

# Breuer *Headline*

**Regular**

***Oblique***

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# Breuer *Text*

**Bold**

***Bold Italic***

**Medium**

***Medium Italic***

**Regular**

***Regular Italic***

**Light**

***Light Italic***

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*by Silas Dilworth*

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Breuer Headline exhibits a modern geometric structure tempered with subtle strokes of friendly humanism. Its neutral forms and sturdy rhythm are convincing without being forceful. The lowercase has a slightly casual feel. Set in all caps for a sterner message.

Breuer Headline is the display complement to the Breuer Text family. Differences are found in the inside curvature of the lowercase arms and the simplified Oblique as opposed to the Text Italics.

Breuer Text is a simple geometric sans with relaxed curves and slightly condensed proportions suitable for moderate lengths of body copy. The italics are optically adjusted obliques with a selection of augmented lowercase glyphs for a warmer read.

Breuer Text offers the distinct aura of technical precision in a personable tone, ideal for instructional copy or safety warnings. Its basic structure and conservative letterforms maintain a level voice without turning robotic or sterile.

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**WARMING**

**LOWERING EMISSIONS**

HYDROGEN + OXYGEN = AQUAMIST

**ELECTROBUS**

WASTED GALLONS

***The Greenhouse Effect***

***UNQUESTIONABLE***

***KILLING THE OZONE LAYER***

# Quiet Hybrid

[Magnetic Propulsion]

HARVEST SOLAR & WIND ENERGY FOR YOUR HOME

*fuel-efficient*

**\$12,345,678.90**

*Petroleum & Fossil Fuels*

**{alternative fuel initiatives}**

**"Just go ride a bike!"**

The average price of regular self-serve gasoline is up \$2.76\* since January.

# TRAFFIC JAM

Hasn't the world driven enough?

*September 28, 1967*

**(Polar Ice Caps)**

*Winterized Antifreeze*

DRIVING ENJOYMENT

**\$34.95 / TANK**

***The Greenhouse Effect***

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*ÓóÔôÕõØøŒœPpRrŘřŚśŠš*

Breuer Text - Bold : 8/12

**Pack my box with five dozen liquor jugs. Waltz, nymph, for quick jigs vex Bud. Sphinx of black quartz judge my vow. Crazy Fredericka bought many very exquisite opal jewels. How razorback-jumping frogs can level six piqued gymnasts! Jaded zombies acted quaintly but kept driving their oxen forward. Six big juicy steaks sizzled in a pan as five workmen left the quarry. Will Major Douglas be expected to take this true-false quiz very soon? The juke box music puzzled a gentle visitor from a quaint valley town. Just work for improved basic techniques to maximize your typing skill. Sixty zippers were quickly picked from the woven jute bag. A mad boxer shot a quick, gloved jab to the jaw of his dizzy opponent. Jackdaws love my big sphinx of quartz. We promptly judged antique ivory buckles for the next prize. The**

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