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PRESSEMITTEILUNG

## New Spiekermann font AXEL

Economical, highly legible Office font family

**Berlin, May 25 2009.** Just in time for the re-launch of its website, FontShop brings to market the technically clever font **AXEL** for confined spaces (tables, columns ...). Axel was created by ERIK SPIEKERMANN and will be sold at the special introductory price of just € 9.90 for four true type styles.

Why a special font for tables? Surveys have shown that multi-functional applications, such as Microsoft Excel, are used for many more kinds of projects than just budgeting and bookkeeping. Users put letters instead of numbers into more than 90 percent of the cells. And the columns are usually too narrow for the words. Widely-used system fonts like ARIAL, VERDANA and the like either take up too much space or they are hard to read (i.e. ARIAL NARROW).

With Axel, FontShop has created a typeface that is narrow without looking "condensed". "I was fulfilling my own needs", says Erik Spiekermann about his latest oeuvre, which he developed together with ERIK VAN BLOKLAND and RALPH DU CARROIS, "a simple, legible and economical system font, which looks particularly good on the monitor. We work with tables much more on the monitor than on paper". The designer is also happy about the price of his new font, "I never thought there could be a font in that kind of quality for the same price as a music album".

What is special about axel is less its aesthetic refinement for the reader than its usefulness to people who work at monitors every day.

- Similar letters and numbers are clearly distinguishable (l, i, I, 1, 7, 0, 0, e, c ...).
- Greater contrast between regular and bold.
- Style set linking for Office applications (bold key).
- Small caps instead of italics for emphasis.
- High legibility on the monitor via "clear type" support.
- Good complement of numbers (superscript, subscript, fractions...).
- Real WYSIWYG in Microsoft Excel.
- Pleasing look on paper.

If you think only businesses and agencies can afford axel, think again. The introduction of axel happens to coincide with FontShop Germany's re-launch of its website. They decided to use axel to sweeten their introductory offer. Customers buying axel by download before June 30, 2009 at **beta.fontshop.de** will pay only € 9.90 for the set (four styles, license for 1 5 users); FontShop customers in other countries will pay either \$ 19.90 or 19,90 €. After that, it will cost €/\$ 79.90 (both prices exclusive of VAT).

\*CLEARTYPE (a technology introduced by Microsoft for rendering fonts on LCD monitors) increases visible resolution by selective control of the RGB pixels with subpixels.

This press release is typeset with Axel, **Axel Bold**, SMALL CAPS, **SMALL CAPS BOLD**.

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	A	B	C	D	E	F
1						
2	<b>Courier:</b>	11. Jan 09	857 0G-8B	Kontoauszug	Energielieferung Ilias AG	19,70 €
3	<b>Verdana:</b>	11. Jan 09	857 0G-8B	Kontoauszug	Energielieferung Ilias AG	19,70 €
4	<b>Lucida Grande:</b>	11. Jan 09	857 0G-8B	Kontoauszug	Energielieferung Ilias AG	19,70 €
5	<b>Georgia:</b>	11. Jan 09	857 0G-8B	Kontoauszug	Energielieferung Ilias AG	19,70 €
6	<b>Arial:</b>	11. Jan 09	857 0G-8B	Kontoauszug	Energielieferung Ilias AG	19,70 €
7	<b>Calibri:</b>	11. Jan 09	857 0G-8B	Kontoauszug	Energielieferung Ilias AG	19,70 €
8	<b>Axel:</b>	11. Jan 09	857 0G-8B	Kontoauszug	Energielieferung Ilias AG	19,70 €
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<b>Axel:</b>	11. Jan 09	857 0G-8B	Kontoauszug	Energielieferung Ilias AG	19,70 €

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<b>Axel:</b>	11. Jan 09	857 0G-8B	Kontoauszug	Energielieferung Ilias AG	19,70 €	- 31 %
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### Die drei herausragenden Eigenschaften der Schrift Axel auf einen Blick:

1. hervorragende Lesbarkeit am Bildschirm (oben)
2. klares, ökonomisches Schriftbild im Druck (Mitte)
3. bis zu 30 % weniger Platzbedarf, im Vergleich zu weit verbreiteten Systemschriften (unten)

(Abb. verkleinert, bitte High-res-Axel-PDF anfordern unter [typopresse@fontshop.de](mailto:typopresse@fontshop.de) oder downloaden unter [www.fontblog.de/hier-ist-axel](http://www.fontblog.de/hier-ist-axel)).