



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<sup>MEDIUM</sup>

ADVANCED TECHNOLOGY WITH AN ATTITUDE!

# Cruz Cantera<sup>BOLD</sup>

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 <sup>THIN</sup>Grafica \* GRAFICA + Ligatures  
CRUZ <sup>REGULAR</sup>Grafica \* GRAFICA + Ligatures  
CRUZ <sup>BOLD</sup>Grafica \* GRAFICA + Ligatures  
CRUZ <sup>INLINE BOLD</sup>Grafica \* GRAFICA + Ligatures  
CRUZ <sup>INLINE REG</sup>Grafica \* GRAFICA + Ligatures

ß D A F K A L P R A V C A S C T E S E T F T O O S T R A R S T T Y c a c e s f a o o a r t s t t a t t

# Cruz Handy

*DISTINCTIVE & Mighty Casual.*

*With many swashes to boot!*

*The extras*    *Arts & Crafts* **SALE NEW!**

# Cruz Handy

*DISTINCTIVE & Mighty Casual.*

*With many swashes to boot!*

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**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”

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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.”

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuwxyz*  
(&?!@) \$0123456789¢

**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

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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.*



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# 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.*



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# 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  
abcdefghijklmnopqrstuvwxyz Estée Lauder

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890 (\$&?!)

abcdefghijklmnop

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 many ways. It cost only price 22 ppm.

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. For more information, call us at 1-877-342-6372 ext. 4192 or visit www.xerox.com/differences/phase7700

**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**



***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