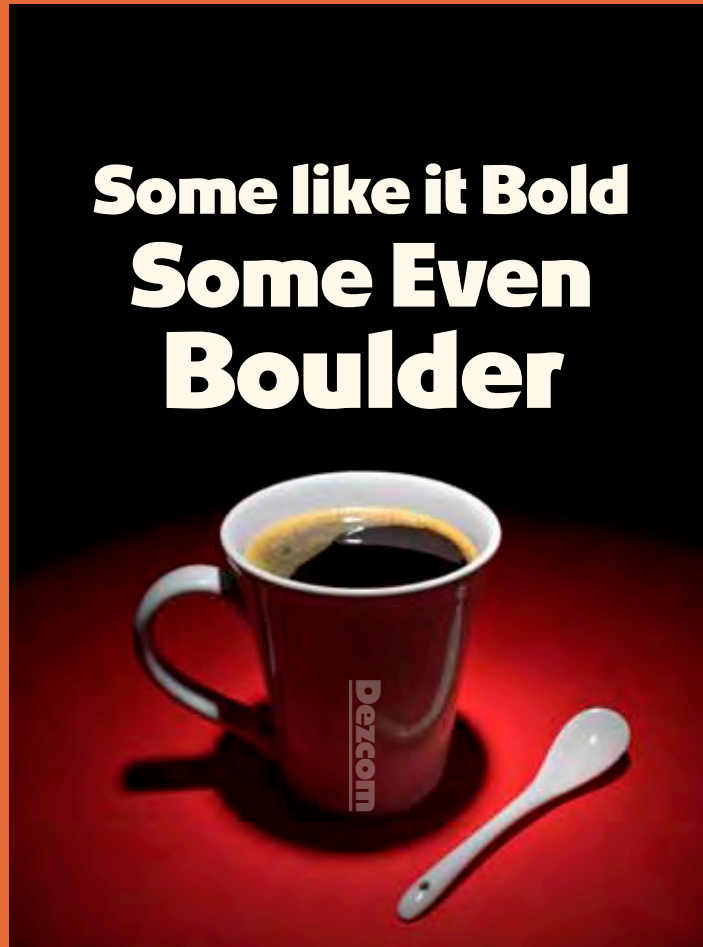


DEMONSTRATION LAYOUTS OF
SEVERAL POSSIBLE USES FOR THE
DEZ BOULDER TYPEFACE FAMILY.



www.dezcom.com

DAM!

That's Boulder

Dezcom

the face that generates power

Dezcom Typefaces

Special thanks to:
Karsten Luecke for debugging
help; Jos Buivenga for his kinship
and commiseration;
Ruth, Julian, and Michael for being
the best family; and to all my
many real friends!

www.dezcom.com
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Boulder



Fonts Brewed Dark Enough for You



FACIAL EXPRESSION IN TYPOGRAPHY

THE style changes in most typeface families vary in either, weight, slant, or width. These can be quite helpful variations to assist the graphic designer, book, or magazine editor to accommodate heading levels, captions, and sidebars. There are times when the designer of advertising material, product packaging, brochures, and magazine layouts needs a different sort of distinction—the distinction of personality or flavor to aid in communication of a particular concept. It is a bit more of a tacit dimension in persuasive design. The typeface becomes like a character actor, presenting the author's lines but not with the deadpan delivery of a news reporter. The actor helps develop the role, adding meaning through facial expression, gesture, and interaction with the other characters on the screen.

The **Dez Boulder** family of display faces is intended to act in a supporting role giving meaning to message and context to content. It is a very bold face which does not speak softly. Each of its three personalities (and their sub-personalities) have a different timbre to address the nuance of your message in a bold voice.

I hope you find this specimen and the typeface family **Dez Boulder** helpful.

CHRIS LOZOS

abcDEFGHI & 12345
Dez Boulder ego

abcDEFGHI & 12345
Dez Boulder id

abcDEFGHI & 12345
Dez Boulder alter



DEMONSTRATION LAYOUTS OF SEVERAL POSSIBLE USES FOR THE DEZ BOULDER TYPEFACE FAMILY.

Black Holes

WHITE DWARFS AND NEUTRON STARS:

The Physics of Compact Objects

STUART L. SHAPIRO

SAUL A. TEUKOLSKY

OPENTYPE FEATURES

CASE SPECIFIC PUNCTUATION	¿que pasa? ¿QUE PASA?
ORDINALS	1st 2nd 3rd 4th N^o E^{sq}
SCIENTIFIC INFERIORS	123₆₇₈
SUPERIORS	123⁵⁶⁷
NUMERATORS	01234567890
DENOMINATORS	01234567890
PROPORTIONAL LINING NUMERALS	01234567890
TABULAR LINING NUMERALS	01234567890
SMALLCAP NUMERALS	01234567890
FRACTIONS	4⁵/₈
NUT FRACTIONS	2¹/₄
SMALL CAPITALS	SMALL CAPITALS
CAPITALS TO SMALL CAPITALS	CAPITALS TO SMALL CAPS
LANGUAGE SPECIFIC FORMS	§§
CONTEXTUAL ALTERNATES	HAIJTY HAIJTY
STYLISTIC ALTERNATES	MM aa bb
LIGATURES	ff fi fl ffi ffl TT
ZERO SUBSTITUTION	10 10
STYLISTIC SETS	Mandy Mandy

STYLISTIC SETS IN EGO & ALTER ONLY

■ STYLISTIC SET 1 {SS01}

■ STYLISTIC SET 2 {SS02}

■ STYLISTIC SET 3 {SS03}

1/4 2/3 3/5 5/8 1/4 2/3 3/5 5/8

Dez Boulder Ego & Alter

MOMENTUM MOMENT
MOMENTUM MOMENT
Dez Boulder Ego

NOMAD man dogma
NOMAD MAN dogma
Dez Boulder Alter

ESPAÑOL Niños baño
ESPAÑOL NIÑOS baño
Dez Boulder Alter

doppelgänger
doppelgänger

Dez Boulder

THREE FACES OF DEZ.COM

EVE WHITE is a quiet, unassuming wife and mother suffering from headaches and black outs.

While under hypnosis, seeing a psychiatrist, a new personality emerges, the racy, wild, fun-loving **EVE BLACK**.

Under continued therapy, yet a **THIRD** personality comes to the surface, the relatively **STABLE JANE**.

Based on the actual multiple personality, case of the Three Faces of Eve.

abcDEFGHI
abcDEFGHI
abcDEFGHI

BOLD ENOUGH TO SAY WHATEVER IS ON YOUR MIND