



أَهْلًا وَسَهْلًا!



مستحيل!



نوين

(Nawin)

غليظ

Black

سميك

Bold

عادي

Regular



الوقوع في الحب

(Falling in love with Nawin)

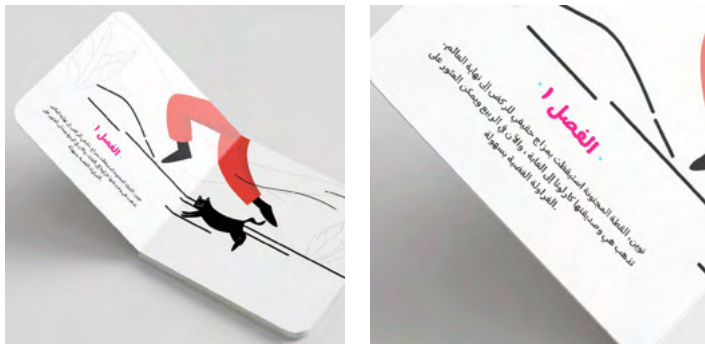


نوين

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*Nawin* is an informal Arabic typeface inspired by handwriting. The idea behind this design is to create a type family attractive and ownable for children, but at the same time a design which keeps a good level of letter recognition for reading. Handwriting has been a great source of inspiration in this particular typeface. By emulating the movements of the pen, we have obtained letter shapes that express spontaneity. A bright group of letters which create a lively and beautiful paragraph of text.

*Nawin* type family, with its three weights (Regular, Bold & Black) is a great candidate for book design, branding, websites or apps for children, and packaging.



Sample of a children's book

# نظام نظام

To get closer to handwriting and the variety of letter shapes that we draw while writing, Nawin offers a large number of alternative characters, which differ slightly from the default ones. Because we have programmed the «Contextual Alternate» feature in the fonts, these alternate characters appear automatically as you set a text on your computer.



## الثلاثاء

The proportions and letter shapes are flexible, scapping from tradition to increase expressivity and personality in the design. For instance, variability on vertical proportions between letters Alef and initial Lam, create movement in text and avoid the cold mechanical feel of repetition. Nawin is quirky and elegant at the same time.

# طبييات طبييات

Letter recognition is relevant when reading continuous text. For this reason, we have added another contextual alternate feature with alternate characters that help to avoid confusion when letters with similar or the same shape repeat inside one word. For instance, this is the case of medial «beh and Yeh» repeated three times continuously in the same word. The alternate characters change in shape and length, facilitating distinction to the reader.

# التي التي

Since Nawin is inspired by handwriting and the free movement of the hand while writing, we considered ligatures a good asset for this design. The typeface has a wide range of ligatures that enhance movement and fluidity in text making look text alive.



Nawin used on digital and printed supports for branding purposes





Persian Figures

٠١٢٣٤٥٦٧٨٩



٠١٢٣٤٥٦٧٨٩

Urdu Figures

٠١٢٣٤٥٦٧٨٩

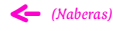


٠١٢٣٤٥٦٧٨٩

Contextual Alternate



النبته



النبته

الواضح



الواضح

الفعلي



الفعلي

Nawin used in apps and games





# ليتر جوس

Letterjuice

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**Typefaces used in this brochure**

Nawin Black, Bold and Regular

Baldufa Regular and Italic

**Illustration source**

<https://icons8.com>

Sara Maese illustrations\_COVER, PAG 4, 8, 9, 10

Murat Kalkavan illustrations\_BACK COVER, PAG 5, 6

Pixeltrue illustrations\_PAG 7

Buonemma Bapcyk & Icons8 illustrations\_PAG 13

Icons8 illustrations\_PAG 14