

Nuri Pro

62/58pt Bold/Light

Roman and Additional

Frank Rocholl is the owner of the design agency Rocholl Projects, which is based in Frankfurt, Germany and specializes in image and corporate communication. With each new project, he realized that he was increasingly unsatisfied with the details of available font ranges. Out of this dilemma, he decided to design his own typeface „Nuri“.

The Nuri font, which Rocholl created with international fashion magazines such as Arena and Surface in mind, is especially suited for editorial and corporate applications. Nuri is characterized by elliptical forms, which are easily recognized in the letters b, p, d, g, or a. The Slab Italic version is particularly unusual. It is an italic weight with small serifs, which are especially recognizable in the letters w, x and d. Frank Rocholl is the owner of the design agency Rocholl Projects, which is based in Frankfurt, Germany and specializes in image and corporate communication. With each new project, he realized that he was increasingly unsatisfied with the details of available font ranges. Out of this dilemma, he decided to design his own typeface „Nuri“. The Nuri font, which Rocholl created with international fashion magazines such as Arena and Surface in mind, is especially suited for editorial and corporate applications. Nuri is characterized by elliptical forms, which are easily recognized in the letters b, p, d, g, or a. The Slab Italic version is particularly unusual. It is an italic weight with small serifs, which are especially recognizable in the letters w, x and d. Frank Rocholl is the owner of the design agency Rocholl Projects, which is based in Frankfurt, Germany and specializes in image and corporate communication. With each new project, he realized that he was increasingly unsatisfied with the details of available

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The Italics in Slab Italics

30/60pt Regular/Black Slab ItalicHeavy

Your name / Company name Frank Rocholl / Rocholl. Selected Designs & Strategies

Can you give us a brief description about you and the company you work for? We're based in Frankfurt, Germany and Rocholl specializes in image and corporate communication and brand consulting. At the moment our clients come from many different fields: cosmetics, fashion, airports, automotive and the German State of Hessen.

How would you characterize your design style? Type oriented and fashion-editorial driven design. Style characterization: Fusing a selection of cutting edge design with classical elements. Hybrids.

Place of work Frankfurt, Germany

Can you give us a short description about your font? Nuri was developed for classy usage in editorial or corporate surroundings. The Nuri font, was created with international fashion magazines such as Arena and Surface

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Why did you design this font and what was your inspiration? After spending hours on searching the right type for a new project and always finding "downers" in already established types, I decided to create a perfect one for myself.

What is the ideal usage of your font? In elegant surroundings. But "reality bites", and I have seen the font as a Corporate Font for a lawyer. Grrrr. Rotis would have been better.

Where does the name come from? The name was first Nurivé, but this was too complicated so I cut away the "ivé" and then it sounded really Russian, which I really liked.

Do you think that too many fonts exist? Absolutely not! The problem is the time that you are given for a project (it's never enough) and your attitude towards growing. If you're happy with the fonts you know, it's no problem. You use your meta and it's ok. But if your idea of design is to establish different atmospheres, you have to research for fonts and sources and

Twelve Weights

30/58pt Light/Bold

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its heaven and hell.

Your future plans? I will try to work on a more international platform as a freelancer the next years. I see this as an inspirational side business to my own clients. As a result of the huge feedback from www.rocholl-projects.de and www.kearneyrocholl.de I have around 900 designers from all over the world in my mailing list. So it would be great to have gigs in other places. Joss make it... directors make it... why does the design scene have to be so local?

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Why did you design this font and what was

Nuri Pro

30pt/20pt BLACK

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abcdefghijklmnopqrstuvwxyz
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8pt BLACK

Přijed'te poznat Českou republiku, zemi, ve které si zábavu najdou jak studenti, tak senioři, zemi jako stvořenou pro dovolenou s dětmi i pro romantické zážitky ve dvou nebo pro obchodní jednání. Přijed'te si do země slavných hudebníků složit vlastní

8pt BLACK ITALIC

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8pt BLACK SLAB ITALIC

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10pt BLACK

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10pt BLACK ITALIC

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10pt BLACK SLAB ITALIC

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12pt BLACK

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12pt BLACK ITALIC

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12pt BLACK SLAB ITALIC

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14pt BLACK

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14pt BLACK ITALIC

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14pt BLACK SLAB ITALIC

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