



Quador

Display

A squarish serif
by Arne Freytag

Nº 10 ~ 2018

A close-up photograph of a stone sculpture of a horse's head, facing left. The sculpture is made of a light-colored, textured material, possibly stone or concrete, and shows signs of weathering. The word "Workhorse" is overlaid in a large, white, serif font across the middle of the image. The background is a dark, gradient brown.

Workhorse

Quador is a squarish serif, especially designed for contemporary typography on print and screen. The superellipse-based forms and high x-height allow large and open letterforms, perfectly adapted to the pixel grid on screen. With rounded serifs Quador provides a soft and friendly atmosphere. Its versatile design makes it suitable for both body text and headlines, ensuring clarity and readability at various sizes. The font's clean geometry and subtle details give it a modern yet timeless appeal. Quador is a reliable choice for designers seeking a harmonious balance between functionality and aesthetic elegance.

herausgekniffende Fadenaufgabe

NOVA

SQUARISH & CURVY

Workhorse

fluffy

THÉSE

stitch

MÜHLE

HUMAN

archiv

TUNA

OHNE

An abstract sculpture made of a light-colored, porous material, possibly stone or concrete, with a complex, organic form. The sculpture is illuminated from the left, creating strong highlights and shadows that emphasize its texture and shape. The word "Superellipse" is written in a white, serif font across the center of the image, partially overlapping the sculpture. The background is a dark, warm brown color.

Superellipse

LANGUAGE SUPPORT

SUPPORTS 34 LANGUAGES (PRO/OT CFF)

Afrikaans, Basque, Breton, Catalan, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, Gaelic (Irish, Scots), German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Saami (Southern), Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Turkish.

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Indian Summer

QUADOR DISPLAY LIGHT

Seed Merchant

QUADOR DISPLAY REGULAR

Black Pyramid

QUADOR DISPLAY SEMI BOLD

Hot Chocolate

QUADOR DISPLAY BOLD

Mars Regions

QUADOR DISPLAY EXTRA BOLD

Planoconvex

QUADOR DISPLAY ULTRA BOLD

Unknown World

QUADOR DISPLAY LIGHT ITALIC

Characteristical

QUADOR DISPLAY ITALIC

Natural History

QUADOR DISPLAY SEMI BOLD ITALIC

Hippopotamus

QUADOR DISPLAY BOLD ITALIC

Superhighway

QUADOR DISPLAY EXTRA BOLD ITALIC

Wastebaskets

QUADOR DISPLAY ULTRA BOLD ITALIC

DESIGN CONCEPT

K p p a

asymmetrical serifs

true italics

squarish,
superelliptical shapes

open apertures

rounded serifs

REGULAR, ITALIC & DISPLAY (11 PT / 14 PT)

Moments of contemplation. We often find ourselves dreaming of visions of a better life. It's a universal longing, an innate desire to transcend the challenges and limitations of the present, and step into a brighter, more fulfilling reality.

For some, a better life may mean finding inner peace and contentment, cultivating a sense of mindfulness and gratitude that permeates every aspect of existence. *It's about cherishing the simple joys, savoring each moment, and nurturing meaningful connections with those around us.*

For others, a better life may entail chasing ambitious dreams and aspirations, daring to reach beyond the boundaries of what seems possible. It's about embracing risk, pursuing passions with unwavering determination, *and refusing to settle for anything less than extraordinary.*

Yet, amidst the **diverse interpretations** of what constitutes a better life, there exists a unifying theme – a shared commitment to personal growth and societal betterment. It's about recognizing that our individual journeys are inexorably intertwined with the collective tapestry of humanity, and that true fulfillment is found not only in the pursuit of personal goals, but also in the upliftment of those around us.

(7 pt / 9 pt)

In the moments of quiet reflection, our minds often wander to visions of a brighter tomorrow, filled with possibilities waiting to be realized. It's a deeply ingrained human instinct, this yearning for a life that surpasses the constraints of our current reality, propelling us towards a future brimming with potential.

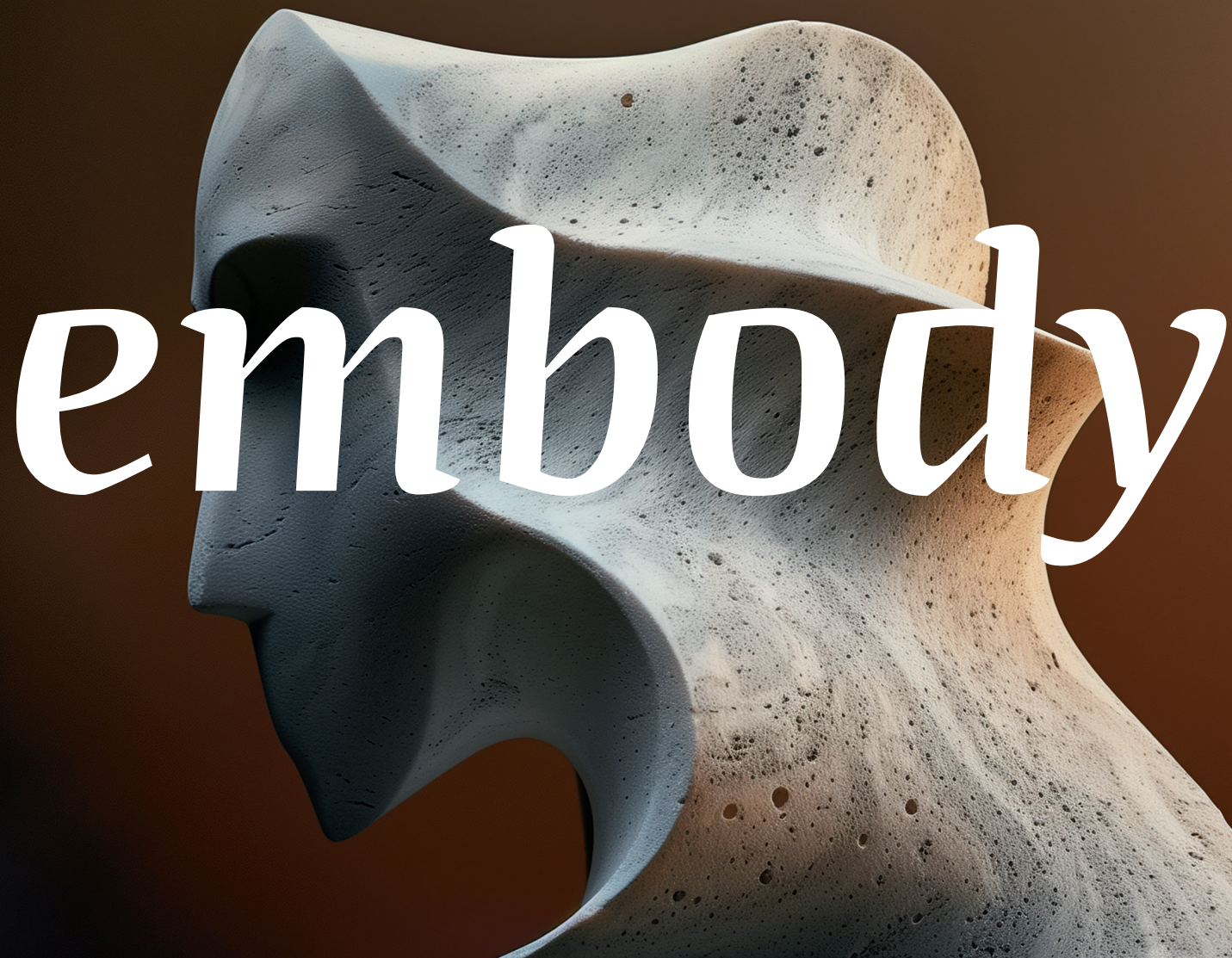
For many, the pursuit of a better life is intricately linked with the quest for inner peace and tranquility. It involves delving deep into the recesses of our souls, cultivating a profound sense of mindfulness that colors every facet of our existence. This journey is about not just finding joy in the grand milestones, but also in the quiet moments of everyday life, where simple pleasures blossom into profound sources of fulfillment.

However, the notion of a better life extends far beyond mere contentment for others. It's about daring to dream audaciously, to envision a life that transcends the boundaries of convention and expectation. It's about embracing the exhilarating dance with uncertainty, where each step forward is fueled by an unwavering belief in one's own potential to achieve greatness.

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CAPITALS SMALL CAPS

[illegible]

An abstract sculpture made of a light-colored, porous material, possibly stone or concrete, with a dark, shadowed interior. The sculpture has a complex, organic shape with a large, dark, hollowed-out section on the left. The word "embody" is written in a white, elegant, serif font across the center of the sculpture. The background is a solid, dark brown color.

embody

The superellipse, a fascinating shape that stems from the strict lines of geometry, combines the best of two worlds in its appearance. It stands at the intersection of ellipse and rectangle, where curves and straight lines meet in a harmonious dance. Her lines are supple and yet determined, gently curved and yet powerfully straight. It embodies a deep symmetry that is inherent to both nature and technology.

In the world of the superellipse, the requirements of stability and beauty merge into an impressive unity. Looking at it, you almost think you recognise the grace of a shell or the curved elegance of celestial bodies. And yet it is imbued with mathematical rigour, as if the numbers formed its secret backbone, supporting its flawless form.

A sculpture of a human head and neck in profile, facing right. The sculpture is made of a light-colored, textured material, possibly stone or concrete, with some darker, speckled areas. The head is tilted slightly upwards. The word "embody" is written in a large, white, elegant script font across the center of the image, partially overlapping the sculpture. The background is a dark, gradient color, transitioning from a deep brown on the left to a dark, almost black on the right.

embody

