

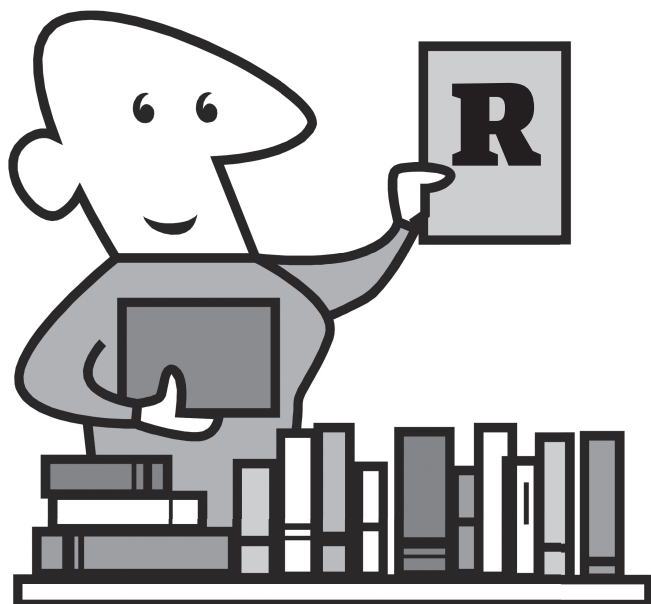
Introduction

Within these pages, you will find a basic guide to the usage of the typeface Riter.

This typeface is especially prepared for the average office worker and his or her various everyday tasks. Today's office worker has many needs. There are so many mundane and repetitive tasks to complete. So many ordinary office signs and uses that must be addressed.

Science tells us that general fatigue comes from the brain overloaded with choice. How can we expect the average office worker to cope with the sheer number of typeface choices that ship with the technology of today? *We simply cannot.* That is precisely the problem that Riter solves. In your hands, you hold a guide to a typeface that is *just* ordinary enough for the professional office worker to use.

Parts and Accessories



The starter kit for Riter consists of three weights for usage as follows:

1. Basic Regular Weight
2. Basic Italic Weight
3. Black Weight

Each of these pieces of the starter kit aims to aid you in your search for producing original mediocrity. Later in the guide, you will see many samples of the glorious possibilities of this kit.

The following pages will reveal various diagrams of the parts included in the starter kit.

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

1234567890
“[(‘;.-,:’)]”
?!#&\$@*

áàâäçèéêë
ìíîïñòóõö
ùúûü

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

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

Basic Usage

The basic use for Riter is simply writing. The basic weight of the typeface may be used quite readily out of the box for any sort of simple composition. Whether simple lines of text or full paragraphs, you will find that most anything is possible.

Amazingly few
discotheques provide
jukeboxes!

36 pt

Riter's Manual * 11

Amazingly few discotheques
provide jukeboxes!

30 pt

Amazingly few discotheques provide
jukeboxes!

24 pt

Amazingly few discotheques provide jukeboxes!

18 pt

Amazingly few discotheques provide jukeboxes!

14 pt

Amazingly few discotheques provide jukeboxes!

12 pt

Amazingly few discotheques provide jukeboxes!

10 pt

Amazingly few discotheques provide jukeboxes!

8 pt

Amazingly few discotheques provide jukeboxes!

6 pt

Advanced Usage

The dedicated worker will find that beyond writing, there are a variety of everyday tasks that Riter is suited for helping you in your work. Among the next pages, we give a small taste of the many common applications in which one can utilize this kit.

How often is it that the office worker must print out a sign? Why, surely several times a week! This is one of the purposes that Riter Black can especially aide. Similarly, the Basic version of Riter can aide in the composition of an office-wide memo. The overall effect of the note is friendly, yet firm: just like you! If you have ever wondered what typeface can convey a sense of authority whilst maintaining the light tone of your message, look no further than this kit.

Riter's Manual * 13



TOILET
OUT of ORDER

Do not let your imagination stop at posters and memos. Riter is there to help you in every mundane capacity. You can create motivational posters for your team, business cards, folder labels, mailing labels, lunch labels, really, any kind of label. Give co-workers a heads up that that sandwich is **YOURS!** Riter keeps it all passive, no aggression, perfect for the anonymous (or not so anonymous) note. Put down Comic Sans for that “Out of Order”, toilet, and pick up Riter!



Please

Don't eat my
sandwiches!
I don't eat yours!

Thank You

Riter's Manual * 15

An office reminder



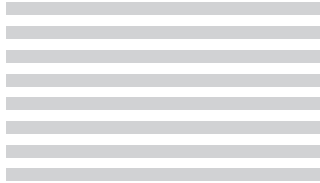
GOSSIP
hurts everyone.



NO
butts!



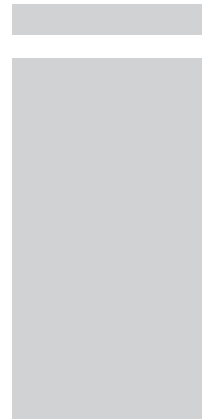
ANNOUNCEMENT



NEWSLETTER



MEMO



SAFETY
is our
PRIORITY

Safety and Hazards

Speaking of safety, there are a few things to be aware of when using this typeface kit. Typography can be extremely dangerous in the hands of an amateur. Always follow instructions carefully, and if you have any trouble, do not hesitate to contact the manufacturer.

Take care when handling heavy weights

Too small

Much better

Riter's Manual * 19

Watch out for sharp corners and angles

n1r

Crowding creates fire hazards

Toodose!

Gaps make it easy for someone to get lost

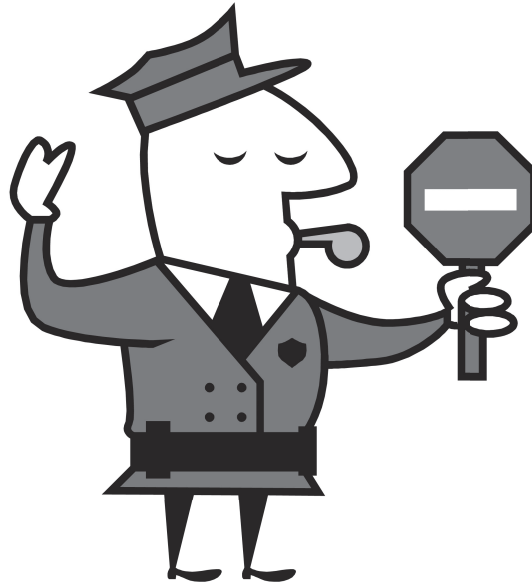
T o o f a r !

Keep your kit organized

Don't MIX

...And above all else,

Stop and think!



Riter's Manual * 21

Credits and Thanks

This typeface is still in development, but it has come a long, long way from where it started. Any improvements and learning would not have been possible without the help, guidance and support of these people:

James Edmonson
Frank Grieshammer
Tânia Raposo
Rob Saunders

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