
Ratio Display

A contemporary sans serif design created by Mark Caneso

pprwrkstudio

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXx
YyZz0123456789(!@#

Condensed Design

a

a

New Characters

g

g

Reduced Ascenders / Descenders

f

f

Pardon me, any chance we have met before?

Deja vu again

Time is an essential el

Butterflies &

CALIFORNIAN

Looking back on the past to understand what's

Heavy Bold Medium Regular Light Thin

pprwrkstudio

Jerry Burchfield has a reverence for and devotion to the **integrity** and **beauty** of the natural landscape that very few people could sustain. Some photographers have struggled to convey the complexities of the living processes underling the purely visual aspects of a place that photographs convey. The legacy of photographic landscape images reveals that, for the most part, we have been content with this largely "retinal" experience. If it were just a matter of the making of art, Burchfield's work might have followed this conventional path, but he has chosen to strike out on his own, and the results are compelling. In his odyssey as an artist Burchfield has been drawn as a photographer and activist to the most extreme of locales in the search for his subjects: the Arizona desert, **the Amazon Basin**, and now Florida's subtropical forest.

« Ratio Display Regular 12.5/17

Ratio Display Regular 5.5/8

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Ratio Display Thin / Light / Regular - 8/11.5

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Ratio Display Medium / Bold / Heavy - 8/11.5

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I am now getting more miles to the gallon due to

I am now getting more miles to the gallon

More characters per line

More characters per

A Tighter fitting is

A Tighter fitting

ECONOMICAL

CHARACTERS

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 0123456789

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Heavy Bold Medium Regular Light Thin

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