

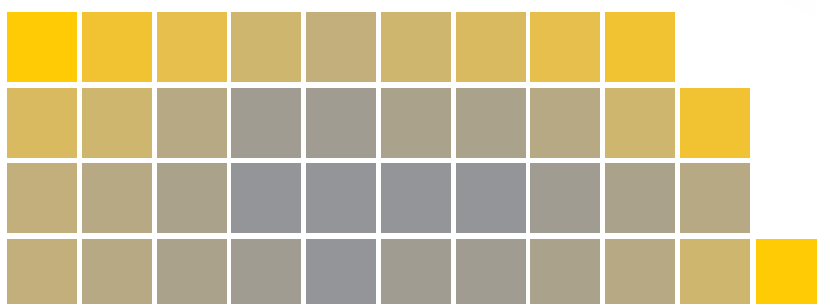
# Greta Sans

*The complete type system for  
online and offline publishing.*

Greta is a powerful toolbox  
capable of dealing with the most  
complex typographical situations.  
Available in extended Latin, Greek,  
Cyrillic and Arabic script.



## Smallest Recommended Point Size



5 6 7 8 9 10 11 12 14 16

### Compressed

16pt Hairline  
14pt Thin  
12pt ExtraLight  
10pt Light  
9pt Regular  
10pt Medium  
11pt SemiBold  
12pt Bold  
14pt Heavy

### Condensed

11pt Hairline  
10pt Thin  
8pt ExtraLight  
6pt Light  
6pt Regular  
7pt Medium  
7pt SemiBold  
8pt Bold  
10pt Heavy  
14pt Black

### Normal

9pt Hairline  
8pt Thin  
7pt ExtraLight  
5pt Light  
5pt Regular  
5pt Medium  
5pt SemiBold  
6pt Bold  
7pt Heavy  
8pt Black

### Extended

9pt Hairline  
8pt Thin  
7pt ExtraLight  
6pt Light  
5pt Regular  
6pt Medium  
6pt SemiBold  
7pt Bold  
8pt Heavy  
10pt Black  
14pt Super



αβγδεζηθικλμνξοπρσςτυφχψω

[illegible]

ХЦЧШЩЪЫЬЭЮЯ

ЇВГДЖЗИЙКЛПТЦШЩЪЬЮ

COMPLETE TYPE SYSTEM

*design space*

multidimensional

**toolbox**

**continuous optical sizes**

INTERRELATED

**display & text**

starting point

unified type system

multidimensional continuum of possibilities

hairline **heavy**

*italicised*

EXTENDED

narrow **wide**

display **and** text typefaces

Београд  
**Θεσσαλονίκη**  
Нижний Новгород  
**МОСКВА**  
*Санкт-Петербург*  
Челябинск  
**Αλεξανδρούπολη**  
Владивосток

Comic Sans takes part in Rio fu  
European Parliament says noth  
Anger grows over faux small a  
High turnout at anti-hinting  
Three flies killed in Afghanist  
Abkhazia says yes to webform  
Tabloid drops all text section  
Nude designers stage prote  
Pope warns against Win X  
Protests at FontLab demo

## Greta Sans

BERLIN — Chancellor Angela Merkel of Germany defended over the weekend her government's decision to phase out nuclear power by 2022 and replace it with renewable energy sources, dismissing critics who said the government would **never make the deadline**. Ms. Merkel made the decision nearly a year ago after a devastating earthquake and tsunami on March 11, 2011, caused a meltdown at a nuclear plant in Fukushima, Japan. **The accident heightened anxieties about nuclear safety around the**

GRETA SANS REGULAR + BOLD 9PT

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GRETA SANS LIGHT + SEMIBOLD 9PT

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GRETA SANS LIGHT + SEMIBOLD 12PT



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Three flies killed in Afghanista  
Abkhazia says yes to webfont  
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## Greta Sans Condensed

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GRETA SANS CONDENSED LIGHT + SEMIBOLD 12PT

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European Parliame  
Anger grows over  
High turnout at an  
Three flies killed in  
Abkhazia says yes  
Tabloid drops all  
Nude designers s  
Pope warns aga  
Protests at For  
Kerning pairs

## Greta Sans Extended

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# Merkel Defends Germany's Nuclear Power Deadline

Weeks after the tsunami, Ms. Merkel's government had already taken the nation's oldest eight

BERLIN — Chancellor Angela Merkel of Germany defended over the weekend her government's decision to phase out nuclear power by 2022 and replace it with renewable energy sources, dismissing critics who said the government would never make the deadline.

Ms. Merkel made the decision nearly a year ago after a devastating earthquake and tsunami on March 11, 2011, caused a meltdown at a nuclear plant in Fukushima, Japan. The accident heightened anxieties about nuclear safety around the world, and set off new soul-searching about the wisdom of relying on nuclear power. Weeks after the tsunami, Ms. Merkel's government had already taken the nation's oldest eight reactors off line; it decided in June that the remaining nine would follow over the next 11 years. But members of the opposition and environmental organizations say the government has not moved quickly enough to meet Germany's target of drawing 35 percent of its energy from renewable sources. Last year, the total was 20 percent.

The critics directed much of their fire at the nation's distribution grid, which they said was incapable of transporting enough renewable energy from wind farms in the north to the industrial heartland in the south. They doubted the problems with the grid could be addressed by 2022. "After deciding to exit nuclear energy, it seems as if Ms. Merkel's coalition stopped its work," said Sigmar Gabriel, a former environment minister and the leader of the opposition

Social Democrats. "There is great danger that this project will fail, with devastating economic and social consequences."

Ms. Merkel conceded in her weekly podcast that, "of course, we need a lot of new investment" for the plan to be carried out. But she insisted that her decision was the right choice. Legislation to expand the energy grid will be given "absolute priority" and passed in June, she said. But even German business groups, normally allies of the chancellor, say more needs to be done. "For the energy transformation to succeed, a lot more needs to happen," said Markus Kerber, the head of the Association of German Industry. He stressed that a critical factor would be integrating the new power sources, whether wind or solar, into the existing network.

Germany also has support from its southern neighbor Austria, which voted against pursuing atomic energy in 1974 and has been a vocal opponent ever since. Werner Faymann, the Austrian chancellor, said in an interview published on Monday that he expected to see a push beginning this year in at least six European Union countries to phase out nuclear energy.

"The goal is a Europe-wide exit from nuclear energy," Mr. Faymann told the newspaper Österreich. "I expect the petition drive will start in at least six EU countries in autumn." But not all European Union countries are as eager to end their reliance on nuclear power as Germany is. Britain and France, as well as new members like Poland

The buyers add a welcome practicality to the proceedings. Nice piece but way too heavy for the spring season, they might say. Or, looks good on a runway, but my customers' vision is limited by the confines of a store.

The show's big gimmick is that the designs that draw a bid will be available the next day in the store that made the winning bid and online immediately. It's the ultimate in product placement, a new achievement, if that's the word, in the transformation of television into one giant com-

that won't be pointed, but the clothes will be Ms. Simpson, a John Varvatos, of mentors who designers away and toward ma Sometimes the their advice is format is a bit gist: Designers a buyer automa the next week;

*"The goal is to win without losing anything at*

mercial. But dang it, it's kind of fun. The show spends a lot more time on the runway and a lot less in the sewing room than "Project Runway" does, and the fashion walks are presented with booming music before a whooping audience, taking on the tenor of a theatrical spectacle. Viewers who like backstage traumas involving fabric

subject to eliminate "bottom three" group, the opportunity to "save" other two stand who give one of Macpherson, the only dead spot, much. The real

## Trade Issues With C

**A month after Vice President the United States and European détente between China and markets is about to end.**

Five separate issues — involving auto parts, cars, solar panels, anti-subsidy laws and rare earth metals — are all likely to see action by American officials, European officials or both, starting as soon as this week. On Tuesday, in fact, the United States, the European Union and Japan plan to file a formal "request for consultations" with China at the World Trade Organization about Chinese restrictions on exports of rare earth metals. President Obama will personally announce the move, a senior administration official said. Such a request is the first step in a process that will lead to a full-fledged legal case at the W.T.O. by early summer unless China unexpectedly agrees to the West's demands to ease the export of rare earths — materials vital to various sophisticated technologies.

That move and the other trade issues are likely to meet Chinese resistance,

particularly as senior officials are jockeying for position at a Communist Party conclave this week. It is expected to choose a successor for the country for the next five years. Compounding the trade issues is the prospect of revived friction over China's currency policies.

After rising fairly consistently, the dollar for nearly two years has been quiet Western criticism that the Chinese government has kept the renminbi artificially weak. The currency has begun to weaken, Chinese exports more competitive in the global market. On Monday, the dollar fell further against the yuan after China's central bank lowered its target for the currency. It had risen 0.5 percent against the dollar last year, after rising 4.7 percent in 2014.

For the last month, American and European officials had mos-

## Very Thin Headlines Now Popular Amongst Readers World Wide

Do we actually need headlines and taglines? Or do they make the readers dumber? Read all about the psycho-typography in the next section of this new popular science column.

# FASHION

# FEATURE

## The Closet Question: Who Would Wear This Stuff

By SIMONE S. OLIVER

## Where the Curly Haired Go to Be Coiffed

By JENNIFER MEDINA

## Beauty Spots

By HILARY HOWARD

## A Memorable Ride

By DOUGLAS QUENQUA

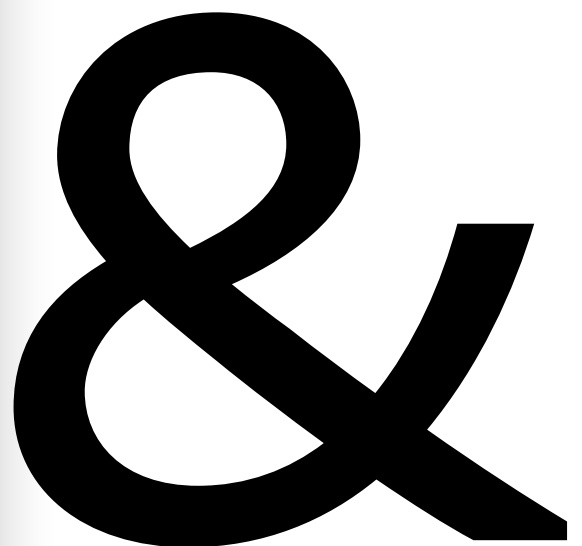
## We'll Always Have DARTH

By ELISSA GOOTMAN

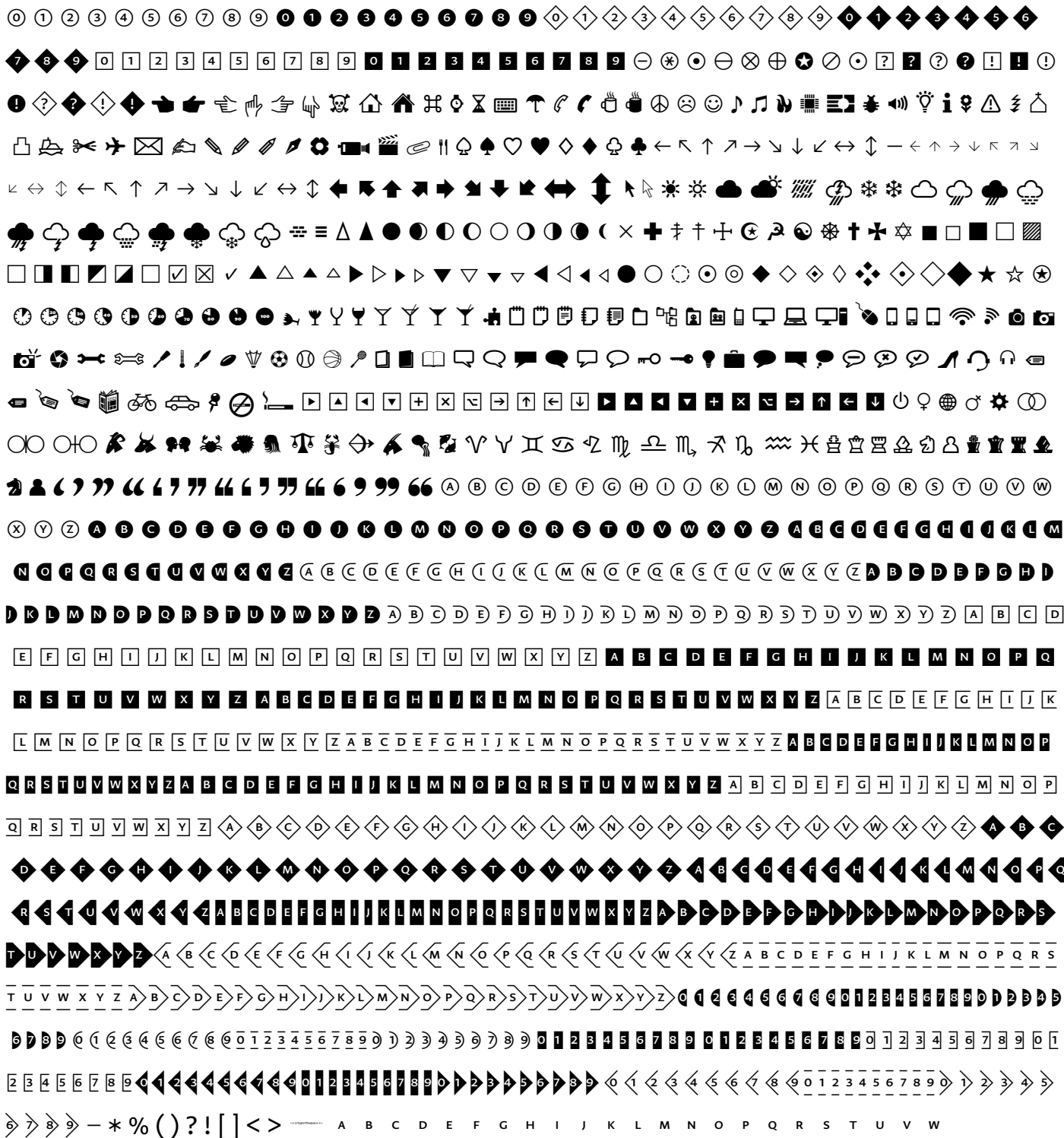
*Those who know Jessica Simpson and Nicole Richie just from their less-intellectual pursuits might be surprised to learn, through the new NBC series "Fashion Star," that they can actually sound quite smart when in their element. Here's another surprise delivered by this addictive little show, which has its premiere Tuesday night: "Project Runway" didn't exhaust the possibilities*

*Respected fashion commentator Colin McDowell has weighed in on the Dior successor debate this morning - insisting that new blood, rather than a safe established name, is what the house needs for the next phase of its development.*

**"And so we come to the tragic case of Dior," he writes for the Business of Fashion, after offering his opinion on Raf Simons' Jil Sander departure and Hedi Slimane's YSL arrival. "It is tragic on more levels than one: that a label needs a designer and that a man, for all his transgressions, needs a job. Fashion needs that man. To insert Bill Gaytten - an undisputedly brilliant technician, but not a designer - into the gap at Dior is nothing but a temporary solution. It is high time this gap was closed. Bill Gaytten is the answer."**

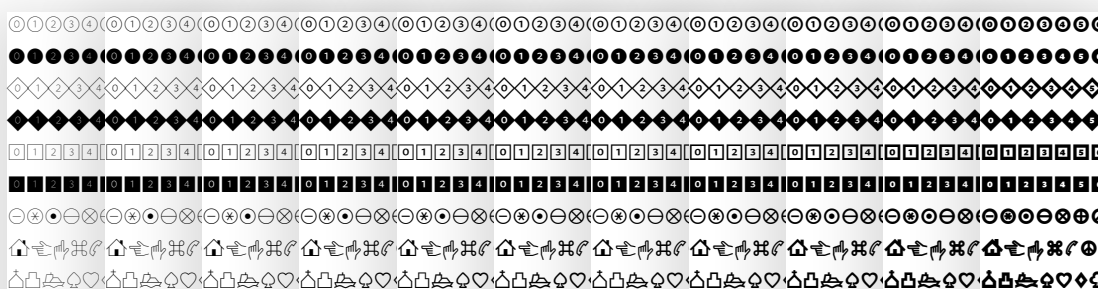






Greta Symbol is a unique collection of thousands of useful symbols and alphanumerical characters. Typotheque has done extensive research into the symbols commonly used in newspapers, magazines and online publications, assembling a collection that covers over 1,200 symbols per style. Most of the symbols come in a range of 10 weights, an unprecedented example of applying typeface family conventions to a symbol font.

## Greta Sans Symbol



ComputerCompany	Magazine Masthead		
iMachine		SPORTCLUB	
		RELIABLE BANK	
Street Signage		Partner&Partner Inc.	
MyBlog	FASHION BRAND		
Automobile		BEERLABEL	
Organic Stores		trendymag	
AIRLINES		ART&DESIGN	
Business.com	Postal Service		
FOOTWEAR			
DigitalArts	BROKER PARTNERS		
XGQ65-O5R		BIGSTORE	

# Overview of supported OpenType layout features

ıȷab?! (doh-ehg) ▶ ıȷAB?! (DOH-EHG)



## Case Sensitive forms (CASE)

When function 'change to caps' is applied from within an application (not when text is typed in caps) appropriate case-sensitive forms are automatically applied. Regular brackets, parenthesis, dashes and hyphens are replaced with their capital forms.

Small Caps ▶ SMALL CAPS

fig.1



## Small Capitals & All Small Caps (smcp & c2sc)

In Adobe applications there are two methods of applying small capitals. The first one, Small Caps (␣↻H) fig. 1 replaces only lower case letters with small caps. The second method, All Small Caps, fig. 2 replaces also capital letters with small capitals, and replaces regular quotation marks, exclamation points and question marks, slashes and asterisk with lowered small caps variations.

All Small Caps ▶ ALL SMALL CAPS

fig.2



012345 ▶ 0̇12345

012345 ▶ 0̇12345



## Slashed Zero (ZERO)

Because in some circumstances '0', can be mistaken for an 'O', alternative forms of 'slashed zero' are available for all styles of figures

fi fl ffl ffl ffl fh fk ▶ fi fl ffl ffl ffl fh fk

fī ▶ fī

fì ▶ fì



## Standard Ligatures (LIGA)

Standard ligatures are those which are designed to improve the kerning and readability of certain letter pairs. For example, when this feature is activated, typing 'f' and 'i' will automatically produce the 'fi' ligature. Using ligatures does not affect the spelling and hyphenation of your text in any way.

21/2 31/10 4125/5100 ▶ 2½ 3¼ 4<sup>125</sup>/<sub>5100</sub>



## Arbitrary Fractions (FRAC)

Typotheque OpenType fonts already include a number of pre-designed fractions. Other arbitrary fractions are easily made by using the fraction feature.

(1) (2) (3) [4] [5] [6] ▶ ① ② ③ ④ ⑤ ⑥

--> -> <-- -^, ^- ▶ → → ← ↑ ↓

-----> ▶ —————>



## Discretionary Ligatures (DLIG)

Brioni includes handy features such as replacing hyphen and greater than/less than signs with real arrows, or automatic activation of circled numerals by enclosing them in parenthesis when the discretionary ligature feature is activated. Brackets activate alternative inverse enclosed numerals. Discretionary ligatures are off by default in Adobe applications.

x (1+1.42 × 6) = y<sup>37</sup> ▶ x<sup>(1+1.42 × 6)</sup> = y<sup>37</sup>



## Superscript / superiors (SUPS)

Replaces all styles of figures (old style, tabular, lining) and letters with their superior alternates, which can be used for footnotes, formulas, etc. Superior characters are more legible than mathematically scaled characters, have a similar stroke weight, are spaced more generously, and better complement the rest of the text.

H<sub>2</sub>O (10,00 + \$500) ▶ H<sub>2</sub>O (10,00 + \$500)



## Subscript / inferiors (SINF)

Replaces all styles of figures (old style, tabular, lining) and letters with their inferior alternates, used primarily for mathematical or chemical notation. Inferior characters are more legible than mathematically scaled characters, have a similar stroke weight, are spaced more generously, and better complement the rest of the text.



{{012-3456-789}}}

{{012-3456-789}}

{{012-3456-789}}

{{012-3456-789}}

123

Tabular Lining Figures (TNUM\_LNUM)

123

Tabular Oldstyle Figures (TNUM\_ONUM)

123

Proportional Oldstyle Figures (PNUM\_ONUM)

619

Proportional Lining Figures (PNUM\_LNUM)

Changes figures to any selected style: Lining figures which fit better with all-capital text, old-style figures, for use in a flow of lowercase and upper case text, or tabular (fixed width) versions.

a á â ã ä å ▶ a á â ã ä å

SS 01

Stylistic Set 1 (ss01)

Greta Sans includes alternative characters, which can be activated by turning on 'stylistic alternates' in Adobe CS applications. Stylistic Set 1 replaces the standard 'a', by the alternative character.

g ĝ ħ ģ ģ ▶ g ĝ ħ ģ ģ

SS 02

Stylistic Set 2 (ss02)

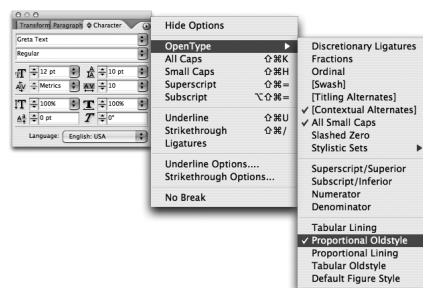
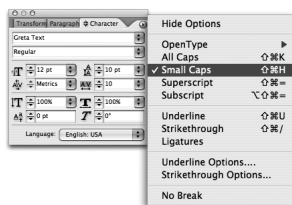
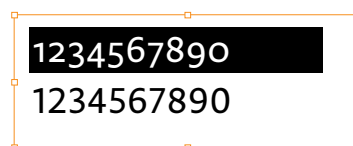
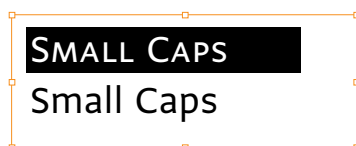
Greta Sans includes alternative characters, which can be activated by turning on 'stylistic alternates' in Adobe CS applications. Stylistic Set 2 replaces the standard 'g', by the alternative character.

€ \$ £ ¥ ¢ ₣ € ¤ £ ¤ ₣ ¤ € ¤ £ ¤ ₣ ¤

¥ \$

Currency (crrv)

Collection of various currency symbols: (U+20A0..U+20CF)



OpenType font format allows including more characters inside one single font file, so there is no need to have separate fonts for Old-style, Tabular, Lining figures, ornaments or small caps, given you are using an OpenType-savvy application such as Adobe InDesign®, Adobe Illustrator®, QuarkXPress 7, etc. Instead of selecting a different font, one only need to activate an OpenType feature which controls the desired OpenType layout feature.

For example, to access Small Caps, go to **Character menu**, and select **Small Caps**. Alternatively you can use a shortcut Command+Shift+H.

OpenType fonts can contain various styles of numerals within one font. These different types of numbers are controlled by your typesetting application (such as Adobe InDesign®, Adobe Illustrator®, QuarkXPress 7, etc) Please note that not all applications support OpenType features. The software which cannot access these advances, for example Microsoft Word® will use only display 'default' figures. If you do not specify which style of numerals you would like to use, the application will use the 'default' figures. Brioni, for example, uses proportional lining figures as default.

If you go to **Character** and then **OpenType** menu in Adobe applications, there you can change the numbers to any other desired numeral style.

typotheque.com/blog/greta\_system