

Alio™ Text

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Regular

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 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 1 2 3 4 5 6 7 8 9 0

Italic

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 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 1 2 3 4 5 6 7 8 9 0

Alio™ Text

Benchmark your E-Commerce Conversion Rate against your peers

LEGIBLE & READABLE

A South African surfer travelled 4,050 nautical miles across the Atlantic Ocean on a paddleboard.

$\frac{8}{9} + \frac{12}{25} = X^2$ | 24/10/2067 | $\frac{3}{4}$ tbsp of sugar

A single man in possession of a
GOOD FORTUNE
→ must be in want of a wife. ←

“ Choosing the right
TYPEFACE
can make your content
SHINE ”



Marketing Objectives:

- ◉ Increase sales among women 30+
 - ▶ Become one of the top three brand among our target audiences
 - + Achieve a market share of 25% within 2 years of launch

Yes, Alio Text supports most Latin-based

tā́ñgüáğę́š

Alio™ Text

500+

NO. OF GLYPHS

100+

LANGUAGES SUPPORT

4

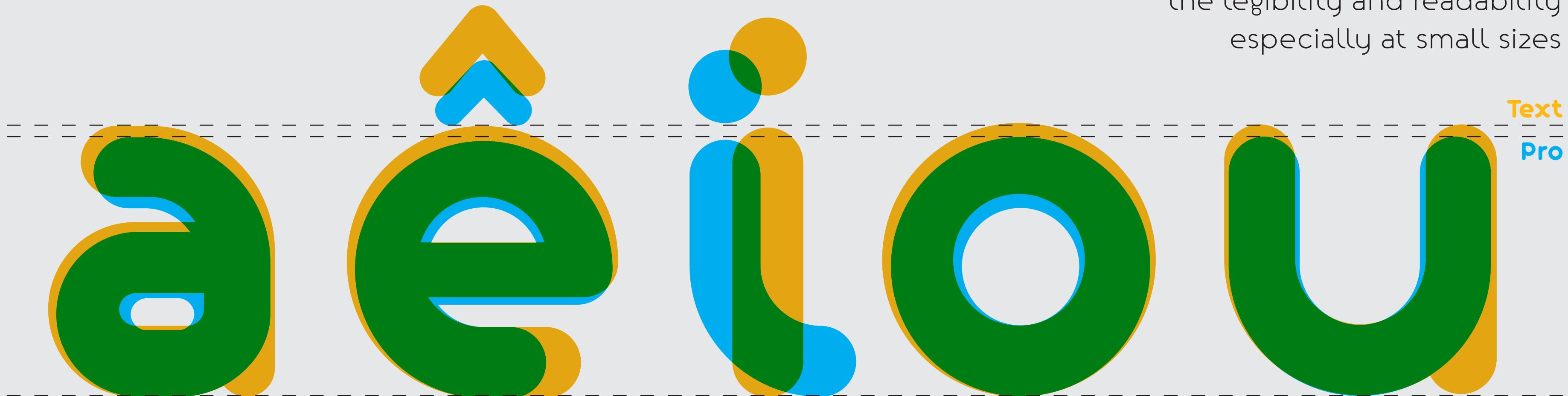
WEIGHTS

8

STYLES

a à á ã à á ã à á ã

Alio™ Text vs. Alio™ Pro



Alio Text's taller x-height and larger accents help improve the legibility and readability especially at small sizes

D
I
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X
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Case-sensitive punctuations

CASE-SENSITIVE PUNCTUATIONS

C'est la « Morale du Film »

C'EST LA « MORALE DU FILM »

¿iQué estás diciendo!?

¿iQUÉ ESTÁS DICIENDO!?

RECOGNIZE FRACTIONS VS. DATES

17/30 vs. 11/08/2067

3 LEGAL-SYMBOL POSITIONS

BRAND-X® | Brand-x® | ® BRAND-X

BRAND-X™ | Brand-X™ | TM BRAND-X

8 BULLET STYLES TO SPICE UP YOUR DESIGN

- ← Standard
- ← Bullet.ss01
- ← Bullet.ss02
- ▶ ← Bullet.ss03
- ◆ ← Bullet.ss04
- + ← Bullet.ss05
- ← Bullet.ss06
- ★ ← Bullet.ss07

Schließlich erzittert das ganze Haus, ja „die Grundfesten der Erde schienen zu erbeben.“

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), and adjusting the space between pairs of letters (kerning).

The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process. Type design is a closely related craft, sometimes considered part of typography; most typographers do not design typefaces, and some type designers do not consider themselves typographers. Typography also may be used as a decorative device, unrelated to communication of information.

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Alio™ Text

Fried Chicken & Waffles

REGULAR	ABCDEFGHIJKLMNO PQRSTUVWXYZabcdefghijklmnopqrstuvwxyz ijklmnopqrstuvwxyz 1234567890!@#\$%^&()
ITALIC	ABCDEFGHIJKLMNO PQRSTUVWXYZabcdefghijklmnopqrstuvwxyz ijklmnopqrstuvwxyz 1234567890!@#\$%^&()

A single man in possession of a
GOOD FORTUNE
→ must be in want of a wife. ←

LEGIBLE & READABLE

$\frac{8}{3} + \frac{12}{25} = X^2$ | 24/10/2067 | $\frac{3}{4}$ tbsp of sugar

B C S E f t P R E W Y

Yes, Alio Text supports most Latin-based languages.

Case-sensitive punctuations

C'est la « Morale du Film »
C'EST LA « MORALE DU FILM »

¡Qué estás diciendo!?
¡QUÉ ESTÁS DICIENDO!?

500+ NO OF GLYPHS **100+** LANGUAGES SUPPORT **4** WEIGHTS **8** STYLES

a a a a a a a a

RECOGNIZE FRACTIONS VS. DATES

17/30 vs. 11/08/2067

3 LEGAL-SYMBOL POSITIONS

BRAND-X® | Brand-X® | ® BRAND-X

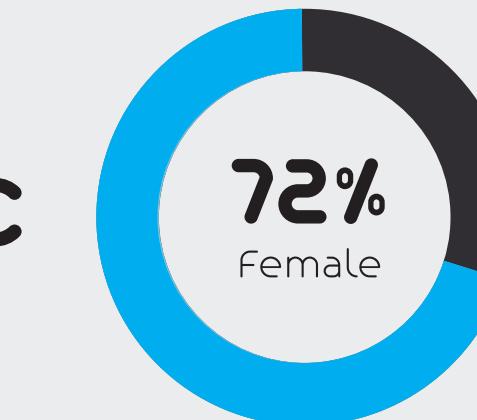
BRAND-X™ | Brand-x™ | TM BRAND-X

TARGET AUDIENCES

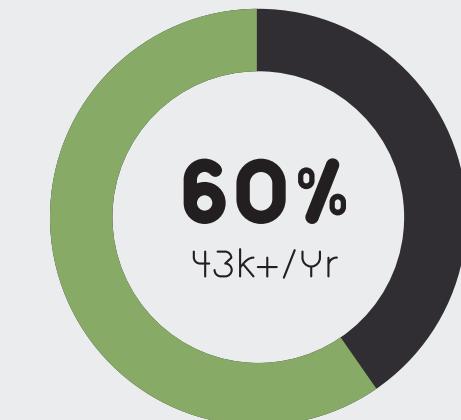
2019

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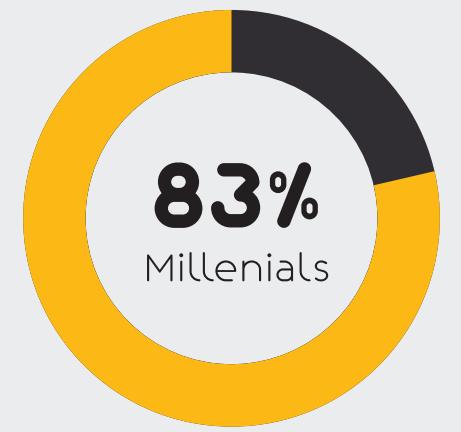
DEMOGRAPHIC



GENDER



INCOME



AGE GROUP

Alio™ Text

Summer Sales

20% OFF

ALL T-SHIRTS

Shop now



Latest Collection



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The quick brown fox jumps over the lazy dog.