

Think Work Observe, Type Dept. Studio™ Pro Type Specimen

Studio™ Pro Family Programme

Aa1Aa1Aa1Aa1

Normale (Regular)

Normale Corsivo (Regular Italic)

Neretto (Medium)

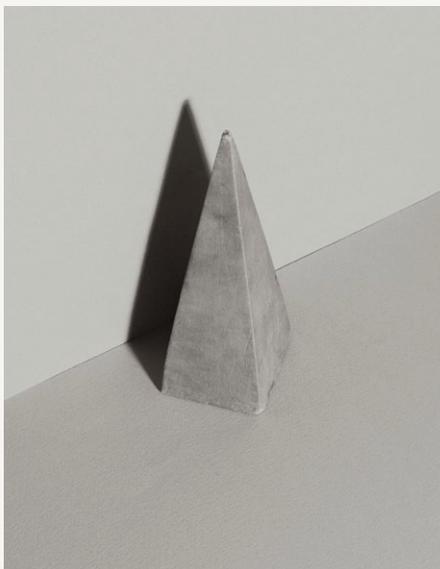
Neretto Corsivo (Medium Italic)

Nero (Bold)

Nero Corsivo (Bold Italic)

Nerissimo (Black)

Nerissimo Corsivo (Black Italic)



8 pts

Family Name: Studio™ Pro
Encoding: Latin Extended
File Format: OpenType CFF
Designer: Alberto Moreu (2015–2016)
 at Think Work Observe Type Dept.
Release: September 2016
Version: 2.0
Enquiries: fonts@t-wo.it

About Studio™ Pro

Studio™ Pro is a sans-serif font based on the research done during 60's and 70's by European type designers. They examined the two most important sans serif typefaces at that time with the aim to renew them and to work out a new proposal of forms with proper optical and rhythmical corrections.

A similar experiment was conducted by Umberto Fenocchio in Italy, with his major type design oeuvre Linea for Italian type foundry Fonderia Tipografica Cooperativa (1966–1969). Not a revival, Studio™ Pro is conceived for modern tasks and to be visualized on modern devices: with a very standard, still elegant shape; plenty of alternatives and open type features studied to make possible to use, in a smart way, all the wide range of glyphs; a tall x-height, that makes it readable also when used at a very small size; finally, proportions that make it very neutral, still very recognizable and unique.

Styles: Normale (Regular), Normale Corsivo (Regular Italic), Neretto (Medium), Neretto Corsivo (Medium Italic), Nero (Bold), Nero Corsivo (Bold Italic), Nerissimo (Black), Nerissimo Corsivo (Black Italic).

Features: 10 stylistic alternates sets, case sensitive forms, contextual alternates (circled numbers, interrobang, left and right arrows, multiply, roman numbers), latin extended (base, Western, Central & South Western Europe, Afrikaans), localized forms (Catalan, Dutch, Moldavian, Romanian, Turkish), old style and tabular figures, slashed zero, standard and discretionary ligatures, rounded punctuation.

8 pts

Studio™ Pro Family Overview

36 pts

Studio Pro Normale
Studio Pro Normale Corsivo
 Studio Pro Neretto
Studio Pro Neretto Corsivo
 Studio Pro Nero
Studio Pro Nero Corsivo
 Studio Pro Nerissimo
Studio Pro Nerissimo Corsivo

8 pts

OpenType®

OpenType® is a cross-platform font file format developed jointly by Adobe and Microsoft. The two main benefits of the OpenType format are its cross-platform compatibility (the same font file works on Macintosh and Windows computers), and its ability to support widely expanded character sets and layout features, which provide richer linguistic support and

advanced typographic control.

OpenType fonts containing PostScript data have an .otf suffix in the font file name, while TrueType-based OpenType fonts have a .ttf file name suffix. OpenType fonts can include an expanded character set and layout features, providing broader linguistic support and more precise typographic control. Feature-rich OpenType fonts can be distinguished by the word "Pro," which is

part of the font name and appears in application font menus. OpenType fonts can be installed and used alongside PostScript Type 1 and TrueType fonts.

Source: <http://www.adobe.com/products/type/opentype.html>

8 pts

Case Sensitive Forms

(A2 Format)
¡Diseño!
165\$, f-w 2017

(A2 FORMAT)
¡DISEÑO!
165\$, F-W2017

24 pts

Old Style Figures

20×12÷3+67=147

20×12÷3+67=147

Tabular Figures and Signs

36\$+8×1981%

36\$+8×1981%

Automatic Fractions

6×3/12+3/8

6×³/₁₂+³/₈

Circled Figures

(1)/(8)

①/⑧

Superscripts and Subscripts

6C, [He]2s22p2
Lavoisier[6]

₆C, [He]2s²2p²
Lavoisier^[6]

Ligatures

Infinity, Strasse

Infinity, Straße

Contextual Alternates:
Multiply

9x12, 8 x 16, 2x1

9x12, 8 x 16, 2x1

2x4, 1741 x 38

2x4, 1741 x 38

Interrobang

Carbon?!

Carbon?

Circled Figures

(1), (2), (3)

①, ②, ③

Roman Numerals

[1], [2], [3]

I, II, III

Left/Right Arrows

A -> B, B <- A

A → B, B ← A

8 pts

OpenType Features: Automatic Fractions, Case Sensitive Forms, Circled Figures, Ligatures, Old Style Figures, Tabular Figures and Signs, Superscripts and Subscripts

Contextual Alternates: Ballot Box with Check, Ballot Box with X, Circled Figures, Interrobang, Left/Right Arrows, Multiply, Numero Sign, Roman Numerals

Localized Forms: Catalan, Dutch, Moldavian, Romanian, Turkish
Stylistic Sets: ss01, ss02, ss03, ss04, ss05, ss06, ss07, ss08, ss09, ss10

8 pts

Numero Sign

No.1

N^o1

24 pts

Ballot Box with Check
Ballot Box with X

[v] [x]

 Localized Forms:
Catalan, Dutch, Moldavian,
Romanian, TurkishParal·lel, CRUIJFF,
Timișoara, Spațiu,
DIYARBAKIRParal·lel, CRUIJFF,
Timișoara, Spațiu,
DIYARBAKIRStylistic Sets:
ss01

Alvar Aalto

Alvar Aalto

ss02

BACKGROUND

BACKGROUND

ss03

Knapsack

Knapsack

ss04

RUBBER

RUBBER

ss05

Quadricromia

Quadricromia

ss06

12x21+1/2

12x21+1/2

ss07

PE—1/1

PE—1/1

ss08

@rietveld

@rietveld

ss09

Studio®

Studio®

ss10

“Tipografica”

“Tipografica”

Re1

Re1

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tion of being the home of an alchemist or wizard.

Source: <https://en.wikipedia.org/wiki/Studio>

Paul Schuitema,
Willem De
Kooning, Wim
Crouwel, Rineke
Dijkstra, Gerrit
Rietveld,
and Anthon
Beeke!

8 pts
→ S/Alt

Een atelier is een werkplaats, in het bijzonder die van een beeldend kunstenaar. Een specifieke voorwaarde voor het atelier van een schilder is een niet-wijzigende daglichttoetreding van constante kwaliteit. Daarom is een schildersatelier gewoonlijk voorzien van een raampartij op het noorden om

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Source: <https://nl.wikipedia.org/wiki/Atelier>

15 pts

Normale
(Regular)

From 1946, Emil Ruder slowly emerged in *Typografische Monatsblätter* as an exponent of Modernism. Between 1957 and 1959 he contributed a series of four articles with the title 'Wesentliches' (Fundamentals): 'The Plane', 'The Line', 'The Word' and 'Rhythm'. They formed the basis of his thinking, summed up in 1967 in the book *Typography*. In 1952, *Schweizer Graphische Mitteilungen* (SGM) fused with *Revue Suisse de l'Imprimerie* and *Typographische Monatsblätter* into a single monthly publication known by the initials TM. Emil Ruder was among the chief figures in the new magazine, and was a key force in typographical thinking. Three articles, in February 1952, established Ruder as a supporter of radical change.

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14 pts
→ S/Alt

Normale Corsivo
(Regular Italic)

Confronted with “What to do?” in his studio soon after graduating, Nauman had the simple but profound realization that “If I was an artist and I was in the studio, then whatever I was doing in the studio must be art. At this point art became more of an activity and less of a product.” Nauman set up a studio in a former grocery shop in the Mission district of San Francisco and then in a sublet from his university tutor in Mill Valley. These two locations provided the setting for a series of performed actions which he captured in real time, on a fixed camera, over the 10-minute duration of a 16mm film reel. Between 1966 and 1970 he made several videos, in which he used his body to explore the potentials of art and the role of the artist, and to investigate psychological states and behavioural codes.

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8 pts

Neretto (Medium)

280 pts

Md1

8 pts

Neretto Corsivo (Medium Italic)

280 pts

Md1

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8 pts

Nero (Bold)

280 pts

Bd1

8 pts

Nero Corsivo (Bold Italic)

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8 pts

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Source: <https://nl.wikipedia.org/wiki/Atelier>

14 pts
→ S/Alt

Nero Corsivo
(Bold Italic)

Confronted with “What to do?” in his studio soon after graduating, Nauman had the simple but profound realization that “If I was an artist and I was in the studio, then whatever I was doing in the studio must be art. At this point art became more of an activity and less of a product.” Nauman set up a studio in a former grocery shop in the Mission district of San Francisco and then in a sublet from his university tutor in Mill Valley. These two locations provided the setting for a series of performed actions which he captured in real time, on a fixed camera, over the 10-minute duration of a 16mm film reel. Between 1966 and 1970 he made several videos, in which he used his body to explore the potentials of art and the role of the artist, and to investigate psychological states and behavioural codes.

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8 pts

Nerissimo (Black)

280 pts

Bk1

8 pts

Nerissimo Corsivo (Black Italic)

280 pts

Bk1

A studio is an artist's or worker's workroom, or the catchall term for an artist and their employees who work within that studio. This can be for the purpose of acting architecture, painting, pottery, sculpture, wood-working, scrapbooking, photography, graphic design, filmmaking, animation, industrial design, radio or

television production broadcasting or the making of music. The word studio is derived from the Italian: studio, from Latin: studium, from studere, meaning to study or zeal. The French term for studio, atelier, in addition to designating an artist's studio is used to characterize the studio of a fashion designer. Atelier also has the conno-

tation of being the home of an alchemist or wizard.

Source: <https://en.wikipedia.org/wiki/Studio>

**Paul Schuitema,
Willem De
Kooning, Wim
Crouwel, Rineke
Dijkstra, Gerrit
Rietveld,
and Anthon
Beeke!**

8 pts
→ S/Alt

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Source: <https://nl.wikipedia.org/wiki/Atelier>

15 pts

Nerissimo (Black)

From 1946, Emil Ruder slowly emerged in Typografische Monatsblätter as an exponent of Modernism. Between 1957 and 1959 he contributed a series of four articles with the title ‘Wesentliches’ (Fundamentals): ‘The Plane’, ‘The Line’, ‘The Word’ and ‘Rhythm’. They formed the basis of his thinking, summed up in 1967 in the book *Typography*. In 1952, Schweizer Graphische Mitteilungen (SGM) fused with Revue Suisse de l’Imprimerie and Typographische Monatsblätter into a single monthly publication known by the initials TM. Emil Ruder was among the chief figures in the new magazine, and was a key force in typographical thinking. Three articles, in February 1952, established Ruder as a supporter of radical change.

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Steddelijk,
Steddelijk,
Steddelijk,
Steddelijk!

7 pts

During its existence between 1953 and 1968 the Ulm School of Design became one of the world's most influential academies for designers. Here such iconic designs as the Ulm stool and the stacked tableware TC 100 were made, and also the Braun company's radio-phono combination SK 4, known as "Snow White's coffin." The "Ulm model" that was developed at the HfG was a design concept based on science and technology, and it sets standards to this day.

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14 pts

Normale (Regular)

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Neretto (Medium)

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Nero (Bold)

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14 pts

**Normale Corsivo
(Regular Italic)**

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**Neretto Corsivo
(Medium Italic)**

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8 pts

Studio™ Pro (Single Style)

Studio™ Pro Styles Packages (2 Styles)

10 pts

| | | |
|--------------------------|------------------|------|
| Normale | (Regular) | 75 € |
| <i>Normale Corsivo</i> | (Regular Italic) | 75 € |
| Neretto | (Medium) | 75 € |
| <i>Neretto Corsivo</i> | (Medium Italic) | 75 € |
| Nero | (Bold) | 75 € |
| <i>Nero Corsivo</i> | (Bold Italic) | 75 € |
| Nerissimo | (Black) | 75 € |
| <i>Nerissimo Corsivo</i> | (Black Italic) | 75 € |

| | | |
|------------------------------------|------------|-------|
| <i>Normale Normale Corsivo</i> | (Re + Rel) | 120 € |
| <i>Neretto Neretto Corsivo</i> | (Md + Mdl) | 120 € |
| <i>Nero Nero Corsivo</i> | (Bd + Bdl) | 120 € |
| <i>Nerissimo Nerissimo Corsivo</i> | (Bk + Bkl) | 120 € |

Studio™ Pro Complete Package (8 Styles)

| | | |
|------------------------------------|------------|-------|
| Studio™ Pro Family | | 340 € |
| <i>Normale Normale Corsivo</i> | (Re + Rel) | |
| <i>Neretto Neretto Corsivo</i> | (Md + Mdl) | |
| <i>Nero Nero Corsivo</i> | (Bd + Bdl) | |
| <i>Nerissimo Nerissimo Corsivo</i> | (Bk + Bkl) | |

8 pts

Definitions

“Two”: Think Work Observe are Piero Di Biase and Alberto Moreu, located in via Superiore 13, 33100 Udine, Italy (website: www.t-wo.it, email: fonts@t-wo.it). “Font”: the computer software for creating and displaying typefaces. “Typeface”: the typographic typefaces generated by the Font suitable for any use. “EULA”: the End User License Agreement concerning the use of the Font, as stated hereinafter. “Licensee”: the user of the Font under EULA. “Machine”: any device where the Font is installed. “Third parties”: any third party, including clients and coworkers of the Licensee. “Fee”: the amount of money paid in order to use the Font.

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| up to 06 machines | (price 1 to 3) + € 30 |
| up to 07 machines | (price 1 to 3) + € 40 |
| up to 08 machines | (price 1 to 3) + € 50 |
| up to 09 machines | (price 1 to 3) + € 60 |
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