



ali

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### Favorite Characters



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### Weights

regular





The letters of 'Ali' are created from vertical and horizontal rectangles modulated using soft angles. The block forms are laid out as if on a grid, recalling the schematization of text columns on a page.

The idea behind those letters shapes originated from the project 'Recto-Verso', a book by the artist Ali Kazma with a text by Alberto Manguel on the history of books.

For the cover, Apeloig imagined new letters, keeping in mind the form, weight and size of books and arranged as if in a game of origami. The typeface has been named after the artist's name Ali Kazma.



Philippe Apeloig  
Recto-Verso

Take5  
31 × 25 cm  
2012



reformation

universe

democracy

collective

memories

origami



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one morning, when greger samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. he lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. the bedding was hardly able to cover it and seemed ready to slide off any moment. his many

legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked. 'what's happened to me?' he thought. it wasn't a dream. his room, a proper human room although a little too small, lay peacefully between its four familiar walls. a collection of textile samples lay spread out on the table - samsa was a travelling salesman - and above

it there hung a picture that he had recently cut out of an illustrated magazine and housed in a nice, gilded frame. it showed a lady fitted out with a fur hat and fur boa who sat upright, raising a heavy fur muff that covered the whole of her lower arm towards the viewer. greger then turned to look out the window at the dull weather. drops of rain could be heard hitting the

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between its four familiar walls. a collection of textile samples lay spread out on the table - samsa was a travelling salesman - and above it there hung a picture that he had recently cut out of an illustrated magazine and housed in a nice, gilded frame. it showed a lady fitted out with a fur hat and fur boa who sat upright, raising a heavy fur muff that covered the whole of her lower arm towards the viewer. greger then turned to look out the window at the dull weather. drops of rain could be heard hitting the pane, which made him feel quite sad. 'how about if i sleep a little bit longer

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Uppercase / Lowercase

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

Accented Uppercase / Lowercase

À	Á	Â	Ã	Ä	Å	Æ	Ç	È	É	Ê	Ë	Ì
Í	Î	Ï	Ï	Ñ	Ò	Ó	Ô	Õ	Ö	Ø	Ù	Ú
Û	Ü	Ý	Ť	Ŧ	Š	Ž	Þ	Ɔ	Ɔ	Ɔ		

Figures

0	1	2	3	4	5	6	7	8	9			
---	---	---	---	---	---	---	---	---	---	--	--	--

Superscript  
Subscript

0	1	2	3	4	5	6	7	8	9			
0	1	2	3	4	5	6	7	8	9			

Currency, Fractions & Mathematical Signs

\$	¢	€	₣	€	ƒ	¼	½	¾	%	‰	'	"
×	÷	<	>	≤	≥	-	+	±	=	≠	≈	~
Ω	Σ	Π	π	√	∫	∞	Δ	∩	∪			

Punctuation & Ideographs

!	¡	?	¿	.	,	:	;	...	—	-	-	-
[	]	[	]	{	}	/	\			#	«	»
<	>	"	"	"	'	'	,	.	†	‡	§	¶
©	®	™	™	°	≡	≡	¶					

Arrows & Stylistic Alternates

←	↑	→	↓	↖	↗	↘	↙					
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Fractions

1 1/2 1 1/4 1 3/4

Discretionary Ligatures

info → ↗

Subscript / Denominators

1/2 1/4

Superscript / Numerators

1<sup>2</sup> 1<sup>3</sup>

Language and codepage support



Supported Character Set

Tables:  
Unicode Basic Latin,  
Latin-1 Supplement

Supported languages

Albanian  
Danish  
Dutch  
English  
Estonian  
Faroese  
Finnish  
Flemish  
French  
German  
Icelandic

Indonesian  
Irish  
Italian  
Malay  
Norwegian  
Portuguese  
Scottish Gaelic  
Spanish  
Swahili  
Swedish  
Swissgerman  
Tagalog



# That's it!

## Ordering

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## Basic vs Standard

Please check [Glyph Sheet + Language Support](#) page to get detailed informations about the character set.

## Designer

Philippe Apeloig

## Development

Nouvelle Noire

## Publisher

Nouvelle Noire GmbH, Zürich

## Version

1.0

## Release

2013

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## Specimen Design

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