



# Alexandar

Born into a world of serif fonts, where beautiful styling and script-like italics abound, Alexandar has neither. His appearance is, dare we say it, Spartan.

Alexandar's styling is minimal, it is stark—with uniform strokes and a high x-height. Alexandar's goal is to conquer the world of legibility...to be readable in even 4 point text. We think he has succeeded and we are prepared to proclaim him The World's Most Legible Serif Font.

Of course, you may not want your clients to be able to read the small print...in that case, Alexandar is not for you!

How might history have changed? Shown to the right is a statue of Alexandar standing beside his *Travel Guide To Unconquered Lands*. If you were to look very closely at the Travel Guide you would see that in small italics it reads, “...continue south-east from Issus along the Euphrates...” Unfortunately (or fortunately, depending on your ancestry) Alexandar had forgotten his reading glasses in Macedon and thought he read, “...conquest south-west from Issus through Egypt...” If only the Guide's printer had the Alexandar font family available to him, how might history have changed?



JMA Alexandar family members are available individually or as a family package in the following styles: Alexandar Regular, *Regular Italic*, Medium, *Medium Italic*, Bold, *Bold Italic*, Subheading, *Subheading Italic*, Heading, *Heading Italic*, Title, *Title Italic*, Nameplate and *Nameplate Italic*.

Alexandar is available in OpenType, style linked format and TrueType single font format.

## Alexandar (available styles)

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
<i>Regular Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</i>
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
<i>Medium Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</i>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
<i>Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</i>
Subheading	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
<i>Subheading Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</i>
Heading	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
<i>Heading Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</i>
Title	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
<i>Title Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</i>
Nameplate	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
<i>Nameplate Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz</i>

Alexandar

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Also available from JMA: JOANNE DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*An elegant, sophisticated, classy display face.*

## A note about Font Styles and the Microsoft® font selector

### OTF Menu Names And Style Linking

In many Windows® applications, instead of every font appearing on the menu, fonts are grouped into style-linked sets, and only the name of the base style font for a set is shown in the menu. The italic and the bold weight fonts of the set (if any) are not shown in the font menu, but can still be accessed by selecting the base style font, and then using the italic and bold style buttons. In this family, such programs will show only the following base style font names in the menu:

Base Family Name	plus Style	selects this font
Alexandar .....	none.....	Alexandar Regular
Alexandar .....	Italic.....	Alexandar Italic
Alexandar .....	Bold.....	Alexxandar Bold
Alexandar .....	Bold+Italic.....	Alexandar Bold Italic
Alexandar Medium .....	none.....	Alexandar Medium
Alexandar Medium .....	Italic.....	Alexandar Medium Italic
Alexandar Medium .....	Bold.....	*do not apply the Bold or Bold Italic styles. Doing
Alexandar Medium .....	Bold+Italic	so will either have no effect, or result in programmatic
		bolding or slanting of the base font, which will usually
		produce inferior screen and print results.
Alexandar Subheading .....	Bold.....	Alexandar Subheading
Alexandar Subheading .....	Bold+Italic.....	Alexandar Subheading Italic
Alexandar Heading .....	Bold.....	Alexandar Heading
Alexandar Heading .....	Bold+Italic.....	Alexandar Heading Italic
Alexandar Title.....	Bold.....	Alexandar Title
Alexandar Title.....	Bold+Italic.....	Alexandar Title Italic
Alexandar Nameplate.....	Bold.....	Alexandar Nameplate
Alexandar Nameplate.....	Bold+Italic.....	Alexandar Nameplate Italic

**Note:** Alexandar may be purchased individually or as an entire 14 face family. If you have purchased individual Alexandar faces, only the installed faces will be available. Do not apply styles which are not installed. Doing so will either have no effect, or result in programmatic bolding or slanting of the base font, which will usually produce inferior screen and print results.

### TTF Menu Names And Style Linking

The Alexandar TTF fonts have no style links: none are a bold or italic variant of another. To select various font styles, simply select the font face you desire from the font menu. Be sure the "Regular" font style is applied to it—selecting a style option such as Bold or Italic with any of these faces will either have no effect, or result in programmatic bolding or slanting of the base font, which will usually produce inferior screen and print results.

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