



CUSTOM LETTERING AND TYPEFACE DESIGN

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Bandolero

PECOS BILL RIDES AGAIN!
He's mean, nasty and obscene.

Bandolera

WATCH YOUR STEP NEXT TO HER!
She will not be intimidated.

Cruz Cantera

Advanced technology with an attitude!

Cruz Cantera^{MEDIUM}

ADVANCED TECHNOLOGY WITH AN ATTITUDE!

Cruz Cantera^{BOLD}

Advanced technology with an attitude!

CREATE LOGOS AND EXCITING GRAPHIC EFFECTS WITH THIS NEW TYPEFACE. CYRILLIC, CENTRAL EUROPEAN AND SMALL CAPS VERSIONS WILL BE AVAILABLE SOON. SO, CREATE!
If you don't like the caps, try the lower case for a change of pace.

CRUZ Grafica^{THIN}*GRAFICA+Ligatures
CRUZ Grafica^{REGULAR}*GRAFICA+Ligatures
CRUZ Grafica^{BOLD}*GRAFICA+Ligatures
CRUZ Grafica^{INLINE BOLD}*GRAFICA+Ligatures
CRUZ Grafica^{INLINE REG}*GRAFICA+Ligatures

ABADAFKALPARAVCACSCCTESEETFOOSTRARSTTTYcaetesfaoorartsttatt

Cruz Handy

DISTINCTIVE & Mighty Casual.

With many swashes to boot!

The extras     **SALE NEW!**

Cruz Handy

DISTINCTIVE & Mighty Casual.

With many swashes to boot!

The extras     **SALE NEW!**



Cruz Swinger

✦ **Flower Power**

✦ **The Rolling Stones**

✦ **The Electric Circus**

✦ **Mary Poppins?**



ATHMJKMhnm

Elegante
plus italic

With a calligraphic style
and a true cursive italic.

This typeface can also be used for text setting at small sizes.

Elegante
plus italic
Medium

With a calligraphic style
and a true cursive italic.

This typeface can also be used for text setting at small sizes.

Elegante
plus italic
Bold

With a calligraphic style
and a true cursive italic.

This typeface can also be used for text setting at small sizes.

FAT ALBERT

**This is one heavy dude without
a care in the world. Watch out!**

FAT ALBERT

**This is one heavy dude without
a care in the world. Watch out!**

FAT ALBERT

**This is one heavy dude without
a care in the world. Watch out!**

THE LIGHT & The Light
THE LIGHT ITALIC & The Light Italic
THE MEDIUM & The Medium
THE MEDIUM ITALIC & The Medium Italic
THE BOLD & The Bold
THE BLACK & The Black

“Homeland”

The Lewis and Clark Expedition of 1804-06 was the first American exploring party to investigate the vast territory between the Mississippi River and the Pacific Ocean. It has often been mistakenly assumed that the purpose of the expedition

was to explore the lands acquired in the Louisiana Purchase of 1803. In fact, the expedition had been planned and organized long before the purchase. President Thomas Jefferson, fascinated since childhood by the theory of a Northwest

Passage or water route connecting the Mississippi with the Pacific, finally saw his dreams realized when the Congress, early in 1803, appropriated funds for the discovery of “the water communication across this continent.”

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Romantica CONDENSED
TALL, DISTINCTIVE CHARACTERS
Extravagant & Seductive

Romantica Condensed

Romantica Extra Condensed

Troubadour

Minstrels and harlequins
wander around the village singing their songs
and playing their games
without a care in the world.

THE LAST TIME I SAW PARIS,
HER HEART WAS YOUNG AND GAY.

VeraCruz Bold
A soft and **TASTEFUL**
style with a latin flavor.
BON APPETITE!

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz

VeraCruz Bold B
A soft and **BOUNCY**
style with a latin flavor.
BON APPETITE! with
contextual alternates

CAMEL CIGARETTES

A B C D E F G H I
J K L M N O P Q R
S T V W X Y Z & ? !
1 2 3 4 5 6 7 8 9 0

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ***

\$1234567890¢

&!%()* ,...;“”

AELALSPRSTSYTY



TYPE & CORP ID DESIGN BY MUTS YASAMURA
Corporate Font for the United States Postal Service
Pen & Ink Rendering / Y&R 1980, Digital Rendering / Y&R 1992

Cruz Ballpoint Pro

The smoothness of a ball point pen.

Equipped with contextual alternates and a variety of clip art drawings to match the character of each typestyle.



Cruz Calligraphic Pro

The smoothness of a ball point pen.

Equipped with contextual alternates and a variety of clip art drawings to match the character of each type style.



Cruz Brush Pro

The smoothness of a ball point pen.

Equipped with contextual alternates and a variety of clip art drawings to match the character of each type style.



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
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OPQRSTUVWXYZ

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qrstuvwxyz



VIEWED TO BE THE BEST.®

CAPTIVATING

At 22 ppm, nothing captures the detail and intrigue of color like the Xerox Phaser 7700 network printer. There's a new way to look at it.

Color as real as you just can't take your eyes off of it. The Xerox Phaser 7700 delivers color laser prints to speedier to steady steps. It cost only price 22 ppm.

color set files & 4. color. You don't want to miss a color page for just 13 seconds. It prints up to 14 x 17 5/8 sheets, with 1200 dpi for the sharpest color quality you

and more. Color management. And Phaser 7700's color management software ensures the colors you want are what you get. To experience the

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The Document Company
XEROX

A B C D E F G H I J K L M N
O P Q R S T V W X Y Z
1 2 3 4 5 6 7 8 9 0 & ? !

XEROX

NEW YORK LIFE INSURANCE

Custom display typeface design for corporate use
and website with U/LC and Small Caps. Based on their traditional logo.

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abcdefghijklmnopqrstuvwxyz0123456789

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***A NEW TYPEFACE DESIGN
FOR THE
DETROIT LIONS
BASED ON THEIR NEW LOGO.***

***WILL THE LIONS
WAKE UP AND ROAR?***

***SOME DETROIT FANS DON'T BELIEVE
THAT A NEW FONT WILL HELP THEM
WIN GAMES THIS YEAR.***

WHAT DO YOU THINK?

GRRRR!

Bandolero Elegante
 Cruz Handy VeraCruz
 Bandolera Swinger
 Cantina Cruz Grafica
 Cruz Brush Troubadour
 Cruz Calligraphic CRUZ
 Cruz Cantera STENCIL
 Fat Albert Cruz Ballpoint
 Romantica Homeland