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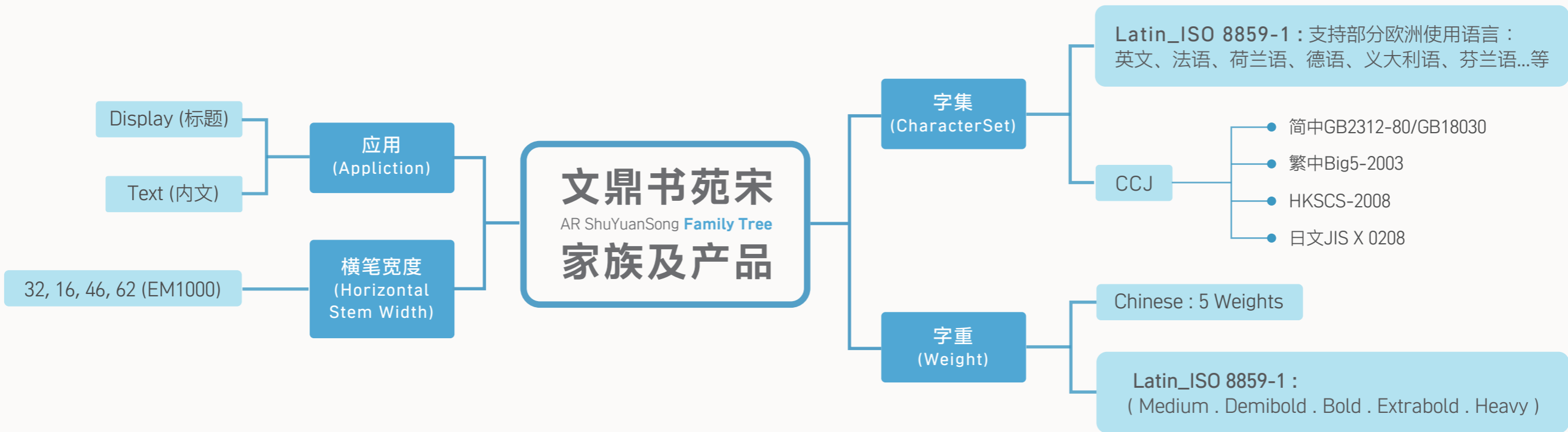
书
苑
宋

Arphic ShuYuanSong

Medium to Heavy H32 Concept

2017.03.14_SC

 ARPHIC



设计概念

* 横笔 (H32) : EM Square = 1000 单位

束 束 束 束 束

Medium

Demibole

Bold

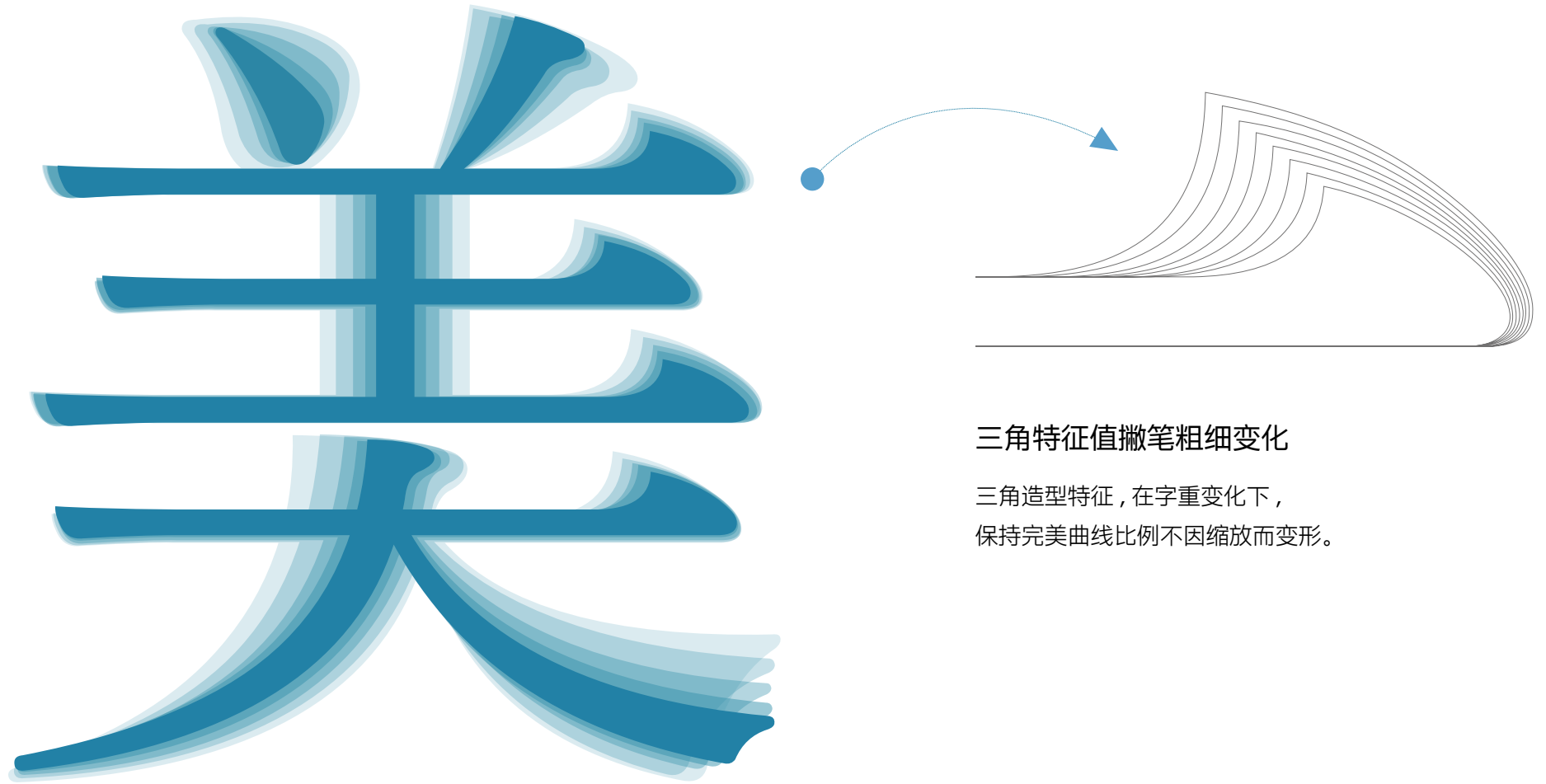
Extrabold

Heavy

Weight axis

开发丰富字重提供不同应用需求，
适应于更高品质的阅读环境。

设计概念



三角特征值撇笔粗细变化

三角造型特征，在字重变化下，
保持完美曲线比例不因缩放而变形。

设计概念



字重整合设计

在不同字重，进行
曲线及字构微调，
以达视觉平衡。

汉字西文整合设计

Medium

东方传情悠美 ABCdefg&123

Demibold

东方传情悠美 ABCdefg&123

Bold

东方传情悠美 ABCdefg&123

Extrabold

东方传情悠美 ABCdefg&123

Heavy

东方传情悠美 ABCdefg&123

字重应用

大主标 Heavy / 60 pt

小标题 Heavy / 36 pt

大副标 Extrabold / 24 pt

小副标 Bold / 18 pt

内文 Demibold / 14 pt

内文 Medium / 12 pt

标题

内文

碧蓝倩影

薄薄青雾在荷塘里

景色悠然忘返东方文字传情之美

我国今日发明专利四十五年发展文鼎科技成果辉煌
 颂扬大爱为社会增加温暖柳浪起伏阳光普照红鹤驱

我国今日发明专利四十五年发展文鼎科技成果辉煌颂扬大爱为
 社会增加温暖柳浪起伏阳光普照红鹤驱空铁道轨迹馀霞成词景

我国今日发明专利四十五年发展文鼎科技成果辉煌颂扬大爱为社会增
 加温暖柳浪起伏阳光普照红鹤驱空铁道轨迹馀霞成词景色悠然令人忘
 返东方文字传情之美我国今日发明专发展文鼎科技成果辉煌颂扬大爱
 为社会增加温暖柳浪起伏阳光普照红鹤驱空铁道轨迹馀霞成词景色悠

字重应用

Stay Hungry, Stay Foolish

Be a yardstick of quality.
Some people aren't used to an environment
where excellence is expected.

Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while. Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart. I want to put a ding in the universe. I'm convinced that about half of what separates successful entrepreneurs from the non-successful ones is pure perseverance. When I was 17, I read a quote that went something like "If you live each day as if

it was your last, someday you'll most certainly be right." It made an impression on me, and since then, for the past 33 years, I have looked in the mirror every morning and asked myself "If today were the last day of my life, would I want to do what I am about to do today? I think if you do something and it turns out pretty good, then you should go do something else wonderful, not dwell on it for too long. Just figure out what's next. Being the richest man in the cemetery doesn't matter to me. Going to bed at night saying we've done something wonderful that's what matters to me. Your work is going to fill a large part of your life, and the only

字重应用

景色悠然 H / 68 pt

柳浪起伏阳光普照红 E / 36 pt

文鼎科技颂扬增加温暖柳浪起伏
阳光普照红鹤驱空铁道轨迹馀霞 B / 24 pt

我国今日发明专利四十五年发展文鼎科技成果辉煌颂扬大爱为社会增加温暖柳浪起伏阳光普照红鹤驱空铁道轨迹馀霞成词景色悠然令人忘返东方 D / 16 pt

我国今日发明专利四十五年发展文鼎科技成果辉煌颂扬大爱为社会增加温暖柳浪起伏阳光普照红鹤驱空铁道轨迹馀霞成词景色悠然令人忘返东方文字传情之美发展文鼎科技成果辉煌颂扬大爱为社会增加温暖柳浪起伏阳光普照红鹤驱空铁道轨迹馀霞成词景色悠然令人忘返东方文字传情我国今日 M / 10.5 pt

我国今日发明专利四十五年发展文鼎科技成果辉煌颂扬大爱为社会增加温暖柳浪起伏阳光普照红鹤驱空铁道轨迹馀霞成词景色悠然令人忘返东方文字传情之美发展文鼎科技成果辉煌颂扬大爱为社会增加温暖柳浪起伏我国今日发明专利四十五年发展文鼎科技成果辉煌颂扬大爱为社会增加温暖柳浪起伏

我国今日发明专利四十五年发展文鼎科技成果辉煌颂扬大爱为社会增加温暖柳浪起伏阳光普照红鹤驱空铁道轨迹馀霞成词景色悠然令人忘返

文鼎科技颂扬增加温暖柳浪起伏
阳光普照红鹤驱空铁道轨迹馀霞成

柳浪起伏阳光普照红

景色悠然 H / 68 pt

M / 10.5 pt

D / 16 pt

B / 24 pt

E / 36 pt

Thanks For Listening !

Arphic 2017 Design Project _ 2017.03.14

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