THAT EVIL QUEEN & jack. Lazy movers quit hard pack of the papier-mâché jewelry box. Back at my quaint gardens: jaunty zinnias vied with a flaunting phlox. **Hark! 41,872 toxic jungle water vipers quietly dropped on zebra for meal!** New farm hand (picking just sixty quinces) proves strong but lazy. For only about \$65, jolly

REGULAR WITH BOLD 11 point

GRUMPY WIZARDS MADE A TOXIC BREW FOR THESE EVIL QUEENS & JACKS. LAZY MOVER QUIT HARD PACKING OF the papier mâché jewelry boxes. Back here at my quaint garden: jaunty zinnias vie without flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop onto zebras for meals! **New farm hand (picking just six quinces) proves strong but lazy. For only about \$65, a jolly housewife made expensive meals using quick-frozen vegetables.** Jaded zombies act quaintly but keep driving

REGULAR WIDE WITH BOLD 10 point

GRUMPY WIZARDS MAKE A TOXIC BREW FOR THE EVIL QUEENS & JACKS. LAZIER mover quit hard packing of the papier mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. **Hark! 43,872 toxic jungle water vipers quietly drop on the zebras for meals!** New farm hand (picking just six quinces) proves strong but lazy. For only about \$65, jolly housewives made many 'inexpensive' meals using a quick-frozen vegetable. Jaded zombies acted quaintly but kept driving their 310 oxen forward. At my grand prix, Joe Blatz was equally vilified for his funky ways. **My old grand father spent his days quickly carving wax buzzards, mostly from junk.** When we go back to Juarez, Mexico, do we fly over picturesque Arizona? Murky haze enveloped a city as jarring quakes broke

REGULAR EXTENDED WITH BOLD 9 point

GRUMPY WIZARDS MAKE TOXIC BREW FOR THAT EVIL QUEEN & jack. Lazy movers quit hard packing of this papier-mâché jewelry box. Back at my quaintest garden: jaunty zinnias vied with flaunting phlox? **Hark! 4,872 toxic jungle water vipers quietly dropped on zebras for meals!** Newest farm hands (picking just sixty quinces) prove strong but so lazy. For only

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Special characters RMY&

BATTLE OF JAZZ BANDS

EXTRA COMPRESSED BLACK

Rakish septet featuring antique oboes and fourteen kazoos

CONDENSED BOOK

Lenticular vibe

WIDE LIGHT

MEMORIALIZE SUBWAY

CONDENSED MEDIUM

Fedora upended for 74,835 generous tips

CONDENSED BOLD

3 FUGUES

WIDE ULTRA BLACK

Hallelujah, gifted songstress is 81 years old

BOOK

Piano man said to “knock on wood”

EXTRA COMPRESSED BOOK

BANJOS

BOOK

Sideways along roundabout down beat

COMPRESSED BOLD

Bureau Grot is now accepted as the essence of tooth and character in an English nineteenth-century sans. The current family was first developed by David Berlow in 1989 from original specimens of the grotesques released by Stephenson Blake in Sheffield. These met with immediate success at the Tribune Companies and *Newsweek*, who had commissioned custom versions at the behest of Roger Black. Further weights were designed by Berlow for the launches of *Entertainment Weekly* and the Madrid daily *El Sol*, bringing the total to 12 styles by 1993. Jill Pichotta, Christian Schwartz, and Richard Lipton expanded the styles further, at which point the name was shortened to Bureau Grot; FB 1989–2006

27 STYLES: LIGHT, BOOK, MEDIUM, BOLD, AND BLACK IN EXTRA COMPRESSED, COMPRESSED, CONDENSED, NORMAL, AND WIDE WIDTHS. ULTRA BLACK IN NORMAL AND WIDE WIDTHS

CONDENSED LIGHT WITH MEDIUM 11 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEENS AND JACK. LAZY MOVERS QUIT HARD PACKING OF THEIR POPE mâché jewelry boxes. Back to my quaint garden. Jaunty zinnias vie with flaunting phlox. **Hark! 41,862 toxic jungle watery vipers quiet drop.** Zebras for meals? New farm hand (picks just six quinces) proves strong but lazy. For only about \$65.00

CONDENSED MEDIUM WITH BLACK 11 point

GRUMPY WIZARDS MAKE TOXIC BREW FOR THESE EVIL QUEEN AND JACKS. LAZY MOVER QUIT HARD packing off the papier-mâché jewelry box. Back toward my quaint garden. Jaunty zinnias vied with flaunt phlox. Hark! 4,862 toxic jungle wail vipers quietly drop upon zebras for meals? Newt

LIGHT WITH MEDIUM 11 point

GRUMPY WIZARDS MAKE TOXIC BREW OF THE EVIL QUEEN AND JACK. LAZY MOVER quit hard packing off the papier-mâché joy boxes. Back to my quaint garden. **Jaunty zinnias vie with flaunting phlox.** Ha! 41,862 toxic jungle water viper quietly drop

MEDIUM WITH BLACK 11 point

GRUMPY WIZARD MAKE TOXIC BRIE FOR THESE EVIL QUEEN AND JACKS Lazy mover quit hard packing the papier mâché jewelry boxer. Back at my quit garden. **Jaunty zinnia vie with the flaunting phlox? Ho!**

WIDE LIGHT WITH MEDIUM 11 point

GRUMPY WIZARDS MAKE TAX BREW FOR THE EVIL QUEEN & Jacks. Lazy movers quit hardly packing off these papier-mâché jewelry box. Back to my quaint garden. **Jaunty zinnia vie with**

WIDE MEDIUM WITH BLACK 11 point

GRUMPY WIZARD MADE TO BREW FOR THE EVIL QUEEN Lazy mover quit hard packing the papier-mâché jewelry box **Back to my quaintest garden. Jaunty zinnias vied with an**

CONDENSED BOOK WITH BOLD 11 point

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEEN AND JACK. LAZY MOVERS QUIT HARD PACKS of the papier-mâché jewelry box. Back to my quaint garden. **Jaunty zinnias do vie with flaunting phlox. Hark! 41,862 toxic jungle water vipers quiet drop.** Zebras for meals? New farm hand (picking joy

CONDENSED BOLD WITH BLACK 11 point

GRUMPY WIZARD MAKES TOXIC BREW FOR THE EVIL QUEEN AND JACKS. LAZY MOVER QUITTER hard packing of the papier-mâché jewelry boxes. Back to my quaint gardens. **Jaunty zinnias vied with flaunting phlox. Hark! 486 toxic jungle water vipers quietly drop onto**

BOOK WITH BOLD 11 point

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEENS AND JACK. LAY movers quit hard packing of the map mâché jewelry box. Back to my quiet garden. **Jaunty zinnias vie with a flaunting phlox. Hark! 47,862 toxic**

BOLD WITH ULTRA BLACK 11 point

GRUMPY WIZARDS MAKE A TOXIC BREW FOR THE EVIL QUEENS AND Jack. Lazy movers quit hardly packing a papier-mâché jewelry box. Back to my quaint gardens. Jaunty zinnias vied without

WIDE BOOK WITH BOLD 11 point

GRUMPY WIZARD MAKE TAX BREW FOR THIS EVIL QUEEN Lazy movers quit hard packed of these papier-mâché jewelry box. Back to my quiet gardens **Jaunty zinnias vied with owl**

WIDE BOLD WITH ULTRA BLACK 11 point

GRUMPY WIZARDS MAKER TOXIC BREW FOR AN EVIL lazy movers quit hard packs the papier-mâché jewels bat **Back too, my quaint gardens Jaunty zinnia vied with a**

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HARVEY'S THESIS

BOLD

Professor of medieval economics' humorous tale

LIGHT

Black Knight Bull Market

MEDIUM

Drastic

ULTRA

INSIDER TRADING

REGULAR

Dastardly Merlin indicted on 39 counts

BLACK

Camelot Sold

THIN

HISTORIAN CRINGES

MEDIUM

Rewrites textbook in a fit of annoyance

LIGHT

25th edition

BLACK

Copy editors, fact checkers, and pressmen refuse

MEDIUM

LOST KNOWLEDGE

LIGHT

UNIVERSITY PUBLISHING TRAGEDY

ULTRA

In 1994 Apple® asked David Berlow for “a future gothic” to replace Chicago®, their system font. Now called Charcoal®, the design released with Mac® OS 8 in 1996. Through operating system bundles it found its way into every form of design. Released from constraint, Berlow designed FB Truth, a radical series with a spectrum of seven weights. Like its forbear, FB Truth opens new design avenues; FB 2005

LIGHT WITH MEDIUM 8.5 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THESE EVIL QUEENS & JACKS. LAZY MOVER QUIT HARDEN packing these papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunt phlox. Hark! 4,872 toxic jungle water vipers quiet drop on zebras for meals! New farm hand (picked just sixty quinces) proves strong but lazy. For only about \$65.99, jolly housewives made “inexpensive” meals using quick-frozen vegetables. Jaded zomb acted quaintly but kept driving their 31 oxen afore At my grand prix, J. Blatz was equally vilified forth his funkier ways. **My grandfather spent his days quickly carving wax buzzards, mostly from at junk. When we go back to Juarez, Mexico, do we fly over picturesque Arizona?** Murky hazes enveloped city as jarring quakes broke forty-one windows. Pack my boxes with five dozen liquored jugs. Will Major Douglas be expected to take thins true/false quiz very soon? A mad boxer shot one other quick, gloved jab to the jaw of his dizzy pop. Just work for improved basic techniques to maxo your typing skills. The jukebox music puzzled them gentle visitors from a quaint valley town. Nancine

REGULAR WITH BOLD 8.5 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THEIR EVIL QUEENS & JACKS. LAZY MOVER QUIT HARDEN packing of the papier-mâché jewelry boxes. Bah at my quaint garden: jaunty zinnias vie with flow phlox. Hark! 4,872 toxic jungle water vipers quie drop on zebras for meals! New farm hand (picks just six quinces) proves strong but lazy. For only about \$65, jolly housewives made “inexpensive” meals using a quick-frozen vegetable. Jadedly, zombies acted quaintly but kept driving their 31 oxen forward. At my grand prix, J. Blatz was not equally vilified for his funky ways. **My grandpa spent his day quickly carving wax buzzards, mostly from junk. When we go back to Juan do we fly over picturesque Arizona?** Murkier haze enveloped a city as jarring quakes broken forty-six windows. Pack my box with five dozen liquor jugs. Will Major Douglas be expected tow take this true/false quiz very soon? A mad boxer shot another quick, gloved jab to the jaws of his dizzy opponent. Just work for improved basicly techniques to maximize your typing skills. These jukebox music puzzled a gentle visitor from out

MEDIUM WITH BLACK 8.5 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEENS & JACKS. LAZY MOVERS QUIT HARD quit hard packing of the papier-mâché jewel box. Back at my quaint garden: jaunty zinnia vie with flaunting phlox. Hark! 487 toxic jung water vipers quietly drop on zebras for meal! New farm hand (picking just sixteen quinces) proves strong but lazy. For only about \$65.99, jolly housewives made “inexpensive” meals using quick-frozen vegetables. Jaded zombie acted quaintly but kept driving their 31 oxen forward. At my grand prix, J. Blatz was equal vilified for his funky ways. My grandfathers spent their day quickly carving wax buzz, mostly from junk. When we go back tows Juarez, Mexico, do we fly over pictures of Arizona? Murky haze enveloped a city as jars quake broke forty-six windows. Pack my box with five dozen liquor jugs. Will Major Dougis be expected to take this true/false quiz very soon? A mad boxer shot another quick, glove jab to the jaw of his dizzy opponent. Just work for improved basic techniques to maximizing

BOLD 8.5 point

GRUMPY WIZARDS MAKE TOXIC BREWS FORTH THE EVIL QUEENS & JACKS. LAZY MOVER QUIT hard packing off the papier-mâché jewelry boxes. Back at my quainter garden: jauntily zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop upon zebras for meals! New farm hand (picking just sixteen quinces) proves strong but lazy. For only about \$653, jolly housewives made “inexpensive” meals using quick-frozen veg Jaded zombies acted quaintly but kept drive

BLACK 8.5 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEENS & JACKS. LAZY MOVER QUI hard packing of the papier-mâché jewels boxes. Back at my quaint garden: jauntily zinnias vie with flaunting phlox. Hark! 412 toxic jungle water vipers quietly drop on zebras for meals! New farm hand (picking just sixty quinces) proves strong but lazy. For only about \$65, jolly housewives mad “inexpensive” meals using quickly-frozen vegetables. Jaded zombies acted quaintly

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BIG UPS TO BROOKLYN

MEDIUM

An Intensive Geography Lesson on Yonkers & Queens

LIGHT CONDENSED ITALIC

I'VE BEEN WORKING ON THIS RECORD FOR 3 YEARS

LIGHT COMPRESSED

BREAKTHROUGH

BOLD

Rhymes neither informative nor entertaining

BOLD ITALIC

SUCKER MC

BOLD COMPRESSED

Banned from Radio Play

LIGHT

UNDERGROUND SCENE

MEDIUM CONDENSED

ANOTHER CAREER ENDING BEFORE YOU COULD SAY IT BEGAN

MEDIUM ITALIC

Disheartened

LIGHT CONDENSED

9,245,637 Leftover Records

LIGHT ITALIC

MELTED DOWN FOR RECYCLING

MEDIUM COMPRESSED

Early last century, American Type Founders showed Railroad Gothic, a heavy weight of traditional nineteenth-century capitals. Large sizes of these caps have long made effective newspaper headlines. For *Vibe* magazine, David Berlow drew a lowercase, and with Jill Pichotta and Cyrus Highsmith added lighter weights, italics, and narrower widths to form the Vibration family, a headline series expanding on the original qualities; FB 1995–99

CONDENSED LIGHT WITH ITALIC AND CONDENSED BOLD 9 point

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEENS & JACKS. LAZY MOVER QUIT HARD PACKING OF the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! *New farm hand (picking just six quinces) proves strong but so lazy.* For about \$65, jolly housewives made ‘inexpensive’ meals use quick-frozen vegetables. Jaded zombies acted quaintly but kept driving their 31 oxen forward. At my fabulous grand prix, J. Blatz was equally vilified for his funky ways. **My grandpa then spent his day quickly carving wax buzzards, mostly from junk.** When going back to Juarez, Mexico, shan’t we fly over picturesque Arizona? Murky haze enveloped city as jarring quakes broke forty-six windows. Pack my box with five dozen liquor jugs. Will Major P. Douglas be expected to take this true/false quiz very soon? *A mad boxer shot a quick,*

CONDENSED MEDIUM WITH ITALIC AND CONDENSED BOLD 9 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEENS & JACKS. LAZY MOVERS QUIT HARD PACKING papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop onto the fighting zebras for meals! *New farm hand (picking just six quinces) proves strong but too lazy.* For only about \$65, silly housewives made an ‘inexpensive’ meal using quick-frozen vegetables. Jaded zombies acted quaintly, but kept driving their oxen forward. **My grandfather spent his day quickly carving 312 wax buzzards, mostly from junk.** The jukebox music puzzled a gentle visitor from a quaint valley town. Just work for some improved techniques to maximize your typing skills. When we go back to Juarez, Mexico, shall we fly over picturesque Arizona? *Murky haze enveloped the city as jarring quakes broke forty-six windows.* Pack box

CONDENSED BOLD WITH ITALIC 11 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEEN & JACK. LAZY MOVER QUIT hard packing of 8 papier-mâché jewelry boxes. Back in my quaint garden, some jaunty zinnia vie with flaunting phlox. Hark! The 4,872 toxic jungle water vipers quietly drop onto old zebras for meals! *New farm hand (picking just six quinces) proves to be strong, albeit very lazy.*

LIGHT WITH ITALIC AND BOLD 9 point

GRUMPY WIZARDS MAKE A TOXIC BREW FOR EVIL QUEENS & JACK. LAZY MOVERS QUIT HARD packing of papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! 4,872 toxic jungle water vipers quietly drop on zebras for meals! *New farm hand (picking just sixty quinces) proves strong but lazy.* For only \$65, jolly housewives made an ‘inexpensive’ meal by using quick-frozen vegetables. **Jaded zombies acted quaintly but kept driving the 31 oxen forward.** My grandfather spent his day quickly carve wax buzzards, mostly from junk. That nice juke box music puzzled gentle visitors from a quaint valley town. Just work for improved basic techniques to maximize your typing skills. *When we go back to Juarez, Mexico, do we fly over picturesque*

MEDIUM WITH ITALIC AND BOLD 9 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEEN AND JACK. A LAZY MOVER quit hard packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. Hark! *Over 4,872 toxic jungle water vipers quietly drop onto zebras for meals!* *New farm hand (picking just six quinces) proves strong but so lazy.* For only about \$452, housewives made you ‘inexpensive’ meals using quick-frozen vegetable jelly. **Jaded zombies act very quaintly but kept driving their 3,182 oxen forward.** My grandfather spent his day quickly carving 16 wax buzzards, mostly from junk. The jukebox music puzzled a gentle visitor from your quaint valley town. *Just work for improved basic techniques to maximize your typing skills.* When

BOLD WITH ITALIC 11 point

GRUMPY WIZARD MADE THE TOXIC BREW FOR THE EVIL QUEEN & JACK. Lazy movers quit hard packing of papier mâché jewelry boxes. Back my quaint garden: jaunty zinnias vie with flaunt phlox. Hark! 4,872 toxic jungle water vipers quietly drop onto zebras for meals! **New farm hand (picking just sixty quin**

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HIERONYMOUS BOSCH GENE

COMPRESSED BOLD

Found after analyzing a gifted kindergartener

THIN ITALIC

NURSE

EXPANDED BLACK

Genius guaranteed

LIGHT

If discovered during the early developmental stages

COMPRESSED MEDIUM

67 INDICATORS

CONDENSED MEDIUM ITALIC

Naked impish dice gambling

EXPANDED LIGHT

Ice Skaters

CONDENSED THIN ITALIC

FLEMISH

EXPANDED BOLD

Bemused Art Historians

COMPRESSED THIN

Vonness was designed by David Berlow working closely with Neville Brody on corporate redesign for Jim Von Ehre at Macromedia. Core weights are loosely based on Bauer's Venus, 1907–1910. Berlow expanded the ideas behind the series to 56 fonts, the heart of the redesign. The Macromedia program was hailed as one of the most successful models of modern total design for innovative cutting edge companies; FB 2005

56 STYLES: THIN, LIGHT, BOOK, MEDIUM, BOLD, EXTRABOLD, AND BLACK

IN EXPANDED, NORMAL, CONDENSED, AND COMPRESSED WIDTHS, ALL WITH ITALICS

CONDENSED LIGHT WITH ITALIC AND BOLD 9 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THESE EVIL QUEEN AND JACKS. LAZY MOVER QUIT HARDLY PACKING OF papier-mâché jewelry boxes. Back at my quaint garden: jaunt zinnias vie with flaunting phlox. *Hark! 49,862 toxic jungle water vipers quiet drop onto zebras for meals?* New farm hand (picking just six quinces) proves strong but lazy. **For only about \$65, jolly house wives made us “inexpensive” meals using**

CONDENSED MEDIUM WITH ITALIC AND EXTRABOLD 9 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEEN AND JACK. LAZY MOVERS QUIT HARD PACKING of these papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with flaunting phlox. *Hark! 486 toxic jungle water vipers quiet drop onto zebras for meals?* New farm hand (picking just six quinces) **proves strong but lazy.** For only about \$65, the jolly house wives made

CONDENSED EXTRABOLD WITH ITALIC 9 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEEN AND JACK. LAZY MOVER QUIT HARDER packing of these papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie without any flaunting phlox. *Hark! 486 toxic jungle water vipers quiet drop onto zebras for meals?* New farmer hand (picking just six quinces) **proves strong but laziest.**

LIGHT WITH ITALIC AND BOLD 8.5 point

GRUMPY WIZARD MADE TOXIC BREW FOR THE EVIL QUEENS AND JACKS. LAZY MOVER quit hard packing of these papier-mâché jewelry boxes. *Back at my quaint garden: jaunty zinnias vie with flaunting phlox.* Hark! 4,862 toxic jungle water vipers **quietly drop onto a zebra for meals?** New farm hand (picking just four quinces) proves

MEDIUM WITH ITALIC AND EXTRABOLD 8.5 point

GRUMPY WIZARD MADE TOXIC BREW OF THE EVIL QUEENS AND JACK. LAZY MOVE quit hard packing of the papier-mâché jewel boxes. *Back at that quaint garden: jaunty zinc vies with flaunting phlox.* Hark! 41,862 toxic jungle water vipers **quietly drop onto the zebras for meals?** New farm hands (picked

EXTRABOLD WITH ITALIC 8.5 point

GRUMPY WIZARD MADE TOXIC BREW FOR THE EVIL QUEENS OR JACK. LAZY mover quit hard packing of these papier mâché jewelry boxes. *Back at my quaint garden: jaunty zinnias vie with flaunting phlox.* Hark! **4,862** toxic jungle watery vipers **quietly drop onto zebras for their m**

CONDENSED BOOK WITH ITALIC AND BOLD 9 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THESE EVIL QUEEN AND JACKS. LAZY MOVER QUIT HARD PACKING OF the papier-mâché jewelry boxes. Back at my quaint gardens: jaunty zinnias vie with the flaunting phlox. *Hark! 45,862 toxic jungle water vipers quit dropping onto zebras for meals?* New farm hands (picking just sixty quinces) proves strong but lazy. **For only about \$65, the jolly housewives made us “in”**

CONDENSED BOLD WITH ITALIC 9 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THIS EVIL QUEEN AND JACKS. LAZY MOVER QUIT HARDLY packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with a flaunting phlox. *Hark! 4,862 toxic jungle water vipers quiet drop onto zebras for meals?* New farm hands (picking just sixty quinces) **proves strong but lazy.** For only about

CONDENSED BLACK WITH ITALIC 9 point

GRUMPY WIZARDS MAKE TOXIC BREWS FOR THE EVIL QUEEN AND JACK. LAZY MOVERS QUIT HARD packing of the papier-mâché jewelry boxes. Back at my quaint garden: jaunty zinnias vie with that flaunting phlox. *Hark! 486 toxic jungle water vipers quiet drop onto zebras for meals?* New farm hands (picking just six quinces) **proves stronger but lazy.**

BOOK WITH ITALIC AND BOLD 8.5 point

GRUMPY WIZARD MADE TOXIC BREW FOR THE EVIL QUEENS AND JACK. LAZY MOVER quit hard packing of the papier-mâché jewelery boxes. *Back at my quaint garden: jaunty zinnias vie with flaunting phlox.* Hark! 4,861 toxic jungle water vipers **quietly drop onto the zebra for meals?** New farm hand (picking just sixteen

BOLD WITH ITALIC 8.5 point

GRUMPY WIZARD MADE TOXIC BREWS FOR THE EVIL QUEENS AND JACK. LAZY mover quit hardly packing of these papier mâché jewelry boxes. *Back at my quainter garden: jaunty zinnias vie with a flaunting phlox.* Hark! **482** toxic jungle water vipers **quietly drop onto zebras for meals?** Newly

BLACK WITH ITALIC 8.5 point

GRUMPY WIZARD MADE TOXIC BREW FOR THE EVIL QUEENS OR JACK. LAZY mover quit hard packing of these papier mâché jewelry boxes. *Back at my quaint garden: jaunty zinnias vie with flaunting phlox.* Hark! **4,862** toxic jungle watery vipers **quietly drop onto zebras for their**

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III

Headline and display specimens

RADIOACTIVITY

BOOK

New party games for kids & adults deal in neutrons and isotopes

BOOK ITALIC

Pin the electron on the donkey

DEMI

PROTON

ULTRA

Advanced Metallurgy replaces Pre-Algebra in school curriculum

DEMI

Difficult Homework

BOOK

Describe your summer vacation through the use of unstable alloys

DEMI ITALIC

Bulldozed

BOOK

Girl Scouts establish new bauxite mines

BOOK ITALIC

Market Values

ULTRA

Little Xylena Bob delivers her Mother's Day gift - 92 tons of iron ore

BOOK ITALIC

PROBLEMS IN GIFT WRAPPING

DEMI

The Belucian series offers a distinguished text design supported by dynamic headline structure. In need of a distinctive display style, *Smart* magazine asked Font Bureau in 1990 to revise the work of Lucian Bernhard from 1925. David Berlow prepared Belucian Demi, now accompanied by Kelly Ehr Gott Milligan's 1994 Demi Italic, added Book and Book Italic for text, and designed Ultra for dynamic impact in headlines; FB 1990-94

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5 STYLES: BOOK, BOOK ITALIC, DEMI, DEMI ITALIC, AND ULTRA

MINERAL DEPOSITS

FIVE FIVE

MINE

NINE FIVE

36 Miles Underground

SEVEN SEVEN

IRON ORE

SEVEN NINE

FORTUNE IN GEMS & METALS

FIVE SEVEN

Riches of the earth sold

THREE ONE

HINTERLAND CLEARED OUT FOR SHOPPING MALLS

FIVE THREE

CHEMISTS

ONE THREE

Give Lectures at Local High School

THREE FIVE

Defiant

NINE THREE

Violent Debate

SEVEN NINE

FERMENTATION PROCESS

FIVE THREE

The sixteen styles of Giza bring back the colorful power and variety of the original Egyptian letterforms, a glory of the Victorian era. Designer David Berlow based the family on showings in Vincent Figgins' specimen of 1845, the triumphant introduction of this thunderous style. The truly unforgettable 'Nine' weights were designed for ultimate emphasis in posters, and do their most effective work in the very largest of sizes; FB 1994

FEEDING SHARKS

BOLD

Why bring 71,241 pounds of beef jerky instead of chum?

REGULAR

Cured Meat Is Resilient Food

LIGHT

BUSY CHEWING

CONDENSED REGULAR

Swim!

CONDENSED BOLD

CHOICE WATERS INFESTED

LIGHT

Water skier joust

CONDENSED BOLD

Offshore

LIGHT

The 19th C. industrial revolution required a torrent of new display types advertising factory products: first sansserifs, clarendons, slabserifs, then latins, type distinguished by sharply diagonal serifs located at every possible point in the structure. David Berlow follows the traditional serif format, but reduces the number; introducing the design into 21st C. life with fresh combinations of innovative letterforms; FB 2006

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Special characters ekzK

CHRYSANTHEMUMS

CONDENSED

LUXURIOUS FLOWER BEDS ARRANGED WITH ARTISTRY AND CARE

REGULAR

Cathedrals of Mediæval France

CONDENSED

MAGNA CARTA

REGULAR

Grand celebration of six new monasteries on the outskirts of Las Vegas

REGULAR

Charts Show River Source

REGULAR

OPENED 1325

CONDENSED

COMIC PLAYS FROM THE EIGHTEENTH CENTURY

REGULAR

PARODIES OF THE SOCIAL ELITE

CONDENSED

Pulchritude

REGULAR

OCEAN VOYAGES

REGULAR

Bacchanal of hors-d'œuvres

CONDENSED

Meyer Two captures the early Hollywood flavor and nostalgia of silent film intertitles. From 1922 through 1928, Linotype cut five fonts to Louis B. Meyer's personal specifications. Meyer Two, drawn in 1926, curiously combines Cleland's ATF Della Robbia capitals of 1902 with lowercase and figures from ATF Post Monotone No. 2, also from the same period. Meyer Two was revived and Condensed added by David Berlow; FB 1994

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Special characters Eahkmnuœheof

MACHINE AGE

BOLD

Glass Palaces

COMPRESSED ITALIC

TOURS CONDUCTED DAILY AT 8:32 & 5:16

CONDENSED ROMAN

Robot

DISPLAY ROMAN HAIRLINE

INCREDIBLY PLEASANT TOUR GUIDE

COMPRESSED BOLD ITALIC

Joking with the crowd

CONDENSED BOLD

MAGNETS

SEMIBOLD ITALIC

LED US DIRECTLY TO GIFT SHOP

SEMIBOLD

Old Modern deliberately revives elegant nineteenth-century descendants of Modern typefaces pioneered by Bodoni and the Didots. Long in serif, crisp in contrast, slender in form, the style represented Victorian social stability & self-assurance. Criticized as “mechanical” & “industrial” for a century, this self-assured letterform openly suggests contemporary prosperity. Designed in 3 weights in 3 widths by David Berlow; FB 1997–2007

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GRANITE

ROMAN
Climbing Mount Kilimanjaro

ITALIC
URANIUM MINE

BOLD
AMSTERDAM DIAMOND CUTTING WORKS

ROMAN
Revision to Chapter 36, Paragraph 2

ITALIC
GUSTAV MAHLER

BOLD
Symphony of Tremendous Length

ROMAN
Manners of musical endeavor occurring simultaneously and without pause

ITALIC
Black Forest

ITALIC
Preheat Oven to 250 Degrees Before Answering Telephone

ROMAN
AFGHANISTAN

ROMAN

Phaistos was inspired by the vibrant life in Rudolf Koch's 1922 Locarno, sometimes called 'Eve' in the United States. David Berlow explored the design through 1989 and 1990, proofing and revising the structure of the tapering verticals to enhance their movement. Italic and bold variants followed in the spring of 1991; designed and drawn by Berlow and Just van Rossum, they carry the life of the roman throughout the series; FB 1990–91

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Special characters Q3

MUSEUM

Many fascinating 19th- and 20th-century artifacts

36 DISPLAY CASES

FILLED WITH ITEMS OF SCHOLARLY & ACADEMIC INTEREST

ANTIQUUE OMELET PAN

Workmen

DEMONSTRATION ON USE OF ANCIENT BLENDER

We Enjoyed a Frozen Drink

HISTORICAL IMPORTANCE DEBATED

Edible Heirloom

In 1995, David Berlow was commissioned by Agfa to design a typeface based on a research visit to the Museum Plantin-Moretus in Antwerp. Berlow designed this family, in a tight range of weights, to address the issue of modern versus letterpress printing techniques, with respect to sixteenth-century types. Throhand follows many of the museum's specimens, including works by Garamond, Van Den Keere, and unknown cutters; FB 1995

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Special characters çst

12 STYLES: ROMAN AND ITALIC WITH EXPERTS, EACH IN PEN, REGULAR, AND INK WEIGHTS

SPOOKY NOISE

LIGHT EXPERT

IS HEARD THROUGHOUT THE OLD MANSION

BOLD

Euclidean Theorem

DEMI

THE STRUCTURE AND BEHAVIOR OF THINGS

ROMAN EXPERT

WINTERIM

BOLD & BOLD DINGBATS

There will be a short pause as the orchestra tunes itself

ROMAN

Halftime

ROMAN

CONCERTO FOR CLARINET & WASHBOARD

LIGHT

Affluent Citizen of Boston

BOLD

ACQUAINTANCE

ROMAN EXPERT

Ticket to Berlin Alexanderplatz

LIGHT

COSMOPOLITAN LIVING

BOLD EXPERT

Berlin Sans is based on a brilliant alphabet from the late twenties, originally released by Bauer with the name Negro, the very first sans that Lucian Bernhard ever designed. Assisted by Matthew Butterick, David Berlow expanded this single font into a series of four weights, all complete with expert character sets, plus a dingbat font. Imaginative & little-known, it promises enticing opportunities to the imaginative typographer; FB 1994

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Special characters \$Thachckftgrfrtstt8

ENGINE ROOM

BLACK

Summer vacation in Spain, all expenses paid

BOLD

EXOSKELETAL SUPPORT

BOOK

Footage from the 1928 Olympic Winter Games

LIGHT

SUMERIAN LAW

BOLD

Lewis & Clark Venture into the Great Unknown

BOOK

YUKON

BOLD

Silver Prices Increase 534%

LIGHT

MODERATELY HEAVY TRADING IN ALL LOCATIONS

BOLD

Federal Reserve

BLACK

INTEREST RATES RAISED TO PREVIOUSLY UNSEEN HEIGHTS

LIGHT

RULE OF SUPPLY & DEMAND

BOOK

Marathon

BOLD

The Eagle series realizes the ideas behind Morris Fuller Benton’s famous titling, Eagle Bold, the symbol of American recovery, drawn in 1933 for the National Recovery Association. Font Bureau Eagle was started in 1989 for Publish. David Berlow designed a lowercase, finished the character set, and in 1990 added Eagle Book for setting text. In 1994, Jonathan Corum added Eagle Light and Eagle Black to form a full series; FB 1989–94

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2843 EAST FOURTEENTH STREET

REGULAR

Croutons make good projectiles in the most fashionable of restaurants

ITALIC

FRESHLY BAKED CROISSANTS

BOLD & BOLD SMALL CAPS

Balsamic Vinegar and Extra Virgin Olive Oil

BLACK

LUXEMBOURG

BOLD

THE 1926 NOBEL PRIZE FOR BIOCHEMISTRY

SMALL CAPS

QUANTUM DYNAMICS EXPLAINED ON TALK SHOWS

BLACK SMALL CAPS

In 1937, Morris Fuller Benton designed Empire, titling capitals that became the headline style for *Vogue*. In 1989, David Berlow revived it for *Publish* magazine, adding an italic and a lowercase, both unavailable in the original. He revisited Empire in 1994 with Kelly Ehr Gott Milligan, adding two heavier weights, small caps, and an elegant set of Art Deco-flavored oldstyle figures, ultimately expanding it to a seven-part series; FB 1989–94

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7 STYLES: REGULAR, BOLD, AND BLACK, ALL WITH SMALL CAPS, PLUS REGULAR ITALIC

EXWIFE SOLD CLARA BROWN

MEDIUM COMPRESSED

Clambone Hank's 1962 Klaviola Discaster

LIGHT

RICKETY GUITAR

BLACK

5132 Delta blues fans drool requesting six-stringed jackpot worth

MEDIUM CONDENSED

SCAVENGING CHURCH JUMBLE SALE

LIGHT CONDENSED

Located

ULTRA NARROW

Left-handed tremolo bar isn't authentic

MEDIUM

Some untrained luthiers

BLACK NARROW

FRETBOARD

LIGHT

Does the volume knob wiring make G notes sound flat?

THIN NARROW

UNWOUND SLINKY REPLACES B STRING

LIGHT COMPRESSED

In 1902 American Type Founders' release of Franklin Gothic introduced Morris Fuller Benton. In 1979 Victor Caruso, International Typeface Corporation, increased the series to four photocomp weights, Light, Medium, Bold, & Black, all with italics. In 1991 David Berlow added four widths, Franklin, Condensed, Compressed, & Extra Compressed. Berlow is completing his definitive revision, a single new series, ITC Franklin; FB 2007

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Special characters aemnrTThæ

24 STYLES: THIN, LIGHT, MEDIUM, BOLD, BLACK, AND ULTRA IN COMPRESSED, CONDENSED, NARROW, AND NORMAL WIDTHS

CLOSED

TITLING

FORGONE CONCLUSION

TITLING

MUSEUM

TITLING

Flat Earth Association

TITLING

RESTAURANT

BOLD EXTRA CONDENSED

A bizarre fusion of Italian, Thai, and German cuisines

BOLD EXTRA CONDENSED

PRECONCEIVED NOTIONS

BOLD EXTRA CONDENSED

UNPOPULAR POINTS OF VIEW PRESENTED TO A DISAPPROVING PUBLIC

BOLD EXTRA CONDENSED

Although divergent in structure, the two sanserifs for Roger Black's redesign of the *Los Angeles Times* share the same roots: workhorse news and advertising gothics available from the American Type Founders in the early 1900s. News Gothic Extra Condensed was the basis for a compressed headline style, while a sans for titling, in the news tradition of Franklin Gothic, has been based on Title Gothic No. 9. David Berlow drew them both; FB 1994–99

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Special characters ½¼¾⅓⅔⅕⅖⅗⅘⅙

DIESEL

BLACK NORMAL

LEAD CONTENT

MEDIUM EXTENDED

Combustion

SEMIBOLD CONDENSED

LOW OCTANE

SEMIBOLD WIDE

VISCOSITY BREAKDOWN

BLACK WIDE

MECHANIC

MEDIUM CONDENSED

Socket Wrench

BOLD CONDENSED

Gearbox Broken

BLACK EXTENDED

REPLACEMENT INSTALLED IN NO TIME

SEMIBOLD EXTENDED

ENGINE

BOLD EXTENDED

Emissions Standard

BOLD NORMAL

Generous curves above and below the straight-sided Railroad Gothic parallel those of Figgins' elephantine Grotesques, lending both British and American series their monumental qualities. Shrinking center strokes and counters to emphasize a massive periphery, David Berlow has used this curious similarity to suspend a complete family of sans serifs between the two forms, a manly series of great dignity and presence; FB 1997

PRETTY DEBUTANTE

BOLD CONDENSED

Concerts at The Philharmonic

BLACK

GRILLED

BLACK

Sublime Perfection

BOLD CONDENSED

WEEKEND TOURS THROUGH HISTORIC VERMONT

BLACK

Utterly Astonished

BLACK

Fresh Fruit

BOLD CONDENSED

CROWN JEWELS ON DISPLAY

BOLD CONDENSED

Skyline was commissioned from Font Bureau by Condé Nast specifically as headletter for *Traveler* magazine. This strongly personal work of Imre Reiner from 1929 and 1934 was known in Europe as Corvinus. Skyline Black and Bold Condensed offer immediate headline recognition through Imre Reiner's own variations on the themes found in the classical 'Modern' structure. Both styles were adapted by Jane Patterson; FB 1992

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INTRIGUE REACHING TO THE CORNERS OF THE GLOBE

SKYLINE MEDIUM

Rendezvous

WIDE THIN

TRAFFICKING IN ILLICIT INFORMATION

NORMAL STANDARD

INGREDIENT

NORMAL BLACK

If I told you, it would no longer be a secret

COMPRESSED MEDIUM

81 UNIQUE HERBS & SPICES

EXTENDED STANDARD

SAUCE

CONDENSED BLACK

Industrial espionage suspected

NARROW LIGHT

Labels switched on thyme and oregano

NORMAL BOLD

Chives

WIDE MEDIUM

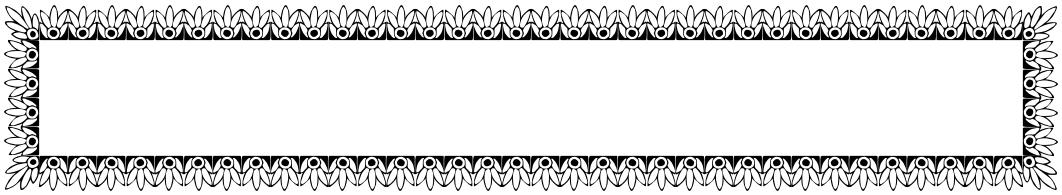
BALSAMIC VINEGAR & EXTRA VIRGIN OLIVE OIL

SKYLINE REGULAR

PROSCIUTTO

EXTENDED BLACK

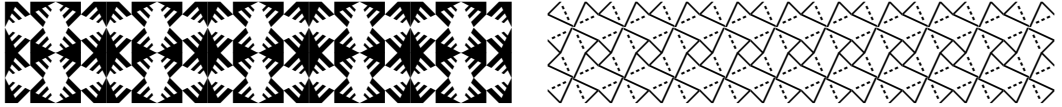
FB Titling Gothic is an immense series of nearly fifty coherent styles inspired by that century-old favorite ATF Railroad Gothic. Led by the LA Times and Gentleman's Quarterly, US publications are using David Berlow's new series to unify the structure of headlines from its wide spectrum of options. FB Titling Gothic started as a relative of Berlow's Rhode family, but took its own direction ten years ago; FB 2005



VILLAGE



VILLAGE



CITY



CITY & TOWN



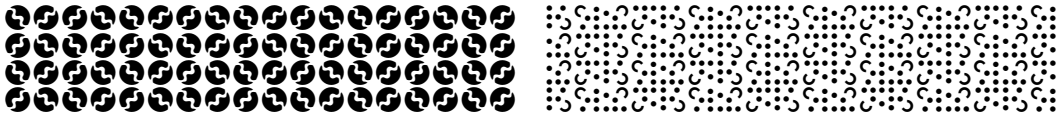
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CITY



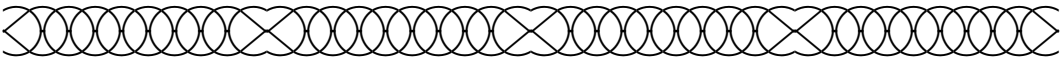
CITY & TOWN



TOWN



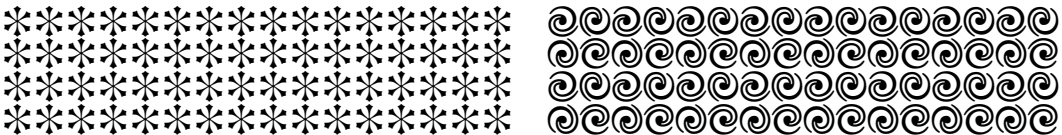
VILLAGE



CITY

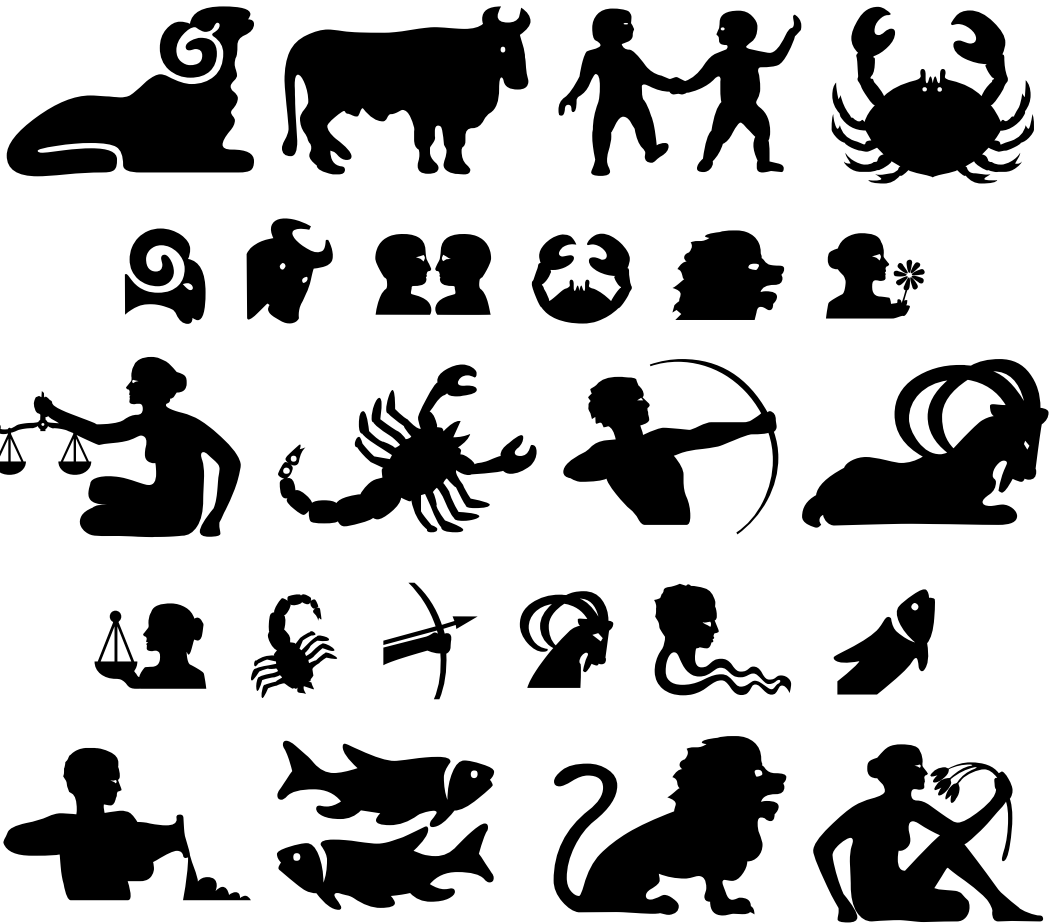
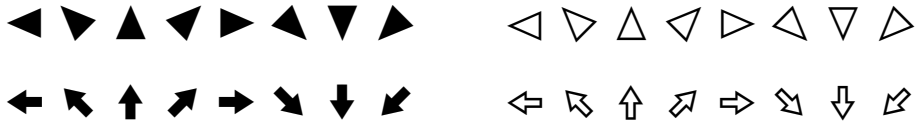
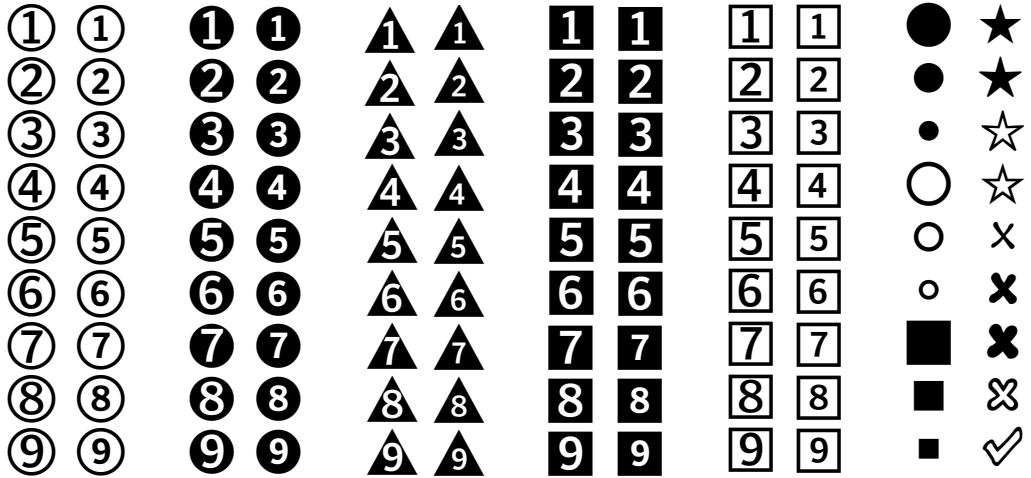


CITY



VILLAGE

Village, Town and City ornaments provide experienced users with modular sets of designs intended for use in building type flowers, ornaments, and connecting borders. Each set has been assembled based on the complexity and decorative qualities of the elements that comprise it. David Berlow designed the series, drawing from a wide range of sources. Carefully planned and executed, they require thoughtful use; FB 1990



3 STYLES: ONE, TWO, AND THREE

IV

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Font Bureau was founded in 1989 by noted publications designer and consultant Roger Black and type designer David Berlow to serve the emerging needs of microcomputer-based magazine and newspaper publishers seeking unique typographic identities.

The New York Times, *Newsweek* and *Smart* were among the first clients to commission type designs. During the past eighteen years, Font Bureau has designed over 3,000 fonts for over 500 publications. A few of these designs remain the exclusive property of the publications but most have become part of Font Bureau's Retail Library.

Font Bureau's retail library was launched with 13 fonts and a licensing agreement with FontShop International in 1990. This retail library is now offered directly to end users by the Font Bureau and through a select handful of distributors, including FontShop, DSGNHaus, Fontworks UK, Monotype Imaging, My Fonts, Precision Type, Phil's Fonts, and Atomic Type. The Third Edition of Font Bureau's Specimen Book was published in 2001, updating the previous 1997 and 1995 editions and supplemented by numerous 1-Line Specimens along the way.

The company has remained small and privately held, with freelance and independent designers providing infusions of creativity along with the full time staff that has grown to include General Manager Sam Berlow, designer/managers Cyrus Highsmith and Jill Pichotta; designers Richard Lipton, Dyana Weissman and David Jonathon Ross; and the sales and marketing team of Harry Parker, Samantha Grimsley-Franklin, Michael Manfredi, Robb Ogle, and Mike Parker. A studio located in Boston serves as the company's headquarters.

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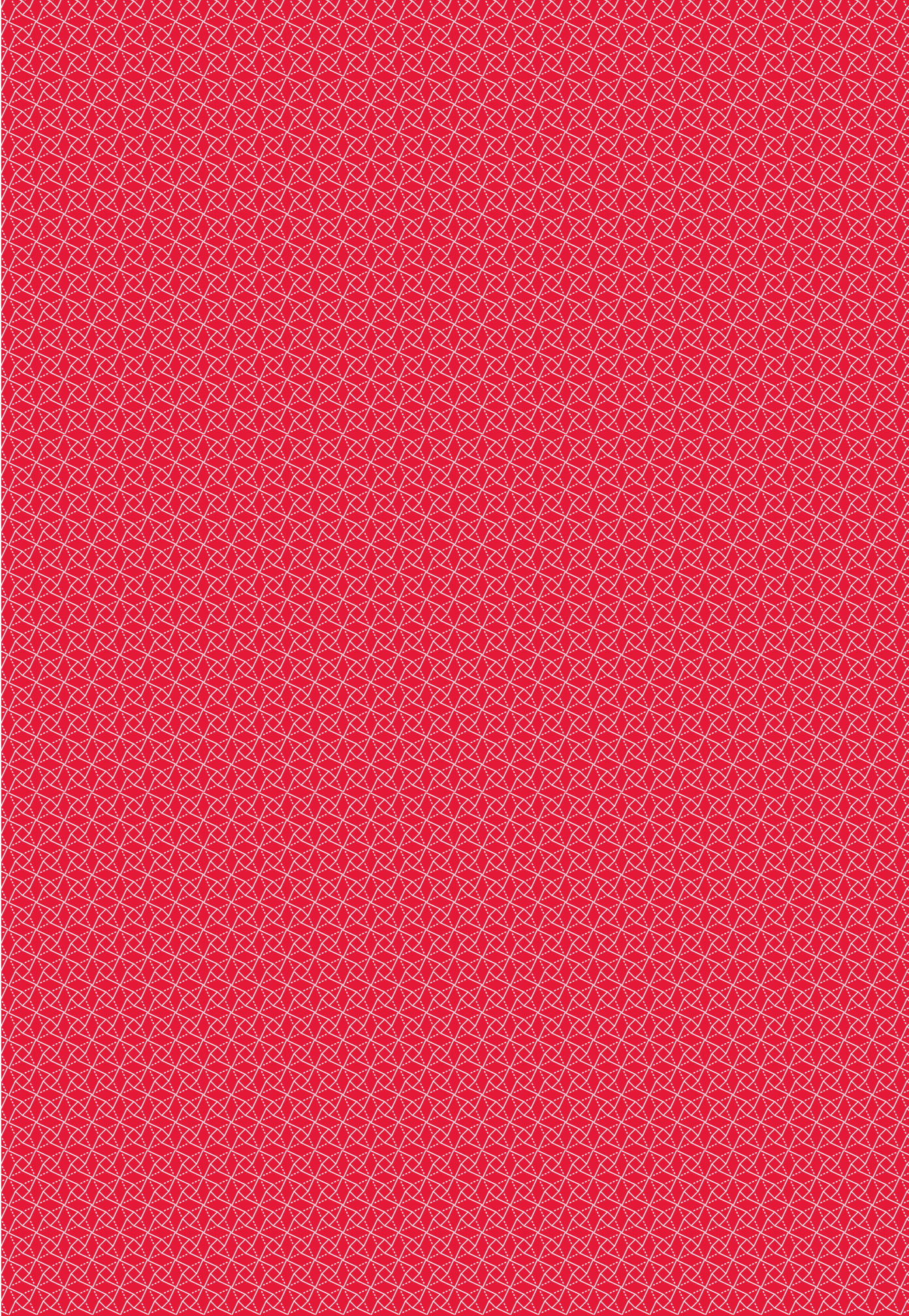
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The specimens are set with PostScript® Type One and OpenType® fonts for Macintosh® from Font Bureau's Retail and Studio Libraries along with noted commissioned typefaces unavailable for licensing at the time of printing. The FB Kis®, Eldorado®, and Interstate® families are used for text, indices and headings. The FB Kis® and FB Titling Gothic™ families were also used on the cover, in titles and for initial drop caps.

The portrait photo of David Berlow was taken by Jenene Chesbrough and is used with her permission. © 2003





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