

x h p g G Q q t 1 2 3

REGULAR

Graphic design evolved during the late 19th century from a sideline of the printing industry into an autonomous field with its own lore, icons and personalities. The missing link in this evolutionary process is trade magazines. Initially they established professional standards for printing, typesetting and bookbinding, yet viewed ornamental design as ephemeral. However, by the turn of the century, when businesses demanded printers provide more sophisticated layout and typography, trade magazine editors were forced to analyze and critique new advances.

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890 (!@&*?)

ITALIC

*AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 1234567890
(!@&*?)*

BOLD

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**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890 (!@&*?)**

Adobe Garamond

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MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890 (!@&*?)

ALTERNATE

a c t e n Q Q r t t z c c c

EXPERT

A B C D D E F $\frac{1}{4}$ G $\frac{1}{2}$ H $\frac{3}{4}$ I $\frac{1}{8}$ J $\frac{3}{8}$ K $\frac{5}{8}$ L
 $\frac{7}{8}$ M $\frac{1}{3}$ N $\frac{2}{3}$ O P Q R S T U f f v f i w
f l x f f i y f f l z 1 2 3 4 5 6 7 8 9 0 (¢ ! & .. ?

ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890 (!@&*?)*

BOLD

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890 (!@&*?)**

Priori (sans/serif)

x h p g G Q x p g G Q

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AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890 ({!@&*?

REGULAR

1234567890 ({!@&*?

SMALL CAPS

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ({!@&*?

BOLD

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AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ({!@&*?

SERIF REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ({!@&*?

SERIF BOLD

Rotis (sans/serif)

x h p g G Q q t 1 2 3

ROTIS SANS

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AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWw
XxYyZz 1234567890 ({!@&*?)

ROTIS SANS extra bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890 ({!@&*?)

ROTIS SERIF

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AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890 ({!@&*?)

ROTIS SERIF italic

*AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz 1234567890 ({!@&*?)*