

Yuzu

Name: Yuzu

Classification: Sans Serif

Designer: Elliott Amblard

Designed in: 2016

Styles: 5

Yuzu is a soft sans for branding. It features rounded stroke-endings and slightly narrow caps. Aside from its terminals, other soft features in the design include a beard on bottom-right of the capital 'G', and arched diagonals on 'A' 'K' 'V' 'W' 'X' 'Y' 'k' 'v' 'w' 'x' 'y' '4' and '7'. The fonts include two OpenType Stylistic Sets with alternate letterforms. Stylistic Set 1 includes alternate versions of the typeface's diagonal letters, with straight strokes, and an alternate 'G'. The standard lowercase 'g' has a single-storey form, and Stylistic Set 2 switches this out with a double-storey version.

Soft Sans, perfect for branding

— Yuzu

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LIGHT

Dañgerouş Fling

Other forms of comedy include screwball comedy, which derives its humor largely from

REGULAR

Cõøkie lĉecream

Romantic comedy is a popular genre that depicts burgeoning romance in humorous...

MEDIUM

Asphödetoideæ

In the late 20th century, many 'scholars' preferred to use the term laughter to refer

BOLD

32% of mèntořs

Starting from 425 BCE, Aristophanes, a comic playwrightt and satirical author‡ of

EXTRABOLD

Åctiõn Movies?

Comedy is the 3rd form of literature, being the most divorced from a true mimesis

THE FAMILY CONSISTS OF
FIVE USEFUL WEIGHTS
RANGING FROM LIGHT TO
EXTRABOLD

Yuzu Light

Yuzu Regular

Yuzu Medium

Yuzu Bold

Yuzu Extrabold

Grapefruit

— THE JUNGLE BOOK —

FLAVOURFUL

/The Great History of Chocolate in Pictures*/

{€8.47}

† CARMEL SAUCE IS MADE BY MIXING HOT SUGAR &

Queen Island

ISSUE #03.915/7

[LOGGED IN AS]

Penguin

#6

CHARLIE CHAPLIN, through silent film, became one of the **best** known faces on the entire earth.

»Süßigkeiten«

MR BEAN? — A CHILDISH BUFFOON

LIGHT
50 PTARBUSCULAR
MYCORRHIZALIGHT
20 PT

Mr. Bean's car, a very 1976 British Leyland Mini 1000, developed its own character of sorts over the series and was central to several

LIGHT
90 PT

Bridġed

LIGHT
16 PT

The Mini also had a number of innovative security measures. For example, Bean uses a bolt-latch and padlock, rather than the lock

LIGHT
8 PT

After filming ended, one of the original Minis was sold to Kariker Kars to be hired for various events. It was then temporarily displayed as a major attraction at the Rover Group's museum. In 1997, it was purchased by the Cars of the Stars Motor

Museum and was on display for a while, but is no longer there, having been sold, it went to America. BMW Germany has built a replica, and another replica — the one used to promote the animated series — is on display at National Motor Museum,

REGULAR
50 PTARBUSCULAR
MYCORRHIZAREGULAR
20 PT

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REGULAR
90 PT

Worthy

REGULAR
16 PT

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REGULAR
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MEDIUM
50 PT

ARBUSCULAR MYCORRHIZA

MEDIUM
20 PT

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MEDIUM
90 PT

Slightly

MEDIUM
16 PT

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BOLD
50 PT

ARBUSCULAR MYCORRHIZA

BOLD
20 PT

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BOLD
90 PT

Makørē

BOLD
16 PT

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BOLD
8 PT

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Motor Museum and was on display for a while, but is no longer there, having been sold, it went to America. BMW Germany has built a replica, and another replica — the one used to promote the animated series — is on display at National Motor

EXTRABOLD
50 PT

ARBUSCULAR MYCORRHIZA

EXTRABOLD
20 PT

Mr. Bean's car, a very 1976 British Leyland Mini 1000, developed its own character of sorts over the series and was central to several

EXTRABOLD
90 PT

Aprîcot

EXTRABOLD
16 PT

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EXTRABOLD
8 PT

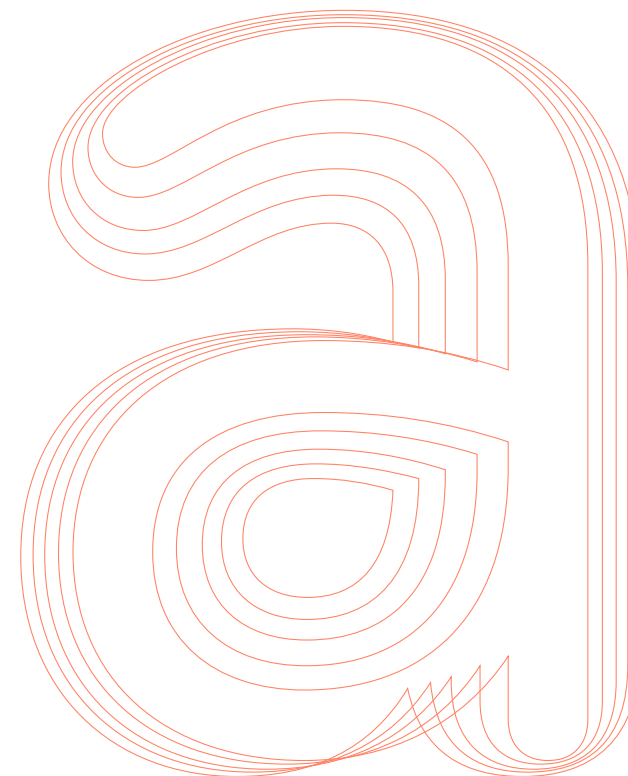
After filming ended, one of the original Minis was sold to Kariker Kars to be hired for various events. It was then temporarily displayed as a major attraction at the Rover Group's museum. In 1997, it was purchased by the Cars of the

Stars Motor Museum and was on display for a while, but is no longer there, having been sold, it went to America. BMW Germany has built a replica, and another replica — the one used to promote the animated series — is on display at

STYLES PROGRESSION

a — a — a — a — a

LIGHT REGULAR MEDIUM BOLD EXTRABOLD



VERTICAL PROPORTIONS OF YUZU FAMILY

Typographical?

2Magickêl\$

FIGURES ALIGN WITH CAPS

TALL X-HEIGHT

NARROW BODY PROPORTIONS & COUNTERS

ASCENDERS SLIGHTLY HIGHER THAN CAP HEIGHT & NUMERALS

FRIENDLY CURVES

VERY LOW CONTRAST

ROUNDED STROKE ENDINGS

DEFAULT SINGLE-STOREY 'G'

OPEN APERTURES

CURVED LEGS & ARMS OF 'K', 'V', 'W', 'Y' AND 'X'

DIACRITICS ARE POSITIONED RATHER HIGH ABOVE THE CHARACTERS

ATTACHED CEDILLA

DEFAULT CHARACTERS WITH SLIGHTLY INFORMAL LOOK CAN BE REPLACED WITH ALTERNATES

KAGWVAYX ktvwyx g

SS01 KAGWVAYX SS01 ktvwyx SS02 g

SUPPORT FOR MOST EUROPEAN LANGUAGES WRITTEN IN THE LATIN SCRIPT

Mųłtĩ-çültûŗæll

VERY LONG DASH, ENDASH AND EMDASH IN COMPARISON TO GENERAL BODY WIDTH OF THE LETTERS

Czarno-Złoty, 2-7, Hot—Cold?

CAPITALS, CURRENCY SYMBOLS AND PUNCTUATION ALIGNE AT THE SAME LEVEL

We Give Away \$3 ¢4 £5 ✕6 ¥8 €9!

LOWERCASE

abcdefghijklmnopqrstuvwxyz

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

ALTERNATES IN STYLISTIC SET 1

k t v w x y A G K V W X Y

LINING FIGURES

0123456789

CURRENCY AND MISCELLANEOUS SYMBOLS

¢ € \$ ¥ £ ₣ ¤ ª ° ¹ º ³ ´ µ ½ ¾ ¯ ‰ ‹ › ⁄ §
 ¶ ± − ÷ × = < > ≤ ≥ ≠ ¬ ° μ π ∂ ∫ ∧ ∼ Σ Π √ ∞ ≈
 Δ Ω ℓ ◊

STANDARD PUNCTUATION

()[]{} _ -- — ‘ ’ “ ” , , , < > « » * . , : ; ... ! ; ? ¿ /
 \ | ! @ & . . © ® ™

LOWERCASE FOREIGN CHARACTERS

à á â ã ä å ā ă ą æ ç ć ċ č d' đ è é ê ë ē ě
 è ę ě ĝ ğ ħ Ĩ í î ï ī j k l' ł ŀ ñ n ņ
 ñ ò ó ô õ ö ő ø œ ř ŕ ſ ś š ş ß t̥ t̥ t̥ u̇ ú
 û ü ũ ū ŭ Ů y w w w y ŷ ŷ ŷ z z ž þ

UPPERCASE FOREIGN CHARACTERS

À Á Â Ã Ä Å Æ Ç È É Ê
Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß
À Á Â Ã Ä Å Æ Ç È É Ê
Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß

ACCENTED ALTERNATES IN STYLISTIC SET 1

k, t, †, ‡, ŵ, ð, ẃ, Ẅ, ẅ, Ỳ, Ỵ, Ỷ, Ỹ, À, Á, Â, Ã, Ä, Å, Ā, Ă, Ą
 Ğ, Ģ, Ģ, Ģ, Ķ, Ŵ, Ŷ, Ÿ, Ź, Ẃ, Ẅ, ẅ, Ỳ, Ỵ, Ỹ

ACCENTED ALTERNATES IN STYLISTIC SET 2

၁၈၂၁ ၁၈၂၂ ၁၈၂၃ ၁၈၂၄

YUZU 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 & “one of the very 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 two styles of Roman typefaces that we can classify: the old style & the modern. The former is characterized by its similarly-weighted lines, while the latter is distinguished by its [contrast of light] and heavy lines. Often, these styles are combined together. 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 at least several thousands available. Unfortunately, confusion between typeface and font* (the many various styles of a typeface) occurred ~1984 when Steve Jobs mislabeled typefaces as ‘fonts’ for Apple

LIGHT

MEDIUM

BOLD

EXTRABOLD

YUZU REGULAR 21/26 PT

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DEEP

DEEP SEA MONSTERS IN ILLUSTRATIONS FOR KIDS



MUSEUM OF BOOKS

19-28.05

M.B.

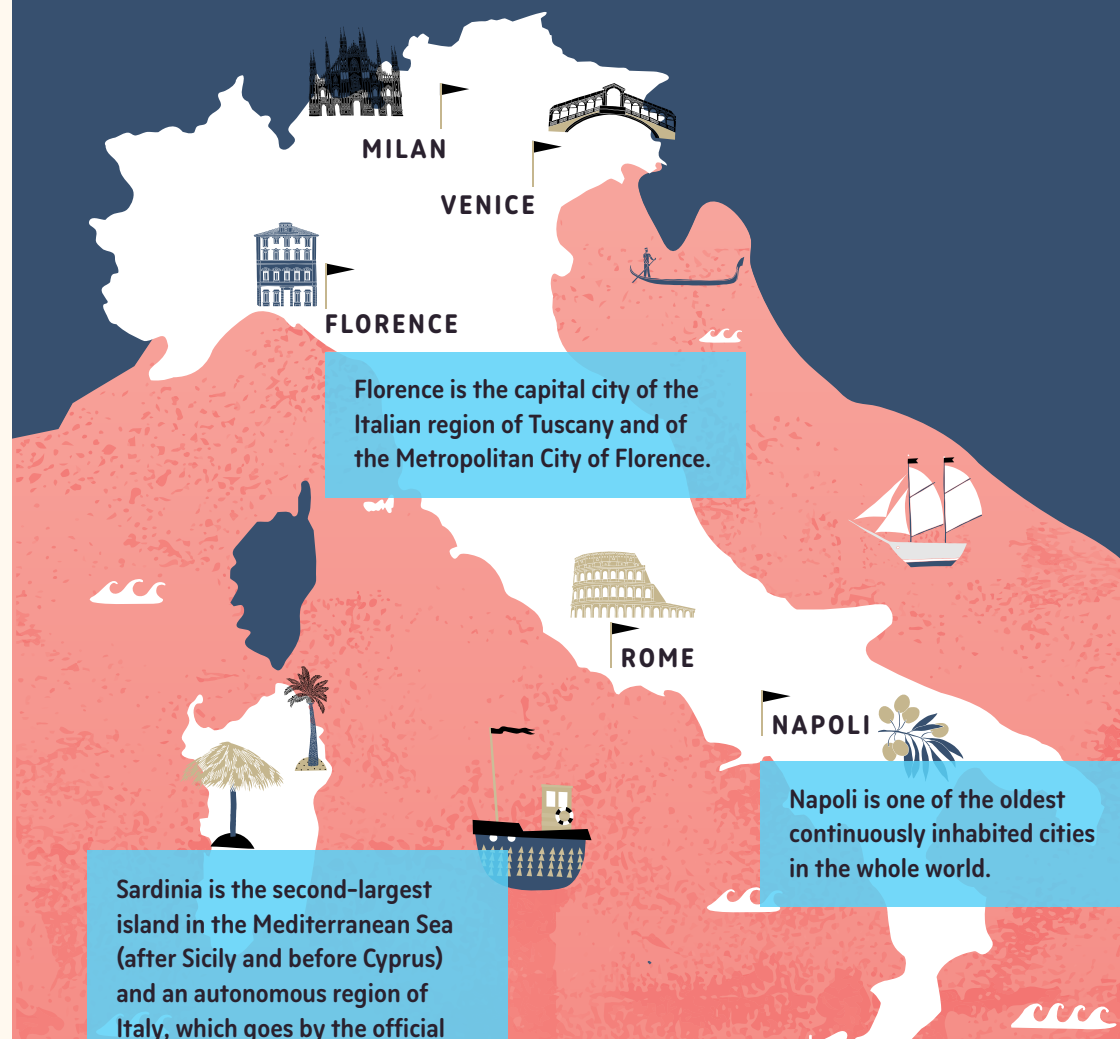
[2016] — TRAVEL GUIDE

Italy

[OPTIONS]

[ADD TO MY LOCATIONS]

[HOLIDAY PLANNER]



Florence is the capital city of the Italian region of Tuscany and of the Metropolitan City of Florence.

Napoli is one of the oldest continuously inhabited cities in the whole world.

Sardinia is the second-largest island in the Mediterranean Sea (after Sicily and before Cyprus) and an autonomous region of Italy, which goes by the official

A lollipop is a type of confectionery now consisting of a sweetmeat of hard candy or water-ice mounted on a stick and intended for sucking or licking. Different informal terms are used in different places, including lolly, sucker, sticky-pop, etc. Lollipops are available in many flavors and shapes.

/TYPES/

Lollipops are available in a number of colors & flavors, particularly fruit flavors. With numerous companies producing lollipops, the candy now comes in dozens of flavors and many different shapes. They range from small ones which can be bought by the hundred and are often given away for free at banks, barber-shops, and other locations, to very large ones made out of candy canes twisted into a circle. ¶ Most lollipops are eaten at room temperature, but **ice lollipops** or **ice lollies** are frozen water-based lollipops. Similar confections on a stick made of ice cream, often with a flavored coat-

ing, are usually not called by this name. ¶ Some lollipops contain fillings, such as bubble gum or soft candy. Some novelty lollipops have more unusual items, such as mealworm larvae, embedded in the candy. Other novelty lollipops have non-edible centers, such as a flashing light, embedded within the candy; there is also a trend of lollipops with sticks attached to a motorized device that makes the entire lollipop spin around in one's mouth. ¶ In the Nordic countries, Germany, and the Netherlands, some lollipops are flavored with salmiak.

/—Luisa

CHUPA CHUPS IS A POPULAR SPANISH BRAND OF LOLLIPOP AND OTHER CONFECTIONERY SOLD IN OVER 150 COUNTRIES AROUND THE WORLD. THE BRAND WAS FOUNDED IN 1958 BY ENRIC BERNAT, AND IS CURRENTLY OWNED BY THE ITALIAN MULTINATIONAL CORPORATION PERFETTI VAN MELLE.

The **Chupa Chups logo** was designed in 1969 by artist **Salvador Dalí**. Its first marketing campaign was the logo with the slogan “És rodó i dura molt, Chupa Chups”, which translates from Catalan as “It’s round and long-lasting”. Later, celebrities like Madonna were hired to advertise. In the 1980s, owing to falling birth rates, an anti-smoking slogan “Smoke Chupa Chups” was tried to attract further adult consumers. The company’s current anti-smoking slogan is “Stop smoking, start sucking”, with their packages parodying cigarette pack designs, even going as far as to parodying the EU mandatory black and white warning labels with the notice “Sucking does not kill.”

{%}

Chupa Chups have a vast array of products with their standard lollipop the most renowned. In terms of flavour, both apple and orange are close contenders for number 1 coming in at 1 and 2 respectively. Other flavours include cola and strawberry.

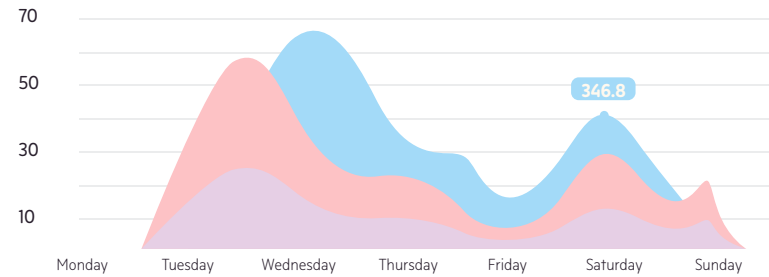
Marketing strategy includes all basic, short-term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of **market-oriented strategies** and therefore contribute to the goals of the company and its marketing objectives

The process usually begins with a scan of the business environment, both internal and external, which includes understanding strategic constraints. It is generally necessary to try to grasp many aspects of the external environment, including technological, economic, cultural, political and legal aspects. **Goals are chosen.** Then, a marketing strategy or marketing plan is an explanation of what specific actions will be taken over time to achieve the objectives. Plans can be extended to cover many years, with sub-plans for each year, although as the speed of change in the merchandising environment quickens, time horizons are becoming shorter. Ideally, strategies are both dynamic and interactive, partially planned and partially unplanned, to enable a firm to react to unforeseen de-

A key aspect of marketing strategy is often to keep marketing consistent with a company's overarching mission statement.

velopments while trying to keep focused on a specific pathway; generally, a longer time frame is preferred. There are simulations such as customer lifetime value models which can help marketers conduct **what-if** analyses to forecast what might happen based on possible actions, and gauge how specific actions might affect such variables as the revenue-per-customer and the churn rate. Strategies often specify how to adjust the marketing mix; firms can use tools such as **Marketing Mix Modeling** to help them decide how to allocate scarce resources for different media, as well as how to allocate funds across a portfolio of brands. In addition, firms can conduct analyses of performance, customer analysis, competitor analysis, and **target market analysis.**

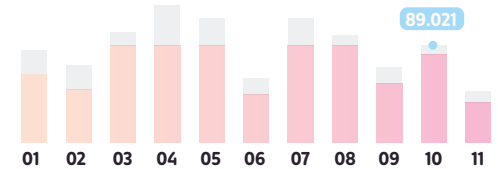
Dashboard



Total Sales



Overview



Notes

Consumer marketing research is a form of applied sociology that concentrates on understanding the preferences, attitudes, and behaviors of consumers in a market-based economy, and it aims to understand the effects and comparative success of marketing campaigns. The field of consumer marketing research as a statistical science was pioneered by Arthur Nielsen with the founding of the ACNielsen Company in 1923.

Thus, marketing research may also be described as the systematic and objective identification, collection, analysis, and dissemination of information for the purpose of assisting management in decision making related to the identification and solution of