

Presenting
to a discriminating audience

Business Penmanship

Font

*Phoenicopterus roseus is the
most widespread species of
the flamingo family.*



Font Catalog



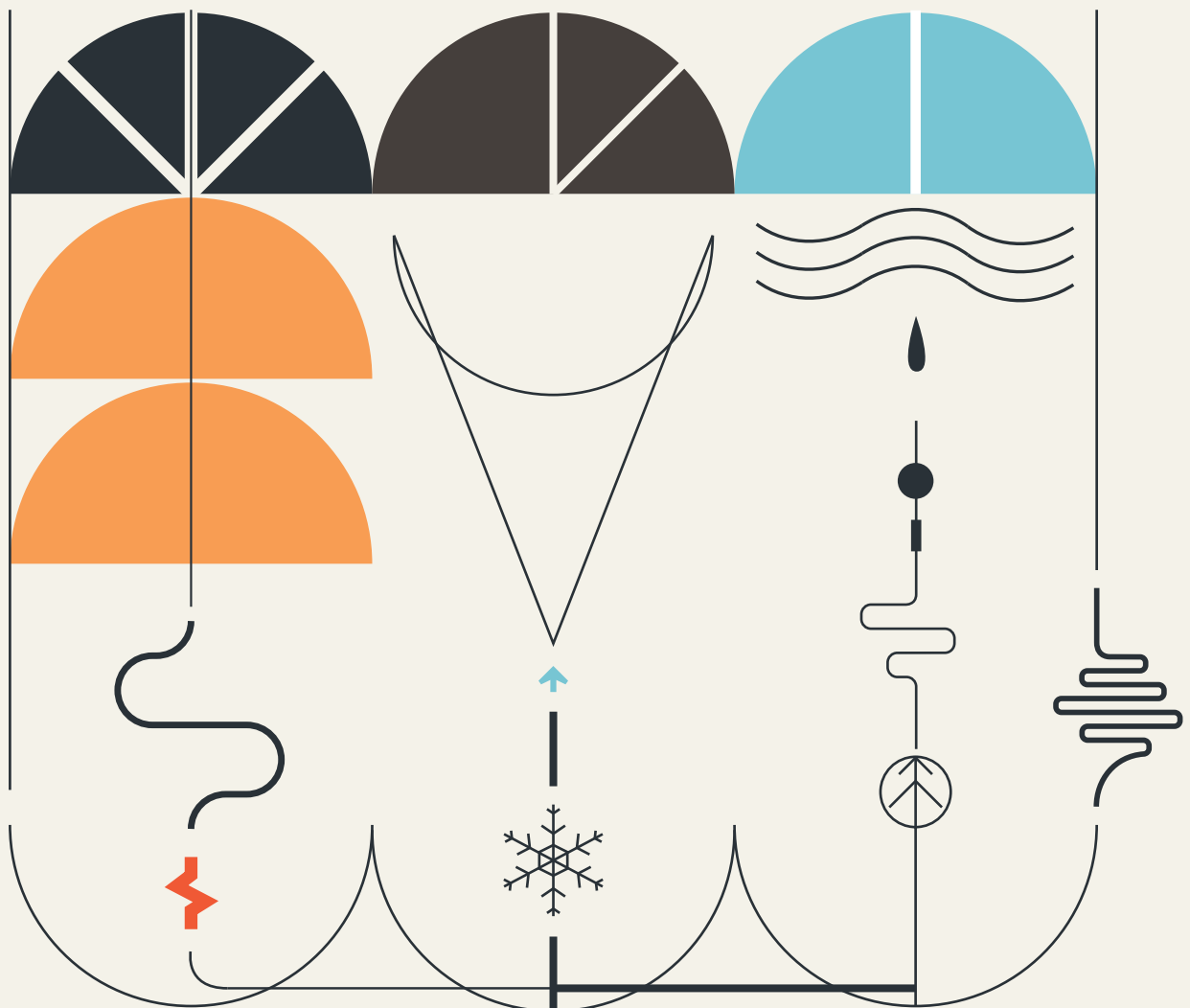
2009



A single egg is incubated alternately by both parents for four weeks. The chick is fed on regurgitated liquid called crop-milk. It begins to feed itself after a month, although the parents continue to feed it as well.

Numbers:

25	15	36
42	35	52
76	11	17



The swans are generally found in temperate environments

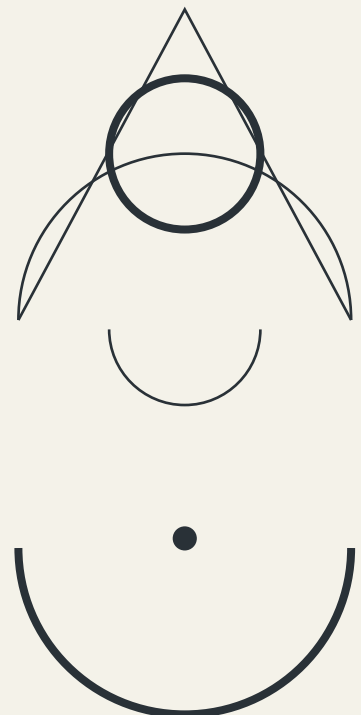


Swan

37

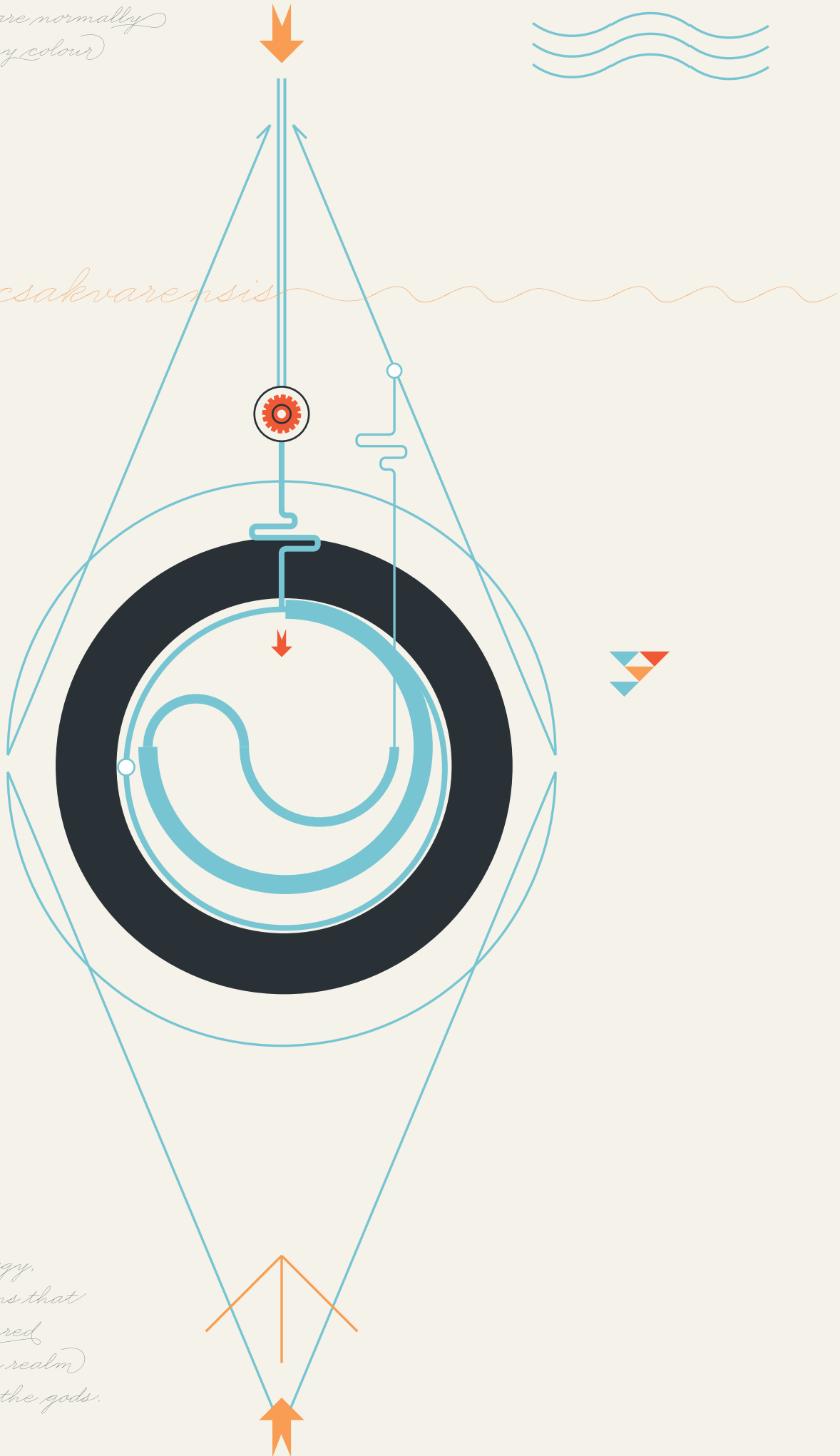
In many cases these pair bonds can last for life, but "divorces" between pairs do occur.

Kingdom: *Animalia*
Phylum: *Chordata*
Class: *Aves*
Order: *Anseriformes*
Family: *Anatidae*
Subfamily *Anserinae*
Genus: *Cygnus*

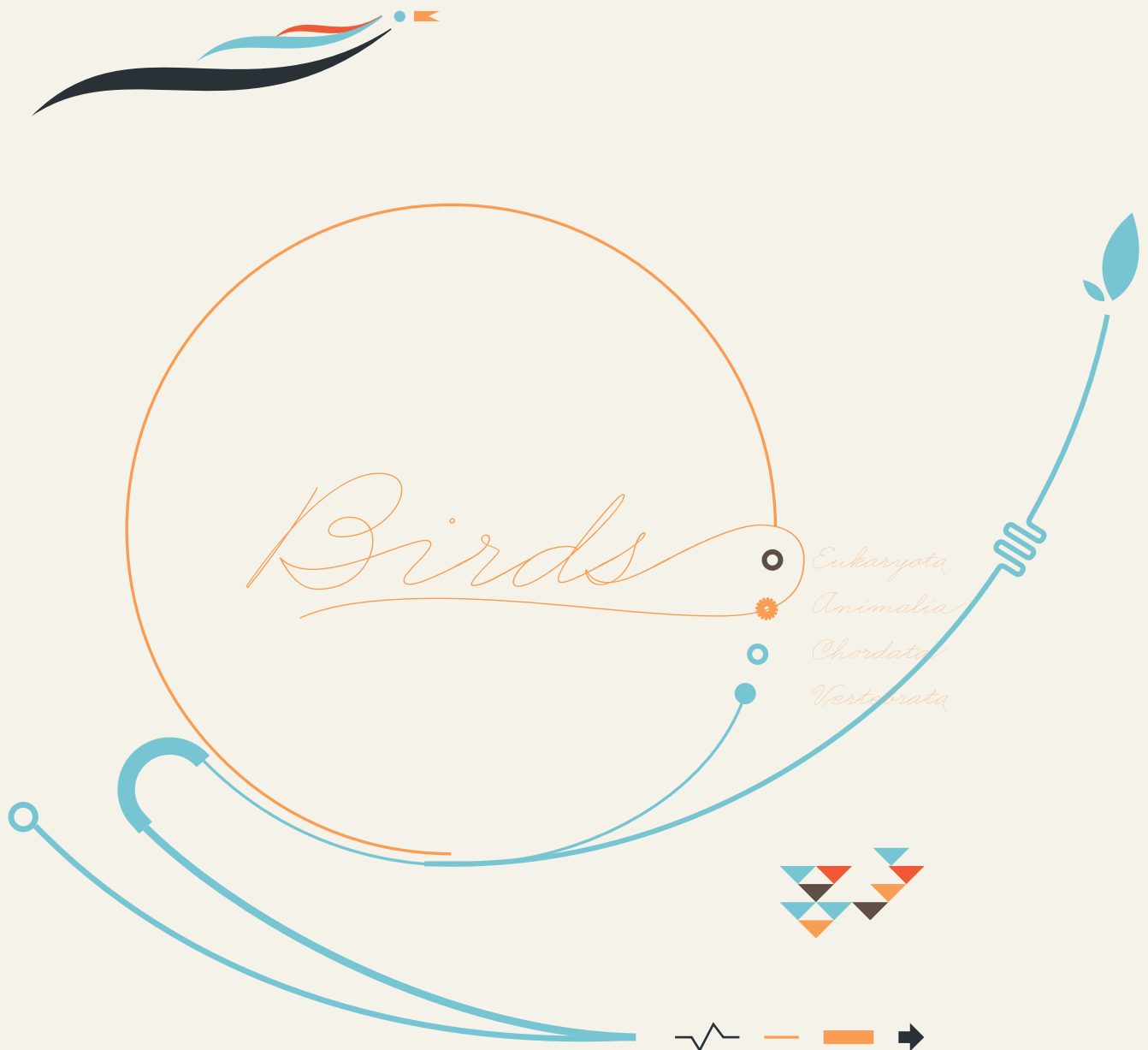


The legs of swans, are, normally
a dark blackish grey colour)

Cygnus csakvarensis



Modern birds are characterised by feathers, a beak with no teeth, the laying of hard-shelled eggs, a high metabolic rate, a four-chambered heart, and a light-weight but strong skeleton.



Some species, particularly songbirds
and parrots, are popular as pets.

Other uses include the harvesting of
guano (droppings) for use as a fertiliser.

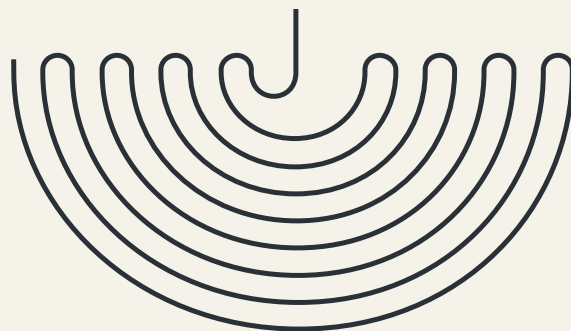
Birds figure prominently in all
aspects of human culture from religion
to poetry to popular music.

Songbirds & Parrots

Eukaryota ↓

Eukaryota

Eukaryota





The Characters

Regular set

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 @ \$ % & ' () * + , - . / : ;
= < > [\] ^ _ ` { | } ~ ¡ ¢ £ ¤ ¥ €

Caps alternates

Love Love Love Love

Caps ligatures

Blind Bella Brown

Lowercase alternates

Pinball Pinball Pinball

Lowercase ligatures

Brooklyn Corazón

Lowercase endings

Install Gráficos Dad

Contextual alternates

Fabulous Fabulous

Numbers alternatives

\$1982.95 \$1982.95

Ornaments

So magic



The Credits

*This specimen was
illustrated with the genius
collaboration and talent
of Leandro Castela*

ABOUT THE TYPEFACE

Business Penmanship is another ode, this time to the business writing of the days when it was home-taught to younger generations by older, more experienced ones. In the early 1800s, Platt Rogers Spencer (1800-1864) created what would become the most widely accepted and prized cursive writing method used in business. Before the American Civil War, Spencer was the undisputed king of handwriting. He was also an outspoken supporter of American business education. By the late 1800s business education included some focus on penmanship, and there were many colleges that specialized in it. One of the most influential penmanship schools was founded by Charles Paxton Zaner and his partner E. W. Bloser. Later on, in the early 1900s Austin Palmer introduced the "Palmer Method" of business penmanship, and it soon became the most popular handwriting system in the United States.

*Writing is the most difficult art
all are expected to acquire.
It's the most skillful because it's
the smallest and swiftest art
taught in our schools (Zaner)*

Business Penmanship is a single feature-rich font that includes over 1200 characters, covering ligatures, alternates, a large set of beginning and ending extensions, as well as a wide range of Latin-based languages, including Turkish and the languages of Central and Eastern Europe and the Baltic region. To take advantage of all the OpenType features included in the font, please use within programs that support such advanced typography.



The End

ALE PAUL - SUDTIPOS

More fonts:

<http://www.sudtipos.com>

LEANDRO CASTELAO

Argentinian illustrator (and graphic designer)

<http://leandrocastelao.com.ar/>

