

## CUSTOM FONT INDEX

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# CUSTOM FONTS



### Welcome to the FontWorld of Custom Fonts!

FontWorld has provided high-end Custom Font and multiple language typeface solutions to Governments, Corporations, and Publishers worldwide since 1989.

FontWorld offers the world's most extensive multiple language and custom font services. Our clients include: United States Government, Republic of Belarus, Belarus State Newspaper, Ford Motors,

Hearst Newspapers, Nestlé's, National Credit Bank of Russia, UPI-United Press International Arabic News Wire Services, Estee Lauder, USA -United States Information Agency, Folio Magazine, Smith Corona, Gates to the Talmud project, Izvestia Publishing, and publications worldwide.



FontWorld specializes in Multiple Languages and Custom Fonts for professionals with demanding requirements.

Custom fonts are available in any language — and in any typeface design. Visit our popular "FontWorld Website" for details...

FontWorld offers custom typeface development for organizations requiring

unique typeface designs, logos, newspaper mastheads, maintaining corporate identity.

Custom Typeface Development, licensed for exclusive use, provides competitive advantages, as well as security precaution against "desktop forgery".

FontWorld, Inc.  
736 Ocean Parkway, Brooklyn, NY 11230  
Tel. 718-686-1099 • Fax. 718-686-1098  
Email: [custom@fontworld.com](mailto:custom@fontworld.com) • [www.fontworld.com](http://www.fontworld.com)

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جوبستور

نسويتا تارتس

الإنتهاء:



Nestlé

سهلة

رانتس

نردز

اغ ١٩

The Nestlé Font Project involved many of their product identification logos, and an innovative solution in meeting their product packaging requirements.

FontWorld's Custom Font Logos allowed Nestlé to access each of their product names in Arabic with a simple keystroke. The Nestlé Custom Fonts also included product weights and freshness dates in Arabic numerals.

غ ٢٤ × ٣٥

This innovative solution automated their product labeling transparently, and no modification was required to Nestlé hardware or software.

الصنع:

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ESTÉE LAUDER  
ἘΣΤΕ ΛΑΥΔΕΡ



ESTEE LAUDER required custom fonts to professionally market their products worldwide, while maintaining their Corporate Identity.

FontWorld assisted Estee Lauder in creating Custom Logos in several languages while maintaining their corporate typeface design.

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# Folio:

new Folio Logo – above  
original Folio logo – below

# Folio:



# Folio:

The prestigious FOLIO Magazine is a publication devoted to Magazine producers worldwide with cutting-edge information, and special FOLIO publishing events.

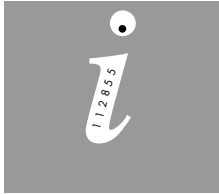
FontWorld redesign their logo as a Type-1 typeface, optically enhanced and optimized in three sizes.

FontWorld improved upon their design, and allowed Folio Magazine to meet their scheduled special issue. FontWorld also created additional custom font logos for Folio Magazine, including section headers and special event logos.

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Two examples of security measures



**“Technology is in-place, where the only requirement to alter & falsify documentation is a small investment of capital and the desire to do so.”**

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**Desktop Forgery represents over one billion dollars in losses annually.**

**CAN YOU AFFORD  
not to investigate the solutions?**

Primary victims are: (a) government agencies, (b) corporations, (c) financial institutions, and (d) legal and travel organizations. If you fall into one of these categories, you should worry at night! Anyone who values vital documents — be it contractual or monetary — is at certain risk.

Desktop Forgery reflects using advanced computer-based desktop publishing products in an illegal manner.

Since desktop publishing was introduced, many aspects have been standardized. For most users, these standards are helpful. But they also make it easier for one user to copy the work of another.

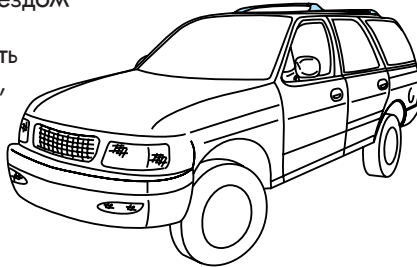
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## Custom Typesetting and Translation services, in any world language.

Особенно важно регулярно мыть автомобиль в зимний период. Удаление сильного загрязнения и соли, вредно действующих на автомобиль, затруднено. Перед проездом через автоматическую мойку необходимо снять внешнее оборудование, например антенну.



With thousands of cars sitting in a Russian port awaiting Russian-language manuals, a major automobile manufacturer needed immediate assistance.

FontWorld replicated FORD MOTORS English language manuals, which allowed them to successfully market their vehicles to the Russian Republic.

**FontWorld provides quality Custom Font solutions to governments, manufacturers and publishers worldwide**

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[www.fontworld.com/adobe.html](http://www.fontworld.com/adobe.html)

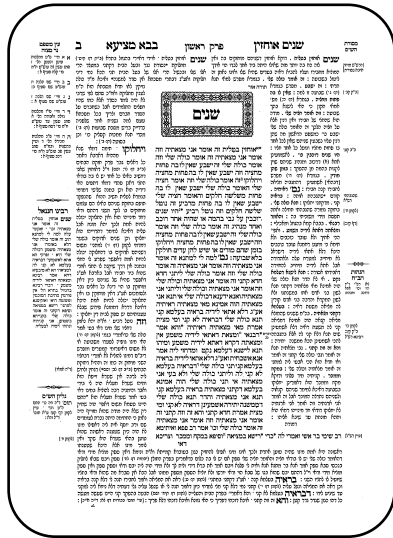
FontWorld assists software and hardware manufacturers, by providing typefaces to enhance their software packages.

In association with Adobe Systems and WinSoft of France, FontWorld is providing quality-crafted Arabic and Hebrew fonts with Adobe's premiere in Middle Eastern software: Adobe PageMaker, PhotoShop and Acrobat. Extended font families and vowel support was provided.

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# Gates to the Talmud

[www.talmudworld.com](http://www.talmudworld.com)

The Gates to the Talmud project includes both an interactive multimedia edition for education and entertainment of both young and old, and the traditional Vilna print edition.

The ancient Talmud was typeset over 150 years ago. FontWorld replicated thirty-six custom Hebrew typefaces, thus precisely matching the line and page breaks.

As a result, one cannot distinguish between the authentic new edition and the old, with exception to the obvious improved clarity and legibility.

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# Republica

REPUBLIC OF BELARUS wanted to modernize its printing department and establish an official state newspaper in order to keep its citizens informed and give them a forum to express their opinions and concerns.

The Republica was created with FontWorld's assistance. As a result, the devastating strikes which had hampered the emerging Belarussian Republic's economy, ended.

FontWorld's Belarussian Publishing System represents the first introduction of the Apple Macintosh into the Republic of Belarus.

## Mbl

Hearst Corporation and Izvestia Publishing established a joint-venture to publish and distribute news in the Commonwealth of Independent States (CIS). The editors express their gratitude to FontWorld. With FontWorld's assistance, We/Mbl made deadline and hit the newsstands with its premiere issue.



UPI -United Press International required Arabic fonts for their online news service, so that their Middle Eastern clients could access the news in their desired language. FontWorld assisted UPI in meeting their custom requirements.



Smith Corona successfully opened a new market for their word-processors, with Thai language print-wheels, based upon FontWorld's Thai fonts.

National Credit Bank of Russia required Cyrillic and English character-sets, to be able to communicate in different languages. They required a design that would easily be recognizable to their organization. FontWorld licensed special custom fonts for their use.

# USIA



United States  
Information Agency

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National Credit Bank  
**Банк**  
Национальный Кредит

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## THE CENTER FOR CUSTOM FONTS

### CORPORATE IDENTITY:

**Custom Fonts is an important tool to assist corporations in creating and maintaining their corporate identity.**

**Frederick Goudy, the renown typeface designer, originally conceived the concept of Custom Fonts over 100 years ago. He believed every large organization should be recognized by the fonts they use.**



This is called Corporate Identification, and it is a proven success with many corporations who have implemented its use.

At first, corporations used "Custom Fonts" to display their Corporate Logos. This has expanded to also include a unique typeface family, which is used for product packaging and advertising purposes. Many times you can easily recognize a company at first glance by the fonts they use in advertisements.

Many "magazines and newspapers" display their publication in custom fonts that distinguishes themselves from other publications, with unique text and headline font families.

### FLEXIBILITY OF USE:

**Custom Fonts are simple to use, and offer greater flexibility over larger graphic files.**

**Custom Fonts offers many advantages in handling Desktop Publishing and Internet Web Publishing.**

Publishing professionals, both corporate and commercial, are now using Custom Fonts in a wide range of uses, each of which has multiple and long term benefits.

For example, Custom Logos eliminates the need of dealing with less flexible graphics, which are often large files. They will print faster than graphics, they provide greater resizing capabilities, they allow for simple keystroke entry, and offer color and grayscale options.

As an alternative to a graphic file, with a simple "keystroke" you can obtain a Custom Font Logo, in multiple colors and scale it to whatever size you require, at a fraction of the file size.

FontWorld assisted Estee Lauder in creating Custom Logos in several languages while maintaining their corporate typeface design.

This was expanded to also provide Estee Lauder with a complete typeface family in other languages, so to better address multiple language advertising requirements worldwide.

This allowed Estee Lauder to open new marketing opportunities worldwide by creating multilingual advertisements and product packaging within their unique Corporate Typeface design.

ESTÉE LAUDER  
ἘΣΤΕ ΛΑΥΔΕΡ

–CONTINUE PAGE TWO



# THE CENTER FOR CUSTOM FONTS

## EXAMPLES OF CORPORATE IDENTITY

Custom Fonts offers unlimited benefits.

Multiple Language and Custom Fonts provides corporations with the ability to maintain their corporate identification in any world language.

Nestlé is the world's largest food company. The Nestlé Custom Font Project is a great example of custom fonts resolving a difficult problem facing manufacturers.



**Nestlé**

This project involved many of their product identification logos, and an innovative solution in meeting their product packaging requirements. Without any modification to their existing database software, which handles their product labeling, FontWorld was able to provide Nestlé with special "custom font logos" in the Arabic language.

FontWorld's Custom Font Logos allowed Nestlé to access each of their product names with a simple keystroke. The Nestlé Custom Fonts also included product weights and freshness dates in Arabic numerals.

This innovative solution automated their product labeling transparently, and no modification was required to Nestlé hardware or software.

When FOLIO Magazine redesigned their publication, they requested FontWorld's assistance to transform their logo into a typeface.

نردز  
رانتس

**Folio:**

FontWorld improved upon their design and completed their project prior to their special anniversary issue.

FontWorld provided additional benefits, including Folio Magazine ability to use the font logo within "paragraph text" of the publication, thus eliminating the need of less flexible original graphic files, or using generic fonts to type their name.

## COLOR LOGOS

With a simply keystroke, you have the option of selecting a monochrome or color logo

With the advancement of color printing, corporations want to reproduce their logos in color. FontWorld provides Custom Color Logos, and with a simply keystroke, you have the option of selecting a monochrome or color logo.

Whether your corporate logo is one color or multiple colors, the use of color logos enhances all your corporate communications. FontWorld innovates this process with simply keystroke access.

FontWorld provides quality-crafted Custom Font solutions to manufacturers, governments, and publishers worldwide.

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