

Omala  
open  
cultured  
tested  
words.

Geetika Alok  
2017

OMALA is an unapologetically calligraphic typeface for magazines and editorial purpose. Open counterforms, generous proportions, large x-height with short extensions gives a sturdy and pleasant feel to the page while guiding readers' eyes along for an immersive reading.

## Family

Latin

Devanagari

Text

Display

Text

Display

Light Text

Aa

Regular Text

Aa

Regular Script

*Aa*

Regular Text

क

Bold Text

**Aa**

Bold Display

**Aa**

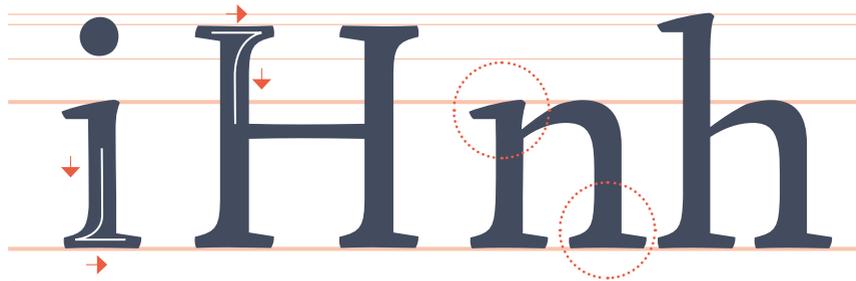
Bold Display

**क**

Italics Text

*Aa*

## Latin Design Features



Asymmetric but sturdy serif is based on the movement of writing a stem and a serif continuously. The resulting serif shape creates a dynamic feeling, contributing to text flow and continuous reading.



High contrast calligraphic feature with a slight cut for the calligraphic pen feature.

“Cut” terminal. Sharp round curve in the bowl.

Large x-height and counters



Light

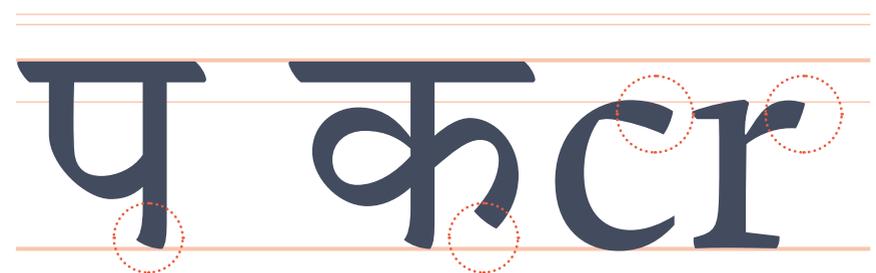
Text

Italic

Bold

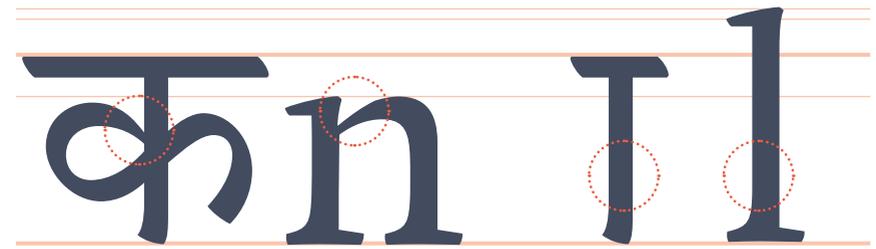
‘Corner’ highlighted in the inner counter forms

## Devanagari Design Features



Reverse movement inspired by lifting of the pen in the calligraphic writings in manuscript.

“Cut” terminal feature – similar in the two scripts.



Contrast – similarity in contrast at the junctions.

The stem thickness is slightly lighter than the Latin to avoid high density with complex shapes



Open counter-forms and curved shapes similar to Omala Latin

Slightly bigger x-height than Omala Latin to accommodate complex shapes

UNDERCOFFEE WITH GREGGS  
FOR FAIR TRADE FORTNIGHT

# Staycation Remembrances

THANKS TO QUAKER OATS,  
MY FINGERS ARE GETTING GREENER...  
outside your house. I've got 25 minutes!

## **The crown old Amersham**

A chum in crime and the best kind of girlfriend, who'll tell it to  
you like it is. "No, that dress doesn't actually do anything for you,  
you should stop wearing it" kind of friend.



When a late life love affair blooms between Mr. Forrest Payne, the owner of the Pink Slipper Gentleman's Club, and Miss Beatrice Jordan, famous for stationing herself at the edge of the club's parking lot and yelling warnings of eternal damnation at the departing patrons, their wedding summons a legend to town. Mr. El Walker, the great guitar bluesman, comes home to give a command performance in Plainview, Indiana, a place he'd sworn and for good reason — he'd never set foot in again. But El is not the only Plainview native with a hurdle to overcome. A wildly

When fairly on the plains their difficulties bad daily increased, and the fatal disease seemed gaining ground among them. That night they had come to a decision. It was but five days since they they passed Fort Leavenworth; they would go no further into the wilderness. They would turn back to the States, and exchange their golden dreams of California for hard work once more and a heme of tolerable comfort.

There was not a dissenting voice in all companies when the return was proposed yet all were dissatisfied – all we were very disappointed. Every face and everywhere was scowling with discontent and not a little harsh language rose on the still air of that early morning. We have said every face but we must except two young countenances of which we shall presently know more.

While stout men and sturdy women were busy about most of the waggons round one two children were occupied. Curtis Sumner a boy of thirteen was harnessing four little mules for the journey while his sister Ruth was carrying out his orders in the inner arrangement of the great vehicle.

Curtis and Ruth were favourites of all in the company partly because they were the only children among the huge number of emigrants and partly because they had been left motherless a week before and so seemed to have a peculiar claim upon their fellow travellers It had been a grievous trial to Ruth to leave the way side grave where her mother was laid but she had that sainted mother's parting command to fulfil and this thought had given her resolution to go forward on her fatiguing worn journey. "Tell your father I hope to meet him in heaven," the dying wife had said; and Ruth believed in her heart.

RICHARD LONG  
REVELS IN THE  
DETAILS OF HIS  
ENDLESS WINTER,  
A LIFELONG IN THE  
SEARCH OF  
THE WORLD'S  
BIGGEST WAVES.

**Written by:** Greg Dumphy  
**Photography:** Toni Frissell  
**Location:** Malibu, California  
**Date:** January 2017

# Latin Numbers

2

1

033 0786 542 619

51° 30' 26.4636" N  
0° 5' 39.9288" W

5

4

+ 33-0786-542-619

£

0  
+  
=

03

8

# 2017

## HIGHLIGHTS

	2017 \$ Million	2016 \$ Million	Change
Revenue	58,793	32,227	+82.67%
Profit before investment property revaluation	15,563	12,733	+53.56%
Investment property revaluation (net of tax)	1,545	23,565	-35%
Profit attributable to shareholders	17,113	17,164	-0.4%
Earnings per share	\$4.43	\$4.79	\$2.58
Final dividend per share	\$1.05	N/A	N/A
Fully year dividend per share	\$1.40	N/A	N/A

# Donnington Road Walnut Park

*Not sure, to tell you the truth, in all this excitement*

*Across the Milky Way*

*IDEAS swapped*

*Quail recipe*

*between 1950 and 1992*

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## GARDEN BIRDS

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*Animalia Kingdom  
Ornithurae Clade*

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*“I REMEMBER well, that I once thought I could catch any bird, if I could only sprinkle a little salt on his tail. How many times I tried the experiment but I never succeeded in catching the bird.”*

*The first classification of birds was developed by Francis Willughby and John Ray in their 1676 volume *Ornithologiae*. Carl Linnaeus modified that work in 1758 to devise the taxonomic classification system currently in use.*

Birds (Aves), a subgroup of reptiles, are the last living dinosaurs. They are a group of endothermic vertebrates, characterised by feathers, toothless beaked jaws, the laying of hard-shelled eggs, a high metabolic rate, a four-chambered heart, and a strong yet lightweight skeleton. Birds living worldwide can be various sizes, and range in size from the 5cm (2 in) such as bee hummingbird to the the size of 2.75 m (9 ft) ostrich.

### *Behaviour, diet and feeding*

At the time of their hatching, chicks range in development from helpless to independent, depending on their species. Helpless chicks are

termed altricial, and tend to be born small, blind, immobile and naked; chicks that are mobile and feathered upon hatching are termed precocial. Altricial chicks need help thermoregulating and must be brooded for longer than precocial chicks. Chicks at neither of these extremes can be semi-precocial or semi-altricial.

Hummingbird perched on edge of tiny nest places food into mouth of one of two chicks. A female Calliope hummingbird feeding fully grown chicks. Looking down on three helpless blind chicks in a nest within the hollow of a dead tree trunk Altricial chicks of a white-breasted woodswallow. The length and nature of parental care varies widely amongst various

Beauty

forever

with love x

← Positional Alternates →

*nnn ggg*

Ligatures

*ti tt ff*

Contextual alternatives

*gg*

If I go for  
dancing, I wear  
the highest heels  
with the  
shortest dress.

Salvatore Arancio  
London based  
Italian artist.

Salvatore presents a new ground-breaking outdoor ceramic sculptural installation at this year's Venice Biennale curated by Christine Macel (on until the 26<sup>th</sup> November 2017). Situated in the Giardino delle Vergini, at the end of what Macel calls the "Pavilion of Time and Infinity", Arancio's contribution to the 57<sup>th</sup> Venice Biennale.

La Mode

# The Roses grow wild

by Annette Bette Mellow

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'The Roses Grow Wild' is Annette Bettè Kellow's debut novel; a bohemian love story set in the vibrant East End of London.

A novel, which is said to be in the style of Lena Durham's TV show 'Girls' and captures London life with a passionate honesty and authentic realism of time and place...

Annette recently graduated from Central School of Speech and Drama, and Ela Their Writing Academy in New York. She is a model, an actress, a writer and has written films focusing on fashion, art and poetry for brands such as Illamasqua, Gucci and Fifi Cachnil... so how could I pass up the opportunity to interview this super smart and sassy lady just days before her book launch?

I couldn't. Here it is.

*Poppy:* Why did you want to write THIS book?

**Clever Annette:** I wrote this book to highlight some issues, including depression and struggles that I believe many young people face in today's over saturated society – the characters are all kinds of dreamers and I also wanted to show some things that have been happening in London including fashion, music, culture, art and areas.

*Poppy:* What is your favourite thing about London?

**Clever Annette:** You can be inconspicuous! It is a great big ball of pressure but it is also mysterious in itself, which has some charm in it.

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## If you walked away from a toxic low friendship – you won.

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the day and spit with style like River Phoenix did in “Stand by Me,” via a rolled-up tongue. We would be up at the crack of dawn to wander over the fields, scan the beaches for coins, climb the hills together and sit

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## FRIEND

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in the graveyard comparing our plans for world domination. Mark had Crohn’s disease; he was often in hospital, and we’d write to each other planning our adventures for the summer. He told me I was a good writer and I told him he was a great painter, before we disappeared from each other’s lives. I haven’t seen him in 30 years. When I

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*Our young people develop the skills to help them build positive relationships*

---

recently tried to find Mark again, he didn’t appear to exist. Like the boys in Maxwell’s novel, he seemed like a figment, or a fragile piece of memory that crumbles when you turn it in your hands. He wasn’t to be found at the

At a moment when technology has made cultivating relationships easier, but also shallower, one writer considers the importance of undocumented friendships. Is childhood the golden era of friendship? And can you get those relationships back? The other day, I took down from the shelf a beautiful novel by William Maxwell — “So Long,

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*We all know that good friendship can be life changing.*

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See You Tomorrow” — and I realized the title alone summons the unspoken bond, the constant availability, the relentless promise that friendship is when you are 12. My great friend at that age was Mark MacDonald. In those early, rain-soaked days on Scotland’s west coast, Mark was my constant companion and my secret weapon: Whatever happened at home, there would always be Mark to brighten

*Art of friendship that warns you in the various winters of your discontent*

Alla Diavo  
Romeo  
Del Echo  
Golf Hotel  
India Julie  
Kilo Leo  
October

# वाइल्डलाइफ कहाँ से मुँह काला कराया चैमेरा बाँध काल्पनिक शहर कठफोड़वा

साथी की हथेली से पहचाने कितना वफादार...

## मेरी नजर में दिल्ली

दिल्ली का जायका लाल किला के सूफी खाने, मुगलों की हवेली, कायस्थ संयुक्त परिवार और बनिया जो कि चंडी चौक पर रहते हैं उनके घरों से शुरू हुआ। दिल्ली का खाना रेड फोर्ट के बरक्स, सूफी के खाने, मुघलों की हवेली, कायस्थ जॉइंट फैमिलीज एंड बनिया लोग जो चंडी चौक पे रहते हैं उनके घरों से हैं।

मुझे याद है दिल्ली की मेरी एक यात्रा जिसने मेरे की बहुत सी भावनाएं भर दीं साथ ही कई सवाल भी। दिल्ली के खाने पर जो मुगलो का जो असर है वह मेरे रुचि का विषय है और इसी विषय को लेकर मैं दिल्ली और यहां के खान पान को नए नजरिए से देखने का प्रयास कर रहा हूँ। मेरे दिमाग में पहला प्रश्न “मुगिलया” शब्द के बारे में उठता है। सभी मुगल बादशाहों का अपना जायका था जो की उनके रहने की जगह पर निर्भर था। अकबर का ज्यादातर वक्त बीतता था या वह अपना समय फतेहपुर सिकरी में बिताते थे। तो वहीं जहांगीर का वक्त कश्मीर की वादियों में बीतता था। औरंगजेब ने अपना समय डेक्कन में बिताया और उसकी पसंद सादा खाना रहा। तो वहीं सिर्फ शाहजहाँ ही ऐसे थे जिन्होंने दिल्ली और मुगलई खाने का किया। लाहौर ने दिल्ली से ज्यादा मुगल देखे और इसे इस नजरिए से देखें तो यह साफ पता चलता है कि उस दौर में लाहौर कि इतनी अहमियत थी कि वहां के खाने का सीधा असर मुगलिया खाने पर दिखता है। अगर हम नवाबी या निजामी खाने को देखे जो लखनऊ, मुर्शिदाबाद और हैदराबाद में पाए जाते है तो हम देखेंगे कि इन पर साफ तौर पर लाहौर का असर दिखता है। लाहौर के जायके का असर सिर्फ एक पार्ट है दिल्ली के खाने का। दिल्ली का खाना का खाना लाहौर से आया हुआ नहीं कह सकते. तो ऐसे में आखिर दिल्ली का खाना है क्या? शुरुआत के लिए हम यह कह सकते हैं कि ये सैनिकों का खाना है लाल किले और उसके आस पास का खाना।

“एक बेहतरीन उदाहरण है कि आखिर कैसे अलग-अलग तरह की संस्कृति चाहे वह सूफी हो, पलायन हो। या यह सब मिलकर दस्तर खान दिल्ली जैसा कुछ खूबसूरत बनाते हैं। दिल्ली भारत की राजधानी बनी तो राज के अपने खाने ने कनॉट प्लेस में अपनी जगह बनानी शुरु की जो की चादनी चौक के खाने से अलग थी। विभाजन के बाद लाहौर के लोग अपना खाना दिल्ली लेकर आये और दिल्ली के खाने में फिर से चंगे आया”। मेरे

Calligraphic movement of pen

The train departs at 2:15pm

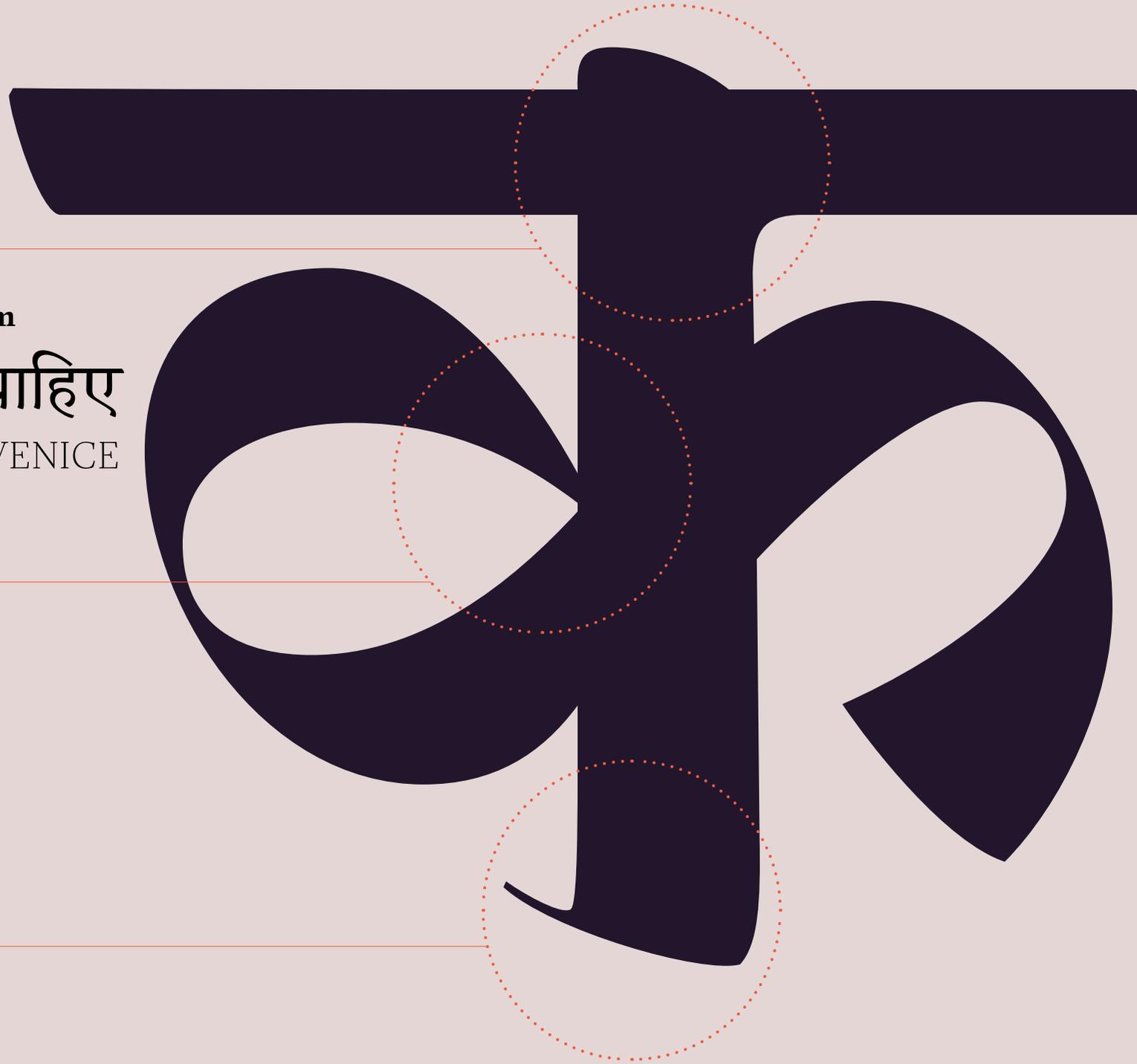
हमें दोबारा मिलना चाहिए

LONDON \* NEW DELHI \* VENICE

High contrast

क

Lifting pen in writing



# दा

A dying practice, one may say. An inconvenience or even a waste of time, one may argue, when every picture one may want to look back at, can now fit into the palm of one's hand. Thus, there neither exists a stack of butter-papered albums that one may browse through on a rainy day such as this one; nor does the digital version carry the musty fragrance of the dead roses tucked away on the last page. (16/19.2pt)

एक मरने वाला अभ्यास, कोई कह सकता है। एक असुविधा या समय की बरबादी भी हो सकती है, कोई भी तरक हो सकता है, जब हर तस्वीर किसी को वापस देखना चाहती है, वह अब किसी के हाथ की हथेली में फिट हो सकता है। इस प्रकार, वहां न तो मकरवन-अलंकार वाले एल्बमों का एक ढेर मौजूद है जो किसी को बरसात के दिनों में बराउज़ कर सकता है जैसे कि यह एक; न ही डिजिटल संस्करण अंतिम पृष्ठ पर मृत गुलाब की गूहरी सुगंध दूर ले जाती है। (16/19.2pt)

वेयर इस दे फॉक्स

quick brown fox

The two scripts share similar proportions and contrasts without any compromise of their individuality, hence matching their colour, texture and overall tone of voice instead of imitating Latin design features.

मेरी एक यात्रा जिसने मेरे  
बाल भी। दिल्ली के खाने  
य (topic) को लेकर मैं  
देखने का प्रयास कर रहा  
बारे में उठता है। सभी  
रहने की जगह पर निर्भर

विक्रेता *vikretā* seller, vendor [चतुर  
clever, ईमानदार honest, वाचाल  
talkative]; थोक ~ wholesaler; फूटकर  
~ retailer; पुस्तक ~ book- --; वस्त्र ~  
cloth --.  
विख्यात *vikhyāt* a famous, renowned  
[कवि poet, दार्शनिक philosopher,  
गर्भ book].  
वागत *vigat* a [used attributively]  
last, past [ वर्ष year, सप्ताह week,  
यौवन youth]; ~ डेढ़ सौ वर्षों के भीतर  
within the -- hundred and fifty  
years; ~ अधिवेशन में in the -- session.

विघटन *vighatan* mu (a) disintegrated  
जाति, समाज, एकता का ~ -- of a  
nation, a society, unity. (b) disso-  
lution: नयायालय द्वारा कंपनी, साझेदारी,  
संविदा का ~ -- of company, partner-  
ship, contract by a law-court.  
विघटित *vighatit* a dissolved, disin-  
tegrated [संस्था, institution, समिति  
committee]; समाज ~ हो गया the  
society was --.  
विघ्न *vighna* interruption [अचानक  
sudden, कर्णिक momentary, लंबा  
long]; बनिा ~ without --; किसी

\*\*\*\*\*

## Gratitude

## आभार

Thank to those travellers who  
gave me love on the path.

जिस-जिस से पथ पर स्नेह मिला,  
उस-उस राही को धन्यवाद।

Those, who could not walk  
along with me, could make  
the journey lonesome?  
Even if I won't walk, just like  
the traveller may die, but the  
path will exist forever.  
Only those could travel on this  
path, who could get the taste of it,  
Thank to those travellers who  
gave me love on the path.

जो सुना मेरा दे पाये,  
उनसे कब सूनी हुई डगर?  
मैं भी न चलूँ यदि तो क्या,  
राही मर लेकिन राह अमर।  
इस पथ पर वे ही चलते हैं,  
जो चलने का पा गये स्वाद —  
जिस-जिस से पथ पर स्नेह मिला,  
उस-उस राही को धन्यवाद।

How could I walk, if I haven't  
got the different agitation?  
How could I walk, if I would  
have got the mortal blows!  
I offer my gratitude to those,  
who gave me the offering of pain.  
Thank to those travellers who  
gave me love on the path.

कैसे चल पाता यदि न मिला  
होता मुझको आकुल अंतर?  
कैसे चल पाता यदि मिलते,  
चिर-तृपित अमरता-पूर्ण प्रहर!  
आभारी हूँ मैं उन सबका,  
दे गये व्यथा का जो प्रसाद —  
जिस-जिस से पथ पर स्नेह मिला,  
उस-उस राही को धन्यवाद।

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## Thanks a lot...

To Gerry Leonidas, Fiona Ross, Gerard Unger and Victor Gaultney for their invaluable support; James Mosley and Michael Twyman for their amazing lectures; all the visiting lecturers; Kostas Bartsokas; my classmates and dear friends for their help and critiques and last but not least, a sincere thank you to my family for making this journey possible.

This specimen was submitted as partial fulfilment of the requirements for the Master of Arts in Typeface Design, The University of Reading, 2017.

**Text Credit:** The text is from mixed resources and used only for academic purpose.