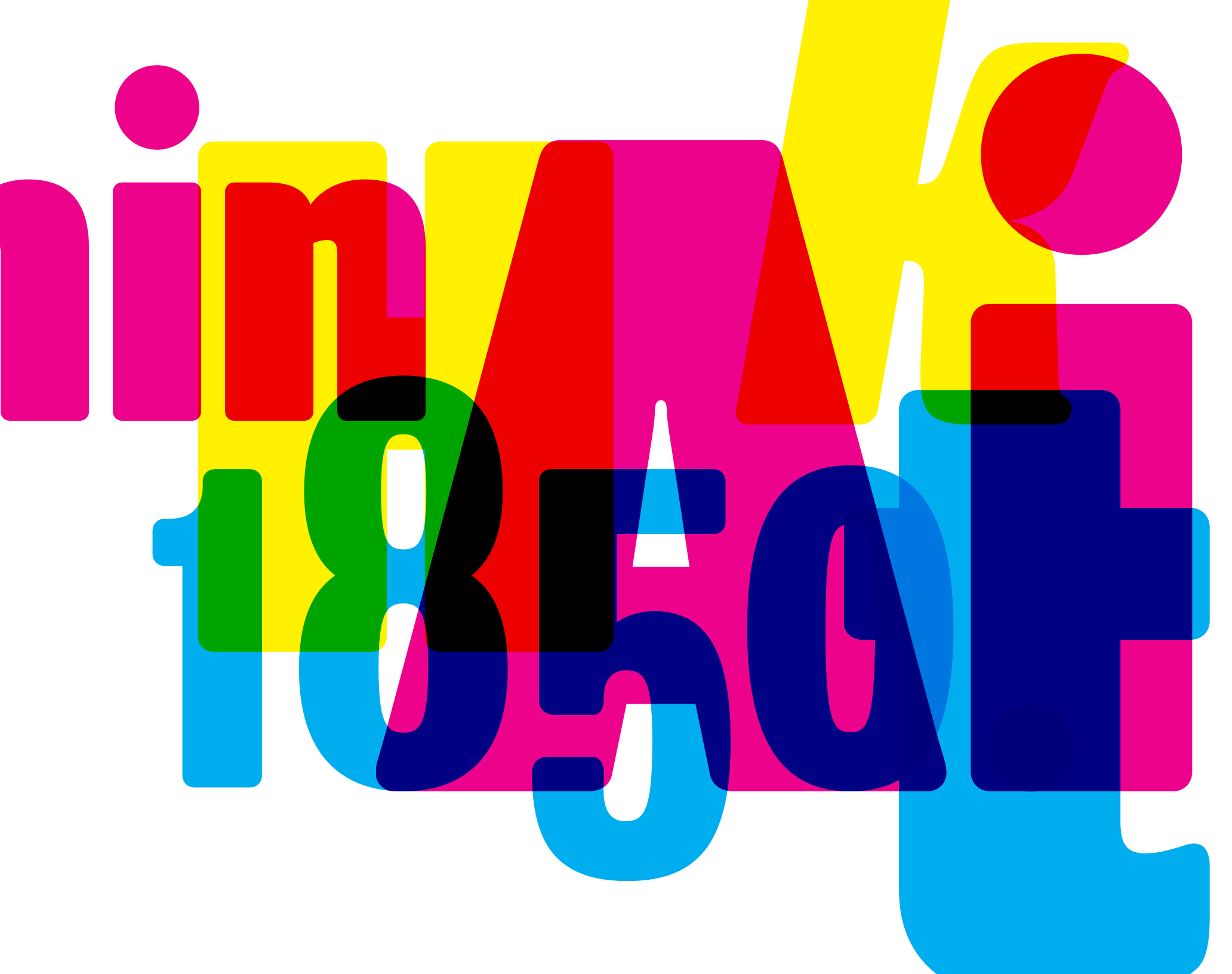


PROGRAM

A TYPEFACE PRODUCED AND LICENSED BY EMIGRE

RAPPRO



Aa

Book

Aa

Medium

Aa

Bold

Aa

Black

PROOF (REGULAR)

Aa

Regular

Aa

Medium

Aa

Black

PROOF (NARROW)

PROGRAM

Book
Book Italic

Medium
Medium Italic

Bold
Bold Italic

Black
Black Italic

PROGRAM NARROW

Regular
Regular Italic

Medium
Medium Italic

Black
Black Italic

PROGRAM & PROGRAM NARROW

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

The quick brown fox jumps over the lazy dog.
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PROGRAM has four weights, while Program Narrow has three. Instead of matching the overall “color” in text settings between the Program and Program Narrow versions, as is often done, we matched the stem weights. This allows for a more comfortable matching of stem weights when combining the two versions at larger sizes on posters or in headlines.

Program is available in both OpenType and Web Font formats.



PROGRAM

XYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ

BLACK

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%*&)

XYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%*&)

XYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ

MEDIUM

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%*&)

XYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOOK

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%*&)

PROGRAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BLACK

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%*&)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%*&)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MEDIUM

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%*&)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOOK

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%*&)

Each Program font includes both lining and old style numerals,
as well as tabular lining and tabular old style numerals.

Program is available in both OpenType and Web Font formats.

PROGRAM NARROW

VWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BLACK

vwxyz

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%*&)

XYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MEDIUM

xyz

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%*&)

Z

ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR

abcdefghijklmnopqrstuvwxyz

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PROGRAM NARROW ITALIC

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0123456789(!@#\$%&)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ


REGULAR

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%&)*

Each Program font includes both lining and old style numerals, as well as tabular lining and tabular old style numerals.

Program is available in both OpenType and Web Font formats.



PROGRAM is a type designer's typeface. It's about the craft of typeface design and the particular details and effects that type designers fret over when they design type. It mixes different structures, stem endings, and weight distributions not usually employed in a single family of fonts. It features both rounded edges evoking the effects of reproduction, and ink traps, the technique used to counteract that effect. The idea was to create a series of fonts with strong individualistic features, challenging the constraints of a central theme that is usually imposed on a family of fonts, while still relating to each other in terms of overall look and feel.

Program was designed and produced by Zuzana Licko.

WITH STRONG INDIVIDUALISTIC FEATURES, CHALLENGING THE CONSTRAINTS that type designers fret over when they design type. It mixes different structures, stem endings, and weight distributions **not usually employed in a single family** of fonts. It features *both* rounded edges evoking the effects of reproduction, and ink traps, the technique used to **counteract** that effect. The idea was to create a series of fonts with strong **individualistic** features, challenging the constraints of a central theme that is usually imposed on a family of fonts, while still relating to each other in terms of overall look and feel.



PROGRAM

dnkw

Book

dnkw

Medium

dnkw

Bold

dnkw

Black

PROGRAM NARROW

dnkw

Regular

dnkw

Medium

dnkw

Black

PROGRAM

aces

Book

aces

Medium

aces

Bold

aces

Black

PROGRAM NARROW

aces

Regular

aces

Medium

aces

Black

STRUCTURALLY, the Program type family would be difficult to classify as it mixes different structural models. Program Book, for instance, with its low contrast, has the features of a Neo-Grotesque with slight Humanist tendencies that are most visible in the calligraphic, brush-like tail endings of the lowercase a, d, b, k, u, and capital R and K. Program Narrow is decidedly more Modern in structure, with pronounced vertical stress carried throughout all characters.

PROGRAM AND PROGRAM NARROW diverge most notably in the design of the a, c, e and s in both lowercase and capitals. In Program, the terminals of these curved characters are vertical. This opens up the counter spaces and increases legibility, contributing to its fitness as a text font. In Program Narrow the terminals are horizontal. Bending the curves into themselves like this accentuates the verticality of Program Narrow. The effect also creates more compact letter shapes making it a suitable headline font.

0 7 1 3 6 5 4

CENTRAL THEME THAT IS USUALLY IMPOSED ON A FAMILY OF FONTS, WHILE STILL RESPECTING THE CRAFT OF TYPEFACE DESIGN AND THE PARTICULAR DETAILS AND EFFECTS THAT TYPE DESIGNERS FREQUENTLY EXPERIENCE WHEN THEY DESIGN TYPE. IT MIXES DIFFERENT STRUCTURES, STEM ENDINGS, AND WEIGHT DISTRIBUTIONS NOT USUALLY EMPLOYED IN A SINGLE FAMILY OF FONTS.

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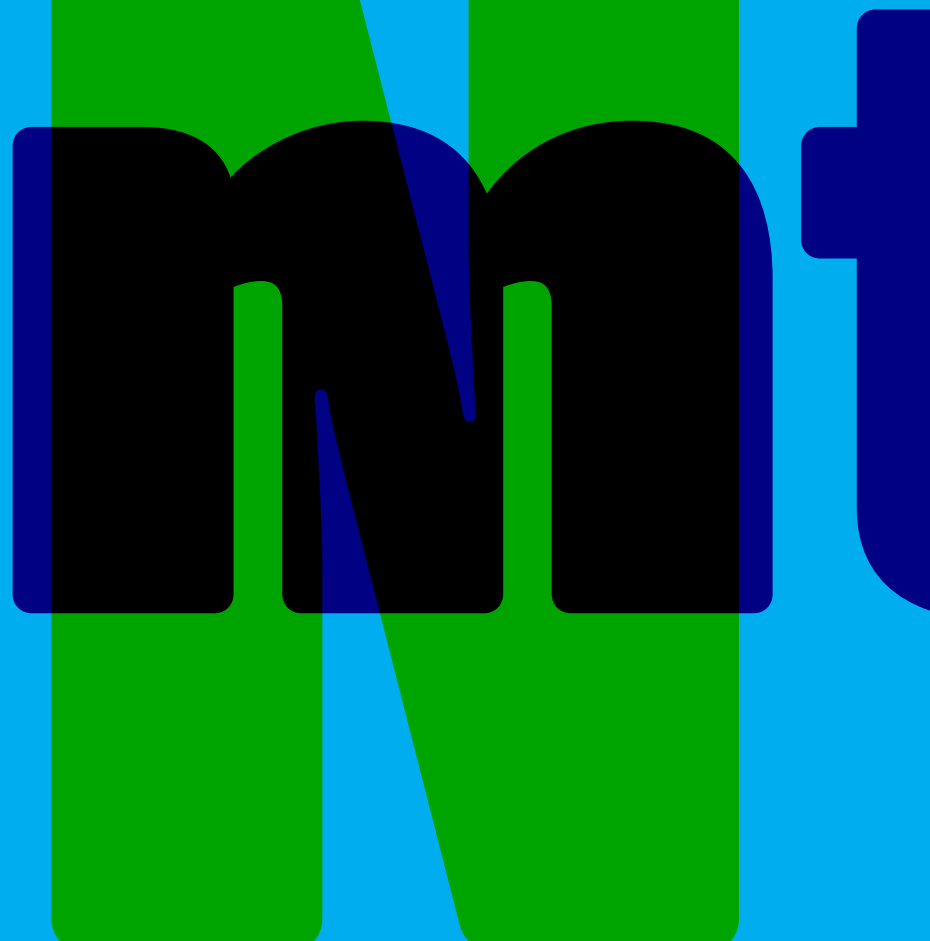
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ORAN



0 6 1 2 3 8 7 5

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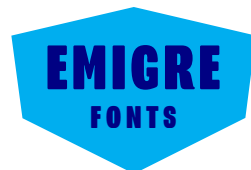
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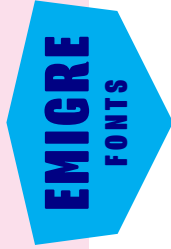


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