

Introducing

GENOS

Thin Light Book Regular Medium **Bold** **Black**

Thin Italic Light Italic Book Italic Regular Italic Medium Italic Bold Italic Black Italic

something completely different from

TYPE *Set* IT

Corinthia
Having created many script
fonts over the years, it was time to
TRY DESIGNING OUT OF THE NORMAL
comfort zone and make
an attempt at something
Playball
completely different.
Exuberant

ANNOUNCING

Monte Carlo
SEVEN WEIGHTS & FOURTEEN STYLES
of the new typeface family

Watson
Genos!
Babylonica

Love
With subtle variations of thick and thin strokes,

THIS MODERN SANS SERIF DESIGN

can be used for display

Estornia
as well as things like instructions, information & larger bodies of copy!

GENOS

IS A MODERN SANS SERIF TYPEFACE

which at first glance appears to have simple geometric

shapes.

Upon further observation, one will be pleasantly

SURPRISED THAT THE

subtle curves breathe an organic life into the design.

*Great for advertising and
display that requires a*

modern or even futuristic appeal without losing legibility.

GENOS is a departure from previous work of the designer, who has focused on handwritten script fonts for more than 25 years. The development of Genos began as a logo design for a high-tech corporation. Inspired by the forms of fonts like Eurostile and Microgramma, the bold weight of the logo quickly transformed into a complete font. Thin and black weights were then created along with their italic forms. As development progressed it became clear that the legibility of the design would support other weights, including a book version for larger blocks of text. The design progressed to its eventual seven weights & fourteen versions of the family.

GENOS has alternate forms of a few of the glyphs that offer a juxtaposition of the upper and lower case forms. The lowercase version of these forms are proportional to the uppercase, allowing the user the flexibility to interchange the lowercase with the CAPS. A unique feature of Genos is the proportion of the uppercase to the lowercase. By increasing the point size of the lowercase 115%, the weight will perfectly match the uppercase. this text is 10.35 pt. set in all lowercase, AND THIS TEXT IS SET IN 9 PT. ALL CAPS. Another way to understand it is that the lower case forms are exactly 87% of the CAPS.

It's easy on the eyes!

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

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 æ ø € ∫ √ f ≈ Δ « » ... - Œ œ - - " " ' ' ÷ ◇
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[illegible]

[illegible]

[illegible]

[illegible]

D R T Ꭰ Ꭱ Ꭲ Ꭳ Ꭴ Ꭵ Ꭶ Ꭷ
 Ꭸ Ꭹ Ꭺ Ꭻ Ꭼ Ꭽ Ꭾ Ꭿ Ꮀ
 Ꮁ Ꮂ Ꮃ Ꮄ Ꮅ Ꮆ Ꮇ Ꮈ Ꮉ Ꮊ
 Ꮋ Ꮌ Ꮍ Ꮎ Ꮏ Ꮐ Ꮑ Ꮒ Ꮓ
 Ꮔ Ꮕ Ꮖ Ꮗ Ꮘ Ꮙ Ꮚ Ꮛ Ꮜ
 Ꮝ Ꮞ Ꮟ Ꮠ Ꮡ Ꮢ Ꮣ Ꮤ Ꮥ
 Ꮦ Ꮧ Ꮨ Ꮩ Ꮪ Ꮫ Ꮬ Ꮭ Ꮮ
 Ꮯ Ꮰ Ꮱ Ꮲ Ꮳ Ꮴ Ꮵ Ꮶ Ꮷ
 Ꮸ Ꮹ Ꮺ Ꮻ Ꮼ Ꮽ Ꮾ Ꮿ Ᏸ

Genos contains additional alternate characters that offer the Cherokee Nation Character set. "The Cherokee speak a Southern Iroquoian language, which is polysynthetic and is written in a syllabary invented by Sequoyah (ᏍᏊᏃᏍᏆ). For years, many people wrote transliterated Cherokee or used poorly intercompatible fonts to type out the syllabary. However, since the fairly recent addition of the Cherokee syllables to Unicode, the Cherokee language is experiencing a renaissance in its use on the Internet."

—<http://en.wikipedia.org/wiki/Cherokee>

[illegible]

Isaac Asimov

WAS AN AMERICAN AUTHOR

and professor of biochemistry at Boston University, best known for his works of science fiction.

Asimov was one of the most prolific writers of all time,

having written

OR EDITED MORE THAN 500 BOOKS AND AN ESTIMATED 90,000 LETTERS AND POSTCARDS.

Isaac Asimov was an American author and professor of biochemistry at Boston University, best known for his works of science fiction and for his popular science books. Asimov was one of the most prolific writers of all time, having written or edited more than 500 books and an estimated 90,000 letters and postcards. Isaac Asimov is widely considered a master of hard science fiction and, along with Robert A. Heinlein and Arthur C. Clarke, he was considered one of the "Big Three" science fiction writers during his lifetime. 6/8

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8 6 8

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SPACE RANGERS

The Galactic Journey Begins

premiering

J A N U A R Y 1 2 , 2 0 1 2



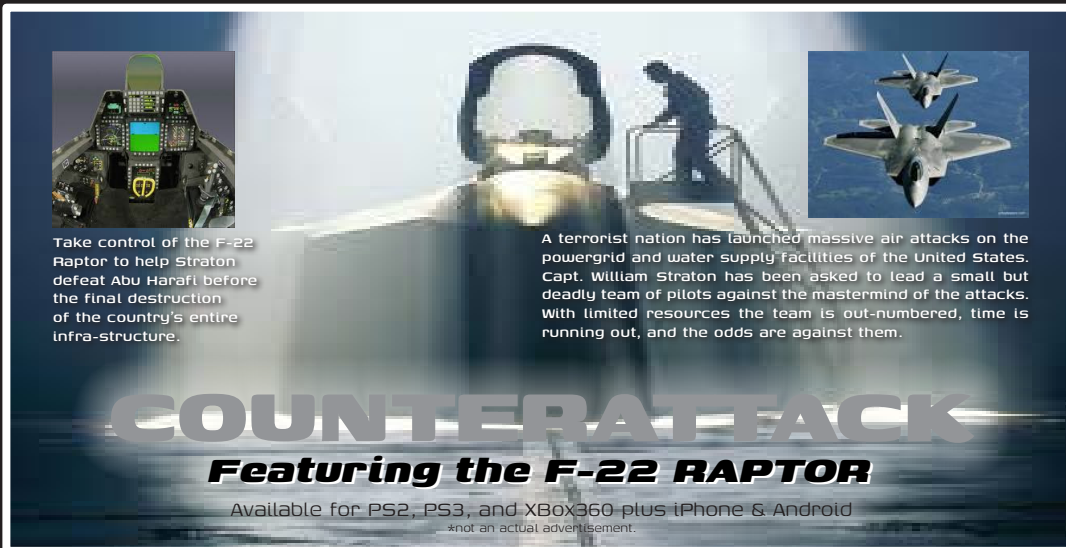
Episode 1:

TETHERED TO THE END of the remote manipulator system arm, which was controlled from inside Atlantis' crew cabin, STS-125 astronaut Andrew Feustel navigates near the Hubble Space Telescope, duing the mission's third spacewalk on May 16, 2009. Astronaut John Grunsfeld signals to his crewmate from just a few feet away. Astronauts Feustel and Grunsfeld were continuing servicing work on the giant observatory, which was locked down in the cargo bay of shuttle Atlantis.

Not an actual advertisement.

Genos

is perfect for Advertising!



Take control of the F-22 Raptor to help Straton defeat Abu Harafi before the final destruction of the country's entire infra-structure.

A terrorist nation has launched massive air attacks on the powergrid and water supply facilities of the United States. Capt. William Straton has been asked to lead a small but deadly team of pilots against the mastermind of the attacks. With limited resources the team is out-numbered, time is running out, and the odds are against them.

COUNTERATTACK

Featuring the F-22 RAPTOR

Available for PS2, PS3, and XBOX360 plus iPhone & Android
*not an actual advertisement.

F o r e s t e r



**PRE-OWNED
2009-2011**
LOW MILEAGE

Starting At

\$169^{mo}
NOT A LEASE



SUBARU®

Confidence in Motion™

Payment example based on STK#66941gh, used 2009 Subaru Forester (2011 Forester pictured here). \$15,500 / \$6200 down payment required at signing. \$160 payment per month for 60 months @ 2.9% A.P.R. with approved credit. 725+ Beacon Score required. Price subject to taxes, titles & licenses (extra). Proof of insurance required prior to delivery. Not to be combined with other offers and sales. See dealer for details. And of course these prices are ridiculously low compared to what you can actually expect to pay. *You can probably tell by now that this is not an actual advertisement.

liga (Ligatures)

f i fl ffi ffl = fi fl ffi ffl

dlig (Discretionary Ligatures)

st ct oe ae OE AE = st ct oe ae OE AE

calt / salt / ss01 (Contextual Alternates)

A C E N M S W a c g n m s
a c e n m s w a c g n m s

orna (Ornaments)



frac (Fractions)

1/2 1/4 3/4 2/3 1/7 1/9 7/32
1/2 1/4 3/4 2/3 1/7 1/9 7/32

onum (OldStyle Forms)

\$¢123456789
\$¢123456789

Fonts used document
designed by Rob Leuschke:

ITC Arid (TypeSETit logo)
Gideon Roman (TypeSETit logo)
Page 2 Design
Genos Family
Allura
Babylonica
Corinthian
Estonia
Explora
Love Light
MonteCarlo
PlayBall
Waterfall

The GENOS Family was designed by Rob Leuschke.

Font glyphs edited with FontLab® 5.0.4.

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Macintosh® PowerBook™.

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