

Exemplar

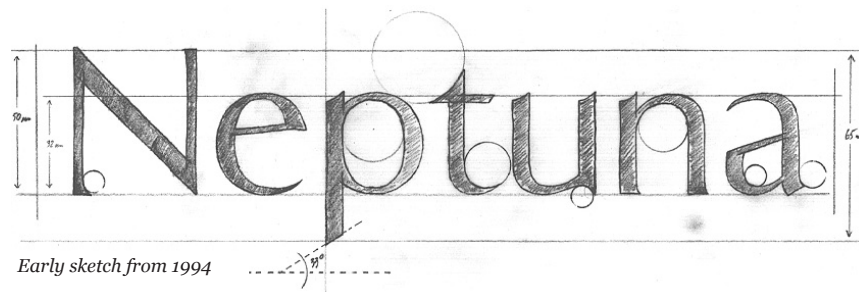
abcde f g  
h i j k l m n  
o p q r s t u  
v w x y z

Exemplar is a contemporary typeface based on traditional letterforms. It has the similar contrast as an antika but no serifs. The identity of Exemplar lies in the classical proportions combined with the sharp attitude in the details. Exemplar is available in four weights: light, regular, bold and extra bold with corresponding italics and built-in OpenType small caps.

Exemplar Light *Italic* SMALL CAPS *ITALIC*  
Exemplar Regular *Italic* SMALL CAPS *ITALIC*  
Exemplar Bold *Italic* SMALL CAPS *ITALIC*  
Exemplar Extra Bold *Italic* SMALL CAPS

*Four weights with corresponding italics and small caps*

a a b b c c d d



It has taken approximately 14 years to truly complete Exemplar. The typeface has gone through both a name change and a total redesign. In 1996 when it was first released by a local distributor in Sweden under the name *Neptuna* it contained only one weight with standard numerals. With time it has grown into a much bigger family with many typographic features.

a a e e g g s s  
Standard Alternative

a a e e g g s s

a a e e g g s s

a a e e g g s s

Easy access to alternate letters with OpenType

Exemplar is an OpenType font family. It means that the fonts are loaded with typographic features and is compatible with both Mac and PC-environments. Small caps, different numerals, case sensitive forms and ligatures are all included in the font file. Exemplar has extended language support and a range of alternate letters available as extra features (see above).

0123456789 0123456789

0123456789 0123456789

Proportional figures

Tabular figures

Besides the 13 standard ligatures that are automatically activated when the letter f combines with letters like b, h, i, j, k and l, there are also 3 discretionary ligatures.

fi fl ffi ffl ff fj ffj fbffb fhffh fkffk  
fi fl ffi ffl ff fj ffj fbffb fhffh fkffk

ctctststspsp

Ligatures

Exemplar has full support for most common central european languages. For a complete list, please contact the distributor.

Příliš žluťoučký kůň úpěl ďábelské ódy

*Sævör grét áðan því úlpan var ónýt*

**Różowy** słoń ma usiąść  
na tępych **gwoździach.**

Support for central european languages

# Kalligrafiska Postmännen Quasimodo Restaurante

## Swash letters

Some letters have a natural movement in their forms that can be transferred into a swash or something more decorative. In Exemplar, these letters have alternate shapes that are easily activated with the OpenType menu in your Layout application.

*Hamburg*efonstiv

## Alternate letters

Choose between two different kinds of "g" in the italic styles.

More typographic features:

(COSMO-POL) (COSMO-POL)

21.00–22.30 21.00–22.30

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<sub>3</sub>Humlegården<sup>3</sup> <sub>3</sub>Humlegården<sup>3</sup>

0123456789 0123456789

Case sensitive forms and superior and different numerals

ABCDEFGH 0123456789

*abcdefgh 0123456789*

**ABCDEFGH 0123456789**

Lining figures, tabular figures, old style figures and small caps figures

1/1 2/2 3/3 4/4 5/5 6/6 7/7 8/8 9/9

Fractions



# Höstbergahöjden

**Snabbt nedför backen till sjön**

*I've only seen her hand on a picture*

# SHANTARAM

*Just nu pågår en kongress i Skövde om sömnproblem*

**Say hello next time you see this**

**DEN SOM VILL FÖDAS MÅSTE SLÅ EN VÄRLD I SPILLROR**

OHamburgefonstiv	ABC123	abc123	ABC123
OHamburgefonstiv	ABC123	abc123	ABC123
OHamburgefonstiv	ABC123	abc123	ABC123
OHamburgefonstiv	ABC123	abc123	ABC123

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<i>OHamburgefonstiv</i>	<i>ABC123</i>	<i>abc123</i>	<i>ABC123</i>
<i>OHamburgefonstiv</i>	<i>ABC123</i>	<i>abc123</i>	<i>ABC123</i>
<i>OHamburgefonstiv</i>	<i>ABC123</i>	<i>abc123</i>	<i>ABC123</i>
<i>OHamburgefonstiv</i>	<i>ABC123</i>	<i>abc123</i>	<i>ABC123</i>

Quick overview of the four weights

Rosto cortism odolorp eriustio dio essed tisi.  
Guero deliquipis eniamcon hent prat veliquat  
ilit lor ing ea faciliquisi euipsum quametue  
mod magna alis nos augue veros nibh esequat.

*Light 16/20*

Rosto cortism odolorp eriustio dio essed tisi.  
Guero deliquipis eniamcon hent prat veliquat  
ilit lor ing ea faciliquisi euipsum quametue  
mod magna alis nos augue veros nibh.

*Regular 16/20*

Rosto cortism odolorp eriustio dio essed  
tisi. Guero deliquipis eniamcon hent prat  
veliquat ilit lor ing ea faciliquisi euipsum  
quametue mod magna alis nos augue.

*Bold 16/20*

Rosto cortism odolorp eriustio dio essed  
tisi. Guero deliquipis eniamcon hent prat  
veliquat ilit lor ing ea faciliquisi euipsum  
quametue mod magna alis nos augue.

*Extra Bold 16/20*

*Rosto cortism odolorp eriustio dio essed tisi. Guero  
deliquipis eniamcon hent prat veliquat ilit lor ing  
ea faciliquisi euipsum quametue mod magna alis  
nos augue veros nibh esequat.*

*Light Italic 16/20*

*Rosto cortism odolorp eriustio dio essed tisi.  
Guero deliquipis eniamcon hent prat veliquat ilit  
lor ing ea faciliquisi euipsum quametue mod  
magna alis nos augue veros nibh esequat.*

*Italic 16/20*

*Rosto cortism odolorp eriustio dio essed tisi.  
Guero deliquipis eniamcon hent prat veliquat  
ilit lor ing ea faciliquisi euipsum quametue  
mod magna alis nos augue veros nibh esequat.*

*Bold Italic 16/20*

*Rosto cortism odolorp eriustio dio essed tisi.  
Guero deliquipis eniamcon hent prat veliquat  
ilit lor ing ea faciliquisi euipsum quametue  
mod magna alis nos augue veros nibh.*

*Extra Bold Italic 16/20*

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abcdefghijklmnopqrstuvwxyzåäö 0123456789  
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[illegible]

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*Exemplar Pro Light Italic*

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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

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ÒÓÔÕÖØŒ ÑŖ ŠŠšš šššš ťťťť ùúûüũűұỳ ẀẁẂẃ ẄỲỴỶ ẐẑẒẓ ĐĐđ

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[illegible]

òóôõöőóøœ řřŕ ŝŝšşş **ŝŝŝşş** fß tttt ùúûüũñűúų w̘w̙w̚ x̣y̤y̥y̦z̧zzz đβə

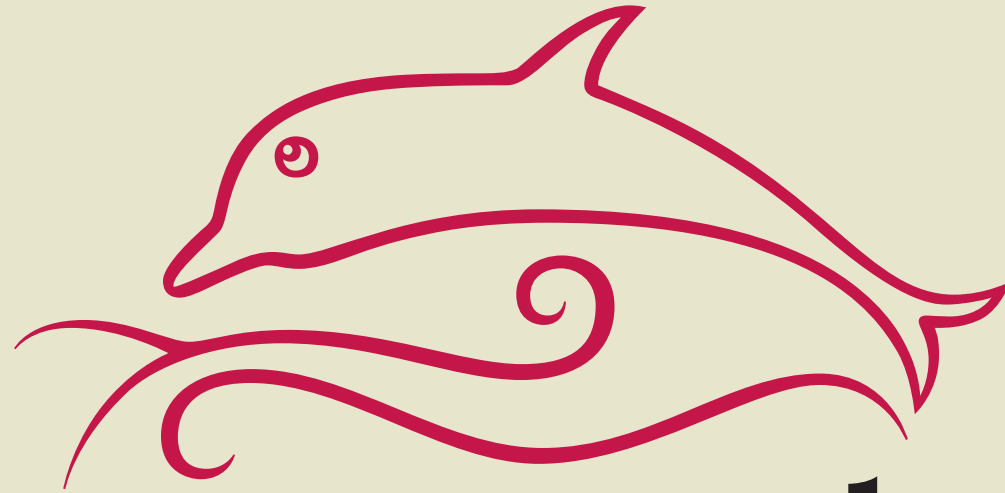
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$$+-\pm\times\div=\neq\approx<>\leq\geq\neg\Delta\Omega\mu\pi^{\circ\infty}\partial/\sqrt{\Sigma\Pi\Diamond\mathbb{E}}$$



# Exemplar



Exemplar Pro  
Version 2.0, 2009

Design and development  
by Göran Söderström,  
Stockholm, Sweden  
[www.autodidakt.se](http://www.autodidakt.se)

Editing and distribution  
by PSY/OPS Type Foundry,  
San Francisco, USA  
[www.psyops.com](http://www.psyops.com)

Thanks to Stefan Hattenbach!

*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*