

A stylized world map in shades of blue and teal, serving as the background for the entire page. The map shows the outlines of continents and countries.

方正字库
FOUNDERTYPE
8TH TYPE AWARD
HONORABLE MENTION

TYPEFACE FAMILY

Auro

Designed by Michael Parson
for the Typogama Type foundry

Auro Typeface

Designed by Michael Parson

www.typogama.com

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Typogama / Parson Research

Introduction

INTRODUCTION

SECTION 01 | INTRODUCTION
PAGE 6

AURO TYPEFACE

This booklet is a presentation of our latest typeface, Auro, a friendly, rounded sans serif that was created as a contemporary typeface solution for branding, editorial use or any other application that requires legibility with a touch of personality.

Originally conceived as a branding typeface, Auro was designed as a functional and humanist alternative to the geometric sans, by offering an elegant and legible form that is clear in small point sizes. But set in larger sizes, the letterforms reveal a more subtle, refined touch found in its asymmetrical rounded forms and soft appearance.

To allow a greater use, this typeface includes an extended Latin character set, covering all Latin based European scripts, from Spanish or French to Turkish and Polish. A wide selection of OpenType features will allow designers to choose the best typographic solution for their specific layouts, from using ligatures to choosing an adapted numeral style or setting scientific formulas.

We hope you will enjoy this family and look forward to seeing this vibrant new style applied across many settings!

ASCENDERS

X HEIGHT

BASELINE

DESCENDERS

Homeboy

AURO LIGHT

AURO BOLD

AURO LIGHT Roman & <i>Italic</i> typeface family	13 December 1752	13 December 1752
AURO BOOK Roman & <i>Italic</i> typeface family	13 December 1752	13 December 1752
AURO REGULAR Roman & <i>Italic</i> typeface family	13 December 1752	13 December 1752
AURO MEDIUM Roman & <i>Italic</i> typeface family	13 December 1752	13 December 1752
AURO BOLD Roman & <i>Italic</i> typeface family	13 December 1752	13 December 1752
AURO BLACK Roman & <i>Italic</i> typeface family	13 December 1752	13 December 1752

Character set overview

BASIC LATIN LETTERFORMS

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

ACCENTS

Å À Ã Ä Á Â Ã Ç Ç Ć Ć Ć Ć Ć
Đ È É Ê Ë Ę Ě Ĝ Ğ Ğ Ĥ Ħ Ì Í Î Ï
Ĳ Ĵ Ľ Ŀ Ł Ń Ņ ņ Ò Ó Ô Õ Ö Ø
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*The quick brown
fox jumped over
the lazy dog*

MATHEMATICAL SYMBOLS MONETARY SYMBOLS

@ § ? ¿ ! ; / | | \ + ± × ÷ ~ - - -
= ≈ ≠ ∂ Δ Π Σ √ ∞ ∫ % ‰ “ ”
„ ‘ ’ , * ° . , ; : … • · ≤ < < « » > >
≥ [] () { } / - _ & J ™ © ® # ¶
◇ Ω π 1 2 3 1/4 1/2 3/4 £ ¢ \$ ¥ €

DEFAULT NUMBERS

0 1 2 3 4 5 6 7 8 9

OLDSTYLE NUMBERS

0 1 2 3 4 5 6 7 8 9

TABULAR NUMBERS

0 1 2 3 4 5 6 7 8 9

FRACTIONS

0/0 1/1 2/2 3/3 4/4 5/5 6/6 7/7 7/7 8/8 9/9

LIGATURES

fi fl œ œ AE CE

DISCRETIONARY LIGATURES

Ti Tj ff ffi ffj ffi fj ft tt

AURO BOOK
8PT

How do we misuse our nervous force? First, let us consider, When should the body be completely at rest? The longest and most perfect rest should be during sleep at night. In sleep we can accomplish nothing in the way of voluntary activity either of mind or body. Any nervous or

muscular effort during sleep is not only useless but worse,—it is pure waste of fuel, and results in direct and irreparable harm. Realizing fully that sleep is meant for rest, that the only gain is rest, and that new power for use comes as a consequence, how absurd it seems that we do not

AURO BOLD ITALIC
12PT

Any nervous or muscular effort during sleep is not only useless but worse,—it is pure waste of fuel, and results in direct and irreparable harm. Realizing fully that sleep is meant for rest, that the only gain is rest, and that new power for use comes as a consequence,—how

AURO BOOK
18PT

Few who pretend to rest give entirely to the bed, a dead weight, letting the bed hold them, instead of trying to hold themselves on the bed. Watch, and unless you are exceptional case (*of which happen there are a few*), you will be surprised to see how you are holding yourself on the bed, with tense muscles not all over, so nearly all over a little more tension would have increased the fatigue with which you are working yourself to sleep. The spine seems to be the central point of tension—it does not give to

**It would be no more sense
us try to sleep now, and t
rested from eight hours in
sleep has crept upon us so
disobey mechanically all th
as they are, and are so blin
personal interests, that the
has grown to such an exte
we must think, study, and
give up entirely to the bed
them, instead of trying to
and unless you are an exce
are a few), you will be surp**

AURO REGULAR
10PT

Few who pretend to rest give up entirely to the bed, a dead weight, letting the bed hold them, instead of trying to hold themselves on the bed. Watch, and unless you are an exceptional case (of which happily there are a few), you will be surprised to see how you are holding yourself on the bed, with tense muscles, if not all over, so nearly all over that a little more tension would hardly increase the fatigue with which you are working yourself to sleep. The spine seems to be the central point of tension—it does not give to the bed and rest there easily from end to end; it touches at each end and just so far along from each end as the man or woman who is holding it will permit. The knees are drawn up, the muscles of the legs tense, the hands and arms contracted, and the fingers clinched, either holding the pillow or themselves. The head, instead of letting the pillow have its full weight, holds

The knees are drawn up, the muscles of the legs tense, the hands and arms contracted, and the fingers clinched, either holding the pillow or themselves. The head, instead of letting the pillow have its full weight, holds itself onto the pillow.

AURO BLACK ITALIC
22PT

AURO MEDIUM
22PT

This seems like a list of horrors, somewhat exaggerated when we realize that it is of sleep, “Tired Nature’s sweet restorer,” that we are speaking; but indeed it is only too true. Of

AURO LIGHT ITALIC
10PT

Of course the mind and its rapid and misdirected working is a strong preventive of free nerves, relaxed muscles, and natural sleep. “If I could only stop myself from thinking” is a complaint often heard, and reason or philosophy does not seem to touch it. Even the certain knowledge that nothing is gained by this rapid thought at the wrong time, that very much is lost, makes no impression on the overwrought mind.—often even excites it more, which proves that the trouble, if originally mental, has now gained such a hold upon the physique that it must be attacked there first. The nerves should be trained to enable the body to be an obedient servant to a healthy mind, and the mind in giving its attention to such training gains in normal power of direction. If you cannot stop thinking, do not try; let your thoughts steam ahead if they will. Only relax your muscles, and as the attention is more and more fixed on the interesting process of letting-go of the muscles (interesting, simply because the end is so well worth gaining), the imps of thought find less and less to take hold of, and the machinery in the head must stop its senseless working, because the mind which allowed it to work has applied itself to something worth accomplishing. The body should also be at rest in necessary reclining in the day, where of course all the laws of sleep apply. Five minutes

Information organi

AURO LIGHT
10PT

How do we misuse our nervous force? First, let us consider. When should the body be completely at rest? The longest and most perfect rest should be during sleep at night. In sleep we can accomplish nothing in the way of voluntary activity either of mind or body. Any nervous or muscular effort during sleep is not only useless but worse,—it is pure waste of fuel, and results in direct and irreparable harm. Realizing fully that sleep is meant for rest, that the only gain is rest, and that new power for use comes as a consequence,—how

AURO BOOK
21PT

How do we misuse our nervous force? First, let us consider, When should the body be completely at rest? The longest and

AURO REGULAR
10PT

How do we misuse our nervous force? First, let us consider, When should the body be completely at rest? The longest and most perfect rest should be during sleep at night. In sleep we can accomplish nothing in the way of voluntary activity either of mind or body. Any nervous or muscular effort during sleep is not only useless but worse,—it is pure waste of fuel, and results in direct and irreparable harm. Realizing fully that sleep is meant for rest, that the only gain is rest, and that new power for use comes

AURO MEDIUM
10PT

How do we misuse our nervous force? First, let us consider, When should the body be completely at rest? The longest and most perfect rest should be during sleep at night. In sleep we can accomplish nothing in the way of voluntary activity either of mind or body. Any nervous or muscular effort during sleep is not only useless but worse,—it is pure waste of fuel, and results in direct and irreparable harm. Realizing fully that sleep is meant for rest, that the only gain is rest, and that new power for use comes

AURO BOLD
21PT

How do we misuse our nervous force? First, let us consider, When should the body be completely at rest? The longest

AURO BLACK
10PT

How do we misuse our nervous force? First, let us consider, When should the body be completely at rest? The longest and most perfect rest should be during sleep at night. In sleep we can accomplish nothing in the way of voluntary activity either of mind or body. Any nervous or muscular effort during sleep is not only useless but worse,—it is pure waste of fuel, and results in direct and irreparable harm. Realizing fully that sleep is meant for rest, that the only gain is rest, and that new power for use comes

**The head, instead
holds itself onto
of the mouth, to
the muscles of t**

*This seems like a
realize that it is o
are speaking; but
not in the majorit
using all these nu
are very few who
half-dozen nervou
become consciou
watchfulness and*

HOW SIMPLE IT
HOW WHOLESOM
CONTRAST TO T
OF US HAVE FAL
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gained, or even
natural nerves is
Of course the m
strong preventiv
sleep. "If I could
often heard, and

*If you cannot st
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of letting-go of
end is so well w
and less to take
stop its senseless
to work has app
The body should
day, where of co
of complete rest
hour or three ho
watching a wor*

Features

FEATURES

SECTION 02 | FEATURES
PAGE 20

AURO TYPEFACE

MULTIPLE WEIGHTS

True italics

12 MONKEYS

Whitman's *Višejezični*

LIGATURES & MORE

1976-2016

international

BRANDING DESIGN

DISCRETIONARY LIGATURES

Till Dawn

LIGATURES

final flash

DISCRETIONARY LIGATURES

difficult fjord

ALTERNATES

Q&A Q&A

DEFAULT NUMBERS

18 Déc 1936

TABULAR NUMBERS

18 Déc 1936

OLDSTYLE NUMBERS

18 Déc 1936

FRACTIONS
SCIENTIFIC NUMBERS27/189 (C²H⁵)₂NH

Father & Son

tél: +41(o)476 22 75

13h15 à 17h45

Mother & Daughter

Official cause

Înterņâtïøńât

09102913 | STATION

72837121 | STATION

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BELGIQUE	KARMELIET TRIPEL	Eau, Malte, Orge, Houblon	8.1 %	75 CL	CHF 9.90
BELGIQUE	KWAK "BIÈRE DU COCHER"	Eau, Malte, Orge, Houblon	8.5 %	75 CL	CHF 9.90
BELGIQUE	LUPULUS HOPERA	Eau, Malte, Orge, Houblon	6.0 %	33 CL	CHF 5.10
BELGIQUE	MARTIN'S IPA	Eau, Malte, Orge, Houblon	6.9 %	75 CL	CHF 9.20
BELGIQUE	MONGOZO WHITE GLUTEN FREE	Eau, Malte d'orge, Blé, Houblon, Levure, Arômes	4.8 %	33 CL	CHF 5.10
BELGIQUE	PRIMUS BOITE	Eau, Malte, Orge, Houblon	5.2 %	50 CL	CHF 3.80
BELGIQUE	TIMMERMANS TRADITION BLANCHE	Eau, Malte d'orge, Blé, Houblon, Levure, Arômes	4.5 %	37 CL	CHF 6.00
BELGIQUE	LINDEMANS KRIEK	Eau, Malte d'orge, Houblon, Cerise	4.0 %	25 CL	CHF 3.90
BELGIQUE	PECHERESSE	Eau, Malte d'orge, Houblon, Pêche	2.5 %	25 CL	CHF 4.60
BELGIQUE	LIEFMANS KRIEK BRUT	Eau, Malte d'orge, Houblon, Cerise	6.0 %	75 CL	CHF 9.90
ALLEMAGNE	TUCHER HEFEWEIZEN HELL	Eau, Malte d'orge, Blé, Houblon, Levure, Arômes	5.3 %	50 CL	CHF 3.80
ALLEMAGNE	CREW REPUBLIC DETOX	Eau, Malte, Orge, Houblon	3.4 %	33 CL	CHF 4.10
ALLEMAGNE	CREW REPUBLIC DRUNKEN SAILOR	Eau, Malte, Orge, Houblon	6.4 %	33 CL	CHF 4.10
ALLEMAGNE	WARSTEINER PREM. VERUM	Eau, Malte, Orge, Houblon	4.8 %	33 CL	CHF 3.80
ALLEMAGNE	WARSTEINER PREM. FRESH	Eau, Malte, Orge, Houblon	0.0 %	33 CL	CHF 3.80
ANGLETERRE	THEAKSTON DISTILLER'S CASK	Eau, Malte, Orge, Houblon	6.5 %	33 CL	CHF 4.80
ANGLETERRE	ADNAMS GHOST SHIP	Eau, Malte, Orge, Houblon	4.5 %	44 CL	CHF 4.00
ANGLETERRE	GINGER BEARD	Eau, Malte d'orge, Houblon, Gingembre	4.2 %	50 CL	CHF 7.40
ANGLETERRE	HOBGOBLIN	Eau, Malte, Orge, Houblon	5.2 %	50 CL	CHF 6.90
ANGLETERRE	MONTY PYTHON'S HOLY GRAIL	Eau, Malte, Orge, Houblon	4.7 %	50 CL	CHF 6.50
ANGLETERRE	PILEDRIIVER STATUSQUO	Eau, Malte, Orge, Houblon	4.3 %	50 CL	CHF 7.60
ANGLETERRE	ROBINSONS OLD TOM GINGER	Eau, Malte d'orge, Houblon, Gingembre	6.0 %	33 CL	CHF 5.10
ANGLETERRE	SPITFIRE 50CL	Eau, Malte, Orge, Houblon	4.5 %	50 CL	CHF 6.20
ANGLETERRE	BOMBARDIER PREMIUM BITTER	Eau, Malte, Orge, Houblon	5.2 %	50 CL	CHF 5.90
ANGLETERRE	TROOPER	Eau, Malte, Orge, Houblon	4.7 %	50 CL	CHF 6.40
ANGLETERRE	CHARLES WELLS DNA	Eau, Malte, Orge, Houblon	4.5 %	33 CL	CHF 6.00
ECOSSE	FIVE AM RED ALE BREWDOG	Eau, Malte, Orge, Houblon	5.0 %	33 CL	CHF 4.80
ECOSSE	DEAD PONY PALE ALE BREWDOG	Eau, Malte, Orge, Houblon	3.8 %	33 CL	CHF 4.70
ECOSSE	MCEWAN'S	Eau, Malte, Orge, Houblon	4.5 %	50 CL	CHF 4.10
ECOSSE	JACK HAMMER BREWDOG	Eau, Malte, Orge, Houblon	7.2 %	33 CL	CHF 6.20
ECOSSE	LIBERTINE BLACK ALE BREWDOG	Eau, Malte, Orge, Houblon	7.2 %	33 CL	CHF 5.90
ECOSSE	PUNK IPA BREWDOG	Eau, Malte, Orge, Houblon	5.6 %	33 CL	CHF 5.00
ECOSSE	HARDCORE IPA BREWDOG	Eau, Malte, Orge, Houblon	9.0 %	33 CL	CHF 6.70
ECOSSE	VAGABOND GLUTEN FREE BREWDOG NANNY	Eau, Malte, Orge, Houblon	4.5 %	33 CL	CHF 4.80
ECOSSE	STATE BREWDOG	Eau, Malte, Orge, Houblon	0.5 %	33 CL	CHF 4.50

*Only this matter of fatigue
sleep has crept upon us so
slowly that we are blind t*

*We disobey mechanically
the laws of Nature in sleep,
simple as they are, and are
blinded by our own immediate
and personal interests, that
the habit of not resting when
we sleep has grown to such
extent that to return to normal
sleep, we must think, study,
practise. Few who pretend to
rest give up entirely to the
a dead weight, letting the
hold them, instead of trying to
hold themselves on the beam of
Watch, and unless you are
exceptional case (of which*

AURO BOLD ITALIC
AURO BOOK ITALIC
22PT

International Corporation

14 December 2016

EMERGENCY

grey@worldwide.com

-SPECIAL-

Welcome home everyone

{E=MC²}

Mūltiņņūā support

FLEXIBLE TYPEFACE SOLUTION

Font in use

FONT IN USE

SECTION 03 | FONT IN USE
PAGE 28

AURO TYPEFACE

ZWYCIĘZCA

Corporate design

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Minőség ellenőrzés

01 APPROVED
SMALL OR LARGE TEXT

MEĐUNARODNI
UNIVERSAL CAUSE
INDIVIDUAL HEALTH

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OF COURSE CASES ARE NOT IN THE MAJORITY WHERE THE BEING SUPPOSED TO ENJOY REPOSE IS USING ALL THESE

No more senseless

Roof of the mouth

THAN THE WAY

IN WHICH MOST

laws of nature

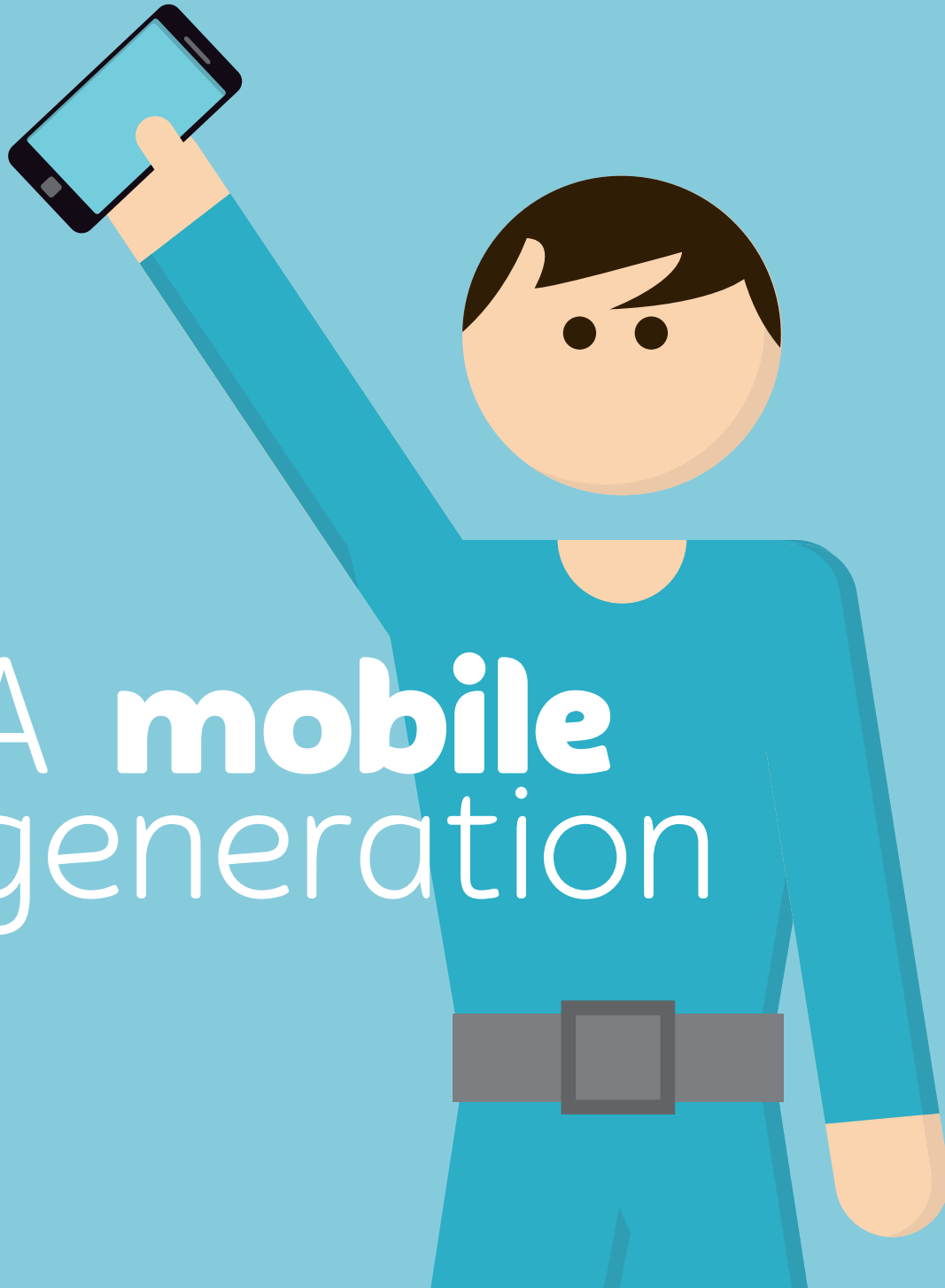
*of us try to sleep now,
& then wonder*

FATIGUING SLEEP
DISOBEY MECHANICALLY

RESTED FROM 8 HOURS

The spine seems to be the central point of tension, it does not give to the bed and rest there easily from end to end; it touches at each end and just so far along from each end as the man or woman who is holding it will permit. The knees are drawn up, the muscles of the legs tense, the hands and arms contracted, and the fingers clinched, either holding the pillow or themselves. The head,

A mobile generation



1 They view news on

A mobile generation? | New report

9%
View on desktop

33%
View on tablet

58%
View on smartphone



2 They regularly use a Banking service for

A mobile generation? | New report

View balance ■

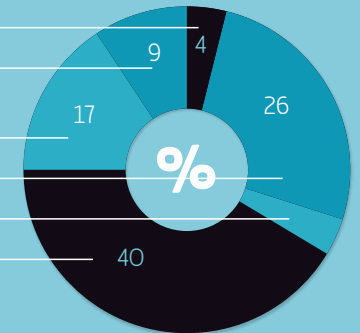
Apply for Credit Loan ■

Do not use ■

Domestic transfers ■

International transfers ■

Pay Bills ■



3 They own a mobile device

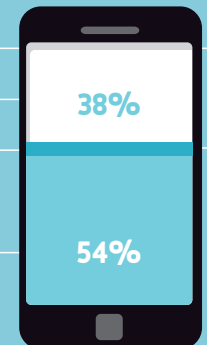
A mobile generation? | New report

I own neither ■

I own both ■

I own a tablet ■

I own a smartphone ■



LOGO DESIGN

Template & more

(grows upon us)

ALTHOUGH

taste the air

#YOURIDENTITY

SALE €23.56

1987 CONFERENCE

OF COURSE THE MIND AND ITS RAPID & MISDIRECTED WORKING IS A STRONG PREVENTIVE OF FREE NERVES, RELAXED MUSCLES, & NATURAL SLEEP. "IF I COULD ONLY STOP MYSELF FROM THINKING" IS A COMPLAINT OFTEN HEARD & REASON OR PHILOSOPHY DOES NOT SEEM TO TOUCH IT. EVEN THE CERTAIN KNOWLEDGE THAT NOTHING IS GAINED BY THIS RAPID THOUGHT AT THE WRONG TIME. THAT VERY MUCH IS LOST. MAKES NO IMPRESSION ON THE OVERWROUGHT

New website UX

HISTORY WITH MODERNITY

910 NOL 2/0

watchfulness

healthy choice

@community

GENÈVE-ZURICH - 13H15

TRANSPORT

GOVERNMENTAL ORGANIZATIONS



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Quisque scelerisque sagittis nulla at porttitor. Mauris a justo et tellus interdum tristique. Sed id augue vitae urna euismod commodo aliquet a quam. Pellentesque arcu velit, cursus et malesuada ut, consequat et diam. Nullam erat sem, rhoncus id ullamcorper vitae, rhoncus et arcu. In ultricies ultricies nulla, ut rutrum nisi iaculis at. Donec eu magna a metus ornare faucibus. Fusce aliquet faucibus ultricies. Morbi semper, est id tincidunt gravida, sem arcu adipiscing lacus, ac bibendum nulla leo eu purus. Quisque nec diam sed risus consectetur a accumsan quis quis nibh. Vestibulum id purus lorem.

Vivamus vehicula accumsan lacinia. Aliquam erat volutpat. Pellentesque consequat venenatis velit non gravida. Etiam et sem et nulla congue aliquam sed eget augue. Nulla facilisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla a elit at sem iaculis congue. Nullam mollis tristique lobortis.

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www.wikivideo.com

AURO BOOK ITALIC
10PT

Nature would give us through sleep. Suppose, instead of dinner, we should throw the food out of the window, give it to the dogs, do anything with it but what Nature meant we should do, and then wonder why we were not nourished, and why we suffered from faintness and want of strength. It would be no more than the way in which most of us try to sleep now, and wonder why we are not better rested from eight hours of sleep. This matter of fatiguing sleep has crept upon us so slowly that we are blind to it. We disobey mechanically all the laws of nature, simple as they are, and are so blinded by our own

AURO LIGHT
AURO BLACK ITALIC
25PT

SUPPOSE, INSTEAD OF EATING OUR DINNER, WE SHOULD THROW THE FOOD OUT OF THE WINDOW, GIVE IT TO THE DOGS, DO **anything with it but what Nature meant we should do**, and then wonder why we were not nourished and why we suffered from faintness and want of strength. It would be

d, a dead weight, letting the bed hold them
ead of trying to hold themselves on the
d. Watch, and unless you are an exceptional
e **(of which happily there are a few)** you
be surprised to see how you are holding
yourself on the bed, with tense muscles, if not
over, so nearly all over that a little more
sion would hardly increase the fatigue with
ich you are working yourself to sleep. The
ne seems to be the central point of tension
does not give to the bed and rest there ear

AURO REGULAR
25PT

It would be no more se
than the way in which
of us try to sleep now,

eight hours
FATIGUING
natural sleep

AURO BLACK ITALIC
40PT

We disobey m
all the laws of

First challenge
12 years ago
EXTENSIONS



Versatile & innovative

HIGHLIGHT

Extended language

WORLDWIDE

the typographic features

1987-2016

FOUNDED IN GENEVA

Global Corp.

CŒUR DE PIRATE

- Hilariously -

typogama

Auro Typeface

by Michael Parson

12 weights

Display / Text

www.typogama.com

Specimen Layout: Michael Parson

Text & visuals: Michael Parson

Font used: Auro

Longer text & notes set in

Auro Book

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