

# This is Tang by Suomi Type Foundry

With this document *Suomi Type Foundry* has demonstrated one way to use Tang type family. There are many different ways to show the characteristics of a font, but we want to put our sample typeface in a "real" use:

BECAUSE OF its name, Tang (a strong taste or smell) is used as a principal type for a cosmetic product "Contrast". Tang is used through the whole design range; from logo to body text. With this holistic method, everything within the Contrast communication has an unified outlook, and every message of the brand has the same look and feel.

In a brand communication one should always try to go as deep in the design as possible, and at the very centre of all communication is the type; that is the core of graphic design and visual communication. Therefore it is nothing but common sence to take an unique typeface for a brand to differentiate it from other brands.

*Tomi Haaparanta, Suomi Type Foundry, Finland*

Contrast is everything.  
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**Contrast is everything.**  
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*Contrast is everything.*  
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Tang  
Tang  
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Tang

Ultra Black

Black

Bold

Medium

Book

Light

Thin

Ultra Light

TANG CHARACTER SET: 8/10 POINTS

øŁþž!™#\$%&'\*(+,-./0123456789123 1/2 1/4 3/4;:ABCDEF GHIJKL MNPQRSTU VWXYZ[\] ^\_` abcdefghijklmnopqrst uvwxyz{|}~ÀÁÂ ÃÄÅ Æ ÇÈÉÊËÏ ÑÒÓÔÕÖ×ØÙÚÛÜÝ ÞÀÁ Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ à á â ã ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö × ø ù ú û ü ý þ ÿ

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contrast is everything.

# CONTRAST. A new exciting fragrance for women.

TODAY THE FEMALE SEX HAS TO COPE WITH EVER INCREASING AMOUNT OF COMPETITION COMING FROM OTHER WOMEN.

**FOR THIS PROBLEM** Suomi Corporations Personal Hygiene Department has come up with a totally new approach towards taking the offensive action against those competitive attacks.

That approach is called *Contrast™*.

What makes this product so unique and controversial compared to other fragrances, personal hygiene products and perfumes in the market today, is the very essence of the idea behind the development of *Contrast™* product range.

When we studied the market, we came to a conclusion that **all the competing products in fact used the artificially manufactured odours of human body!** So, instead of taking that repulsive approach, we made some time consuming and thorough clinical tests, and as a result, we finally decided to use **mineral extracts as a base material of *Contrast™* range!**

So, instead of complementing the human body's natural odours, we used the opposite materials from living things, and so developed *Contrast™* by using such **fragrant precious and semi precious stones like lapis lazuli, agate, malachite, sapphire, ruby and emerald.**

With these unique ingredients we developed and produced our brilliant range of *Contrast™* products.

Enjoy, because ..... **CONTRAST IS EVERYTHING.**



# CONTRAST. A NEW POWERFUL FRAGRANCE FOR MEN.

**JUST AS THE FEMALES, ALSO THE MALE SEX TODAY NEEDS A NEW APPROACH TO ATTRACTING THE OPPOSITE SEX.**

**ALSO FOR THIS PROBLEM,** Suomi Corporations Personal Hygiene Department has the answer.

And the answer is also called *Contrast™*.

The same method of development from the women's range was used for the men's fragrance, except in men's range we had to use different raw materials, since the male sex tends to wash less regularly.

Therefore the basic elements for men's range were selected from different metals, such as ***steel, silver, fragrant lead, and brass and titanium.***

So, now the male sex is also able to enjoy the unigue effect of *Contrast™*.



**CONTRAST IS EVERYTHING!**

SENSE IS



what

CONTRAST IS

NOTHING

can be



EVERYTHING





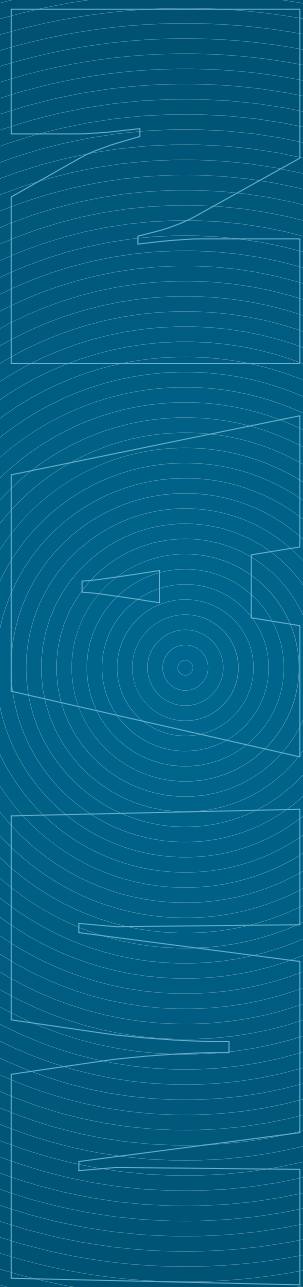
**Contrast™** Eau de Toilette  
will give you a long lasting scent  
for a whole day, no matter what  
you do for a living.



**Contrast™** After Shave  
will give your chin smooth and  
shiny finish, and it will make you  
irresistable to women.



**Contrast™** Deodorant  
will keep you cool and collected,  
even in the event of an embarrassing  
public police arrest.



**CONTRAST IS**



**Contrast™** Perfume  
will transform your whole figure into  
a super model proportions, and give  
no chance to the opposite sex.



**Contrast™** Eau de Toilette  
will help you to cover those  
unpleasant odours that used to keep  
the men from approaching you.



**Contrast™** Deodorant  
will make you want to use this  
product excessively, and purchasing  
this brand as long as you live.



**EVERYTHING.**

**CONTRAST™ TEAM WOULD LIKE TO THANK SUOMI TYPE DESIGN DEPARTMENT FOR PROVIDING A PERFECT TYPE DESIGN: “TANG” FOR THE PROMOTION MATERIAL OF THE CONTRAST™ RANGE.**

**TANG CHARACTER SET: 14/18 POINTS**

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**TANG BASIC RANGE: 38/38 POINTS**

ULTRA LIGHT Contrast is everything.  
 THIN Contrast is everything.  
 LIGHT Contrast is everything.  
 BOOK Contrast is everything.  
 MEDIUM Contrast is everything.  
 BOLD Contrast is everything.  
 BLACK Contrast is everything.

“Since the product range’s name was *Contrast™*, we decided to take that as a starting point in our type design project. Therefore the internal form within the characters have been exaggerated to the maximum while keeping the text easily legible. Tang family has seven weights in basic, italic, and small capitals to give enough contrast also for the display of the *Contrast™* product range. Each variant of this typeface has 233 characters and an average of more than 200 kerning pairs.”  
 — Tomi Haaparanta, Head of *Suomi Type Design Department*, *Suomi Type Foundry*.

**TANG ITALICS RANGE: 38/38 POINTS**

ULTRA LIGHT *Contrast is everything.*  
 THIN *Contrast is everything.*  
 LIGHT *Contrast is everything.*  
 BOOK *Contrast is everything.*  
 MEDIUM *Contrast is everything.*  
 BOLD *Contrast is everything.*  
 BLACK ***Contrast is everything.***

**TANG SMALL CAPS RANGE: 38/38 POINTS**

ULTRA LIGHT CONTRAST IS EVERYTHING.  
 THIN CONTRAST IS EVERYTHING.  
 LIGHT CONTRAST IS EVERYTHING.  
 BOOK CONTRAST IS EVERYTHING.  
 MEDIUM CONTRAST IS EVERYTHING.  
 BOLD CONTRAST IS EVERYTHING.  
 BLACK **CONTRAST IS EVERYTHING.**

**NOW YOU CAN HAVE TANG TYPEFACE FAMILY TOO!!**  
 Tang family can be ordered from *Suomi Type Design Department* in *PostScript™1* format for *Macintosh* or *Windows*. To post your order of this great family, just contact us. We are happy send you your copy of Tang family in return mail, and so You can also take advance of this unigue range of fonts.

