

**POLENO**

**DISPLAY TYPEFACE WITH  
CONTEXTUAL ALTERNATES**

**{{ SPECIMEN DESIGNED BY MARTINA ROZINAJOVÁ }}**

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ooqq

HEADLINES

DISPLAY

ANIMALS

áááááááááá

GUMMIBEAR

1+2=3



POLENO



→ IS A CUSTOM TYPEFACE ORIGINALLY DESIGNED IN 2006 FOR THE SLOVAK FOLK DANCE ENSEMBLE POLENO, AS A PART OF THEIR CORPORATE IDENTITY. EVER SINCE, NEW WEIGHTS HAVE BEEN ADDED TO COMPLETE SIX VARIABLES AND TWO DIFFERENT OPTIONS FOR ACCENTS.

POLENO 13PT

→ THE TYPEFACE ADDS A FRESH, BOLD AND NON-RATIONAL FEELING TO HEADLINES AND TITLES IN BOOKS AND POSTERS IN DISPLAY SIZES WHERE EMPHASIS AND DETAIL ARE EQUALLY IMPORTANT. RANDOMLY-GENERATED CONTEXTUAL ALTERNATES INCLUDED IN THE FAMILY CONTRIBUTE TO ADD A DISTINCTIVE LOOK TO WORDS WITH REPEATING CHARACTERS, WHENEVER THEY OCCUR NEXT TO EACH OTHER.

→ THE DIFFERENCE BETWEEN THE POLENO SET AND THE POLENO ALT SET IS IN THE ACCENTED CHARACTERS. IN THE FIRST ONE, ACCENTS ARE MERGED WITH THE CHARACTERS AND IN ALT VERSION, ACCENTS ARE SEPARATED FROM THE CHARACTERS.

THE QUICK RED FOX JUMPS OVER THE WOOD LOGS TO...

6 PT

THE QUICK RED FOX JUMPS OVER THE WOOD LOGS TO...

8 PT

THE QUICK RED FOX JUMPS OVER THE WOOD LOGS TO...

9 PT

THE QUICK RED FOX JUMPS OVER THE WOOD LOGS TO...

10 PT

THE QUICK RED FOX JUMPS OVER THE WOOD LOGS TO...

12 PT

THE QUICK RED FOX JUMPS OVER THE WOOD LOGS TO...

14 PT

THE QUICK RED FOX JUMPS OVER THE WOOD LOGS TO...

18 PT

THE QUICK RED FOX JUMPS OVER THE WOOD LOGS TO...

24 PT

THE QUICK RED FOX JUMPS OVER THE WOOD LOGS TO...

30 PT

THE QUICK RED FOX JUMPS OVER THE WOOD LOGS TO...

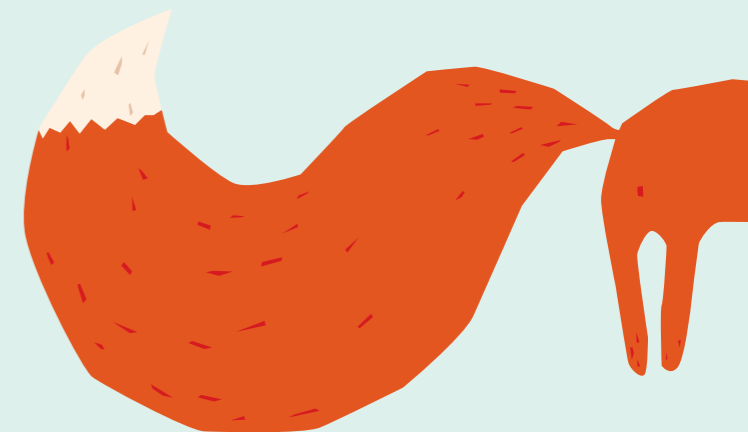
36 PT

THE QUICK RED FOX JUMPS OVER THE WOOD

48 PT

THE QUICK RED FOX JUMPS OVER...

60 PT



THE FOR

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# CONTEXTUAL ALTERNATES

( ADDING MORE RANDOMNESS TO THE LETTER COUPLES )

WITHOUT

OCCUR  
TITTLE  
FUNNY  
CREEPY  
BOSSY  
COOL

WITH

OCCUR  
TITTLE  
FUNNY  
CREEPY  
BOSSY  
COOL

## ALTERNATE DIACRITICS

POLENO

Á Ć Ĺ Ń Ö Ş Ü Ÿ Ž Ź ŷ

POLENO ALT

Á Ć Ĺ Ń Ö Ş Ü Ÿ Ž Ź ŷ

# OPENTYPE FUNCTIONS

CONTEXTUAL ALTERNATES

H → HHH

STYLISTIC ALTERNATES (OR STYLISTIC SET 1)

& → &

LOCALIZED FORMS (INDESIGN CS3 AND HIGHER) WHEN ROMANIAN LANGUAGE IS SELECTED

§ → §

PROPORTIONAL LINING FIGURES (DEFAULT) → TABULAR LINING FIGURES

1234567890 → 1234567890 \$ € £ ¥ ¢ € #

DISCRETIONALLY LIGATURES (ARROWS)

←- ← | ^- ↓ | / ^ ↗ | --> → | -^ ↑ | ^ \ ↖ | ^-^ ↕ | <-> ↔  
\ ^ ↘ | ^ / ↙

DISCRETIONALLY LIGATURES (ANNOTATION FORMS)

(1) (2) [3] [4] → ① ② ③ ④

FRACTIONS

1/4 365/24 → ¼ ¾ ⅔

ORDINALS

1ST 3RD 1A 2O NO → 1<sup>ST</sup> 3<sup>RD</sup> 1<sup>A</sup> 2<sup>O</sup> N<sup>O</sup>

SUPERSRIPT & SUPERIOR

(A + B)<sup>2</sup> = A<sup>2</sup> + 2AB + B<sup>2</sup> 3<sup>x</sup> = 27 S = πR<sup>2</sup>

SUBSCRIPT & INFERIOR

H<sub>2</sub>SO<sub>4</sub> LOG<sub>A</sub> 1 = 0

GVXAM MINCETU APOCIKVYEH: NIZOL CE MAMVJ KA RAQ KUSE BAFKEH MEW.



FILMUJ RZEŻ ŻADAŃ, POŚĆ, GNĘB CHŁYSTKÓW! PCHNAĆ W TĘ ŁÓDŹ JEŻA LUB OŚM SKRZYŃ FIG.

KRDEK DATLOV UČÍ KOŇA ŽRAŤ KÔRU. SVO HÖLT, YXNA KÝR ÞEGDI JÚ UM DÓP Í FÉ Á BÆ. SÆVÖR GRÉT ÁDAN ÞVÍ ÚLPAN VAR ÓNÝT.

EBLE ČIU KVAZAŮ-DECA FUŠHORAJO ĆOJIGOS HOMTIPON. EŇŠANĀO ČIUJAŮDE. HÖVDINGENS KJÆRE SQUAW FÅR LITT PIZZA I MEXICO BY.

PÖDUR ZAGREBI TŠELLOMÄNGIJA-FÖLJETONIST CIQO KÜLMETAS KEHVAS GARAAŽIS. SIC SURGENS, DUX, ZELOTYPOS QUAM KARUS HABERIS.

ANG BUKO AY PARA SA TAO DAHIL WALA NANG PWEDENG MAINOM NA GATAS. FIN DŽIP, GLUH JEŽ I ČVRST KONJIĆ DODOŠE BEZ MOLJCA.

JOVE XEF, PORTI WHISKY AMB QUINZE GLAÇONS D'HIDROGEN, COI! GOJAZNI DAČIĆ S BICIKLOM DRŽI HMEJ I FINU VATU U DŽEPU NOŠNJE.

PRĪLIŠ ŽLUŤOUČKÝ KŮŇ ÚPĚL ĎÁBELSKÉ ÓDY. HŮJ BLY GOM VANDT FRÆK SEXQUIZ PÅ WC. SEXY QUA LIJF, DOCH BANG VOOR 'T ZWEMPAK.

TÖRKYLEMPIJAVONGAHDUS. LUÍS ARGŪIA A JŪLIA QUE «BRAÇŌES, FÉ, CHÁ, ÓXIDO, PÔR, ZÂNGÃO» ERAM PALAVRAS DO PORTUGUÊS.

VOYEZ LE BRICK GÉANT QUE J'EXAMINE PRÈS DU WHARF. EL PINGŪINO WENCESLAO HIZO KILŌMETROS BAJO EXHAUSTIVA LLUVIA Y FRÍO;

FIX, SCHWYZ! QUÄKT JÜRGEN BLÖD VOM PASS. HEIZÖLRÜCKSTOSSABDÄMPFUNG. PIŠKUR MOLČE GRABI FIŽOL Z DNA CEZIJEVE HOSTE.

EGY HŪTLEN VEJÉT FŪLÖNCSÍPŌ, DŪHÖS MEXIKÓI ÚR WESSELÉNYINÉL MÁZOL QUITÓBAN. O'I MU XAGJI SOFYBAKNI CU ZVATI LE PURDI.



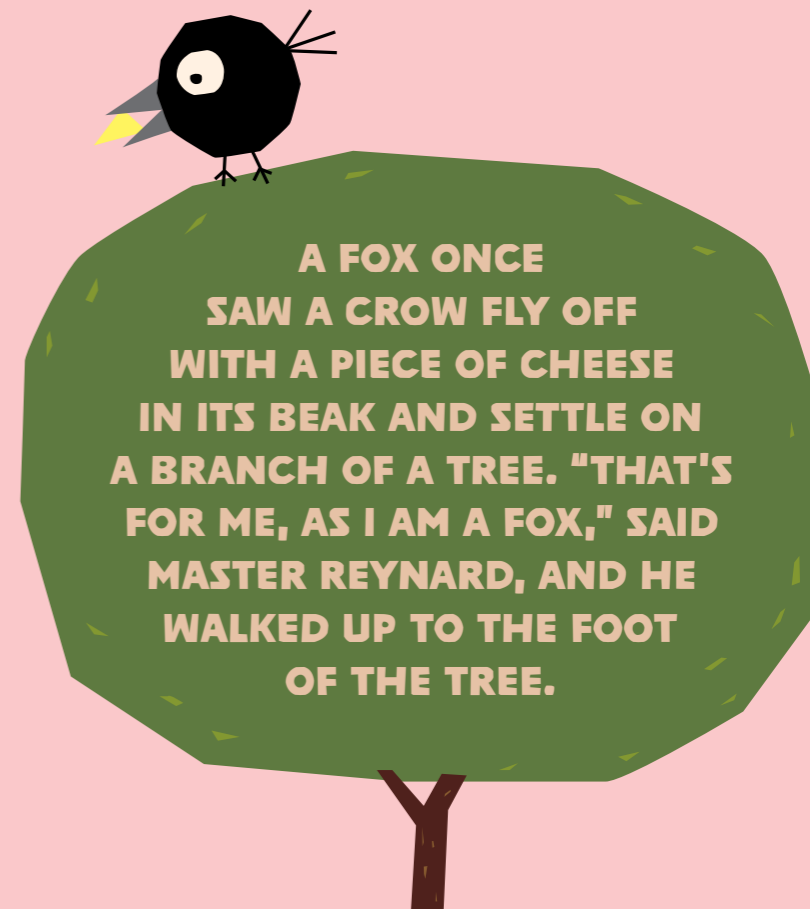
YXSKAFTBUD, GE VÅR WC-ZONMÖ IQ-HJÄLP. GUD HJÄLPE ZORNS MÖ QVICKT FÅ BYXA. LÄDERFÄTÖLJ.



PIJAMALI HASTA YAĞIZ ŞOFÖRE ÇABUCAK GÜVENDI. ŞIŞLI'DE BÜYÜK ÇÖP YİĞİNLARI.

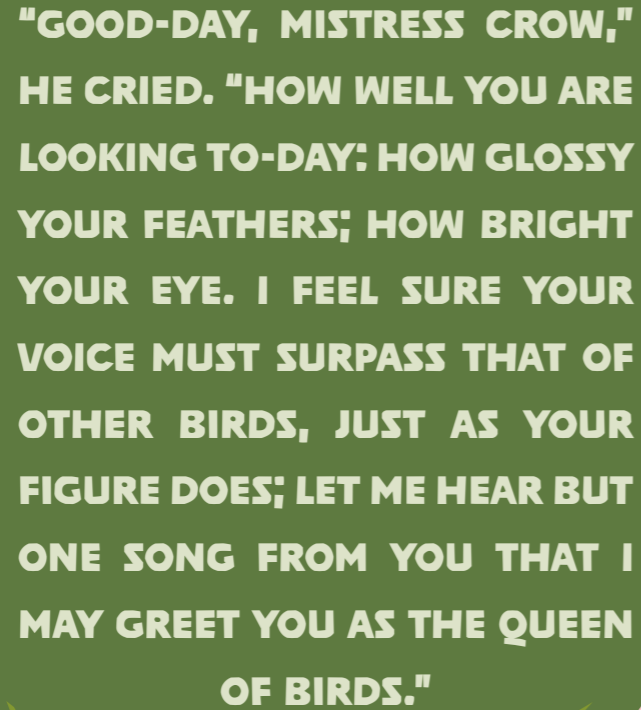


# THE FOX AND THE CROW



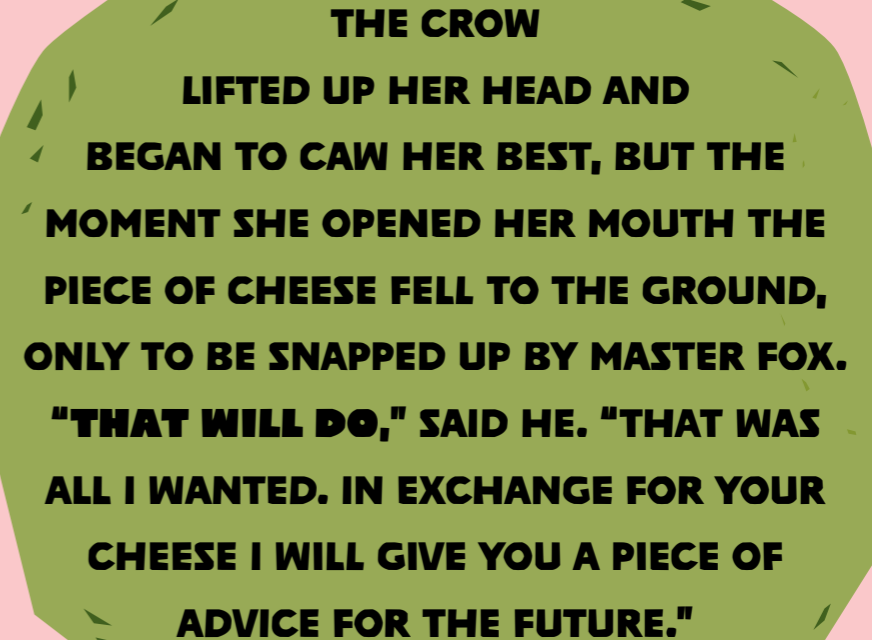
A FOX ONCE  
SAW A CROW FLY OFF  
WITH A PIECE OF CHEESE  
IN ITS BEAK AND SETTLE ON  
A BRANCH OF A TREE. "THAT'S  
FOR ME, AS I AM A FOX," SAID  
MASTER REYNARD, AND HE  
WALKED UP TO THE FOOT  
OF THE TREE.

**THAT'S FOR ME, AS  
I AM A FOX.**



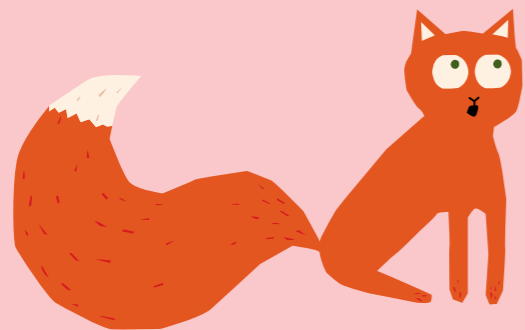
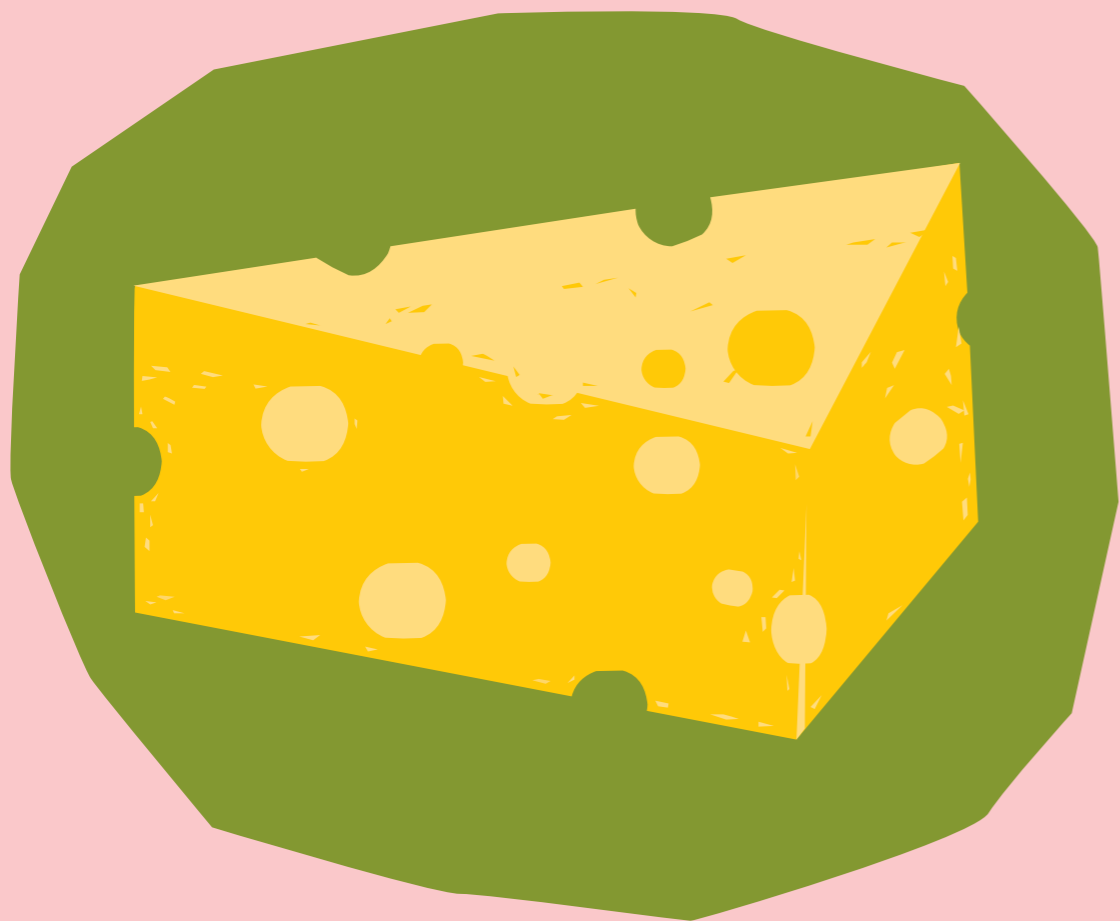
**"GOOD-DAY, MISTRESS CROW,"  
HE CRIED. "HOW WELL YOU ARE  
LOOKING TO-DAY: HOW GLOSSY  
YOUR FEATHERS; HOW BRIGHT  
YOUR EYE. I FEEL SURE YOUR  
VOICE MUST SURPASS THAT OF  
OTHER BIRDS, JUST AS YOUR  
FIGURE DOES; LET ME HEAR BUT  
ONE SONG FROM YOU THAT I  
MAY GREET YOU AS THE QUEEN  
OF BIRDS."**

**"GOOD-DAY,  
MISTRESS CROW,"  
HE CRIED.**



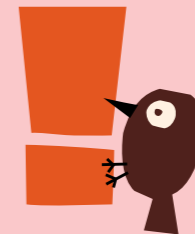
**THE CROW  
LIFTED UP HER HEAD AND  
BEGAN TO CAW HER BEST, BUT THE  
MOMENT SHE OPENED HER MOUTH THE  
PIECE OF CHEESE FELL TO THE GROUND,  
ONLY TO BE SNAPPED UP BY MASTER FOX.  
"THAT WILL DO," SAID HE. "THAT WAS  
ALL I WANTED. IN EXCHANGE FOR YOUR  
CHEESE I WILL GIVE YOU A PIECE OF  
ADVICE FOR THE FUTURE."**

**IN EXCHANGE FOR YOUR CHEESE  
I WILL GIVE YOU A PIECE OF ADVICE  
FOR THE FUTURE.**



**DO  
NOT  
TRUST**

**FLATTERERS**



**DIZAJNDESIGN TYPE FOUNDRY  
POLENO SPECIMEN  
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