Mr. Nicholson
Neutrality & Clarity

Victory
Beautifully Crafted!
Gold Medal
“designing the impossible”
Questions?
IT’S DAMN SEXY
Design Enginuity
Friendliness & Legibility
Beautiful
Perfected down to the details
I need to be № 1!
Taking the blame without giving a shit
Quality Typography
SHE’S REAL HOT
“A certain authenticity.”
A. K. Willardi
Neutrality & Clarity

Graphic
Beautifully Crafted!

Valued: high
“designing the impossible”

Sensation!

IT’S DAMN SEXY
Comparison: Proza & Proza Display

- Proza
- Proza Display

Overlap

Regular

Bold

Bold italic

hiksvwx
“When he shall die, Take him and cut him out in little stars, And he will make the face of heaven so fine, That all the world will be in love with night, And pay no worship to the garish sun.”

— William Shakespear
Romeo & Juliet

“Ring the bells that still can ring
Forget your perfect offering
There is a crack in everything
That’s how the light gets in.”

— Leonard Cohen
Anthem
Meet Proza: a friendly, trustworthy and wise Italian man with a peculiar love for Renaissance typography, ancient wines and dangerous women. Proza was born somewhere at the end of 2010 (first online appearance at december 14) in the industrial city of Rotterdam, the Netherlands. Inexplicably, though, his soul has always been in Italy. It should come as no surprise, that it took Proza a visit to the beautiful Italian town of Urbino to fully get to know himself. During his five day stay at this magical place, Proza became the wise man he is today. So enlightened, in fact, that he lost all excess weight. So wise, in fact, that he turned completely bald a couple days later. Or bold, if you like. But being bald and wise didn’t make him any less sexy. On the contrary, he gained in flare and style. He used to say: “Ladies, I might be bold, but less is surely more!” All the ladies bought it, and all the ladies fancied him. He was sexy and clever at the same time. One of the other virtues of his loss of weight, he found, was that he gained in speed. Sometimes he ran so fast, he appeared to be slanted. He wasn’t slanted, of course. He was italic, even on his baldest days — or boldest days, if you want. Besides this mythical character, Proza is also a humanist sans-serif fontfamily in 12 styles, including: italics, SMALLCAPS, an extended Latin character set, and 9 types of numerals.
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### 10 PT LIGHT/SEMI BOLD

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### 11 PT LIGHT

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“Darkness cannot drive out darkness. Only light can do that. Hate cannot drive out hate. Only love can do that.”

— Martin Luther King
Did you ever hear a tenor sax,
Swingin’ like a rusty axe?
Honkin’ like a frog, down in a hollow log?
Well, baby, that is Rock ’n Roll!
That ain’t no freight train, that you hear,
Rollin’ down the railroad tracks.
That’s a country boy pianoman,
Playin’ in between the cracks!
You say that music is for the birds,
And you can’t understand the words.
Well, honey if you did, you’d really blow your lid
Because baby, that is Rock ’n Roll!

— The Coasters
Character Set  Proza Display Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÁÂÃÄÅĀĂĄÆÇĆĈĊČĎĐÐÈÉÊËĒĔĖĘĚĜĞĠĢĤĦĨĪĬĮÌÍÎÏĴĶĹĻĽĿŁÑŃŅŅŇŊŃÒÓÔÕÖÞŔŖŘŚȘŜȘȘȚŤŦŨŪŬŮŰŲÙÚÛÜẀẂẄŴỲŶÝŸŌŎŐŒØŹŻŽ
**Opentype Features** Proza Display

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**SWASHCAPS**

*The Alto Bear Call* → *The Alto Bear Call*

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**SMALLCAPS**

*I love Nº 5 so much!* → *I LOVE Nº 5 SO MUCH!*

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**ALLCAPS**

*get-a-font.com* → *(GET-A-FONT.COM)*

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**LIGATURES**

shuffle, refine, fly → shuffle, refine, fly

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**DISCRETIONARY LIGATURES**

*kitten, shift, fjord* → *kitten, shift, fjord*

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**FRACTIONS**

\[ \frac{1}{2} \quad \frac{3}{4} \quad \frac{5}{6} \quad \frac{7}{8} \quad \frac{5}{9} \] → \[ \frac{1}{2} \quad \frac{3}{4} \quad \frac{5}{6} \quad \frac{7}{8} \quad \frac{5}{9} \]

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**TABULAR FIGURES (LINING & OLDSTYLE)**

012345 56789 → 012345 56789

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**NUMERATORS/DENOMINATORS**

0123456789 → \[ \underline{0123456789} / \underline{0123456789} \]

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**SUPERIORS/INFERIORS**

0123456789 → \[ \underline{0123456789} / \underline{0123456789} \]
**Opentype Features** Proza

**Smallcaps**

I love Nº 5 so much! → I LOVE Nº 5 SO MUCH!

**Allcaps**

(get-a-font.com) → (GET-A-FONT.COM)

**Ligatures**

shuffle, refine, fly → shuffle, refine, fly

**Fractions**

1/2 3/4 5/6 7/8 5/9 → ½ ¾ ⅝ ⅞ ⅚

**Tabular Figures (Lining & Oldstyle)**

012345 56789 → 012345 56789

**Numerators/Denominators**

0123456789 → H0123456789/0123456789H

**Superiors/Inferiors**

0123456789 → H0123456789/0123456789H