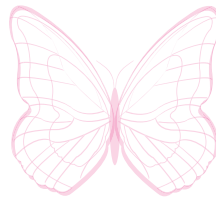


Naej

A type family
for recreational
children's storybooks



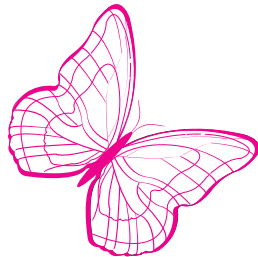
Blondina Elms Pastel

Master of Arts
Typeface Design
Department of Typography
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University of Reading
2010–2011

aA

Bb
Cc
Dd
Ee
Ff
Gg
Hh
Ii
Jj
Kk
Ll
Mm
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Aa
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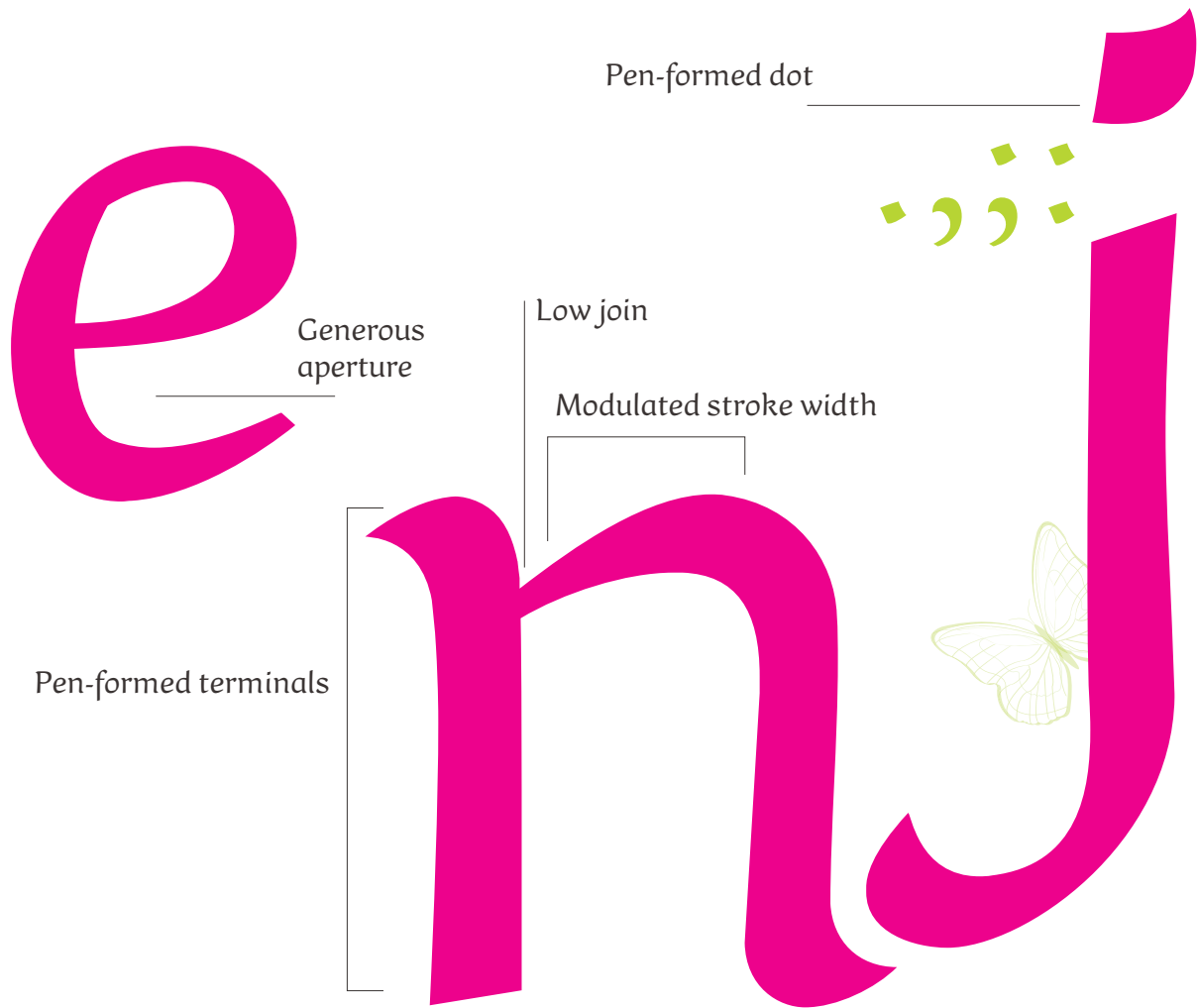
Naej

Naej is a typeface family for use in children's storybooks.

Somewhat *neohumanist* in design, that is to say organic rather than mechanical.

Calligraphic, with a humanist axis, Naej connotes the flavour of the Renaissance letter. Modulated stroke, modest x-height, modest contrast, large counters and apertures. This humanist influence has led to a typeface design that is *legible*, fun, and inviting with a touch of *elegance*.

Naej has two styles; *regular* and *italic*. The **bold** and **black** weights are in progress.



Pen-formed dot

Generous aperture

Low join

Modulated stroke width

Pen-formed terminals

sunorcalifranilisticoxnialidorious!



Huckleberry Finn

Cap-height Ascender line X-height Descender line

Some characteristics

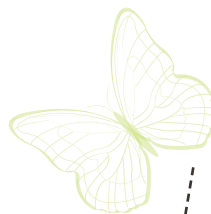
Naej has two types of terminals; a mild curve and a sharp oblique. Both derived from the stroke of the pen. This contrast in terminals creates rhythm and aids letter differentiation. The generous counters of Naej enhance legibility and allows the page to 'breathe' creating a pleasureable reading environment.

For optical reasons, the height of the capitals fall short of the ascender height. This allows the capitals and lowercase to 'sing' in harmony; especially in languages like German where the use of capitals is high. It also helps to create a flowing rhythm in the page.



Light, modulated stroke

7° slope



a

b

f

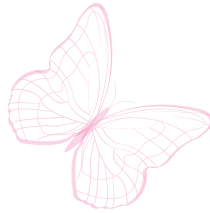
c

Contrast of inner
and outer forms

abfc

Alternate letterforms

Jack & Gala



*Went up the chocolate mountain, To fetch a giant choco-chip.
Jack came back with more than that, And Gala; well, she got fat!*

Some characteristics

Naej italic is equal to and independent of Naej regular.

With a slope of 7° and a constant oblique axis, a uniform rhythm is established allowing for ease in lecture. The italic stroke is light and the modulation is of high contrast.

In comparison to the width of the regular the italic is less wide.

Naej italic shares the 'tale' of the calligraphic pen stroke with the regular style as well as a modest x-height.

somewhere

ciel over the

Au-delà are blue

and the

that

you

dare



really



magie

do

come

bleu

true

dream

l'arc-en-ciel

rainbow

OpenType features

- Oldstyle figures
- Standard Ligatures
- Discretionary Ligatures
- Superiors/inferiors
- Initial caps¹ (regular)
- Swash¹ (italic)

Thaddeus picked 23 mangoes
from his grandmother's tree.

“fee-fi-fo-fum, I smell the
blood of a Bajan”

gaffhook Christoffel halfback

M^{lle}* Béatrice, est vraiment flamboyante!

hors d'œuvre

Jacqueline & Gaëlle, live on 1st* street ...

$$x^2 + y^2 = z^n$$



¹ Simply select Swash in the OpenType menu.

Text samples: 6, 10, 16 point

With sugary white sands turquoise waters and endless sunshine, it is easy to fall for my beautiful Caribbean paradise.

But even more welcoming than the sun surf and sand are the Barbadian people themselves who have mastered the art of how to truly live and make each day a celebration. They fill your mind with their colorful speech, their walk, their engaging looks and their endless energy and love of life. They are children who will never grow old, no matter what their age, they insist on having fun.

English is the language spoken with a Barbadian dialect, which can be sometimes tricky to understand. You may have to visit the island on a few occasions until you get to grips with 'bare bayan' talk.

A land of contrast, part of the unique charm of Barbados comes from the old world happily coexisting with the new. Glass marble offices stand next to brightly painted rum shops, satellite dishes hang over traditional wooden chattel houses.

Bordé par les eaux calmes de la mer des Caraïbes à l'ouest et l'océan tumultueux de l'Atlantique à l'est, la conduite d'une côte à l'autre est une expérience avec des paysages à couper le souffle.

Barbados is divided into 11 parishes each with their own distinct character. The ABC Highway is the main artery running through the center connecting the island from one end to the other. Affectionately known as "Little England" a certain British-ness pervades daily life ... from place names such as Clapham, Dover, Hastings and Lancaster to driving on the left, roundabouts and afternoon tea.

Although Barbados is a relatively small, only 166 square miles, there is so much to discover, from the historic homes and buildings that tell the story of the past to the underground wonder of the natural caves. *You will see the natural beauty in the tropical flowers that bloom around you to the breathtaking landscapes and seascapes that abound.*

If you are interested in nature, you might like to visit one of the limestone caves, either at Harrison Cave, or the Animal Flower Cave. These caves have rivers, waterfalls and some interesting rock formations.

Vous-pouvez également visiter l'un des nombreux jardins botaniques. Les jardins sont inondés de fleurs tropicales, d'arbres rares et entouré de superbes vues sur l'océan et la campagne luxuriante. Along the east coast, the **beaches** are wide and wind-blown. Here the shore is pounded by the Atlantic making it a delight for **surfers** who visit the island. On the calmer South and west coasts,

you can walk for miles along unbroken beaches, sometimes stopping at a cluster of coral rocks jutting out to sea. The soft coral rocks weathered by the ocean surf form abstract sculptures pleasing to an artist's eye. A **fun** part of your visit to the island is treating your taste buds to Barbados flavors. *You might want to try some traditional Barbados dishes.* The national dish is called **coucou** and flying fish. Barbadians eat this fish on

Chapter One

Descent into the rabbit hole



Alice was beginning to get very tired of sitting by her sister on the bank and of having nothing to do: once or twice she had cast a glance at the book her sister was reading, but it had no pictures or conversations “And, thought Alice, what is the use of a book where he does are no pictures or conversations?”

She wondered (to the extent she was able to think, because she felt very sleepy and stupid because of heat) if the pleasure of making a daisy-chain was worth getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran running beside her.

There was nothing particularly remarkable, and

🍑 Knickerbocker glory 🍑

serves 4 • prep 15 mins

Ingredients:

- 2 peaches
- 8 tbsp strawberry ice cream sauce
- 8 small scoops strawberry ice cream
- 4 small scoops chocolate ice cream
- 150ml (5fl oz) double cream, whipped
- 1 tbsp sugar strands or sugar balls
- 4 maraschino cherries
- wafer biscuits, to serve



Preparation:

1 - Place the peaches in a pan of boiling water for 30 seconds to loosen the skins. Drain and halve the fruit, discarding the stones, then peel. Cut the flesh into wedges and place a few into the base of 4 tall glasses or sundaie dishes. Top with a scoop of strawberry ice cream and a drizzle of strawberry sauce.

2 - Repeat the layering with the remaining peach slices, strawberry ice cream, and strawberry sauce. Place a scoop of chocolate ice cream on top.

3 - Place a spoonful of whipped cream to one side of the chocolate ice cream and sprinkle with sugar strands. Decorate with a maraschino cherry and serve each with wafer biscuits.

Extended Latin support

Alice commençait à se sentir très lasse de rester assise à côté de sa sœur, sur le talus, et de n'avoir rien à faire : une fois ou deux, elle avait jeté un coup d'œil sur le livre que lisait sa sœur ; mais il ne contenait ni images ni dialogues : « Et, pensait Alice, à quoi peut bien servir un livre où il n'y a ni images ni dialogues ? »

No había nada particularmente notable-poder, y Alice no encuentra ni tan extraño oír que el conejo dice a sí mismo en voz baja: “¡Oh, Dios mío! ¡Oh, Dios mío! Voy a llegar tarde!” (Cuando pensar en ello después, se le ocurrió que debería haber sido sorprendente, pero por el momento, todo parecía muy natural), pero cuando el Conejo tomó realmente un reloj del bolsillo del chaleco, lo miró, y corrió más rápido, Alice levantó de un salto, porque, de repente, la idea se le había ocurrido que había

nunca había visto un conejo con un bolsillo del chaleco o un reloj para sacar de este bolsillo.

Nie było nic szczególnie godne uwagi, w stanie, a Alice nie znaleźliśmy ani tak dziwnie słyszeć Rabbit powiedzieć sobie cicho: “O mój Boże! Och, mój Boże! Będę późno!” (Gdy myśleć o tym później, przyszło jej do głowy, że powinna być zaskakująca, ale w tej chwili, to wszystko wydawało się zupełnie naturalne), ale gdy rzeczywiście miała Rabbit zegarek z kieszeni kamizelki, spojrział na nią i pobiegł szybciej, Alice zerwała się, bo nagle, pomysł mu do głowy, że miała nigdy nie widział królika z kieszeni kamizelki zegarek lub wyjąć z tej kieszeni.

Es war nichts besonders bemerkenswert-fähig, und Alice konnte nicht gefunden werden entweder so seltsam zu hören, das Kaninchen sagen, sich leise: “Oh, mein Gott! Oh, mein Gott! Ich werde zu spät kommen!”

(Wenn darüber nachdenke danach fiel es ihr, sie sollte überraschend gewesen, aber im Moment, es schien alles ganz normal), aber wenn das Kaninchen tatsächlich nahm eine Uhr aus der Westentasche, sah ihn an, und rannte so schneller, sprang Alice auf, weil plötzlich die Idee hatte kam ihm, dass sie noch nie ein Kaninchen mit einer Westentasche oder eine Uhr zum Abschluss dieser Tasche.

Það var ekkert sérstaklega merkilegt, og Alice fann ekki heldur svo skrítið að heyra Rabbit segja við sig mjúklega: "Ó, Guð minn! Ó, Guð minn! Ég kem seint!" (Þegar hugsá um það síðar, kom henni að hún ætti að hafa verið óvart, en á því augnabliki, það virtist allt alveg eðlilegt), en þegar Kanína í raun tók horfa úr vasa vesti hans, horfði á það, og hljóp hraðar, Alice stökk upp, vegna þess, skyndilega, þá hugmynd hafði komið að honum að hún hafði

www.atelierelms.com
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