

**M**

# Type Design Portfolio

**Marsnev & Co.**

---

## Information

About	Marsnev & Co.	Lead by acclaimed type designer Ariq Syauqi, Marsnev & Co. offers the highest-standard fonts for global typography. Registered in Delaware, the foundry operates globally and collaborates with people from all over the world. We believe in and embrace the interdisciplinary approach, allowing us to provide exceptional typographic solutions brought by experts.	
	Ariq Syauqi	After completing a master's degree in Typeface Design from the University of Reading with distinction, Ariq is currently based in Nancy, France. He joins Atelier National de Recherche Typographique as a researcher, focusing on the typographic representation of minority scripts. Well-versed in Latin, Ariq runs his own foundry in his spare time, and works closely as a freelancer with high-profile designers such as Fred Smeijers and Jamra Patel. His latest study was presented at Face/Interface at Stanford University, discussing about adapting complex non-Latin scripts into digital platforms.	
Contact	Email	<a href="mailto:marsnev@marsnev.com">marsnev@marsnev.com</a>	
	Phone	by request	
	Address	Nancy 54000 France	
	Website	<a href="https://marsnev.com">marsnev.com</a>	
Contents	Kala™	A friendly multiscript typeface with horizontal contrast. Supporting 3 scripts—Latin, Arabic, and Balinese—in 9 weights, the family embraces diversity of scripts and writing systems while at the same time unites them as a family.	p.03
	Lemon Milk family	A strikingly sharp, geometric typeface perfect for making a bold statement. Debuting as a free font, its reach is global, touching everything from local shops to international brands and high profiles.	p.15
	Nyata Next™	The typeface used to typeset this document. Meaning “clearly visible” in Indonesian, Nyata Next is a contemporary sans serif typeface that explores typographical clarity.	p.23

**M**

Latin - العربية - ግሪክ

# *Harmoniously diverse*

**Kala**<sup>TM</sup> Latin, Balinese, & Arabic

## *Harmoniously diverse*

Kala™	Overview	<p>Meet <b>Kala™</b>, a friendly multiscrypt typeface with horizontal contrast. Supporting 3 scripts in 9 weights, the family embraces diversity of scripts and writing systems while at the same time unites them as a family.</p> <p>Developed as a project during the MA Typeface Design at Reading, it is initially designed to answer the need of such type family in Lombok, Indonesia, where three scripts are used side by side: Latin, Balinese, and Arabic. With curvy cuts, the family looks playful and fresh. Coming with a wide range of weight variations from Thin to Black, the family is ready to support any kind of documents requiring rich typographic textures, such as product packaging, magazines, and posters.</p>
	Design space	9 weights in Roman, Italic, Arabic & Balinese 4 variable font covering weight axis
	Script coverage	Latin extended Arabic Balinese
Credits	Concept & design	Ariq Syauqi
	Font engineering	Ariq Syauqi
	Lead tutor	Gerry Leonidas Fred Smeijers Fiona Ross Victor Gaultney
	Arabic consultation	Fiona Ross Borna Izadpanah Nadine Chahine Abeera Kamran
	Balinese consultation	Aditya Bayu Perdana
	Engineering consultation	Rainer Erich Scheichelbauer Frank Grießhammer Toshi Omagari
	Cover photo	Hassaan Here

100	ꦠꦺꦮꦸꦱꦸꦱꦸꦠꦺꦴꦩ꧀	Thin & <i>Italic</i>	كالا الخط العربي
200	ꦠꦺꦮꦸꦱꦸꦱꦸꦠꦺꦴꦩ꧀	ExtraLight & <i>Italic</i>	كالا الخط العربي
300	ꦠꦺꦮꦸꦱꦸꦱꦸꦠꦺꦴꦩ꧀	Light & <i>Italic</i>	كالا الخط العربي
400	ꦠꦺꦮꦸꦱꦸꦱꦸꦠꦺꦴꦩ꧀	Regular & <i>Italic</i>	كالا الخط العربي
500	ꦠꦺꦮꦸꦱꦸꦱꦸꦠꦺꦴꦩ꧀	Medium & <i>Italic</i>	كالا الخط العربي
600	ꦠꦺꦮꦸꦱꦸꦱꦸꦠꦺꦴꦩ꧀	SemiBold & <i>Italic</i>	كالا الخط العربي
700	ꦠꦺꦮꦸꦱꦸꦱꦸꦠꦺꦴꦩ꧀	Bold & <i>Italic</i>	كالا الخط العربي
800	ꦠꦺꦮꦸꦱꦸꦱꦸꦠꦺꦴꦩ꧀	ExtraBold & <i>Italic</i>	كالا الخط العربي
900	ꦠꦺꦮꦸꦱꦸꦱꦸꦠꦺꦴꦩ꧀	Black & <i>Italic</i>	كالا الخط العربي

The family comes with 9 weights ranging from Thin to Black in three scripts; Latin, Arabic, and Balinese. Kala™ Latin covers both Roman and Italic. For the variable font, the family is perfectly interpolateable within the weight axis, and is divided into 4 fonts: Roman, Italic, Arabic & Balinese.



f

ƒ

£

g

ƚ

Ɔ

[100]  
Thin

[800]  
ExtraBold

K

&

a

ʼ

©

æ

[400]  
Regular

[700]  
Bold

M

y

في

7/8

3

1

[300]  
Light Italic

[500]  
Medium

Ɔ

ز

5

۲

¢

م

[200]  
ExtraLight

ö

☺

fh

Ū

ø

B

[600]  
SemiBold Italic

5

Ɔ

✿

Ɔ

o

ss

[900]  
Black

100 Thin

10 pt

The Two Deaths of Quincas Wateryell (A Morte e a Morte de Quincas Berro d'Água) is a 1959 Brazilian modernist novella by Jorge Amado. It was first published in the Brazilian magazine Senhor. In 2012, it was republished in English as The Double Death of Quincas Water-Bray. The book is about what happens after Quincas Wateryell, a popular bum who lives in the slums of Salvador, Bahia, is found dead one morning. Two groups of people compete over Quincas's memory: his new friends and his old family. To his family, led by his daughter Vanda, Quincas Wateryell is Joaquim Soares da Cunha, formerly

200 ExtraLight

10 pt

The Two Deaths of Quincas Wateryell (A Morte e a Morte de Quincas Berro d'Água) is a 1959 Brazilian modernist novella by Jorge Amado. It was first published in the Brazilian magazine Senhor. In 2012, it was republished in English as The Double Death of Quincas Water-Bray. The book is about what happens after Quincas Wateryell, a popular bum who lives in the slums of Salvador, Bahia, is found dead one morning. Two groups of people compete over Quincas's memory: his new friends and his old family. To his family, led by his daughter Vanda, Quincas Wateryell is Joaquim Soares da Cunha,

300 Light

10 pt

The Two Deaths of Quincas Wateryell (A Morte e a Morte de Quincas Berro d'Água) is a 1959 Brazilian modernist novella by Jorge Amado. It was first published in the Brazilian magazine Senhor. In 2012, it was republished in English as The Double Death of Quincas Water-Bray. The book is about what happens after Quincas Wateryell, a popular bum who lives in the slums of Salvador, Bahia, is found dead one morning. Two groups of people compete over Quincas's memory: his new friends and his old family. To his family, led by his daughter Vanda, Quincas Wateryell is Joaquim Soares da Cunha,

400 Regular

10 pt

The Two Deaths of Quincas Wateryell (A Morte e a Morte de Quincas Berro d'Água) is a 1959 Brazilian modernist novella by Jorge Amado. It was first published in the Brazilian magazine Senhor. In 2012, it was republished in English as The Double Death of Quincas Water-Bray. The book is about what happens after Quincas Wateryell, a popular bum who lives in the slums of Salvador, Bahia, is found dead one morning. Two groups of people compete over Quincas's memory: his new friends and his old family. To his family, led by his daughter Vanda, Quincas Wateryell is Joaquim Soares da Cunha,

500 Medium

10 pt

The Two Deaths of Quincas Wateryell (A Morte e a Morte de Quincas Berro d'Água) is a 1959 Brazilian modernist novella by Jorge Amado. It was first published in the Brazilian magazine Senhor. In 2012, it was republished in English as The Double Death of Quincas Water-Bray. The book is about what happens after Quincas Wateryell, a popular bum who lives in the slums of Salvador, Bahia, is found dead one morning. Two groups of people compete over Quincas's memory: his new friends and his old family. To his family, led by his daughter Vanda, Quincas Wateryell is Joaquim Soares da Cunha,

600 SemiBold

10 pt

The Two Deaths of Quincas Wateryell (A Morte e a Morte de Quincas Berro d'Água) is a 1959 Brazilian modernist novella by Jorge Amado. It was first published in the Brazilian magazine Senhor. In 2012, it was republished in English as The Double Death of Quincas Water-Bray. The book is about what happens after Quincas Wateryell, a popular bum who lives in the slums of Salvador, Bahia, is found dead one morning. Two groups of people compete over Quincas's memory: his new friends and his old family. To his family, led by his daughter Vanda, Quincas Wateryell

700 Bold

10 pt

**The Two Deaths of Quincas Wateryell (A Morte e a Morte de Quincas Berro d'Água) is a 1959 Brazilian modernist novella by Jorge Amado. It was first published in the Brazilian magazine Senhor. In 2012, it was republished in English as The Double Death of Quincas Water-Bray. The book is about what happens after Quincas Wateryell, a popular bum who lives in the slums of Salvador, Bahia, is found dead one morning. Two groups of people compete over Quincas's memory: his new friends and his old family. To his family, led by his daughter Vanda, Quincas Wateryell**

800 ExtraBold

10 pt

**The Two Deaths of Quincas Wateryell (A Morte e a Morte de Quincas Berro d'Água) is a 1959 Brazilian modernist novella by Jorge Amado. It was first published in the Brazilian magazine Senhor. In 2012, it was republished in English as The Double Death of Quincas Water-Bray. The book is about what happens after Quincas Wateryell, a popular bum who lives in the slums of Salvador, Bahia, is found dead one morning. Two groups of people compete over Quincas's memory: his new friends and his old family. To his family, led by his daughter Vanda, Quincas Wa-**

900 Black

10 pt

**The Two Deaths of Quincas Wateryell (A Morte e a Morte de Quincas Berro d'Água) is a 1959 Brazilian modernist novella by Jorge Amado. It was first published in the Brazilian magazine Senhor. In 2012, it was republished in English as The Double Death of Quincas Water-Bray. The book is about what happens after Quincas Wateryell, a popular bum who lives in the slums of Salvador, Bahia, is found dead one morning. Two groups of people compete over Quincas's memory: his new friends and his old family. To his family, led by his daughter Vanda, Quincas Wa-**





“**Binéka Tunggal Ika**”

[*Unity in Diversity*] ☺

DENPASAR 20:30 WITA

Vendredi, 25\* Novembre 2019 16h30

لما كان الاعتراف بالكرامة المتأصلة

***Kemanggisan Senyap***

**TypeTalks<sup>®</sup> on YouTube<sup>™</sup>**

ولما كانت شعوب الأمم المتحدة قد أكدت في الميثاق من جديد إيمانها بحقوق الإنسان الأساسية

¼Km Straight to: (ಚಲುವು)

“*Then everything seems okay*”

**ಚಲುವು from Bali ❁**

## About the

Inaq Rania is an authentic Restaurant, founded in 1998, operated by Rania, in Senggugur, Nusa Tenggara Barat. Originally, Rania only served Ayam Taliwang†

Ayam Taliwang† is a spicy ayam bakar (grilled chicken from Lombok, made with chicken free range), which is cut at a 45-degree angle to grilling. Once it has been cooked halfway, it is removed from the grill, *tenderized*\* with a pestle. It is then cooked in cooking oil; after several minutes, it is fried in oil, it is put in a spicy sauce made of chili, and shrimp paste. It is served and grilled to order.

هايم تاليوانغ هيناق رنيا  
أدليج رستارن أصلي داري  
لومبوك، نوسا تنغارا بارات يغ  
مباجيكان هايم تاليوانغ ههايم  
باكر دشان ساوس قداس  
خس؛ مغلونان ريسيف  
راحشا كلواركا. رستارن ياغ  
أصلي هايا ترساديا دي  
جالان رايا قمانغ نومور ٥٢،  
لومبوك ماكا سلايين  
إيتوبوكنله چابغ يغ كامي  
قوبا تريما كاسيج بايك

# ꦒꦤꦮꦸꦱꦶꦠ꧀ ꦱꦲꦶꦁꦭꦺꦴꦩꦏꦤ꧀ꦱꦺ

Authentic Lomboknese Restaurant  
Jl. Raya Pemenang nomor 52, Lombok, Nusa Tenggara Barat



### Starters

- ꦱꦲꦶꦁꦭꦺꦴꦩꦏꦤ꧀ꦱꦺ 15  
Deep fried round-shaped tofu (V)
- ꦩꦏꦤ꧀ꦱꦺ 20  
Macaroni & egg, served with magic powder
- ꦩꦏꦤ꧀ꦱꦺ 20  
Aci & egg, served with magic powder

### Main Menu

- ꦒꦤꦮꦸꦱꦶꦠ꧀ 48  
Authentic Lombok-style grilled chicken
- ꦒꦤꦮꦸꦱꦶꦠ꧀ 48  
Authentic Lombok-style grilled chicken

### Drinks

We serve various kinds of drink. All of them are *bottomless*. Enjoy the drink as many as you like.

- ꦒꦤꦮꦸꦱꦶꦠ꧀ 32  
Bottomless drink per person

### Vegan Menu

- ꦒꦤꦮꦸꦱꦶꦠ꧀ 38  
Authentic Lombok-style grilled tofu
- ꦒꦤꦮꦸꦱꦶꦠ꧀ 26  
Deep-fried tempeh, served with rice

\*All of our vegan options contain **soya**. Should you have allergic requirement, please let our staffs know.

Latin

Basic Latin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Extended Latin

AÁĀĂÂÄÅ ÆĀ̄Ā̄Ā̄ Ā̄Ā̄Ā̄ Ā̄Ā̄Ā̄ ÆBḀCĆČĈĊDĐDĎDḌEÉĚĔÊËÈĖĚ  
EĚFGĞĠĢĤĦİİİİİİİİİİİİİİİİİJKK̄K̄L̄L̄L̄L̄L̄M̄M̄M̄N̄N̄N̄N̄N̄N̄  
OÓÔÖØ ÒÓ Õ ÆPǶQṚṚṚRŠŠŠŠŠŠŠŠŠŠBTṬṬṬTUÚÛÜ  
UÙÚÛÜUǪŪŬŴŶẀX̀ỲŸ̀ẒẒẒẒ  
aáăâääàāąãæbḁccćčĉċdďdđḏeéěêëèėēěfgğġĝhḥ  
iïîïïïîïïïïïïïïïïïjkk̄kl̄ll̄l̄l̄l̄l̄l̄l̄mm̄mn̄n̄ññn̄n̄ňoóôöøòóõõœpǶqrṚrṚ  
sšššššššššštṭtṭṭttuuûüuǫũvẁẁẁẁẁxỳỳÿ̀ẒẒẒẒ

Numbers

Default figures

0123456789

Circled numbers

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

Lining figures

0123456789

Superscript & Subscript

0<sup>1</sup>1<sup>2</sup>2<sup>3</sup>3<sup>4</sup>4<sup>5</sup>5<sup>6</sup>6<sup>7</sup>7<sup>8</sup>8<sup>9</sup>H<sub>0</sub>0<sub>1</sub>1<sub>2</sub>2<sub>3</sub>3<sub>4</sub>4<sub>5</sub>5<sub>6</sub>6<sub>7</sub>7<sub>8</sub>9<sub>H</sub>

Oldstyle figures

0123456789

Fractions

1/2 1/4 3/4 1/8 3/8 5/8 7/8

Tabular lining figures

0123456789

Numerators & Denominators

0123456789/0123456789

Punctuation

Latin Punctuation

.,;:…!;?; · \* # / \ - - - - \_ ( ) { } [ ] „ ” ‘ ’ « » ‹ › ’ ’ ’ ’

Symbols

Common symbols

@& # \$ % & ' ( ) \* + , - . / : ; < > = > < ≥ ≤ ± ≈ ~ ^ % ‰ ¢ € £

Miscellaneous symbols

👉👈 😊 😇 🌟 e ⬆️ ↗️ → ✂️ ⬇️ ↙️ ← ↪️

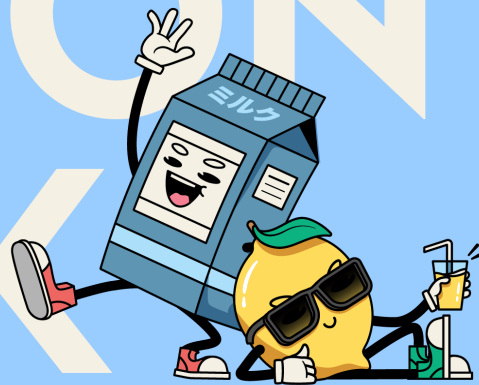




M

Simply Magnificent!

# LEMON MILK



Simply  
Magnificent!

Lemon Milk family

## Simply magnificent?

### Lemon Milk

#### Overview

Designed as a geometric display typeface with strikingly sharp edges, Lemon Milk stands out with its unique character. Debuting as a free font, its reach is global, touching everything from local shops to international brands and high profiles. Its widespread use, from quaint villages in Indonesia to the bustling streets of London and San Francisco, is a testament to its versatility and appeal.

For me personally, Lemon Milk is a reflection of my journey as a type designer. Born in 2014 as the visual identity for the ‘Lemon/Milk’ zine, the family has evolved significantly over the years. From its humble beginnings with uppercase-only, one-weight, basic Latin coverage, Lemon Milk has grown into a comprehensive family in its pro version, now boasting 9 weights with more glyphs and features.

As I grew significantly as a type designer, I updated it to the first pro version in 2020, radically fixing the unbalanced shapes, especially in its lowercases forms. However, I realised that though receiving critics, people actually love the typeface for its peculiarity. This 2024 update of the pro version marks a significant leap forward, for I bring back the playfulness of the family. Not only it includes lowercases, various figure styles, superscript and subscript, now it also is equipped with loads of playful stylistic sets and discretionary ligatures. And for more good news: it is available in Text styles — enhanced to accommodate long-text reading.

#### Design space

9 weights within x-height axis (for display and text)

#### Script coverage

Latin extended

### Credits

#### Concept & design

Ariq Syauqi

#### Font engineering

Ariq Syauqi

#### Review

Richard McDonald

#### Mascot artwork

Tip Top Graphic



### Lemon Milk Pro

Large x-height for display

### Lemon Milk Text

conventional x-height to accomodate long-text reading

100  
200  
300  
400  
500  
600  
700  
800  
900

Thin

Thin

ExtraLight

ExtraLight

Light

Light

Regular

Regular

Medium

Medium

SemiBold

SemiBold

Bold

Bold

ExtraBold

ExtraBold

Black

Black

Variable font

# Lemon Milk™ VF

All styles of Lemon Milk and everything in between is packed as one variable font format. it ranges from 100 to 900 on the weight axis within x-height axis.

100 Lemon Milk Pro Thin 50 pt

570Km Undergrounds!

100 Lemon Milk Pro ExtraLight 50 pt

(Bare-Knuckle Boxing)

100 Lemon Milk Pro Light 50 pt

Famille de Tancarville

100 Lemon Milk Pro Regular 50 pt

Tea Party movement

100 Lemon Milk Pro Medium 50 pt

www.community.fin@

100 Lemon Milk Pro SemiBold 50 pt

"Jakarta after 1995"

100 Lemon Milk Pro Bold 50 pt

This is LEMON MILK!

100 Lemon Milk Pro ExtraBold 50 pt

Spread & Zinc & \$37

100 Lemon Milk Pro Black 50 pt

Northwest Airlines

100 Lemon Milk Text Thin 50 pt

Gérolde ler de Vintzgau!

100 Lemon Milk Text ExtraLight 50 pt

Average Approximated

100 Lemon Milk Text Light 50 pt

EngineTrueType Supply,

100 Lemon Milk Text Regular 50 pt

Les Enfants de la pluie

100 Lemon Milk Text Medium 50 pt

Albrecht Hohenzollern

100 Lemon Milk Pro SemiBold 50 pt

#Magistrala węglowa

100 Lemon Milk Text Bold 50 pt

2023–24 NHL season

100 Lemon Milk Text ExtraBold 50 pt

High Demand Apple

100 Lemon Milk Text Black 50 pt

Beverly Hills, 90210

Lemon Milk Pro

100 Thin	10 pt	200 ExtraLight	10 pt	300 Light	10 pt	400 Regular	10 pt
----------	-------	----------------	-------	-----------	-------	-------------	-------

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and expensive for large,

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and expensive for large,

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and expensive for large,

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and

500 Medium	10 pt	600 Semibold	10 pt	700 Bold	10 pt	800 ExtraBold	10 pt
------------	-------	--------------	-------	----------	-------	---------------	-------

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and expensive

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and expensive

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and

**A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be**

Lemon Milk Text

100 Thin	10 pt	200 ExtraLight	10 pt	300 Light	10 pt	400 Regular	10 pt
----------	-------	----------------	-------	-----------	-------	-------------	-------

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and expensive for large, high resolution film

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and expensive for large, high resolution film

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and expensive for large,

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and expensive for large,

500 Medium	10 pt	600 Semibold	10 pt	700 Bold	10 pt	800 ExtraBold	10 pt
------------	-------	--------------	-------	----------	-------	---------------	-------

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and expensive for large,

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and expensive for large,

A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and expensive for large,

**A pellicle mirror is an ultra-thin, ultra-lightweight Pellicle mirrors are ideal for this purpose, even today, since they are lighter and cheaper than an optical block of dichroic prisms, which would be heavy and**

Lemon Milk Pro Reg &amp; Bold

10pt

Bali, often referred to as the **"Island of the Gods,"** is a picturesque destination located in the Indonesian archipelago. Known for its lush landscapes, vibrant culture, and stunning beaches, Bali attracts millions of tourists annually, contributing significantly to Indonesia's economy.

Renowned for its intricate art forms, including dance, sculpture, and painting, Bali's cultural richness is epitomized in its numerous ceremonies and festivals. One of the island's most famous celebrations is the "Nyepi" or Day of Silence, marking the Balinese New Year, usually falling around March or April, depending on the Saka calendar, which is 78 years behind the Gregorian calendar.

Bali's economy heavily relies on tourism, which accounts for approximately 80% of its income. In 2019, before the global COVID-19 pandemic, the island welcomed over 6.3 million international visitors. This influx of tourists has led to a burgeoning hospitality industry, with over 12,000 registered accommodations, including luxury resorts, villas, and budget-friendly homestays.\*

The island is also famous for its diverse and flavorful cuisine, with dishes like 'Babi Guling' (suck-

Lemon Milk Text Reg &amp; Bold

7pt

Bali, often referred to as the **"Island of the Gods,"** is a picturesque destination located in the Indonesian archipelago. Known for its lush landscapes, vibrant culture, and stunning beaches, Bali attracts millions of tourists annually, contributing significantly to Indonesia's economy.

Renowned for its intricate art forms, including dance, sculpture, and painting, Bali's cultural richness is epitomized in its numerous ceremonies and festivals. One of the island's most famous celebrations is the "Nyepi" or Day of Silence, marking the Balinese New Year, usually falling around March or April, depending on the Saka calendar, which is 78 years behind the Gregorian calendar.

Bali's economy heavily relies on tourism, which accounts for approximately 80% of its income. In 2019, before the global COVID-19 pandemic, the island welcomed over 6.3 million international visitors.

This influx of tourists has led to a burgeoning hospitality industry, with over 12,000 registered accommodations, including luxury resorts, villas, and budget-friendly homestays.\*

The island is also famous for its diverse and flavorful cuisine, with dishes like 'Babi Guling' (suckling pig) and 'Bebek Betutu' (slow-cooked duck) being local specialties. Balinese food often features a rich mix of spices, combining sweet, sour, and spicy flavors, often served with rice, the staple food that covers about 1,000 km<sup>2</sup> or nearly 20% of Bali's land area.†

However, Bali faces challenges, including environmental concerns and the impact of overtourism. Efforts are being made to promote sustainable practices. The government has implemented regulations like banning single-use plastics and promoting 'Tri Hita Karana,' a Balinese philosophy that emphasizes harmony with God, nature, and

Lemon Milk Text Reg &amp; Bold

10pt

Bali, often referred to as the **"Island of the Gods,"** is a picturesque destination located in the Indonesian archipelago. Known for its lush landscapes, vibrant culture, and stunning beaches, Bali attracts millions of tourists annually, contributing significantly to Indonesia's economy.

Renowned for its intricate art forms, including dance, sculpture, and painting, Bali's cultural richness is epitomized in its numerous ceremonies and festivals. One of the island's most famous celebrations is the "Nyepi" or Day of Silence, marking the Balinese New Year, usually falling around March or April, depending on the Saka calendar, which is 78 years behind the Gregorian calendar.

Bali's economy heavily relies on tourism, which accounts for approximately 80% of its income. In 2019, before the global COVID-19 pandemic, the island welcomed over 6.3 million international visitors. This influx of tourists has led to a burgeoning hospitality industry, with over 12,000 registered accommodations, including luxury resorts, villas, and budget-friendly homestays.\*

The island is also famous for its diverse and flavorful cuisine, with dishes like 'Babi Guling' (suckling pig)

Lemon Milk Text Light &amp; SemiBold

12pt

Bali, often referred to as the **"Island of the Gods,"** is a picturesque destination located in the Indonesian archipelago. Known for its lush landscapes, vibrant culture, and stunning beaches, Bali attracts millions of tourists annually, contributing significantly to Indonesia's economy.

Renowned for its intricate art forms, including dance, sculpture, and painting, Bali's cultural richness is epitomized in its numerous ceremonies and festivals. One of the island's most famous celebrations is the "Nyepi" or Day of Silence, marking the Balinese New Year, usually falling around March or April, depending on the Saka calendar, which is 78 years behind the Gregorian calendar.

Bali's economy heavily relies on tourism,

**Sharp**

Rounded

**SINCE 2014**

WIDELY KNOWN

**20,960,524**

**WORLDWIDE**

**LEMON MILK**

M



Clearly visible,  
no matter what.

Nyata Next™

## Clearly visible, no matter what.

The family	Overview	<p><b>Nyata</b>, meaning “clearly visible” in Indonesian, is a contemporary geometric sans serif typeface that explores typographic legibility. It is intentionally designed for contexts that demand utmost clarity of letterforms.</p> <p>The typeface is loosely inspired by the iconic Johnston typeface, which has adorned the signage of Transport for London for over a century. While Nyata takes a departure from the humanist style of Johnston, it carries the spirit of its predecessor—a typeface characterized by strength and personality while placing importance on legibility.</p> <p>Debuting in 2020, now the family is getting a version update: <b>Nyata Next™</b>, redefining letterform clarity. With its 10 weights ranging from Thin to Black, each accompanied by its own complementary oblique, Nyata offers versatility in use—from major European languages to Africans. And more good news: you can enjoy and play with all the styles packed in one variable font.</p>
	Design space	10 weights in upright & oblique 1 variable font in two axes
	Script coverage	Latin extended
Credits	Concept & lead	Ariq Syauqi
	Type design	Ariq Syauqi Aditya Wiraatmaja
	Font engineering	Ariq Syauqi Taufik Oktama
	Review	Richard McDonald Jérôme Knebusch
	Cover artwork	Christoper R



## Static fonts

100	Thin	<i>Thin Italic</i>
200	ExtraLight	<i>ExtraLight Italic</i>
300	Light	<i>Light Italic</i>
350	Book	<i>Book Italic</i>
400	Regular	<i>Regular Italic</i>
500	Medium	<i>Medium Italic</i>
600	SemiBold	<i>SemiBold Italic</i>
700	Bold	<i>Bold Italic</i>
800	ExtraBold	<i>ExtraBold Italic</i>
900	Black	<i>Black Italic</i>

## Variable font

# Nyata Next™ VF

Nyata Next™ VF consists of all the styles in the static fonts and everything in between. Packed as one variable font format, it ranges from 100 to 900 on the weight axis and from 0° to -12° on the slant axis.

100 Thin

72 pt

Sternenklare Nacht

200 Extralight

72 pt

Vårens\* första dag

300 Light

72 pt

Forêt mystérieuse

350 Book

72 pt

£760 Kløverengen

400 Regular

72 pt

Over-nationalised

500 Medium

72 pt

„fußgängerzone“

600 Semibold

72 pt

1125 Łąka kwitnie

700 Bold 72 pt  
hello@mars.nev

800 ExtraBold 72 pt  
Daga kiɗa zuwa

900 Heavy 72 pt  
#Sɛɛkanaduro!

This ɛ, along with other 'uncommon' characters, is not a stylistic set but a Latin extended character for African languages.

100 Thin Italic 72 pt  
Sepakat? 06:15 AM

200 Extralight Italic 72 pt  
Bibliothèque Paris

300 Light Italic 72 pt  
Listen to TypeTalks

350 Book Italic 72 pt  
frostið (Blátt fjall)

400 Regular Italic

72 pt

*BookValley<sup>®</sup> west*

500 Medium Italic

72 pt

*Danladi (&) ya ce*

This 'D', along with other 'uncommon' characters, is not a stylistic set but a Latin extended character for African languages.

600 SemiBold Italic

72 pt

*Xylophone Team;*

700 Bold Italic

72 pt

*L'atelier national*

800 ExtraBold Italic

72 pt

*$\frac{3}{4}$  Km Aláilègbé*

900 Heavy Italic

72 pt

*Extraordinário*



## Design features

---

Long ascenders & descenders

# Alphafet

Extended length of ascenders and descenders in Nyata Next™ is designed to enhance legibility. This feature allows for clear distinction between characters, particularly in dense paragraphs.

Serifed I & tailed l

# Illinois

The inclusion of a serif on the 'I' and a tail on the 'l' in sans serif significantly improves character recognition. This detail ensures that these often-confusing letters are easily distinguishable from each other, enhancing legibility, especially in contexts where clarity is paramount.

Open aperture

# Shy ego

Nyata Next™ features an open aperture, which refers to the open and unenclosed spaces in letterforms like 'c', 's', 'g' or 'e'. This design decision enhances readability, particularly in small sizes or low-resolution displays, by preventing letters from appearing closed or muddled.

Supporting symbols

Designed as a typeface for contexts requiring highly legible characters such as city wayfinders, this typeface includes a range of supporting symbols. Arrows and circled numbers are some of the symbols useful for supporting those contexts.

Weight-sensitive forms

In Nyata Next™, certain characters exhibit weight-sensitive forms, adapting their design to maintain legibility across different weights. A prime example is the dollar sign: in lighter weights, it features a stroke through the 'S', but in bolder weights, the stroke is removed to avoid visual clutter.

Fearless accents

# Aláìlègbé

Nyata Next™ boldly showcases diacritical marks rather than minimizing them. This design approach highlights the accents as prominent features, ensuring they are not only clearly visible but also an integral part of the typeface's character. The pronounced accents enhance the flair and functionality, especially important for multilingual settings where accent clarity is crucial.

No ligatures!

# flu – film

The typeface is proudly designed without standard ligatures such as 'fi' and 'fl' (they are still accessible through Unicode points). This decision addresses the practical issues that ligatures can present, such as when letter-spacing is manually adjusted, ensuring consistent spacing and uniformity across all characters.

Camel kerning

# TrueType

Traditionally, type designers did not implement lowercase+uppercase kerning as the combination rarely appears. However, the case rises in the digital environment since people start typing without word spacing. Nyata Next™ features this specialized camel-case kerning, particularly effective in contexts where camel case is used, such as in branding or tech-related texts.

100 Thin	10 pt	200 ExtraLight	10 pt	300 Light	10 pt	350 Book	10 pt
<p>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as one of the tallest church buildings</p>		<p>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as one of the tallest church buildings</p>		<p>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as one of the tallest church</p>		<p>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as one of the tallest church</p>	

400 Regular	10 pt	500 Medium	10 pt	600 SemiBold	10 pt	700 Bold	10 pt
<p>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as one of the tallest church</p>		<p><b>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as one of the</b></p>		<p><b>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized</b></p>		<p><b>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as</b></p>	

100 Thin Italic	10 pt	200 ExtraLight Italic	10 pt	300 Light Italic	10 pt	350 Book Italic	10 pt
<p><i>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as one of the tallest church buildings</i></p>		<p><i>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as one of the tallest church buildings</i></p>		<p><i>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as one of the tallest</i></p>		<p><i>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as one of the tallest church</i></p>	

400 Regular Italic	10 pt	500 Medium Italic	10 pt	600 SemiBold Italic	10 pt	700 Bold Italic	10 pt
<p><i>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as one of the tallest church</i></p>		<p><b><i>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as one of the tallest church</i></b></p>		<p><b><i>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized</i></b></p>		<p><b><i>One of the most iconic landmarks in Strasbourg is the Strasbourg Cathedral, also known as the Cathedral of Our Lady of Strasbourg. Constructed between 1176 and 1439, it is celebrated for its impressive Gothic architecture and is recognized as</i></b></p>	

300, 600	Light, Light Italic & Semibold	8 pt	400, 700	Regular, Regular Italic & Bold	8 pt
Les rues de Paris au petit matin étaient un tableau vivant de sons et de mouvements. Dans le quartier de l'imprimerie, <i>les ateliers s'éveillaient doucement</i> , résonnant des premiers bruits des machines et des outils. Parmi eux, l'atelier d'Étienne, un maître graveur de poinçons, se distinguait par son calme et sa précision.	<i>Ce matin-là</i> , comme à son habitude, Étienne se dirigea vers son établi, un espace organisé où chaque outil avait sa place. Il commença à travailler sur <b>une commande spéciale</b> , une police de caractères élégante pour un livre d'artiste. Ses mains habiles maniaient le burin avec une aisance née de nombreuses années de pratique.		A GARIN KANO, wani tsohon birni mai cike da al'adu, akwai wata kasuwa da ake kira Kasuwar Kurmi. An kafa ta tun zamanin da, kuma ta zama cibiyar cinikayya. 'Kasuwar Kurmi din nan tarihi ce mai rayuwa,' in ji Malam Umaru, wani mai shago a kasuwar.	na-akwado maka 'Emume Odjinala.' N'ulọ ọ bụla, ndị ezinaụlọ na-akọ akụkọ banyere chi ha na mmụọ ndị nna nna ha. 'Imara ihe gbasara chi anyị dị mkpa,' ka Nneka kwuru.	
Étienne était un artisan dont le talent était reconnu bien au-delà des rues pavées de son quartier. Chaque jour, il travaillait avec un soin méticuleux, sculptant de minuscules lettres dans de l'acier robuste. Ses poinçons étaient le premier maillon d'une chaîne qui donnait vie aux mots et aux textes.	Autour de lui, les murs de l'atelier étaient tapissés de croquis et de dessins de caractères. Chaque poinçon qu'il avait créé était une œuvre d'art en soi, une petite contribution à <b>la beauté des livres</b> et des écrits. Pour Étienne, être graveur de poinçons n'était pas seulement un métier, c'était une passion, un		A kowace shekara, ranar 3 ga watan Mayu, mutanen Kano sukan yi bikin 'Ranar Al'adu,' inda suke nuna murna da rayuwarsu ta gargajiya. Daga kida zuwa rawa, kowane bangare na al'adun Hausa ana nuna shi. 'Karfin al'adunmu yana cikin bambancinmu,' Malam Umaru ya kara da cewa.	N'oge Emume ahụ, nke a na-eme na 15th nke Oḡost, obodo ahụ na-aghọ ebe ngosi omenala. Ndị ntorobja na-egwu egwu omenala, ndị agadi na-akụ egwú, ebe ụmụaka na-ege ntị na mmasị. ' <b>Omenala anyị bụ akụkọ ntolite anyị</b> ,' Nneka na-agbakwunyere.	
			Na obodo Nsukka, ebe omenala na-echeta oge ochie, ndị mmadụ	Ci Dakar, réew mi ngi nañu jàpp seeni cosaan ak seeni mbooleem tey jii. Ci àllarba jii, bés bu nekk, ñu ngi nañu dajale 'Bésu Cosaan.' Bi ñu ngi dajale, ñu ngi nañu woy seeni jëf yu mag yi, ak seeni woy yu néew yi.	

300, 600	Light, Light Italic & Semibold	oldstyle figures	10 pt
JOHNSTON, the typeface exclusively designed for the <b>Transport for London</b> , has been an integral part of the city's identity since its creation in 1916 by Edward Johnston. It's known for its clean, sans-serif style and unique features like the diamond-shaped dot over the 'i' and 'j.' This typeface is more than just a design; it's a symbol of London's public transport, a visual language that unites buses, trams, and the Tube itself.	the escalator, her eyes were drawn to the signs adorned with the Johnston typeface. For her, these letters were not just directions but a timeless piece of design that had witnessed the city's transformations.		by this iconic typography. As the train whizzed through the tunnels, <b>Sarah sketched</b> . She noted how the typeface's simplicity offered clarity amidst the hustle and bustle, a testament to Johnston's vision of creating a typeface that was both functional and elegant. In her sketches, she explored how this century-old typography continued to influence modern design, symbolizing a blend of heritage and contemporary aesthetics.
On a typical rainy London day, Sarah, a graphic design student with a keen interest in typography, stepped into the Waterloo station. As she descended	Carrying her sketchbook filled with <b>typeface designs</b> , Sarah always found inspiration in the Tube. The way the Johnston letters stood out yet harmoniously blended with the environment fascinated her. She imagined the countless travelers who had glanced at these letters over the decades, each absorbed in their own stories, yet guided uniformly		The Tube was not just a means of transportation for Sarah; it was a moving gallery of London's typographic

400, 700	Regular, Regular Italic & Bold	10 pt
En el corazón de una pequeña ciudad, había un taller de tipografía que guardaba los secretos del arte de la impresión con tipos metálicos. Este taller, conocido entre los lugareños como " <b>La Forja de las Palabras</b> ", era un santuario de conocimiento y tradición.	una obra de arte en sí misma. Estos tipos, dispuestos en orden en las cajas, eran como soldados listos para entrar en batalla, en la lucha por transmitir ideas y conocimientos.	
El maestro tipógrafo, Don Alejandro, era un hombre de mediana edad con manos fuertes y una mirada que destilaba sabiduría. Desde joven, había dedicado su vida a la tipografía, aprendiendo los intrincados detalles de cada letra y símbolo. En su taller, las estanterías estaban repletas de cajas de madera que contenían tipos de diferentes tamaños y estilos.	El proceso de impresión era meticuloso y exigía precisión. Don Alejandro colocaba los tipos en una prensa manual, un instrumento antiguo pero eficaz que había heredado de su mentor. Ajustaba la presión y la tinta con una habilidad nacida de años de práctica. <b>Con cada prensado</b> , las letras dejaban su marca en el papel, formando palabras y frases.	
Don Alejandro comenzaba su día seleccionando cuidadosamente los tipos para el proyecto en curso. Cada pieza de metal, con su letra o carácter grabado en relieve, era	El taller era un lugar de magia y creación. Los aprendices, jóvenes entusiastas con un profundo respeto por el oficio, observaban cada movimiento de Don Alejandro. Aprendían no solo la técnica, sino también la filosofía detrás de la tipografía: <i>la creencia de que cada letra y cada palabra tenían un peso y un significado que iban más allá del papel.</i>	

# LA MÉTROPOLE <sup>®</sup>

VENDREDI 2 MARS 2023

## Jakarta : Cœur Économique de l'Indonésie\*

**JAKARTA**, la capitale de l'Indonésie, est une métropole en rapide expansion et le centre économique du pays. Située sur la côte nord-ouest de l'île de Java, elle est la plus grande ville de l'Indonésie, avec une population estimée à plus de 10 millions d'habitants. Jakarta joue un rôle clé dans l'économie, la culture et la politique indonésiennes.<sup>1</sup>

La ville est connue pour son mélange dynamique de

cultures, reflétant la diversité ethnique et culturelle de l'Indonésie. Jakarta abrite de nombreux monuments historiques et contemporains, dont le Monument National, un symbole de l'indépendance indonésienne, et la Mosquée Istiqlal, la plus grande mosquée d'Asie du Sud-Est.

Cependant, Jakarta est également confrontée à des défis urbains importants, notamment la congestion



<sup>1</sup> [image 3] Photograph by the author

du trafic, la pollution et le risque d'inondations. La ville a entrepris plusieurs grands projets d'infrastructure pour améliorer ces problèmes, y compris l'expansion du système de transport public et des programmes de revitalisation urbaine.

Sur le plan économique, Jakarta est le moteur de la croissance indonésienne, abritant de nombreuses entreprises nationales et internationales. La ville contribue de manière significative au PIB de l'Indonésie grâce à ses secteurs clés, tels que la finance, le commerce, et les services.

\* *serifed I* and *tailed l* in Nyata Next™ boosts the legibility of sans serif, especially when they appear side by side such as in the phrase **l'Indonésie** or word **Illinois**.

## Island of Gods or Global Tourism Hub?



"Bali Tourism Statistics 2019." Bali Provincial Government.

**Bali**, often referred to as the "Island of the Gods," is a picturesque destination located in the Indonesian archipelago. Known for its lush landscapes, vibrant culture, and stunning beaches, Bali attracts millions of tourists annually, contributing significantly to Indonesia's economy.

Renowned for its intricate art forms, including dance, sculpture, and painting, Bali's cultural richness is epitomized in its numerous ceremonies and festivals. One

of the island's most famous celebrations is the "Nyepi" or Day of Silence, marking the Balinese New Year, usually falling around March or April, depending on the Saka calendar, which is 78 years behind the Gregorian calendar.

Bali's economy heavily relies on tourism, which accounts for approximately 80% of its income. In 2019, before the global COVID-19 pandemic, the island welcomed over 6.3 million international visitors. This influx of tourists has led to a burgeoning hospitality industry, with over 12,000 registered accommodations, including luxury resorts, villas, and budget-friendly homestays.\*

The island is also famous for its diverse and flavorful cuisine, with dishes like 'Babi Guling' (suckling pig) and 'Bebek Betutu' (slow-cooked duck) being local specialties. Balinese food often features a rich mix of spices, combining sweet, sour, and spicy flavors, often served with rice, the staple food that covers about **1,000 km<sup>2</sup>** or nearly 20% of Bali's land area.†

However, Bali faces challenges, including environmental concerns and the impact of overtourism. Efforts are being made to promote sustainable practices. The government has implemented regulations like banning single-use plastics and promoting 'Tri Hita Karana,' a Balinese philosophy that emphasizes harmony with God, nature, and humans.

In literature and media, Bali has been immortalized in works like *Elizabeth Gilbert's "Eat, Pray, Love,"* which led to a significant increase in tourism. The island's allure is captured through its scenic vistas, from the majestic Mount Agung, an active volcano, to the tranquil waters of Jimbaran Bay.

On the technological front, Bali is increasingly becoming a hub for digital nomads. The island offers a unique blend of traditional culture and modern amenities, attracting remote workers from across the globe. Co-working spaces and tech startups are now a common sight alongside ancient temples and traditional markets.



Nyata Next™ **72pt**

*Clarity: Redefined*

**iCAMPÉÓN!**

↖ ↗ Exit ⑧ ⑤

**#Skjønnhet** [funny]

to Fitzrovia &

→ SHOREDITCH NORTH ←

~~¥~~34,00 **“Rimmbeydo”**

**UltraBold: 10%**



Ariq Syauqi      marsnev@marsnev.com

Managing  
director      Marsnev, LLC

