

Design

Christian Schwartz

Publication date

2007

**About**

Looking back at the process that lead to Stag, I can see that Stag Sans was inevitable. *Esquire* had a lot of trouble finding a sans to complement Stag and the rest of their type palette. All of the sans serifs they tried had overly long ascenders and descenders, making it difficult to mix the families in a single headline or as emphasis in a block of copy. We combed through every contemporary sans serif we could find, but nothing was quite the right fit – rounded corners were overly friendly; none of the existing geometric sans serifs looked right with Stag; most humanist sans serifs were far too narrow, too calligraphic, or too straightlaced. In the end, the most obvious solution was probably the right one: a sans serif version of Stag. The trickiest part of the design process was finding the right amount of rounding to mimic original slab version, as well as the right amount of bluntness on the terminals, to make it interesting in headlines but not distracting at text sizes. The balance of normal and quirky characteristics leans more to the quirky end in the heavy weights, which are more likely to be used for enormous headlines. The final result is a perfect match for Stag, and also works as a muscular counterpoint to just about any elegant serif face.

Weights

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

Available formats**Mac**OpenType PS (OTF) Format (*legacy formats available upon request*)**PC**OpenType PS (OTF) Format (*legacy formats available upon request*)**Price**

Family	Stag Superset	Roman & Italic pair	Single weight
\$350 US	\$750 US	&75 US	\$50 US

Stag, related families, & sets

Stag
\$350 US

Stag

Stag Sans
\$350 US

Stag
Sans

Stag Dots Family
\$75 US

Stag Dot

Stag Stencil Family
\$125 US

Stag
Stencil

Stag, related families, & sets

Stag
\$350 US

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

Stag Sans
\$350 US

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

Stag Dots Family
\$75 US

Thin Dot
BOLD DOT

Stag Stencil Family
\$125 US

Light *Light Italic*
Bold ***Bold Italic***

Stag + Dot
\$400 US

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

+ Thin &
BOLD Dot

Stag + Stencil
\$450 US

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

+ Light &
Bold Stencil

Stag, related families, & sets

Stag Superset

\$600 US

Thin	<i>Thin Italic</i>	Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>	Light	<i>Light Italic</i>
Book	<i>Book Italic</i>	Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>	Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>	Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>	Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>	Black	<i>Black Italic</i>

Stag Superset + Dots

\$650 US

Thin	<i>Thin Italic</i>	Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>	Light	<i>Light Italic</i>
Book	<i>Book Italic</i>	Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>	Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>	Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>	Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>	Black	<i>Black Italic</i>

+ Thin & **BOLD** Dot

Stag Superset + Stencil

\$700 US

Thin	<i>Thin Italic</i>	Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>	Light	<i>Light Italic</i>
Book	<i>Book Italic</i>	Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>	Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>	Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>	Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>	Black	<i>Black Italic</i>

+ Light & **Bold** Stencil

Stag Superset

+ Stencil + Dots

\$750 US

Thin	<i>Thin Italic</i>	Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>	Light	<i>Light Italic</i>
Book	<i>Book Italic</i>	Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>	Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>	Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>	Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>	Black	<i>Black Italic</i>

+ Light & **Bold** Stencil+ Thin & **BOLD** Dot

attraction

physical prowess

Alpha Male

“contender”

instinctual

future-oriented

wise-cracking

867-5309

he's a fine lad

44 point headline

The Meaning of Life
The New Novella

The Meaning of Life
The New Novella

The Meaning of Life
The New Novella

The Meaning of Life
The New Novella

The Meaning of Life
The New Novella

44 point headline

The Meaning of Life ***The New Novella***

The Meaning of Life ***The New Novella***

24 / 28 Thin, Thin Italic & Bold

Alpha is the first letter of the Greek alphabet. In the system of Greek numerals it has a value of 1. It was derived from the Phoenician letter *Aleph*. Letters that arose from Alpha include the Latin 'A' and the Cyrillic letter 'А'. In both Classical Modern Greek, alpha represents the Open front unrounded vowel, 'a'.

12 / 14 Black & Black Italic

Plutarch in *Moralia*, presents a discussion on why the letter alpha stands first in the alphabet. Ammonius asks Plutarch what he, being a Boeotian, thinks of Cadmus, the Phoenician who reputedly settled in Thebes and introduced the alphabet to Greece, placing alpha first because it is the Phoenician name for ox which the Phoenicians considered the first of all necessities.

8 / 12 Book, Book Italic & Semibold

History and Origins

Alpha is the first letter of the Greek alphabet. In the system of Greek numerals it has a value of 1. It was derived from the Phoenician letter *Aleph*. Letters that arose from *Alpha* include the Latin A and the Cyrillic letter A. In both Classical Greek and Modern Greek, alpha represents the Open front unrounded vowel, 'a'.

Plutarch in *Moralia*, presents a discussion on why the letter alpha stands first in the alphabet. Ammonius asks Plutarch what he, being a Boeotian, thinks of Cadmus, the Phoenician who reputedly settled in Thebes and introduced the alphabet to Greece, placing alpha first because it is the Phoenician name for ox – which, unlike Hesiod, the Phoenicians considered not the second or third, but the first of all necessities. "Nothing at all" Plutarch replied. He then added that he would rather be assisted by Lamprias, his own grandfather, than by Dionysus' grandfather, i.e. Cadmus. For Lamprias had said that the first articulate sound made is "*alpha*", because it is very plain and simple – the air coming off the mouth does not require any

motion of the tongue – and therefore this is the first sound that children make.

The Homeric word "*alpesiboios*" is associated with both the root "*alph-*" and "*ox*". It is derived from "*alphanō*" meaning to yield, earn and "*bous*" meaning ox, hence *alpesiboios* means bringing in or acquiring oxen.

According to Plutarch's natural order of attribution of the vowels to the planets, alpha was connected with the Moon. Oxen were also associated with the Moon in both early Sumerian and Egyptian religious symbolism, possibly due to the crescent shape of their horns.

Cultural Associations

In social animals, the alpha male or alpha female is the individual in the community whom the others follow and defer to. When one male and one female fulfill this role, they are referred to as the alpha pair. In some groups, the alpha males and females are overrepresented in the genetics of a population if they are the only ones who breed successfully.

Basic character set 60pt. Thin

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

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

1 2 3 4 5 6 7 8 9 0

.,:; '“” ! ? { } [] () @ \$ € £

% # & * / < > + - ÷ =

Basic character set 60pt. Thin Italic

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

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

1 2 3 4 5 6 7 8 9 0

.,:; '“” ! ? { } [] () @ \$ € £

% # & * / < > + - ÷ =

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

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

1 2 3 4 5 6 7 8 9 0

.,:;"'“”!~?{}[]()@ \$ € £

% # & * / < > + - ÷ =

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

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

1 2 3 4 5 6 7 8 9 0

.,:; ’ “ ” ! ? { } [] () @ \$ € £

% # & * / < > + - ÷ =

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

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

1 2 3 4 5 6 7 8 9 0

.,:;’“”!~{ } [] () @ \$ €

£ % # & * / < > + - ÷ =

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

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

1 2 3 4 5 6 7 8 9 0

.,:; ’ “ ” ! ? { } [] () @ \$ €

*£ % # & * / < > + - ÷ =*

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

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

1 2 3 4 5 6 7 8 9 0

.,:;’“”!~{ } [] ^ _ @ \$ % €

£ ¢ # & * / < > + - ÷ =

ABCDEFGHIJK

LMNOPQRSTU

VWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

.,:;’“”!~?{}[]()@\$€

£%#&* / <> + - ÷ =

Basic character set 60pt. Semibold

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

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

1 2 3 4 5 6 7 8 9 0

.,:;’“”!~{ } [] ^ _ @ \$ % €

£ ¢ # & * / < > + - ÷ =

ABCDEFGHIJK

LMNOPQRSTU

VWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

.,:;’“”’!~?{}[]()@\$\$€

£%#&* / <> + - ÷ =

Basic character set 60pt. Bold

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

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

1 2 3 4 5 6 7 8 9 0

.,:;’“””!~?{}[]()@&

€£%#&* / <> + - ÷ =

Basic character set 60pt. Bold Italic

***ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
,.;;’“”!~?{}[]()@\$
€£%#&*/<>+-÷=***

Basic character set 60pt. Black

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

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

1 2 3 4 5 6 7 8 9 0

.,:;’“”!~{ } [] ^ _ @ \$

€ £ % # & * / < > + - ÷ =

Basic character set 60pt. Black Italic

ABCDEFGHIJK

LMNOPQRSTU

VWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

.,:;’“”!~?{}[]()@&

€£%#&*/*<>+-÷=

Roman character set

Basic alphabet

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

abcdefghijklmnopqrstuvwxyz

Numerals: proportional lining, numerators & denominators

0123456789

0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9

Accented & alternate characters

A A Å Ä Å Æ Ç Ĉ Ċ Ğ Đ Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Œ Q R Š Ř Ś Š Ş Ş Ţ Ŧ Ú Û Ü Ý Þ à á â ã ä å æ ç ċ ċ ċ đ é ê ë è ē ė ĝ ħ í î ï ÿ j k l r n o ô õ ö ø œ ř ŀ ŕ ś š ş ß t û ü ú û ü ý ŷ ź ż ž þ

Superscript characters

a o

Ligatures & fractions

fi ff fl

 $\frac{1}{8} \quad \frac{1}{4} \quad \frac{1}{3} \quad \frac{3}{8} \quad \frac{1}{2} \quad \frac{5}{8} \quad \frac{2}{3} \quad \frac{3}{4} \quad \frac{7}{8}$

Currency symbols

€ \$ ¢ £ f ¥

Punctuation & symbols

[illegible]

Italic character set

Basic alphabet

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

abcdefghijklmnopqrstuvwxyz

Numerals: proportional lining, numerators & denominators

0123456789

0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9

Accented & alternate characters

*À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î
Ï Ð Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ à á â ã ä å æ ç è é ê ë
ë ì í î ï ð ñ ò ó ô õ ö ø œ ÿ*

Superscript characters

ao

Ligatures & fractions

fi ff fl $\frac{1}{8} \quad \frac{1}{4} \quad \frac{1}{3} \quad \frac{3}{8} \quad \frac{1}{2} \quad \frac{5}{8} \quad \frac{2}{3} \quad \frac{3}{4} \quad \frac{7}{8}$

Currency symbols

€ \$ ¢ £ f ¥

Punctuation & symbols

[illegible]

Thin

6/8

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7/9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8/10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9/11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10/12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11/13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12/15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14/17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Thin Italic**6/8**

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7/9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8/10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9/11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10/12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11/13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12/15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14/17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Light

6/8

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7/9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8/10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9/11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10/12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11/13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12/15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14/17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Light Italic**6/8**

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7/9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8/10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9/11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10/12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11/13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12/15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14/17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Book**6/8**

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7/9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8/10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9/11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10/12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11/13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12/15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14/17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Book Italic**6/8**

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7/9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8/10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9/11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10/12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11/13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12/15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14/17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Medium

6 / 8

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7 / 9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8 / 10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9 / 11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10 / 12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11 / 13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12 / 15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14 / 17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Medium Italic**6 / 8**

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7 / 9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8 / 10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9 / 11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10 / 12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11 / 13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12 / 15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14 / 17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Semibold**6 / 8**

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7 / 9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8 / 10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9 / 11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10 / 12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11 / 13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12 / 15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14 / 17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Semibold Italic**6 / 8**

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7 / 9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8 / 10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9 / 11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10 / 12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11 / 13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12 / 15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14 / 17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Bold**6 / 8**

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7 / 9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8 / 10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9 / 11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10 / 12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11 / 13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12 / 15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14 / 17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Bold Italic**6 / 8**

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7 / 9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8 / 10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9 / 11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10 / 12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11 / 13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12 / 15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14 / 17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Black

6 / 8

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7 / 9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8 / 10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9 / 11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10 / 12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11 / 13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12 / 15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14 / 17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Black Italic

6 / 8

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

7 / 9

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

8 / 10

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

9 / 11

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

10 / 12

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

11 / 13

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

12 / 15

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

14 / 17

The status of the alpha is generally achieved by means of superior physical prowess; however, in certain highly social species such as the bonobo and humans, a contender can use more indirect methods, such as political alliances, to oust the ruling alpha and take his or her place.

Supported languages

Afrikaans	Latin
Albanian	Latvian
Arumanian	Lithuanian
Asturian	Livonian
Azerbaijani	romanised Macedonian
Basque	Malagasy
romanised Belarusian	Maltese
Bislama	Maori
Breton	Marshallese
Bosnian	Moldavian
romanised Bulgarian	romanised Mongolian
romanised Burmese	Norwegian
Catalan	Occitan
Chamorro	Polish
Chichewa	Portuguese
Cornish	Romanian
Croatian	Romansch
Czech	romanised Russian
Danish	Inari Saami
Dutch	North Saami
English	Lule Saami
Old English	Skolt Saami
Middle English	South Saami
Esperanto	Samoan
Estonian	Scots
Faroese	Scottish Gaelic
Finnish	Slovak
French	Slovenian
Frisian	Lower Sorbian
Friulian	Upper Sorbian
Galician	Spanish
German	Traditional Spanish
traditional German	Swahili
transliterated Greek	Swedish
Greenlandic	Tagalog
Guarani	romanised Tajik
Hawai'ian	romanised Tatar
Hungarian	Tswana
Ibo	Tongan
Icelandic	Turkish
Indonesian	romanised Turkmen
Irish Gaelic	romanised Ukrainian
Italian	Ulithian
romanised Japanese	Uzbek
Kashubian	Walloon
romanised Kazakh	Welsh
romanised Korean	Wolof
Kurdish	Yapese
romanised Kyrgyz	and many transliterated
romanised Laotian	South Asian languages

Supported language Czech**6/8**

že uznání přirozené důstojnosti a rovných a nezcizitelných práv členů lidské rodiny je základem svobody, spravedlnosti a míru ve světě,

7/9

že zneuznání lidských práv a pohrdání jimi vedlo k barbarským činům, urážejícím svědomí lidstva, a že vybudování světa, ve kterém lidé, zbavení strachu a nouze, se budou těšit svobodě projevu a přesvědčení, bylo prohlášeno za nejvyšší cíl lidu,

8/10

že je nutné, aby lidská práva byla chráněna zákonem, nemá-li být člověk donucen uchýlovat se, když vše ostatní selhalo, k odboji proti tyranii a útlaku,

9/11

že je nutné podporovat rozvoj přátelských vztahu mezi národy,

10/12

že lid Spojených národů zdůraznil v Chartě znovu svou víru v základní lidská práva, v důstojnost a hodnotu lidské osobnosti, v rovná práva mužů i žen a že se rozhodl podporovat sociální pokrok a vytvořit lepší životní podmínky ve větší svobodě,

11/13

že členské státy převzaly závazek zajistit ve spolupráci s Organizací spojených národů všeobecné uznávání a zachovávání lidských práv a základních svobod a

12/15

že stejné chápání těchto práv a svobod má nesmírný význam pro dokonalé splnění tohoto závazku,

14/17

Valné shromáždění vyhláší tuto Všeobecnou deklaraci lidských práv jakožto společný cíl pro všechny národy a všechny státy za tím účelem, aby se každý jednotlivec a každý orgán společnosti, máje tuto deklaraci stále na mysli, snažil vyučováním a výchovou rozšířit úctu k těmto právům a svobodám a zajistit postupnými opatřeními vnitrostátními i mezinárodními jejich všeobecné a účinné uznávání a zachovávání jak mezi lidem členských států samých, tak i mezi lidem území, jež jsou pod jejich pravomocí.

Supported language French**6/8**

Considérant que la reconnaissance de la dignité inhérente à tous les membres de la famille humaine et de leurs droits égaux et inaliénables constitue le fondement de la liberté, de la justice et de la paix dans le monde,

7/9

Considérant que la méconnaissance et le mépris des droits de l'homme ont conduit à des actes de barbarie qui révoltent la conscience de l'humanité et que l'avènement d'un monde où les êtres humains seront libres de parler et de croire, libérés de la terreur et de la misère, a été proclamé comme la plus haute aspiration de l'homme,

8/10

Considérant qu'il est essentiel que les droits de l'homme soient protégés par un régime de droit pour que l'homme ne soit pas contraint, en suprême recours, à la révolte contre la tyrannie et l'oppression,

9/11

Considérant qu'il est essentiel d'encourager le développement de relations amicales entre nations,

10/12

Considérant que dans la Charte les peuples des Nations Unies ont proclamé à nouveau leur foi dans les droits fondamentaux de l'homme, dans la dignité et la valeur de la personne humaine, dans l'égalité des droits des hommes et des femmes, et qu'ils se sont déclarés résolus à favoriser le progrès social et à instaurer de meilleures conditions de vie dans une liberté plus grande,

11/13

Considérant que les Etats Membres se sont engagés à assurer, en coopération avec l'Organisation des Nations Unies, le respect universel et effectif des droits de l'homme et des libertés fondamentales,

12/15

Considérant qu'une conception commune de ces droits et libertés est de la plus haute importance pour remplir pleinement cet engagement,

14/17

L'Assemblée générale Proclame la présente Déclaration universelle des droits de l'homme comme l'idéal commun à atteindre par tous les peuples et toutes les nations afin que tous les individus et tous les organes de la société, ayant cette Déclaration constamment à l'esprit, s'efforcent, par l'enseignement et l'éducation, de développer le respect de ces droits et libertés et d'en assurer, par des mesures progressives d'ordre national et international, la reconnaissance et l'application universelles et effectives, tant parmi les populations des Etats Membres eux-mêmes que parmi celles des territoires placés sous leur juridiction.

Supported language German**6/8**

Da die Anerkennung der angeborenen Würde und der gleichen und unveräußerlichen Rechte aller Mitglieder der Gemeinschaft der Menschen die Grundlage von Freiheit, Gerechtigkeit und Frieden in der Welt bildet,

7/9

da die Nichtanerkennung und Verachtung der Menschenrechte zu Akten der Barbarei geführt haben, die das Gewissen der Menschheit mit Empörung erfüllen, und da verkündet worden ist, daß einer Welt, in der die Menschen Rede- und Glaubensfreiheit und Freiheit von Furcht und Not genießen, das höchste Streben des Menschen gilt,

8/10

da es notwendig ist, die Menschenrechte durch die Herrschaft des Rechtes zu schützen, damit der Mensch nicht gezwungen wird, als letztes Mittel zum Aufstand gegen Tyrannei und Unterdrückung zu greifen,

9/11

da es notwendig ist, die Entwicklung freundschaftlicher Beziehungen zwischen den Nationen zu fördern,

10/12

da die Völker der Vereinten Nationen in der Charta ihren Glauben an die grundlegenden Menschenrechte, an die Würde und den Wert der menschlichen Person und an die Gleichberechtigung von Mann und Frau erneut bekräftigt und beschlossen haben, den sozialen Fortschritt und bessere Lebensbedingungen in grösserer Freiheit zu fördern,

11/13

da die Mitgliedstaaten sich verpflichtet haben, in Zusammenarbeit mit den Vereinten Nationen auf die allgemeine Achtung und Einhaltung der Menschenrechte und Grundfreiheiten hinzuwirken,

12/15

da ein gemeinsames Verständnis dieser Rechte und Freiheiten von grösster Wichtigkeit für die volle Erfüllung dieser Verpflichtung ist,

14/17

verkündet die Generalversammlung diese Allgemeine Erklärung der Menschenrechte als das von allen Völkern und Nationen zu erreichende gemeinsame Ideal, damit jeder einzelne und alle Organe der Gesellschaft sich diese Erklärung stets gegenwärtig halten und sich bemühen, durch Unterricht und Erziehung die Achtung vor diesen Rechten und Freiheiten zu fördern und durch fortschreitende nationale und internationale Massnahmen ihre allgemeine und tatsächliche Anerkennung und Einhaltung durch die Bevölkerung der Mitgliedstaaten selbst wie auch durch die Bevölkerung der ihrer Hoheitsgewalt unterstehenden Gebiete zu gewährleisten.

Supported language Icelandic

6/8

Það ber að viðurkenna, að hver maður sé jafnborinn til virðingar og réttinda, er eigi verði af honum tekin, og er þetta undirstaða frelsis, réttlætis og friðar í heiminum.

7/9

Hafi mannréttindi verið fyrir borð borin og lítilsvirt, hefur slíkt haft í för með sér siðlausar athafnir, er ofboðið hafa samvizku mannkynsins, enda hefur því verið yfir lýst, að æðsta markmið almennings um heim allan sé að skapa veröld, þar sem menn fái notið málfrelsis, trúfrelsis og óttaleysis um einkalíf afkomu.

8/10

Mannréttindi á að vernda með lögum. Að öðrum kosti hljóta menn að grípa til þess örprifarðs að rísa upp gegn kúgun og ofbeldi.

9/11

Það er mikilsvert að efla vinsamleg samskipti þjóða í milli.

10/12

Í stofnskrá sinni hafa Sameinuðu þjóðirnar lýst yfir trú sinni á grundvallaratriði mannréttinda, á göfgi og gildi mannsins og jafnrétti karla og kverna, enda munu þær beita sér fyrir félagslegum framförum og betri lífsafkomu með auknu frelsi manna.

11/13

Aðildarríkin hafa bundizt samtökum um að efla almenna virðingu fyrir og gæzlu hinna mikilsverðustu mannréttinda í samráði við Sameinuðu þjóðirnar.

12/15

Til þess að slík samtök megi sem best takast, er það ákaflega mikilvægt, að almennur skilningur verði vakinn á eðli slíkra réttinda og frjálsræðis.

14/17

Fyrir því hefur allsherjarþing Sameinuðu þjóðanna fallizt á mannréttindayfirlýsingu þá, sem hér með er birt öllum þjóðum og ríkjum til fyrirmyndar. Skulu einstaklingar og yfirvöld jafnan hafa yfirlýsingu þessa í huga og kappkosta með fræðslu og uppeldi að efla virðingu fyrir réttindum þeim og frjálstræði, sem hér er að stefnt. Ber og hverjum einum að stuðla þeim framförum, innan ríkis og ríkja í milli, er að markmiðum yfirlýsingarinnar stefna, tryggja almenna og virka viðurkenningu á grundvallaratriðum hennar og sjá um, að þau verði í heiðri höfó, bæði meðal þjóða aðildarríkjanna sjálfra og meðal þjóða á landsvæðum þeim, er hlita lögsögu aðildarríkja.

Supported language Norwegian**6/8**

Då det å godkjenne det naturlege menneskeverdet med like og umissande rettar for alle menneske på jorda er grunnlaget for fridom, rettferd og fred i verda,

7/9

og då hån og vørdsloyse mot menneskerettane har ført til barbariske handlingar som har skaka samvitet til menneskeretta, er framvoksteren i den verda der menneska skal ha talefridom og trusfridom og vere løyste frå otte og naud, kunngjord som det høgste målet for kvart menneske,

8/10

og då det er nødvendig at menneskerettane blir verna om av lover slik at menneska ikkje blir tvinga til å finne den siste utvegen i å gjere opprør mot tyranni og trælekår,

9/11

og då det er nødvendig å arbeide for betre tilhøve mellom nasjonane,

10/12

og då folka i Dei Sameinte Nasjonane har stadfest trua si i denne pakta, på grunnleggjande menneskerettar, på menneskeverd og på same rett for mann og kvinne, og har vedteke å arbeide for sosiale framsteg og betre levevilkår i større fridom,

11/13

og då medlemsstatane har bunde seg til å fremje allmenn vørdsnad for pakta og halde seg etter menneskerettane og den grunnleggjande fridomen i samarbeid med Dei Sameinte Nasjonane,

12/15

og då denne retten og fridomen må bli godkjend av alle dersom pakta skal bli røyndom,

14/17

den internasjonale fråsegna om menneskerettane, som skal peike mot eit sams mål for alle folk og nasjonar. Fråsegna må alltid vere i tankane til den einskilde og dei styrande og få dei til å styrkje vørdsnaden for rett og fridom gjennom undervisning og oppseding. Dei skal syte for at fråsegna blir allment kjend og etterlevd både i medlemslanda og i tilsynsområda, og arbeide trufast med dette både på nasjonalt og internasjonalt grunnlag.

**Schwartzco end user
license agreement**

page 1 of 5

*Please read this document
carefully and we recommend
that you keep a copy for
further reference.*

This End User License Agreement (the "Agreement" "eula," "License," "Agreement" or "License Agreement") is a legal agreement between you and Schwartzco Inc. ("Schwartzco") and becomes a binding contract between you and Schwartzco. This Agreement governs the terms of use the Font Software and the design of the Fonts embodied therein (collectively, "Font Software"), together with any media, printed materials, electronic documentation, updates, add-ons, artwork, web services and any other material that may be associated with the product now or in the future. This Agreement becomes effective **(a)** when you "accept license agreement," or **(b)** if you are acquire and accept the Font Software on a Compact Disc or Digital Video Disk (cd, dvd), or **(c)** when you open the compressed electronic file in which the Font Software is contained. If you do not wish to enter into this Agreement, do not purchase, access, download and/or install or otherwise use the Font Software.

1. Upon payment in full, Schwartzco will grant you a non-exclusive terminable License to the Font Software that accompanies this EULA. Use of the Font Software is limited to Personal or Internal Business Use only. For the purposes of this Agreement, "Font Software" shall be defined as the design of the Fonts together with the Font Software which, when used generates the typeface, typographic designs and, if applicable, ornaments or other designs. Personal or Internal Business Use shall mean Use of the Font Software for your customary personal or internal business purposes which may include but are not limited to the creation of printed materials and publications for internal or external distribution, advertisements, packaging, and corporate communications. Except as may otherwise permitted herein, Personal or Internal Business Use shall not mean or include the commercial distribution or use of Font Software, the design of the fonts or artwork embodied therein or any component thereof for any commercial use or in any Commercial Product for sale whatsoever. For the purposes of this Agreement, prohibited commercial uses include, by way of example not limitation, third-party software, electronic devices, clothing, alphabet or letterform-related products, etc. and as may be further noted below. If you are unsure whether your use is permitted, please contact Schwartzco. Your failure to contact to seek permission or the lack of a specific prohibition in this Agreement shall not be interpreted or deemed a waiver or permissible use of any kind. You hereby agree that the Font Software shall further comprise all bitmap representations of typeface and typographic designs and ornaments created by or derived from the Font Software. The Font Software shall be deemed to include any upgrades, updates, related files, permitted modifications, if any, permitted copies, and related documentation.

2. If you are a design consultancy, advertising agency or purchasing this license for use by or on behalf of such an entity, the ultimate end user should also purchase a license appropriate for their intended use of the Font Software, if their use of the Font Software is likely to involve uses not permitted under this Agreement. The license granted herein for personal use does not extend to uses by temporary employees or independent contractors using the Font Software as their use may relate to providing professional services or for other professional uses. Under such circumstances an employer and/or the ultimate end user are also required to purchase a license appropriate for their usage.

3. For the purposes of this Agreement, "Commercial Product" shall also mean, among other things, a user editable electronic document created by Use of the Font Software which is offered for distribution to the general public (or to some subset of the general public), in user editable content in Flash type software distributed or exhibited, in gaming products or software where the extraction of the Font Software or the designs embodied therein may be extracted; or use on goods for sale as a commercial product in exchange for a separate fee or other consideration. However, a document distributed in connection with a commercial transaction in which the consideration is unrelated to such a document (for example, printed advertising, a business letter or a receipt for purchase of tangible goods such as clothing), or as other design materials distributed incidental to the purchase of goods or services, shall not be considered a Commercial Product.

**Schwartzco end user
license agreement**

page 2 of 5

4. Except as may be prohibited herein, you are permitted to electronically distribute a "Personal or Internal Business Use" document (that is, a document other than a Commercial Product as defined above) (i) that is in a static graphic image (for example, a "gif") or in an embedded electronic document, and (ii) which is distributed in a format that permits only the viewing and printing (and not the editing, altering, enhancing, or modifying) of such static graphic image or embedded document. Personal or Internal Business Use shall not include any Use of the Font Software by persons that are not members of your immediate household, your authorized employees, or your authorized agents. All such household members, employees and agents shall be notified by you as to the terms and conditions of the Agreement and shall agree to be bound by it prior to use of the Font Software.

5. Schwartzco, its successors and assigns, expressly retain all right and title in and to the Font Software together with the design of the Font embodied therein together with any trademarks used in connection therewith. Except as may be otherwise expressly permitted herein, you agree not to copy the Font Software or create derivative works based upon the design of the Font or the Font Software. You hereby agree that the design of the Font and the Font Software are the exclusive property of Schwartzco and that the unauthorized use of the design of the Font or the Font Software is an infringement of Schwartzco's exclusive rights and causing significant monetary harm. All rights not expressly granted herein are reserved to Schwartzco. Schwartzco's rights and remedies in the event of an infringement shall be cumulative in nature.

6. Except as is prohibited herein, you may install and Use the Font Software on a single file server for Use on a single local area network ("LAN") only when the Use of such Font Software is expressly for and limited to the number of total users disclosed and licensed under this Agreement, i.e., the total number of users who could use the Font Software, not the total number of users who might have access to the Font Software at any one time.

7. Except as may be otherwise expressly permitted herein, you may not alter or copy the Font Software or the designs embodied therein in any manner whatsoever. Reformatting the Font Software into other formats for use in other operating systems is expressly prohibited. Upon payment of an additional fee and a separate written agreement Schwartzco may, if so agreed, provide the Font Software in alternate and/or additional font formats, contact Schwartzco for a quotation. Altering or amending the embedding bits characteristics of the Font Software is expressly prohibited. The Font Software may not be used to create or distribute any electronic document in which the Font Software or any part thereof, is embedded in a manner or format that permits editing, alterations, enhancements, or modifications by the recipient of such document. You may not knowingly transmit any electronic document or the Font Software to any party that intends or is likely to "hack," edit, alter, enhance, or otherwise modify the Font Software or remove the Font Software from any document.

8. You may make one (1) back-up copy of Font Software for archival purposes only, and you agree to retain exclusive custody and control over any such copy. Upon termination of the Agreement, you must destroy the original and any and all copies of the Font Software. The unauthorized sharing, lending, renting, sale, or other unauthorized use or misuse of the back-up copy is a material breach of this Agreement and will result in the immediate termination of this License.

9. If no other option exists, you may take a digitized copy of the Font Software used for a particular document, or Font Software embedded in an electronic document that is sent to a commercial printer or service bureau for use by the printer or service bureau for preparing the document provided that the printer or service bureau represents that it shall destroy any and all copies of the Font Software upon completion of its work. Notwithstanding, you agree that the transmission of a "print/preview" PDF document is the first and preferred method of transmitting such documents to a service bureau or printer.

Schwartzco end user license agreement

page 3 of 5

10. The designs embodied in the Font Software and the Font Software and any trademarks associated therewith are the exclusive property of Schwartzco and their designers, where applicable and are protected by the copyright and other intellectual property laws of the United States, by the copyright and design laws of other nations, and by other international treaties. Any copies that you are expressly permitted to make pursuant to the Agreement must contain the same copyright, trademark, and other proprietary notices that appear on or in the Font Software.

11. You agree not to create, assist in and/or cause the creation of modifications or additions to the Fonts or Font Software, including, but not limited to, creating additional weights; creating additional or deleting existing characters; modifying existing characters; modifying font spacing and kerning; or converting fonts to an alternate digital format, modify, adapt, translate, reverse engineer, decompile, disassemble, alter, or otherwise attempt to discover the source code of the Font Software without first obtaining written permission from Schwartzco. In the event that permission is given to you, any and all modifications and additions shall become and shall remain the sole and exclusive property of Schwartzco and you may not sell, lend or otherwise transmit any modifications or additions to the Font Software to any third party. Other jurisdictions may provide for additional rights, and if applicable, you may reverse engineer or decompile the Font Software only to the extent that sufficient information is not available for the purpose of creating an interoperable software program (but only for such purpose and only to the extent that sufficient information is not provided by Schwartzco upon written request). All trademarks shall be used in accordance with accepted trademark practice, including identification of the trademark owner's name. Use of the trademarks associated with the Font Software inures solely to the benefit of Schwartzco.

12. Use of Schwartzco Font Software in the following circumstances and/or applications is not permitted without first obtaining the appropriate licensing upgrade.

- a)** alphabet or letterform-related products for resale or letterform creation products or devices;
- b)** embedding in electronic devices; all gaming uses and/or devices;
- c)** embedding in software;

d) Letterform or Alphabet Products include, but are not limited to, signage and/or scrapbooking uses involving reproductions of individual letterforms, use in the creation of signage or numbering products, rubber stamps, die-cut products, stencil products, tattoo, flash, or adhesive sticker alphabet products or any other product containing any image of or derived from the design of the Font embodied in the Font Software of which any likeness of the alphabet can be reproduced.

ii) Embedding of the Fonts in a print/preview format is permitted. Notwithstanding, embedding or other use of the Fonts or the outlines thereof in any method which permits the extraction of the Font Software of the designs embodied therein is expressly prohibited. Any such use requires the express written permission of Schwartzco and may or may not require the purchase of a license upgrade at the sole discretion of Schwartzco.

iii) In the event any dingbats or other art forms are part of the Font Software, use of the artwork is further restricted. You may use the artwork, drawings and/or dingbats on goods for sale, in logo design, retail packaging or in point of sale uses only after the purchase of a license upgrade.

In order to obtain a license upgrade, you must contact Schwartzco at info@christianschwartz.com for more information. If you are unsure whether your use of the Font Software is specifically permitted under this Agreement, contact Schwartzco.

13. Embedded Electronic Devices includes the use of the Font Software for any on-screen display or on an electronic device outside a single location. For example, and not by way of limitation, such electronic devices include a kiosk, gaming devices, embroidery or sewing machines, game playing or gambling devices, irrespective of whether the showing or creation of copies of the design embodied in the Font Software is created by use of the software or as an image of the design in tiff, gif or other format.

**Schwartzco end user
license agreement**

page 4 of 5

14. Schwartzco Font Software is licensed for use by a specified number of users. Use of the Font Software in more than one geographic location or by means of server or central CPU outside of the terms of your license is permitted provided the each user or potential user is licensed. License upgrades may be purchased from Schwartzco at info@christianschwartz.com.

15. Except as may be otherwise expressly provided for herein, you expressly agree not to rent, lease, sublicense, give, lend, or further distribute the Font Software. You may transfer all your rights under this Agreement another person or entity provided that (i) the transferee accepts and agrees to be bound by all the terms and conditions of this Agreement, and (ii) you destroy all copies of the Font Software, including all copies stored in the memory of a hardware device.

16. Schwartzco warrants that the Font Software will perform substantially in accordance with its documentation for ninety (90) days following delivery of the Font Software. To make a warranty claim, you must either return the Font Software to the location from which you obtained it together with a copy of your sales receipt or, if acquired on-line, contact the on-line provider with sufficient information regarding your acquisition of the Font Software to permit the confirmation of the effective date of this License. Schwartzco, Inc. and Schwartzco hereby EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESS AND IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. COMMERCIAL TYPE DOES NOT WARRANT THAT THE OPERATION OF THE FONT SOFTWARE WILL BE UNINTERRUPTED OR ERROR-FREE, OR THAT THE FONT SOFTWARE IS WITHOUT DEFECTS. UNDER NO CIRCUMSTANCES SHALL COMMERCIAL TYPE BE LIABLE TO YOU OR ANY OTHER PARTY, WHETHER IN CONTRACT OR TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, FOR ANY SPECIAL, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING LOST PROFITS, SAVINGS OR BUSINESS INTERRUPTION AS A RESULT OF THE USE OF THE FONT SOFTWARE EVEN IF NOTIFIED IN ADVANCE OF SUCH POSSIBILITY. You hereby agree that your entire, exclusive, and cumulative liability and remedy shall be limited to the purchase price of this Font Software License. Under no circumstances shall Schwartzco, Inc.'s or Schwartzco's liability to you exceed either the refunding of the cost of the Font Software License or replacement of the Font Software either of which shall be at Schwartzco's sole discretion.

17. OTHER LAW – CONSUMERS ONLY. Some jurisdictions do not allow the exclusion or limitation of incidental, consequential or special damages, implied warranties or implied warranties as they relate to sales to consumers. ANY IMPLIED WARRANTY OR OTHER RIGHT CREATED BY LAW IS ONLY EFFECTIVE FOR THE NINETY (90) DAY WARRANTY PERIOD. THERE ARE NO WARRANTIES OR CONDITIONS OF ANY KIND AFTER THE NINETY (90) DAY WARRANTY PERIOD. TO the extent permissible by law, you agree that all implied warranties are not to be effective for more than thirty (30) days.

18. You expressly agree that this Agreement shall be governed by the laws of the State of New York, USA, as they apply to contracts entered into and wholly performed therein and without respect to its conflict of laws provisions or the conflict of laws provisions of any other jurisdiction. You expressly submit to the personal jurisdiction of the state and federal courts in the State of New York, USA, agree to waive any defenses arising out of the selection of jurisdiction or venue and further agree to service of process by mail. You hereby expressly agree that the application of the United Nations Convention of Contracts for the International Sale of Goods is expressly excluded.

19. You acknowledge that you have read and understand this Agreement and that by using the software you agree to be bound by its terms and conditions. You further agree that it is the complete and exclusive statement of the agreement between Schwartzco and you which supersedes any proposal or prior agreement, oral or written, and any other communications relating to the subject matter of this Agreement. No variation of the terms of this Agreement or any different terms will be enforceable in the absence of an express written amendment, or consent, including a written express waiver of the affected terms of this Agreement. If any provision of this Agreement is declared by a court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions of this Agreement shall continue in full force and effect, and the invalid provision shall be replaced by Schwartzco with a provision that effects the intent of the invalid provision.

**Schwartzco end user
license agreement**

page 5 of 5

20. Schwartzco expressly reserves the right to amend or modify its License Agreements at any time and without prior notification.

21. The Agreement shall automatically terminate in the event you or any authorized user breaches any term or condition set forth herein. Notwithstanding any termination of this License, Schwartzco expressly reserves any and all other rights and remedies under equity or law. The Agreement may only be modified in a writing signed by an authorized officer of Schwartzco.

22. You agree to be responsible for compliance with all laws, foreign and domestic relating to the control of exports or the transfer of technology. If you are purchasing this License for government use, or under a government contract, you agree to familiarize yourself with and follow any applicable rules and regulations relating to the purchase of a license to use software and the actual use thereof.

All inquiries and arrangements for returns, if any, may be sent via e-mail to:
info@christianschwartz.com. The Schwartzco website is located at www.christianschwartz.com.