



POKERface™

POKERface

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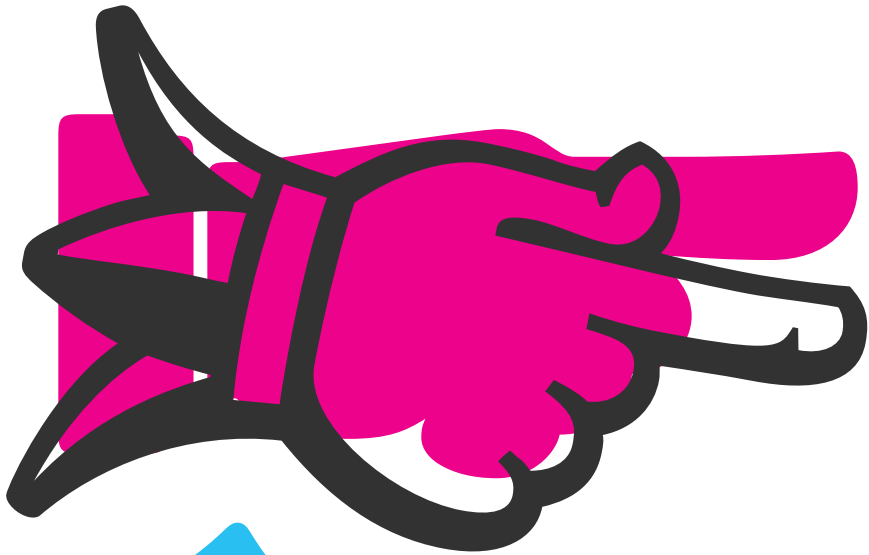
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POKERface

HIGHLY IMPORTANT NEWS

GNARls & company lost THEIR galactic voyager

TEXAS ROADKILL

MERCILESS chicago gang EXECUTIONERS shoot DOWN 7 UNARMED victims

EQUALIZER

♠♥ 178,329,650 friends on Myspace ♦♣

TOP 50 albums OF 2008

ROYAL FLUSH

I'M managing My AUTO-PlayList

\$CRATCH & WIN big!

this week only!

HUGE savings

**on all
fruit &
vegetables**



Bring in this ADVERT to save an extra 20%

About Pokerface

Pokerface is an industrious mixed-case display font devised on the theme of playing cards, designed by Jim Ford.

Most letterforms in the Pokerface font have four of a kind while some are only available in pairs. Pokerface features Clarendon-style slab serif and grotesque sans serif forms. Furthermore, the letterforms are shuffled to give a semi-random appearance in standard text.

Pokerface fuses a utilitarian sturdiness with a soft and friendly feel, and adds a bold flare to headlines, logos & posters.

Fonts In This Package

Regular

hAMBURGEfonstiv
FIVE wax quacking zEPHYRS
1234567890 (!@#\$\$€%&*?)
Àéîõü àÉÎÕÜ

OpenType Features

Lat Latin

The Latin-1 character set contains the common set of letters, numbers, accents, punctuation and symbols of the major western European languages. Codepage 1252 Latin 1 supports these languages: Afrikaans, Alsatian, Basque, Bislama, Breton, Catalan, Chamorro, Danish, Dutch, English, Faroese, Finnish, Franco-Provencal, French, Frisian, Friulian, Galician, German, Greenlandic, Icelandic, Indonesian, Irish, Italian, Ladin, Latin, Luxembourgish, Malay, Manx Gaelic, Norwegian (Bokmål), Norwegian (Nynorsk), Occitan, Portuguese, Rhaeto-Romance, Romansh, Sami (Inari), Sami (Lule), Sami (Northern), Sami (Skolt), Sami (Southern), Scottish Gaelic, Spanish, Swedish, Walloon, Welsh.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Latin CE

Latin CE supports Central and Eastern Europe. This includes codepage 1250 Latin 2 Eastern Europe (languages include Albanian, Bosnian (Latin), Croatian, Czech, Hungarian, Polish, Romanian, Slovak, Slovenian and Sorbian), codepage 1257 Baltic (languages include Estonian, Latvian, Lithuanian) and codepage 1254 Turkish.

ÄÎŁøšüŸ äîłøšüŸ



Ligatures

Ligatures are designed to correct awkward combinations where letters may collide. This font contains an extended set of ligatures beyond the basic “fi” and “fl” ligatures found in most fonts.

ff fi fl ffi ffl



Euro

Includes the new euro currency symbol, which represents the standard currency in the European Union member countries.



g·g Alternates

This font features a variety of alternate glyphs. These alternates can be accessed through “Stylistic Set 1”

AbdeFGHIJKLmNPqRTuY

AbdeFGHIJKLmNPqRTuY (Default glyphs)

aBDefghijklmnpnqRtuy

aBDefghijklmnpnqRtuy (Default glyphs)

619 Oldstyle figures

These figures are designed with ascenders and descenders and have features and proportions compatible with the lowercase characters of the typeface.

0123456789

Diagonal Fractions

These fonts include an expanded set of the most commonly used diagonal fractions beyond 1/4, 1/2 and 3/4.

1/4 1/2 3/4

Superscript/Subscript

Superior and inferior figures, also known as superscript and subscript letterforms, are used for footnote references, chemical compounds, and as mathematical exponents.

1²3₄

Ornaments

Ornaments add a personal signature to the type family and can be used as title page decoration, paragraph markers, dividers for blocks of text, or as repeated bands and borders.



About the Designer



Jim Ford is a type designer and graphic designer, and joined Ascender's type design and development team in June 2005. A native to the Chicagoland area, Jim studied advertising art direction at Columbia College in Chicago before changing course to pursue a career in type design. He received his BFA in Graphic Design in 2005, shortly after joining Ascender's type design and development team. Although good penmanship and drawing skills have been under his belt since childhood, Jim developed an interest in typography while attending Columbia. Professor and type designer George Thompson proved to be an invaluable mentor while Jim was growing as an aspiring type designer.

Before Ascender, Jim worked at a local advertising agency and was a freelance graphic designer, and was involved in a variety of projects from brand identity systems to publications, illustrations to rock posters. In fact, his lettering and typographic experiments for band fliers may have sparked his interest in type design.

At Ascender, Jim has worked on custom typefaces for a range of corporate branding clients, fonts for software and hardware developers, and also retail fonts for the AscenderFonts.com and FontMarketplace.com websites. Some of his type designs include: Artcraft Pro, Ayita™, Captain Quill™ and a handful of other fonts which are in progress.

Jim lives in Delavan, Wisconsin with his girlfriend Katie, son Riley, two cats and a dog. When he's not designing typefaces or having fun playing dad, Jim is working hard on his other passion, music. Jim plays bass and other instruments, and is bandleader/producer for the Chicago-based collective improv group, Duchamp.