

# Zahrah

Name: Zahrah

Classification: Display Serif Designer: Yoann Minet Designed in: 2015 Styles: 5 Romans +

5 Italics

Zahrah is a Didone-style serif family in ten styles: five upright weights and *companion italics*. It includes some whimsical details, which liven up even the most serious of texts. Didone types are characterised by strong visual difference between the weight of the letters' thick and thin strokes. Zahrah may be selected for almost anything and there's no reason it shouldn't shape the text of your newest annual report websites or fashion apps.

## a stylish high-contrastDidone-style family

### Zahrah

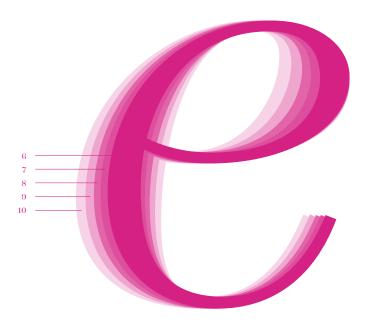
This multi-purpose text face for the Latin script comes from Yoann Minet, a Paris-based designer. It includes some whimsical details, which liven up even the most serious of texts. Zahrah is a Didone-style serif in ten styles: five upright weights and companion italics. Didone types are characterised by strong visual difference between the weight of the letters' thick and thin strokes. Didones also feature clarity and geometric simplification not found in type based on older. Renaissance models. Didone faces are used for a wide variety of applications: from fashion or cosmetic labels to newspaper text, and from academic publications to the annual reports of Fortune 500 companies. They may be selected for almost anything - and there's no reason they shouldn't shape the text of your newest websites or apps.

ITF – ZAHRAH
WEIGHTS OVERVIEW

ROMANS



ITALICS



- Zahrah Light
- Zahrah Regular
- Zahrah Medium
- **Zahrah Semibold**
- Zahrah Bold

- Zahrah Light Italic
- Zahrah Regular Italic
- Zahrah Medium Italic
- Zahrah Semibold Italic
- Zahrah Bold Italic

LIGHT

### Nonadrenergic

Degas invited Mary Cassatt to display her work in that exhibition at 25

REGULAR

### Dīffereńțiation

Critic & humorist Louis M. wrote a scathing review in the magazine

MEDIUM

### Radiosensitise

After Emperor Napoleon III saw the rejected works of 1863, a lot fleed

SEMIBOLD

### Unremarkable

Radicals in their time, Impressionists were violating rules like form

BOLD

### **Fashion Sense**

The name of the style derives from the title of a Claude Monet pain

LIGHT ITALIC

### Rëpreśentatioņ

By recreating the sensation in the eye that views the subject, rather then

REGULAR ITALIC

### *Tempęråmĕňts*

The Académie had an annual, juried art show, the Salon de Paris said

MEDIUM ITALIC

### Showž from '78

Derisively titling his article The Exhibition of the Impressionists & son

SEMIBOLD ITALIC

### Overflourished

Monet, Sisley, Morisot, and Pissarro may be considered the only pure

BOLD ITALIC

### Groundkeeper

Poetry is a form of literary art, which uses aesthetics and rhythmic

ITF - ZAHRAH

Een vlakke kristalstructuur

## Bert & Roge

### modifikasiyası qrafit

Discover the Valentino Garavani clothing & accessories

38. Valentino

- CALVIN KLEIN -

'DKNY'

Er zeigt Fluoreszenz und Phosphoreszenz und ist triboelektrisch.

 $3n/25+79^2 \neq 46$ 

5857 2ND AVE. DONNA KARAN

### Legjelentősebb

Christian Louboutin was a master shoe designer

ORHIDEEA

Acest privilegiu este revendicat în același timp de Franța, Spania și Anglia,

# Đĩđơňe\*

Sign up today for our funny newsletter

# Kay & Rika

Vulkaanilõõrid – teemantide transpordikoridorid

Fashion Runway

LIGHT 57 PT

### Classicism & Elegance

LIGHT 32 PT Devanagari script has forty-seven primary characters.

LIGHT 124 PT Ğeŗm

LIGHT 22 PT Náhlý déšť již zvířil prach a čilá laň teď běží s houfcem gazel k

LIGHT 11 PT The four major current fashion capitals are known to be Paris, Milan, New York City, and London, which are all headquarters to the greatest fashion companies and are renowned for their major influence on global fashion. Fashion weeks are held in these cities, where designers LIGHT ITALIC 57 PT

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REGULAR 124 PT

# Mërĝi

REGULAR

Náhlý déšť již zvířil prach a čilá laň teď běží s houfcem gazel k

REGULAR

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SEMIBOLD

Mødę

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BOLD ITALIC Pàrįs

BOLD ITALIC 22 PT

BOLD ITALIC 11 PT Náhlý déšť již zvířil prach a čilá laň teď běží s houfcem gazel k

The four major current fashion capitals are known to be Paris, Milan, New York City, and London, which are all headquarters to the greatest fashion companies and are renowned for their major influence on global fashion. Fashion weeks are held in these cities, where VERTICAL PROPORTIONS OF ZAHRAH ROMAN

DEFAULT FIGURES ARE PROPORTIONAL LINING

### Typography&

### €0123456789



SUPPORTS MOST EUROPEAN LANGUAGES WRITTEN IN THE LATIN SCRIPT / VARIOUS CURRENCY SYMBOLS

łânģuågęş ßupþőrt ðæġ \$53 ¢25 ¥675 €28.97 £43 BEAUTIFUL PUNCTUATION

LIGATURES ARE AVAILABLE FOR SELECTED COMBINATIONS



golfino • golfino flairful • flairful

VERTICAL PROPORTIONS OF ZAHRAH ITALIC WEIGHTS

### Typography&





THE POETIC FORMS OF THE ITALICS MAKE EVEN THE MOST SERIOUS TEXT A BIT WHIMSICAL

Charles Darwin was jamming on Åke's heavy metal xylophone in the Qatar night pub Zelig.

SOME SYMBOLS FEATURE A MONOLINEAR DESIGN, BASED ON THE THINNEST STROKES

 $\pm 45^{\circ}C \ge 34 \approx 185 \#DIY + G$ 

OTHER SYMBOLS FEATURE HIGH CONTRAST AND BECOME DECORATIVE ELEMENTS IN HEADLINES

†1861»He"185@me)40%

LOWERCASE

abcdefghijklmnopqrst uvwxyz

UPPERCASE

ABCDEFGHIJKLMNOPQ RSTUVWXYZ

LINING FIGURES

LIGATURES

0123456789 fifl

CURRENCY AND MISCELLANEOUS SYMBOLS

$$\mathcal{C} \in \$ \ \$ \ \pounds f = 0 \ 0 \ 1 \ 2 \ 3 \ 4 \ \frac{1}{4} \ \frac{1}{2} \ \frac{3}{4} \ \# \% \%_{0}$$

$$"" \dagger \ddagger / \$ \P + - \pm \div \times = < > \le \ge \ne \approx$$

$$\neg \circ \Pi \ \partial \int \land \sim \Sigma \prod \sqrt{\infty} \ \Theta \ \lozenge \ \diamondsuit$$

STANDARD PUNCTUATION

LOWERCASE FOREIGN CHARACTERS

UPPERCASE FOREIGN CHARACTERS

ÀÁÂÃÄÄÄÄÄÆÇĆĈĊ ČĎĐĐÈÉÊËĒĖĘĚĜĞ ĠĢĤĦÌÍÎÏĪĬĮİIJĴĶĹĻĽ ĿŁÑŃŅŇÒÓÔÕÖÖÖŐ ØŒŔŖŘŚŜŠŞŤŢŦÙÚ ÛÜŨŪŬŮŰŲŴWWŸÝ ITF - ZAHRAH

#### ZAHRAH REGULAR 8/13 PT

REGULAR ITALIC

SEMIBOLD

MEDIUM

BOLD

LIGHT

The design of #typefaces has developed alongside the development of typesetting systems. Although typography has evolved significantly from its origins, it is a largely \$37.50 conservative art that tends to cleave closely to tradition. This happens because legibility is 97% paramount, and so the typefaces that are most readable usually are retained. In addition, the long evolution of typography is inextricably intertwined with lettering by hand & 124.000 related artistic forms, especially formal\_styles, which thrived for centuries preceding @typography - and so the evolution of typography must be discussed with ∑e25 reference to this relationship. In the nascent stages of European printing, the typeface (blackletter, or Gothic) was designed in imitation of the popular hand-lettering styles of #25 scribes. Initially\*, this new typeface was difficult to read, †1854 because each letter was set in place individually and made to fit tightly into the

allocated space.[33] The art

ZAHRAH REGULAR 23/26 PT

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ITF — ZAHRAH

TEXT SETTING / ITALICS

#### ZAHRAH REGULAR ITALIC 8/13 PT

The #development of the Roman typeface is traced back to Greek lapidary letters. The Greek 20th 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 typographical design, especially serif typefaces. There are two main styles of Roman typefaces: the old style & the modern. The former is characterized by its similarlyweighted lines, while the ∑15.64e4 latter is distinguished by its [contrast of light] and heavy lines. Often, these styles are combined. By the 20th century, computers turned #type\_design into a rather simplified process. This has allowed the number of @typefaces and styles 94.000 to proliferate exponentially, as there now are thousands available. Confusion between typeface and font\* (the various styles of a typeface) occurred in ~1984 when Steve Jobs mislabeled typefaces as 'fonts' for Apple computers and his error has been perpetuated throughout the computer

ZAHRAH REGULAR ITALIC 23/26 PT

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MEDIUM ITALIC

BOLD ITALIC

LIGHT ITALIC

SEMIBOLD ITALIC

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Learn to play the strange instruments with real musicians from Brooklin

#music #jazz #reallife #relaxing

12, 19, 26 May, 10:00–12:0

We sing gloriously a those around us a fa mood with singing.

#spirituality #music #singi

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Your wife hates you? Impress her with some smooth cooking skills.

#food #dummies #cooking #dating

### ——TAR READING

10-15 March, 18:00-21:00

Know your future be it happens by learni read Tarot cards.

#skills #future #spirituality

#### 5 must-haves this Mard

# LUXURY Pink Bags

Kors heeft een duidelijke stijl: luxueuze, typisch Amerikaanse, sportieve collecties werden zijn kenmerk. Casual chic maar met een tijdloze elegantie.



Kleur wijzerplaat: zwa Kastdikte: 8.25 mm Type sluiting: Vouwslu Soort uurwerk: Quartz

3 WALK IN High Heels







## **CORPORATE** IDENTITY MANAGEMEN

85

colour choice

87

our board

89

behaviour

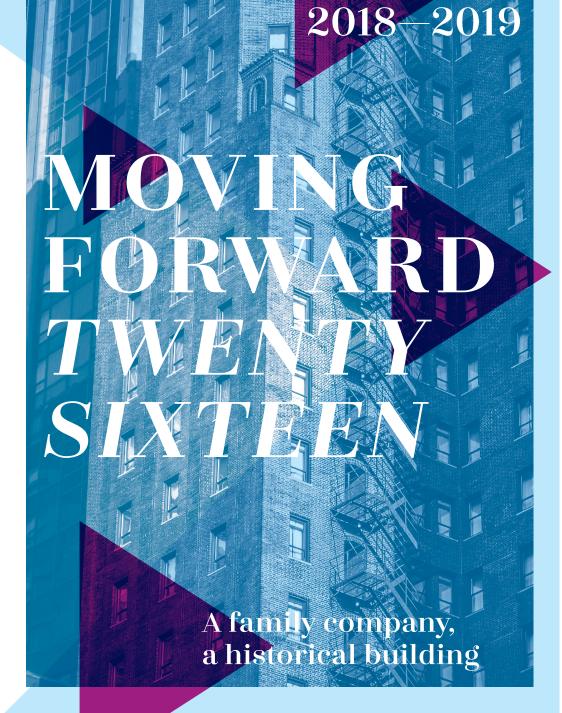
93

policies & misc.

108

improvements

Corporate visual identity mar involves the planned mainten assessment and development visual identity as well as assoc and support, anticipating dev both inside and outside the o and engaging employees in ap the objective of contributing t identification with and apprethe organization as well as rec appreciation among external s



Annual Report