StyleScript Font Family

USER'S GUIDE
(non- Pro version)

No word describes this font better than 'Style.' TypeSetIt has taken things just a step further. It combines the look and simplicity of the advertising age of the 1950s and 60s with up to date design characteristics.

With three main styles, Plain, Script and Formal, Style transforms the Retro look into a versatile, and powerful font that can be used for nostalgic work, or 21st Century design.

Now, That's What I'm Talkin' About!

StyleScript

Fonts from the Style Family

If you don't have the PRO version to take advantage of the numerous Opentype Feature, not to worry. Nearly ALL of the glyphs found in the StylePro font can be found in these individual fonts. There are 5 main styles.

Style Caps—

This font gives you the Roman forms in upper and lowercase character placements.

Style Plain—

Roman Caps with non connecting upright lowercase characters. Offers clean display when legibility is the highest priority.

Style Casual—

Roman Caps combined with the connecting forms of the lowercase characters. Legibility is still maintained, however now there is a bounce in the step.

Style Script—

Informal Script Caps replace the Romans. Now along with the connecting lowercase characters, you have yourself a beautiful script that truly is "Stylin.'"

Style Formal—

Style goes beyond the casual and now becomes elegant. Beautiful formal Caps now compliment the connecting lowercase forms. The casual has dressed up for the dance.

In addition to the stand alone Style designs, the family also makes available these complimentary fonts:

Style Swashes—

Alternate Formal Caps and swash glyphs.

Style Ornaments—

Swashed ornaments and embellishments.

Style Endings—

Formal Caps with ending forms of the script.

These are somewhat incomplete and are designed to be used to compliment the main Style fonts and are not intended to work as stand alone font designs.

StyleScript

Style Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

The quick brown fox jumps over the lazy dog.

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Prized waxy jonquils choke big farm vats. Quickly jigs for waltz vex bad nymph. Jaded zombies acted quaintly but kept driving their oxen forward. Brawny gods just flocked up to quiz and vex him. May Jo equals the fine record by solving six puzzles a week. Quincy Jones vowed to fix the bleak jazz program. Playing jazz vibe chords quickly excites my wife. Murky haze enveloped a city as jarring quakes broke forty-six windows. Mix Zapf with Veljovic and get quirky beliers.

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Style Plain

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StyleScript

Style Casual

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
The quick brown fox jumps over the lazy dog.

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Style Script

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StyleFormal

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NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
The quick brown fox jumps over the lazy dog.

Hamburgefontis

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Style Swashes

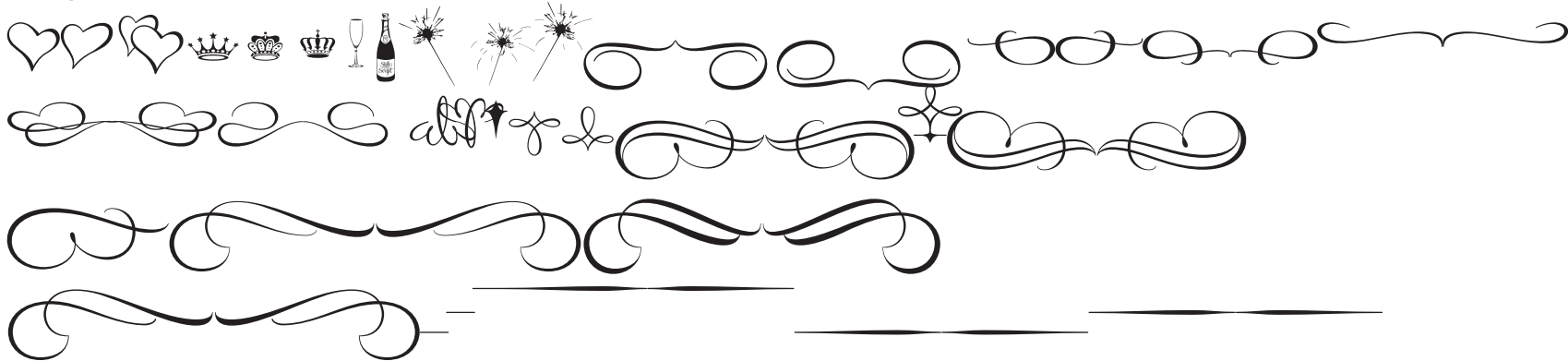ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Style Endings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Style Ornaments

StyleScript

About Style Pro

Serious graphic design-
ers / typographers who are
considering using the Style
Family will want to do their
design work with the StylePro.
Though the non-Pro ver-
sions are perfectly fine to use,
StylePro's advanced program-
ming allows even better qual-
ity and precision with respect
to typographic solutions. In
addition to the advantage of
using typographic variants,
like Sylistic Sets and Discre-
tionary Alternates, with the
contextual features of Style
Pro give added quality with
respect to texture. Here are
examples of how StylePro
enhances the quality of the
typographic forms.

Here is StyleScript (non OpenType font)

Jaded zombies acted quaintly but kept driving their oxen forward.

And here is StylePro (with all OpenType programming turned off)

Jaded zombies acted quaintly but kept driving their oxen forward.

Here is what happens to the text when just two features implemented—the
Contextual and Ligature features have been turned on:

Jaded zombies acted quaintly but kept driving their oxen forward.

Perhaps to the untrained eye, there is little if any difference. But if you look more closely, subtle
improvements have been made to the spacing, and ligatures have been substituted to give a
cleaner transition in the connections. Simply put, the spacing is much better.

◼ Ligatures   ◼ Contextual Alternates

Jaded zombies acted quaintly but kept driving their oxen forward.

There are many more more prominent enhancements with the Style Pro. To get more informa-
tion on those differences, simply get a copy of the Style PRO Users Guide from your vendor.

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Thank You!

Thanks for taking the time to look over this simple guide. Hopefully, it has provided a better understanding of how the Style Family works in its various formats.

If you have any questions or comments, please don't hesitate to contact Rob Leuschke at WWW.TYPESETIT.COM

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