# Proza \& Proza Display 

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# Mr. Nicholson 

 Neutrality \& Clarity

## IBeautifully Crafted!



## "designing the impossible"

EXTRABOLD


## Design Enginuity

## Friendliness \& Legibility



BOLD ITALIC

## Perfected down to the details

## I need to be № 1!

LIGHT
Taking the blame without giving a shit

## Quality Typography

 SHE'S REAL HOT "A certain authenticity."
# A. K. Willardi Neutrality \& Clarity <br>  <br> <br> "designing the impossible" 

 <br> <br> "designing the impossible"}

SEMIBOLD


ITALIC


## Comparison Proza \& Proza Display

Proza $\because$ Proza Display


"When he shall die, Take him and cut him out in little stars, And he will make the face of heaven so fine, That all the world will be in love with night, And pay no worship to the garish sun."

## - William Shakespear <br> Romeo \& Juliet

## "Ring the bells that still can ring Forget your perfect offering <br> There is a crack in everything That's how the light gets in."

Text Sample Proza

10 PT REGULAR/BOLD Meet Proza: a friendly, trustworthy and wise Italian man with a peculiar love for Renaissance typography, ancient wines and dangerous women. Proza was born somewhere at the end of 2010 (first online appearance at december 14) in the industrial city of Rotterdam, the Netherlands. Inexplicably, though, his soul has always been in Italy. It should come as no surprise, that it took Proza a visit to the beautiful Italian town of Urbino to fully get to know himself. During his five day stay at this magical place, Proza became the wise man he is today. So enlightened, in fact, that he lost all excess weight. So wise, in fact, that he turned completely bald a couple days later. Or bold, if you like. But being bald and wise didn't make him any less sexy. On the contrary, he gained in flare and style. He used to say: "Ladies, I might be bald, but less is surely more!" All the ladies bought it, and all the ladies fancied him. He was sexy and clever at the same time. One of the other virtues of his loss of weight, he found, was that he gained in speed. Sometimes he ran so fast, he appeared to be slanted. He wasn't slanted, of course. He was italic, even on his baldest days - or boldest days, if you want. Besides this mythical character, Proza is also a humanist sans-serif fontfamily in 12 styles, including: italics, smALLCAPS, an extended Latin character set, and $\mathbf{9}$ types of numerals.

11 PT REGULAR/BOLD Meet Proza: a friendly, trustworthy and wise Italian man with a peculiar love for Renaissance typography, ancient wines and dangerous women. Proza was born somewhere at the end of 2010 (first online appearance at december 14) in the industrial city of Rotterdam, the Netherlands. Inexplicably, though, his soul has always been in Italy. It should come as no surprise, that it took Proza a visit to the beautiful Italian town of Urbino to fully get to know himself. During his five day stay at this magical place, Proza became the wise man he is today. So enlightened, in fact, that he lost all excess weight. So wise, in fact, that he turned completely bald a couple days later. Or bold, if you like. But being bald and wise didn't make him any less sexy. On the contrary, he gained in flare and style. He used to say: "Ladies, I might be bald, but less is surely more!" All the ladies bought it, and all the ladies fancied him. He was sexy and

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#### Abstract

9 PT LIGHT/SEMIBOLD Meet Proza: a friendly, trustworthy and wise Italian man with a peculiar love for Renaissance typography, ancient wines and dangerous women. Proza was born somewhere at the end of 2010 (released in september 2013) in the industrial city of Rotterdam, the Netherlands. Inexplicably, though, his soul has always been in Italy. It should come as no surprise, that it took Proza a visit to the beautiful Italian town of Urbino to fully get to know himself. During his five day stay at this magical place, Proza became the wise man he is today. So enlightened, in fact, that he lost all excess weight. So wise, in fact, that he turned completely bald a couple days later. Or bold, if you like. But being bald and wise didn't make him any less sexy. On the contrary, he gained in flare and style. He used to say: "Ladies, I might be bald, but less is surely more!" All the ladies bought it, and all the ladies fancied him. He was sexy and clever at the same time. One of the other virtues of his loss of weight, he found, was that he gained in speed. Sometimes he ran so fast, he appeared to be slanted. He wasn't slanted, of course. He was italic, even on his baldest days - or boldest days, if you want. Besides this mythical character, Proza is also a humanist sans-serif fontfamily in 12 styles, including: italics, smallcaps, an extended Latin character set, and 9 types of numerals.


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BLACK

EXTRABOLD

SEMIBOLD

REGULAR

LIGHT

BLACK ITALIC

## EXTRABOLD ITALIC

## BOLD ITALIC

SEMIBOLD ITALIC
"Darkness cannot drive out darkness. Only light can do that. Hate cannot drive out hate. Only love can do that." "Darkness cannot drive out darkness. Only light can do that. Hate cannot drive out hate. Only love can do that."

Did you ever hear a tenor sax,

## Swingin' like a rusty axe?

Honkin' like a frog, down in a hollow log? Well, baby, that is Rock ' $n$ Roll! That ain't no freight train, that you hear, Rollin' down the railroad tracks. That's a country boy pianoman, Playin' in between the cracks! You say that music is for the birds, And you can't understand the words. Well, honey if you did, you'd really blow your lid Because baby, that is Rock 'n Roll!

Did you ever hear a tenor sax, Swingin' like a rusty axe? Honkin' like a frog, down in a hollow log? Well, baby, that is Rock 'n Roll! That ain't no freight train, that you hear, Rollin' down the railroad tracks. That's a country boy pianoman, Playin' in between the cracks! You say that music is for the birds, And you can't understand the words. Well, honey if you did, you'd really blow your lid Because baby, that is Rock 'n Roll!

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## Character Set Proza Italic

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## Opentype Features Proza Display

# The Alto Bear Call $\rightarrow$ The Alto Bear Call 

SMALLCAPS

## I love № 5 so much! $\rightarrow$ I love № 5 SO MUCH!

Allcaps

$$
(\text { get-a-font.com }) \rightarrow(\text { GET-A-FONT.COM })
$$

Ligatures
shuffle, refine, fly $\rightarrow$ shuffle, refine, fly
Discretionary Ligatures

## kitten, shift, fjord $\rightarrow$ Kitten, shift, fjord

Fractions

$$
1 / 23 / 45 / 67 / 85 / 9 \rightarrow 1 / 23 / 4 \quad 5 / 6 \quad 7 / 8 \quad 5 / 9
$$

Tabular Figures (Lining \& Oldstyle)

$$
01234556789 \rightarrow 01234556789
$$

Numerators/Denominators
0123456789
0123456789
0123456789

SUPERIORS/INFERIORS
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## Opentype Features Proza

## I love № 5 so much! $\rightarrow$ I LOVE № 5 SO MUCH!

Allcaps

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\text { (get-a-font.com) } \rightarrow \text { (GET-A-FONT.COM) }
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## shuffle, refine, fly $\rightarrow$ shuffle, refine, fly

Fractions

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1 / 23 / 45 / 67 / 85 / 9 \rightarrow 1 / 23 / 45 / 67 / 85 / 9
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