

alfa Fonts

Production

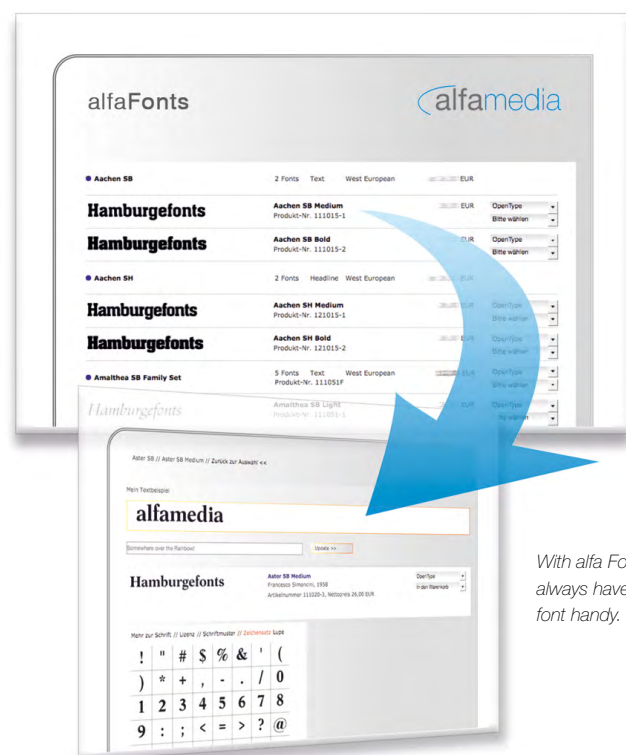
THE COMPREHENSIVE FONT PACKAGE FOR ALL MODERN APPLICATION AREAS, WHETHER FOR PRINT, ONLINE, EPUB OR MOBILE. A well-designed advertising medium can gain a lot of attention with the right choice of fonts. The text should convey information, therefore legibility is an important factor. The font should also arouse curiosity about the content, so attractiveness of the layout and visual harmony are important. Font applications today go far beyond traditional print applications. Web presences and mobile app solutions are also part of this.

FEATURES:

- Unrestricted right of use
- High quality fonts from the Scangraphic font library
- Extensive package with 291 typefaces, approx. 852 fonts
- Formats: TrueType and WOFF fonts
- Licensing also includes use in PDFs, online appearances and mobile applications
- Desktop fonts: allow the installation of desktop fonts on your computer for use with external programs
- Web fonts are used for the use on websites
- The mobile app license allows you to embed fonts in appropriate platforms
- The license for electronic publications applies to the embedding of a font in electronic documents such as eBooks, eMagazines
- Ideal supplement to the alfa Stylo (browser-based editor)

By way of visualization of static elements of the ad, various interactions and effects are available in the digital format with alfa Stylo, to do justice to the medium and to implement innovative ideas:

- Individual elements of the typesetting can be defined to control the visibility of others. This makes it possible to implement fade-in and fade-out scenarios.
- It is possible to create certain areas of the advertisement as „scratch cards“. For this purpose graphic elements can optionally be defined as „scratch tools“.



With alfa Fonts you always have the right font handy.

- Further possibilities arise with the use of the diverse animations. By specifying start and end situations, dynamic transitions can be realized with regard to position, rotation angle, color, size and form of elements of the advertisement.
- Finally, the advertiser's portal will also be linked. Any number of graphic elements can be created as links on the advertisement.

alfa Media has coordinated all workflows relevant to media companies perfectly with one another. From market management through to order processing of various advertising and marketing forms, we provide sophisticated tools for planning and organising publications, irrespective of whether it's print, portal or mobile-based: you can control your content on all publishing channels – professionally, simply and efficiently.



For more information on these solutions, visit www.alfamedia.com

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