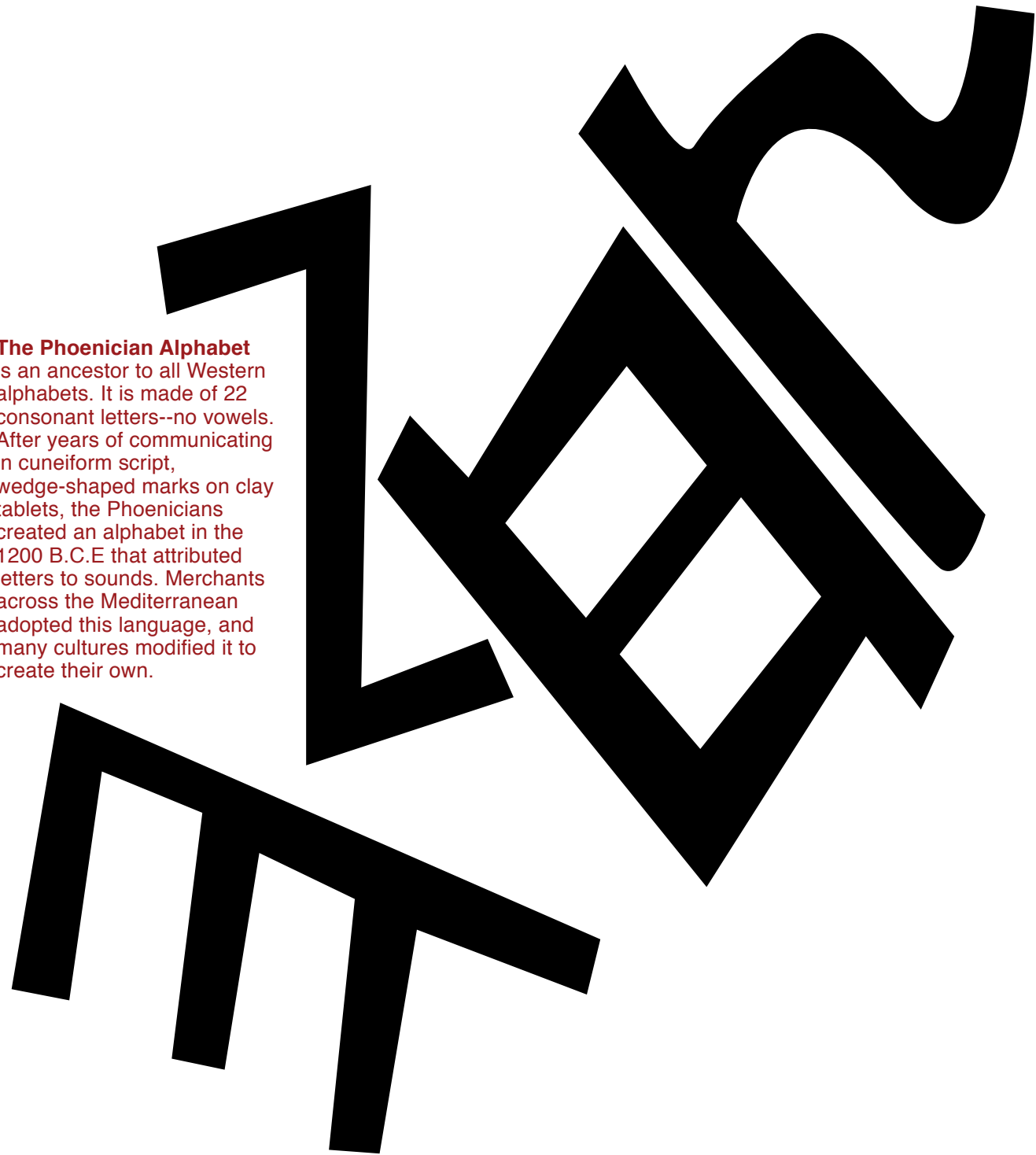
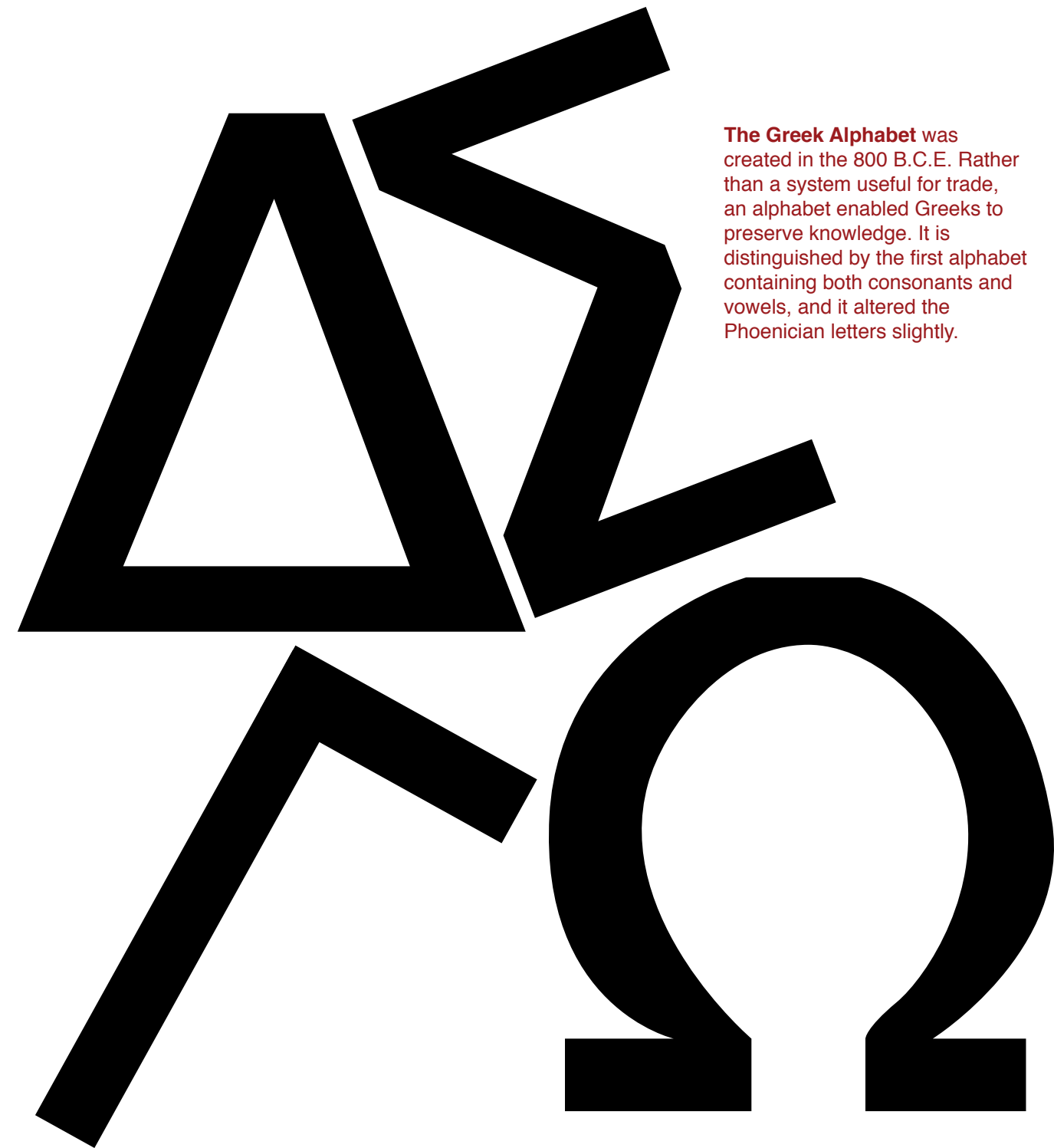


introducing: “EZ” a new typeface
by maya valencia

The Phoenician Alphabet is an ancestor to all Western alphabets. It is made of 22 consonant letters--no vowels. After years of communicating in cuneiform script, wedge-shaped marks on clay tablets, the Phoenicians created an alphabet in the 1200 B.C.E that attributed letters to sounds. Merchants across the Mediterranean adopted this language, and many cultures modified it to create their own.



The Greek Alphabet was created in the 800 B.C.E. Rather than a system useful for trade, an alphabet enabled Greeks to preserve knowledge. It is distinguished by the first alphabet containing both consonants and vowels, and it altered the Phoenician letters slightly.



Born in 6th century BC Italy, the **Roman Alphabet** took 13 letters from the Greeks, changed 8, and added 2 for a total of 23 letters. The Romance languages used this alphabet and eventually it spread beyond Europe to where we are today.

Q R
E N

INTRODUCING: "EZ"
a display typeface inspired by geometric Bauhaus fonts. It is characterized by off-centered hole punched counters and rounded sides.

R B C D
E F G H
I J K L
M N O P

“EZ” can be used big or small, but looks best on shop signs, billboards, headlines, or movie posters.

