

# Newson

Newson is a low-contrast sans serif typeface family that balances technical and humanistic characteristics for outstanding legibility.

Starting out from a custom font created in a single weight for small-sized text on supermarket price tags, the letterforms were revised and altered completely, arriving at a new and original design. The proportions have been adjusted to be usable for text and display sizes, and extended the family to span 7 weights, from Extralight to Black, with corresponding italics. Its functional, unobtrusive appearance is paired with a personality that inspires confidence and likewise is self-confident. Together with the wide range of weights, this makes Newson a quality choice for corporate design and branding projects. The family comes with a selection of pictograms and other symbols for wayfinding systems, including circled and boxed numerals, in positive and negative variants. Newson’s versatility is enhanced by an extensive language support and features like small caps, various sets of numerals (oldstyle, lining, tabular lining and small cap figures), fractions, and arrows. Alternate forms for ‘a’, ‘e’, ‘g’ in roman and italic weights allow the user to fine-tune the appearance for a more restrained or slightly more casual effect.

STYLES

DESIGNER

Extralight, Extralight Italic, Light, Light Italic, Regular, Italic, Medium, Medium Italic, Semibold, Semibold Italic, Bold, Bold Italic, Black, Black Italic

Lukas Schneider  
Release date: 11/2017

SUPPORTED LANGUAGES

Afar	Gaelic (Irish)	Malay	Silesian
Afrikaans	Gaelic (Manx)	Maltese	Slovak
Albanian	Gaelic (Scottish)	Maori	Slovenian
Azerbaijani	Gagauz	Marquesan	Somali
Basque	German	Moldovan/Moldovian/	Sorbian
Bislama	Gikuyu	Romanian	Sotho
Breton	Gilbertese/Kiribati	Nauruan	Spanish
Catalan	Greenlandic	Ndebele	Swahili
Chamorro	Haitian_Creole	Norwegian	Swedish
Chichewa	Hawaiian	Oromo	Tahitian
Comorian	Hungarian	Palauan/Belauan	Tetum
Croatian	Icelandic	Polish	Tok_Pisin
Czech	Indonesian	Portuguese	Tongan
Danish	Irish	Quechua	Tsonga
Dutch	Italian	Romanian	Tswana
English	Javanese	Romansh	Turkish
Esperanto	Kashubian	Sami	Turkmen
Estonian	Kinyarwanda	Samoan	Tuvaluan
Faroese	Kirundi	Sango	Uzbek/Usbek
Fijian	Latvian	Sesotho	Wallisian
Filipino/Tagalog	Lithuanian	Setswana/Sitswana/	Walloon
Finnish	Luba/Ciluba/Kasai	Tswana	Welsh
Flemish	Luxembourgish	Seychellois_Creole	Xhosa
French	Malagasy	SiSwati/Swati/Swazi	Zulu

Newson Extralight  
*Newson Extralight Italic*

Newson Extralight  
*Newson Extralight Italic*

Newson Regular  
Newson Italic

Newson Medium  
*Newson Medium Italic*

Newson Semibold  
*Newson Semibold Italic*

Newson Semibold  
*Newson Bold Italic*

Newson Black  
*Newson Black Italic*

The Stockholm Newspaper  
*Moderate anxiety treatment*

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Designers and Architecture  
*A new revolution theoreme*

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Words and their meanings  
*Victorian hotel vancouver*

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Imagination or association  
*Active directory certificate*

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Brand manager network  
*National business affairs*

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Digital world adventure  
*Andromeda mass effect*

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**The database migration**  
***An assessment training***

The Milky Way is the galaxy that contains our Solar System.

# Neutron star collision **Gravitation**

Un système planétaire est un système composé de planètes.

# Natural satellite

Angular momentum dimensions

# Planetoïden

The Galactic Center is the rotational center of the Milky Way.

# Black Hole Sunshine

# **The isotropic universe**

Every planet has a shadow which travels along its orbit.

**Application  
Established  
Phenomena  
Transformer  
Experiences  
Automatica  
Dimensions  
Subdivision**

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Microcosmic

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Bookbinding

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Grotesquerie

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Outbrazened

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Technocratic

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Obliqueness

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**Dehypnotisations**

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**Grammatikalisch**

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**Handelsnationen**

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**Thermograverons**

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**Mandeloperation**

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**Desenterráramos**

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**Bundfældningers**

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**Disinquinerebber**

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BLACKBALLING

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SUPERLUXURY

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TRANSITIONAL

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MICROCOSMIC

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BUNDESRECHT

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DIKTATORISCH

Dehypnotisations

Grammatikalisch

Handelsnationen

Thermograverons

Mandeloperation

Desenterráramos

Bundfældningers

Disinquinerebber

# The Brand

CORPORATE DESIGN STYLEGUIDE

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# International Architecture

From Eastern Europe to New Zealand.

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# THE QUARTERLY REVIEW

THE LITERARY AND POLITICAL PERIODICAL



**We are still a long way off from being able to state with perfect confidence what the Corona is. It is certainly a complex phenomenon, and the various streamers which we see are not, as was at one time imagined, a simple manifestation of one radiant light.**

The true corona appears to be a triple phenomenon. First, there are the polar rays, nearly straight throughout their visible extent. Gradually, as these rays start out from points on the solar disc farther and farther removed from the poles, they acquire increasing curvature, and very probably extend into the equatorial regions, but are with great difficulty traceable there, because projected upon and confused with the filaments having their origin remote from the poles. Then there is the inner equatorial corona, apparently connected intimately with truly solar phenomena, quite like the polar rays; while the third element in the composite is the outer equatorial corona, made up of the long ecliptic streamers, for the most part visible only to the naked eye, also existing as a solar appendage, and possibly merging into the zodiacal light. The total eclipses of a half century have cleared up a few obscurities, and added many perplexities.

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In the days when the world was supposed to have endured for only a few thousand years, it was supposed that the different species of plants and animals were fixed and final; they had all been created exactly as they are to-day, each species by itself. But as men began to discover and study the Record of the Rocks this belief gave place to the suspicion that many species had changed and developed slowly through the course of ages, and this again expanded into a belief in what is called ORGANIC EVOLUTION, a belief that all species of life upon earth, animal and vegetable alike, are descended by slow continuous processes of change from some very simple ancestral form of life, some almost structureless living substance, far back in the so-called Azoic seas.

**This question of Organic Evolution, like the question of the age of the earth, has in the past been the subject of much bitter controversy.**

There was a time when a belief in organic evolution was for rather obscure reasons supposed to be incompatible with sound Christian, Jewish and Moslem doctrine. That time has passed, and the men of the most orthodox Catholic, Protestant, Jewish and Mohammedan belief are now free to accept this newer and broader view of a common origin of all living things. No life seems to have happened suddenly upon earth. Life grew

and grows. Age by age through gulfs of time at which imagination reels, life has been growing from a mere stirring in the intertidal slime towards freedom, power and consciousness.

Life consists of individuals. These individuals are definite things, they are not like the lumps and masses, nor even the limitless and motionless crystals, of non-living matter, and they have two characteristics no dead matter possesses. They can assimilate other matter into themselves and make it part of themselves, and they can reproduce themselves. They eat and they breed. They can give rise to other individuals, for the most part like themselves, but always also a little different from themselves. There is a specific and family resemblance between an individual and its offspring, and there is an individual difference between every parent and every offspring it produces, and this is true in every species and at every stage of life.

Now scientific men are not able to explain to us either why offspring should resemble nor why they should differ from their parents. But seeing that offspring do at once resemble and differ, it is a matter rather of common sense than of scientific knowledge that, if the conditions under which a species live are changed, the species should undergo some correlated changes. Because in any generation of the species there must be a number of individuals whose individual differences make them better adapted to

**PLANET MERCURY** — Since Mercury wears no concealing veil of atmosphere, and displays markings that can be identified and followed, a surprising circumstance has come to light. In 1889, Schiaparelli discovered that Mercury, instead of rotating on its axis in about 24 hours like the Earth and Mars, rotates in 88 days; that is to say, it always turns the same face towards the Sun, just as the Moon turns the same face towards the Earth. This fact, confirmed theoretically by **Prof. G. H. Darwin** in his development of the theory of tidal friction, puts the condition of MERCURY in quite a new light. No alternation of day or night refreshes and restores the little world; one hemisphere is for ever exposed to the blasting heat of the Sun, seven times hotter for it than for the Earth; the other hemisphere is for ever exposed to the darkness and cold of outer space, a range from something like  $390^{\circ}$  celsius above freezing-point, to  $270^{\circ}$  celsius below. It is true that between the two hemispheres there is a "debatable land," for, owing to the ellipticity of the orbit, the face turned to the Sun is not exactly the same at all times, and a region about  $47^{\circ}$  in width on each side of the planet, that is to say, rather more than a quarter of its entire surface, has one day and one night in each period of 88 days, but these more favoured sections can scarcely be considered more habitable than the rest.

**VENUS AND SATURN** — But in the telescope Venus appears less satisfying. It is a pretty spectacle indeed to watch the phases of the gleaming little globe of silver, for, like the MOON under varying illumination from the Sun, it undergoes change of apparent shape. But the surface of the planet yields little detail, and that little is illusive and ill-defined. The clear-cut outlines and black shadows of the Moon have no place here, nor do the ruddy plains and blue-

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BOLD + REGULAR 10 PT

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**VENUS AND SATURN —** It is a pretty spectacle indeed to watch the phases of the gleaming little globe of silver, for, like the MOON under varying illumination from the Sun, it undergoes change of apparent shape. But the surface of the planet yields little detail, and that little is illusive and ill-defined. The clear-cut outlines and black shadows of the Moon have no place here, nor do the ruddy plains and blue-grey “seas” of MARS find any analogues. All that can be observed beyond the changes of phase are a few faint, ill-defined patches, where the molten silver of the general surface is slightly dimmed and tarnished, and perhaps one or two spots, not less evasive and difficult to fix, that exceed the rest of the surface in brightness.

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SMALLCAPS	lowercase	▶	LOWERCASE
FRACTIONS	1/4 5/8 2/3	▶	¼ ⅝ ⅔
SUPERSCRIPT	0123456789	▶	0123456789
SUBSCRIPT	0123456789	▶	0123456789
STYLISTIC SET 01	g   g	▶	g   g
STYLISTIC SET 02	a   a	▶	a   a
STYLISTIC SET 03	e   e	▶	e   e
CASE SENSITIVE FORMS	(H) [H] {H}-H¿	▶	(H) [H] {H}-H¿
TABULAR FIGURES	0123456789	▶	0123456789
OLDSTYLE FIGURES	0123456789	▶	0123456789



Symbols are bundled with the Newson Family Package only or available on request.

