

# Engrez

**Name:** Engrez

**Classification:** Sans Serif

**Designer:** Satya Rajpurohit

**Designed in:** 2012

**Styles:** 6

Engrez is a thoroughly modern sans family with a softened, simplified lowercase and sturdy, serious caps. Recommended for corporate branding and editorial exercises.

a modern approach  
to the sans serif

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**Engrez**

Engrez is a thoroughly modern sans with a softened, simplified lowercase and sturdy, serious caps. Recommended for corporate branding and editorial exercises.

LIGHT

# The Eñcyċlopędia

Historically they have been more prone to political stability than ever before

REGULAR

# Pøwërful Wômën

The percentage of island countries that are democratic is just getting higher.

MEDIUM

# Gôòd Frămeẁork

Temperature is the measure of global warming reported in the popular way.

SEMIBOLD

# Simpte Exćeption

Future climate change and associated impacts will differ still more extreme

BOLD

# Vêry Suşcëptible

People react to global warming with general fear of its effects on our life\*

BLACK

# Fõreign invăders

A playground, playpark, or play area is a place with a specific design allow

THE FAMILY CONSISTS OF SIX  
USEFUL WEIGHTS RANGING  
FROM LIGHT TO BLACK

Engrez Light

Engrez Regular

Engrez Medium

Engrez SemiBold

Engrez Bold

Engrez Black

# REPORTED

— Body of international standing —

The changes since the 1950s

# €28.631

»Scenario #5«

**INITIAL CAUSES OF TEMPERATURE CHANGES**

¶ Caramel sauce is made by mixing hot caramel

# Branding?

# #DC.0921-FBA

**CHOICE {Strategy or identity?}**

## 03

World's biggest  
brands

Despite having headed Interbrand's list of the 100 most valuable brands for 13 consecutive years, Coca-Cola has now been replaced by Apple!

# u&me

Absolute dominance  
of technology

**CHANGING TRENDS OR EVOLVING DIRECTIONS**

LIGHT  
50 PT

# ACQUIRED STRATEGIES

LIGHT  
20 PT

The role of a branding agency is to create, plan and manage branding strategies for clients, but can also involve support in

LIGHT  
80 PT

# Embõdÿ

LIGHT  
16 PT

On the other hand, advertising is more focussed on the process that firms use to market & communicate to existing

LIGHT  
8 PT

It is also important to note that even the most successful brands will seek branding support. Evidently this will generally not come in the form of large rebranding strategies, but will often be more focussed on specific areas, and in particular those related to reaching, attracting and retaining the target market. Despite having headed Interbrand's list of the 100 most valuable brands for 13 consecutive years, Coca-Cola has now been replaced by Apple, whose surge to

REGULAR  
50 PT

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REGULAR  
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# Pûrpēşe

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MEDIUM  
80 PT

## Practicê

MEDIUM  
16 PT

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MEDIUM  
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SEMIBOLD  
50 PT

# ACQUIRED STRATEGIES

SEMIBOLD  
20 PT

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SEMIBOLD  
80 PT

## Øvertåp

SEMIBOLD  
16 PT

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SEMIBOLD  
8 PT

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BOLD  
50 PT

# ACQUIRED STRATEGIES

BOLD  
20 PT

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BOLD  
80 PT

## Prøfilëd

BOLD  
16 PT

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BOLD  
8 PT

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BLACK  
50 PT

# ACQUIRED STRATEGIES

BLACK  
20 PT

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BLACK  
80 PT

## Hÿbriðs

BLACK  
16 PT

On the other hand, advertising is more focussed on the process that firms use to market & communicate to existing

BLACK  
8 PT

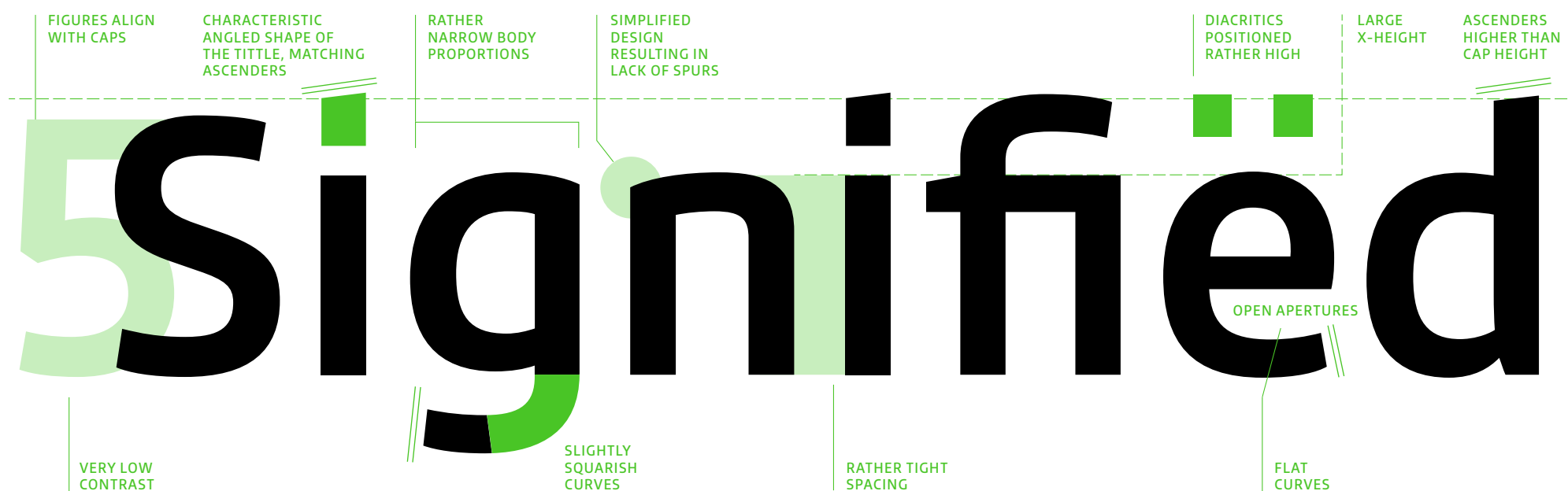
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## VERTICAL PROPORTIONS OF ENGREZ

## SUPPORT FOR MOST EUROPEAN LANGUAGES WRITTEN WITH THE LATIN SCRIPT

# Typographical

Üğå ÔæđřşĤ Ēđķőłîÿ þǻßjêĥŕ &  
 Hątkčăøç Đĩđřōij, kāl|çì. Æñìßǻ!



## WEIGHT PROGRESSION

BALANCED HORIZONTAL & VERTICAL PROPORTIONS  
OF CAPS, FIGURES & CURRENCY SYMBOLS

## INCLUDED LIGATURES

Ha B £ 2 \$ 3

<sup>1</sup> Playfish ▶ Playfish <sup>3</sup> Offices ▶ Offices  
<sup>2</sup> Barflies ▶ Barflies <sup>4</sup> Muffles ▶ Muffles



LOWERCASE

abcdefghijklmnopqrstuvwxyz  
wxyz

## UPPERCASE

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

## LINING FIGURES

0123456789

## LIGATURES

f f ff ff

## CURRENCY AND MISCELLANEOUS SYMBOLS

¢ € \$ ¥ £ ¤ ₧ ₤ ¹ ² ³ ´ ½ ¾ # % ‰ ‘ ’

$$\dagger \ddagger / \S \P + - \pm \div \times = < > \leq \geq \neq \neg ^\circ \mu \pi \vartheta$$
$$\int \wedge \sim \Sigma \Pi \sqrt{\infty} \approx \Delta \Omega \ell \diamond$$

## STANDARD PUNCTUATION

( ) [ ] { } \_ - - - - ' ' ' ' ' , , , < > « » \* , , ; ; , , , ! ;

? ; / \ | ! @ & . • © ® ™

LOWERCASE FOREIGN CHARACTERS

à á â ã ä å ā ă ą æ ç ć ċ č d' ð  
đ è é ê ë ē ě è ę ĕ ĝ ğ ħ ĥ ì  
í î ï ã ī ĭ j i ij ĵ k l' ł ŀ ñ n ŋ ã ò  
ó ô õ ö ő ó ø œ ř ʀ ř ś š š ş ş  
ß ț ț ț ù ú û ü ù ū ŭ ũ ŷ ŷ  
w w y ŷ ŷ ŷ z z ž þ

## UPPERCASE FOREIGN CHARACTERS

À Á Â Ã Ä Å Ā Ă Ą Œ Ç Ć Ĉ Č  
Ď Đ È É Ê Ë Ē Ė Ę Ğ Ģ Ģ  
Ġ Ĥ Ħ Ì Í Î Ĭ Ī Į Ĳ Ĵ Ľ Ł Ł  
Ł Ņ Ň Ŋ Ń Ò Ó Ô Õ Ö Ő Ő Ø  
Œ Ř Ŕ Ŗ Š Ś Ş Ţ Ṭ ẏ Ù Ú Û Ü  
Õ Ů Ű Ų Ÿ Ŵ Ŷ ŷ Ÿ Ý Ŷ Ÿ Ÿ  
Ž Ž Ž Þ

## ENGREZ REGULAR 7/13 PT

¶ The #development of Roman typeface is traced back to Greek lapidary letters. Greek lapidary letters were carved ≈6420 A.D. into stone and “one of the first formal uses of Western letterforms”; after that, they evolved into the monumental capitals, which laid the foundation for Western design, especially serif typefaces. There are 2 styles of Roman typefaces that we can classify: the old style & the modern. The former is characterized by its **similarly-weighted lines, while the 15e<sup>4</sup> latter is distinguished by its [contrast of light]** and heavy lines. Often, these styles are combined. By 20th cent., computers turned #type\_design into a rather simplified process. **This has allowed the number of @typefaces** 670.000 to proliferate exponentially, as there now are thousands available. Unfortunately, confusion **between typeface and font\* (the various styles of a typeface)** occurred ~1984 when Steve Jobs mislabeled typefaces as ‘fonts’ for Apple

## ENGREZ REGULAR 20/26 PT

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LIGHT

MEDIUM

SEMIBOLD

BOLD

BLACK

# THE ULTIMATE 2ND GUIDE ON LIFECHANGING SUPERFOODS

A—WARE / 2016

Possibly the most frequently mentioned **superfood** group, berries remain only under preliminary research and are not yet certain of providing health benefits. Specifically, **blueberries**, as a popular superfood example, are not especially nutrient-dense (considered to be a superfood characteristic), having moderate content of only three essential nutrients: vitamin C, vitamin K and manganese. A food such as **spinach** or kale, by contrast, contains many nutrients rich in content (see nutrient tables in respective Wikipedia articles) and so may confer nutritional benefits beyond those of other foods moderate in nutrient content, such as berries. Blueberries are very commonly branded as having a high dose of antioxidants, particularly anthocyanins. Although **anthocyanins** have antioxidant properties in vitro, this antioxidant effect is not conserved after the plant is consumed. As lately interpreted by the Linus Pauling Institute and European Food Safety Authority, dietary anthocyanins and other **flavonoids** have little or no direct antioxidant food value following digestion.

The **superfood** term is not in common use by dietitians and nutrition scientists, many of whom dispute that particular foods have the health benefits often claimed by advocates of particular superfoods

Superfood is a marketing term used to describe foods with supposed health benefits.

■ SIGNIFICANCE

To date — **superfruits** have been developed mainly as juices, but began in 2007 to appear as single piece products or as ingredients for functional foods, confectioneries and cosmetics. Current industry development includes applications for creating novel consumer products, such as energy drinks, dietary supplements and flavors.

More than a dozen industry publications on functional foods and beverages have referred to various exotic or antioxidant species as superfruits with estimates for some 10,000 new product introductions in 2007–8.

S

Many dietitians say the word **superfood** is just a marketing device. According to Catherine Collins, chief dietitian at St George's Hospital in London, usage of the term can actually be harmful when applied to foods which have drawbacks. For example, some seaweeds hailed as superfoods contain natural toxins which are thought by some to increase risk of cancer and liver damage.

VOEDINGSCENTRUM

¶ THE DUTCH FOOD SAFETY ORGANISATION VOEDINGSCENTRUM, PRESENTED SOME HEALTH CLAIMS THAT MARKETERS USE IN SELLING MANY SO-CALLED SUPERFOODS SUCH AS GOJI BERRY, HEMPSEED, CHIA SEEDS, AND NOTES THAT SUCH CLAIMS ARE NOT SCIENTIFICALLY PROVEN.

# 3rd

3rd F—mag.



October

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[STAY IN]

ich created garments, such as stretch jersey tunics and leggings, meant to be worn by both males and females. **The impact of unisex** expands more broadly to encompass various themes in fashion including androgyny, mass-market retail, and conceptual clothing. ¶ The fashion trends of the 1970s, such as sheepskin jackets, flight jackets, duffel coats, and unstructured clothing, influenced men to attend social gatherings without a tuxedo jacket and to accessorize in new ways. **Some men's styles** blended the sensuality and expressive femininity of women's styles despite the conservative trend, the growing gay rights movement and an emphasis on youth allowed for a new freedom to experiment with style, fabrics such as wool crepe, which had been associated with women's attire was used in male clothing. ¶ The trends are acknowledged in Paris and London, which have kept Paris as the center of the world, although **haute couture** is now subsid-



**Loneliness** is a complex and usually unpleasant emotional response to isolation or lack of companionship.

## [Museum of Modern Photography]

[07-31.08]

Loneliness typically includes anxious feelings about a lack of connection or communication with other beings, both in the present and extending into the future. As such, loneliness can be felt even when surrounded by other people. The causes of loneliness are varied and include social, mental, emotional or even physical factors.

[E]

**Love In  
Landscapes  
/  
Love In  
Escape**

**Only this  
month  
/  
@MoMP  
April**

