

Alio™ Text

→ A WORKHORSE TYPEFACE. ←

→ GREAT LEGIBILITY & READABILITY AT SMALL SIZES ←

→ PERFECT FOR DISPLAY TYPE, TOO ←

Alio text

Regular

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 1 2 3 4 5 6 7 8 9 0

Italic

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

Alio™ Text

Benchmark your E-Commerce Conversion Rate against your peers.

LEGIBLE &
READABLE

A South African surfer travelled 4,050 nautical miles across the Atlantic Ocean on a paddleboard

$\frac{8}{9} + \frac{12}{25} = X^2$ | 24/10/2067 | $\frac{3}{4}$ tbsp of sugar

A single man in possession of a
GOOD FORTUNE
→ *must be in want of a wife.* ←

“
Choosing the right
TYPEFACE
can make your content
SHINE
”



Marketing Objectives:

- Increase sales among women 30+
- ▶ Become one of the top three brand among our target audiences
- + Achieve a market share of 25% within 2 years of launch

Yes, Alio Text supports most Latin-based

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฿ ¢ \$ € ₣ ₧ ₨ ₹ £ ₪ ¥

Alio™ Text

500+

NO. OF GLYPHS

100+

LANGUAGES SUPPORT

4

WEIGHTS

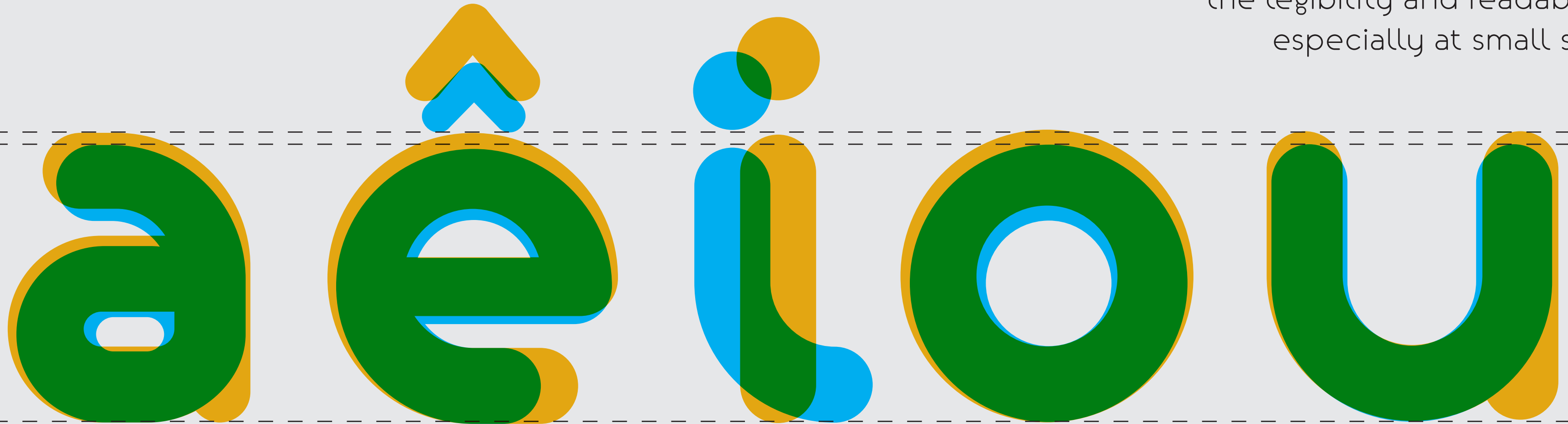
8

STYLES

a a *a a* **a a** *a a*

Alio™ Text vs. Alio™ Pro

Alio Text's taller x-height and larger accents help improve the legibility and readability especially at small sizes



Text
Pro

Case-sensitive punctuations

CASE-SENSITIVE PUNCTUATIONS

C'est la « Morale du Film »

C'EST LA « MORALE DU FILM »

¿i Qué estás diciendo!?

¿i QUÉ ESTÁS DICRIENDO!?

RECOGNIZE FRACTIONS VS. DATES

17/30 VS. 11/08/2067

3 LEGAL-SYMBOL POSITIONS © ® ® ™ SM

BRAND-X[®] | Brand-x[®] | ® BRAND-X

BRAND-X[™] | Brand-x[™] | ™ BRAND-X

8 BULLET STYLES TO SPICE UP YOUR DESIGN

- ← Standard
- ⦿ ← Bullet.ss01
- ← Bullet.ss02
- ▶ ← Bullet.ss03
- ◆ ← Bullet.ss04
- ⊕ ← Bullet.ss05
- ← Bullet.ss06
- ★ ← Bullet.ss07

Schließlich erzittert das ganze Haus, ja „die Grundfesten der Erde schienen zu erbeben.“

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), and adjusting the space between pairs of letters (kerning).

The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process.

Type design is a closely related craft, sometimes considered part of typography; most typographers do not design typefaces, and some type designers do not consider themselves typographers.

Typography also may be used as a decorative device, unrelated to communication of information.

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DEREKTISKRÄ

Alio™ Text

Fried Chicken

Waffles

REGULAR	ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()	ITALIC	ABCDEFGHIJKLMNO PQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()
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 → *must be in want of a wife.* ←

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LEGIBLE & READABLE

A South African surfer travelled 1000 nautical miles across the Atlantic Ocean on a paddleboard

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- Achieve a market share of 25% within 2 years of launch

¼ + 12/25 = X² | 24/10/2067 | ¾ tbsp of sugar

Yes, Alio Text supports most Latin-based

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฿ ¢ \$ € £ ₪ ₪ ₪ ₪ ₪

ALIO™ TEXT

Case-sensitive punctuations
CASE-SENSITIVE PUNCTUATIONS

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 C'EST LA « MORALE DU FILM »

¿iQué estás diciendo!?
 ¿iQUÉ ESTÁS DICIENDO!?

500+ NO. OF GLYPHS	100+ LANGUAGES SUPPORT	4 WEIGHTS	8 STYLES
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RECOGNIZE FRACTIONS VS. DATES

17/30 VS. 11/08/2067

3 LEGAL-SYMBOL POSITIONS

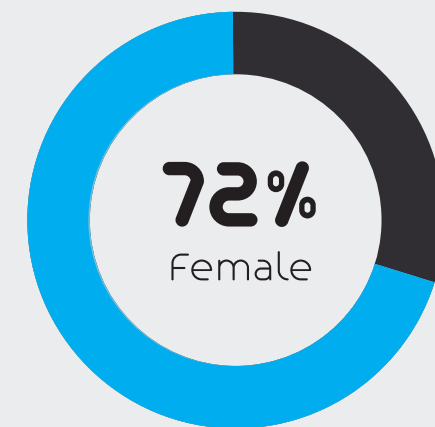
BRAND-X® | Brand-x® | ® BRAND-X
 BRAND-X™ | Brand-x™ | ™ BRAND-X

TARGET AUDIENCES

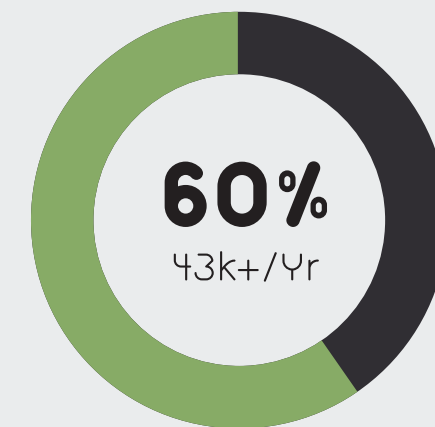
2019

Quibus rem sam ipit eris di aut ipsunda que sus susant et quistest, optatem. Sam ex eturere perunt velestrum nobisi blaut ima dolo eaque sus nam aut ute eni omniminte et optas illanis ma quia vol luptatem evellabo. Ut ventiis erspero vitiunt moluptatio connim qui odigendus ut estem. Volore

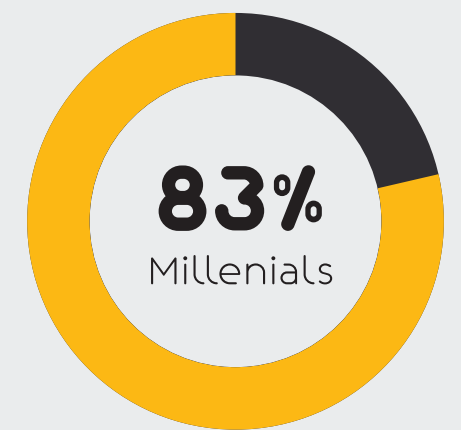
DEMOGRAPHIC



GENDER



INCOME



AGE GROUP

Alio™ Text



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