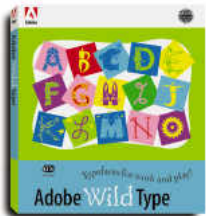


Adobe™ Wild Type™

Typefaces for work and play!



Great for beginners and experts alike, Adobe Wild Type lets you be as playful or "serious" as you want.



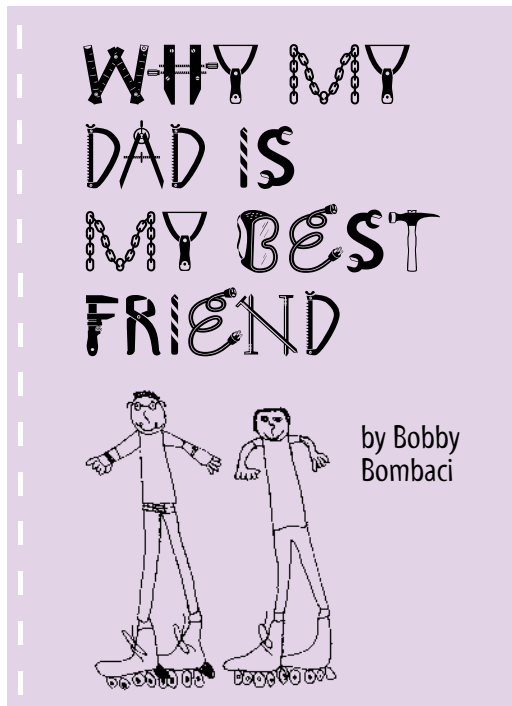
Let your creativity loose!

With Adobe Wild Type, you can add fun to anything you create, whether you're a design beginner or expert. Perfect for home, office or classroom, these playful fonts give a unique look to graphic design, children's projects, invitations, brochures, packaging and more. They're a great way to enhance your personal type library at an affordable price.

You get 14 easy-to-install-and-use Adobe Originals™ typefaces. Plus award-winning Adobe Type Manager™ (ATM™) software to give you smooth, sharp text, on-screen and in print.

Best of all, these typefaces are from Adobe, the leader in digital type. With the ever-growing Adobe Type Library's more than 1,700 quality typefaces, you'll always find the right type right here.

So liven up any design instantly with Critter. Roll Rad into text to put it in motion. Make a headline legendary with Mythos. It's up to you!



JAKE'S TAVERN
2121
MYRTLE STREET



The Typefaces

Critter™
Clever creatures say who they are by their letter. By Craig Frazier.

Cutout™
Flexible figures full of fun and form. By Gail Blumberg.

Studz™
A riveting design with classic flair. By Michael Harvey.

Rad™
Captures the “no rules” spirit of the skateboard scene. By John Ritter.

Mythos™
Legendary beasts from tales the world over. By Min Wang and Jim Wasco.

Toolbox™
As handy as the gadgets they’re crafted from. By Brian Stryko.

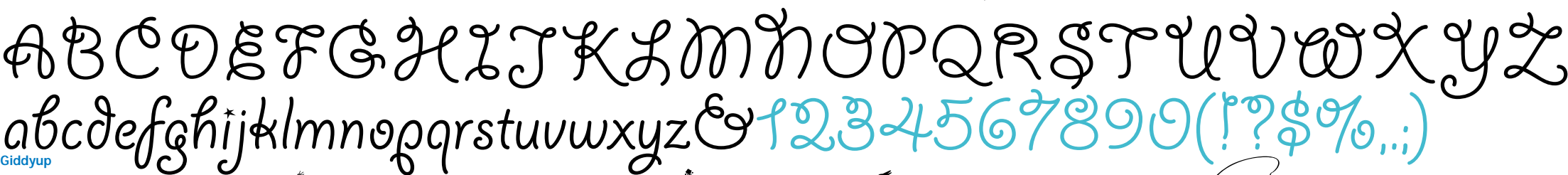
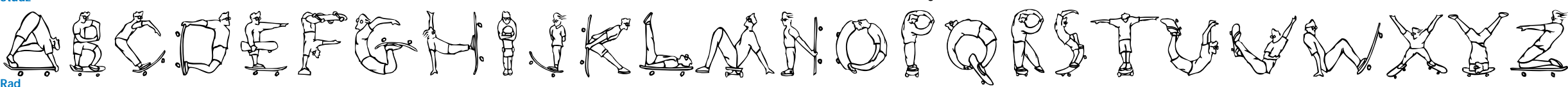
Quake™
A more playful shake-up than the earthquake that inspired it. By Fryda Berd.

Giddyup™ and Giddyup Thangs™
A new taste of the Old West. By Laurie Szujewska.

Myriad™ Sketch, Myriad Headline, Myriad Tilt, Birch™ and Utopia™ Headline
Adapted from existing Adobe Originals typefaces, these fonts complement the Adobe Wild Type fonts. Mix and match them any way you like. We recommend the following pairs: Critter and Myriad Headline, Cutout and Myriad Tilt, Mythos and Birch, Rad and Myriad Sketch, and Toolbox and Utopia Headline.



Sample characters from the Adobe Wild Type typefaces are shown to the right.



**ASK
ROVER**
THE RESEARCH HOUND

What's the fastest-flying bird in the world?

The spine-tailed swift is the world's fastest bird. With its long, slender wings, an adult can reach speeds of more than 100 miles per hour. And unless it's raining, swifts can fly all day!

Homing pigeons, peregrine falcons and red-breasted mergansers also fly fast. They soar at speeds of more than 50 miles per hour. Most birds fly at speeds of about 20-30 miles per hour.

My friend caught a squirrel and kept it as a pet. Is that alright?

No. Wild animals should not be taken from their natural world. It's usually against the law to keep them as pets.

When you keep wild animals in captivity they often get sick and die. Even with the best care, most people just can't give wild animals what they need.

Add a unique look to anything you create with Adobe Wild Type.



TO: My staff
FROM: Judy McMorris
DATE: 5/28/93
RE: My vacation leave

MÉMO:

As you all know, I am going on vacation for three weeks, as prescribed by my husband and family. I will not come into the office, nor will I be reachable by any communication yet devised by man. Or so says the vacation brochure. I will be thinking of you all as I sip cold beers on the deck and walk aimlessly along the moonlit beach.

In my absence, please refer all questions or problems to Patty Greenwood in sales and marketing. See you middle of next month.

Sincerely,
Judy



Product Includes

- 14 headline typefaces
- ATM software
- User guide

Compatibility

- All major Macintosh, Windows™ and OS/2® programs, and DOS versions of Microsoft® Word 5.0, Ventura Publisher® 2.0 and WordPerfect® 5.0 or greater
- All PostScript™ printers,* and QuickDraw™, HP LaserJet®, dot matrix & inkjet printers

Macintosh System Requirements

- Macintosh computer, including Plus, SE, SE 30, II family, Classic®, Portable, PowerBook™, Quadra™, Performa™ and Centris™
- 2 MB of RAM or more for Apple® System Software version 6.05 or greater
- 4 MB of RAM or more for Apple System Software version 7.0 or 7.1
- Font/DA Mover 3.8 or greater

PC System Requirements

- Microsoft Windows 3.0, 3.1; OS/2 1.3 or 2.0; DOS 3.3 or greater
- IBM® PC, PS/2® or 100% compatible using Intel® 286, 386 or 486 processor
- 4 MB of RAM for Microsoft Windows
- 4 MB of RAM or more for OS/2
- Hard disk and disk drive (1.44 MB 3.5")

Suggested Retail Price

\$60

For More Information

Call 1-800-833-6687 or see the Adobe Authorized Reseller near you. Outside the USA and Canada, contact your local Adobe distributor.

We recommend using these fonts at 24 points or larger.

**Certain characters may not print larger than 175 points on older PostScript printers.*



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