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TYPESPECIMEN

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CLASSIC CORPORATE

BORDEAUX

VOICE TRIOD NETHERLANDS

FABRIQUE

TEXT 12 PT.

BOOKS, FILMS AND MUSIC PARTICULARLY MAY BECOME A CLASSIC BUT A PAINTING WOULD MORE LIKELY BE CALLED A MASTERPIECE. A CLASSIC IS OFTEN SOMETHING OLD THAT IS STILL POPULAR. THE FIRST KNOWN USE OF "CLASSIC" IN THIS SENSE – A WORK SO EXCELLENT THAT IT IS ON THE LEVEL OF THE "CLASSICS" (GREEK AND LATIN AUTHORS) – IS BY THE 18TH-CENTURY SCHOLAR REV. JOHN BOWLE. HE APPLIED THE TERM TO DON QUIXOTE, OF WHICH BOWLE PREPARED AN INNOVATIVE EDITION, SUCH AS HE JUDGED THAT A CLASSIC WORK NEEDED. SOME OTHER EXAMPLES WOULD BE THE BOOK THE ADVENTURES OF TOM SAWYER BY MARK TWAIN, THE 1941 FILM CITIZEN KANE, AND THE SONG BLUE SUEDE SHOES BY ELVIS PRESLEY. LISTS OF CLASSICS ARE LONG AND WIDE-RANGING, AND WOULD VARY DEPENDING ON PERSONAL OPINION. CLASSIC ROCK IS A POPULAR RADIO FORMAT, PLAYING A REPERTOIRE OF OLD BUT FAMILIAR RECORDINGS. A CONTEMPORARY WORK MAY BE HAILED AS AN INSTANT CLASSIC, BUT THE CRITERIA FOR CLASSIC STATUS TENDS TO INCLUDE THE TEST OF TIME. THE TERM "CLASSIC" IS IN FACT OFTEN GENERALIZED TO REFER TO ANY WORK OF A CERTAIN AGE, REGARDLESS OF WHETHER IT IS ANY GOOD. A CULT CLASSIC MAY BE WELL KNOWN BUT IS ONLY FAVORED BY A MINORITY. A WELL KNOWN AND RELIABLE PROCEDURE, SUCH AS A DEMONSTRATION OF WELL-ESTABLISHED SCIENTIFIC PRINCIPLE, MAY BE DESCRIBED AS CLASSIC: E.G. THE CARTESIAN DIVER EXPERIMENT.

TEXT 18 PT.

BOOKS, FILMS AND MUSIC PARTICULARLY MAY BECOME A CLASSIC BUT A PAINTING WOULD MORE LIKELY BE CALLED A MASTERPIECE. A CLASSIC IS OFTEN SOMETHING OLD THAT IS STILL POPULAR. THE FIRST KNOWN USE OF "CLASSIC" IN THIS SENSE – A WORK SO EXCELLENT THAT IT IS ON THE LEVEL OF THE "CLASSICS" (GREEK AND LATIN AUTHORS) – IS BY THE 18TH-CENTURY SCHOLAR REV. JOHN BOWLE. HE APPLIED THE TERM TO DON QUIXOTE, OF WHICH BOWLE PREPARED AN INNOVATIVE EDITION, SUCH AS HE JUDGED THAT A CLASSIC WORK NEEDED. SOME OTHER EXAMPLES WOULD BE THE BOOK THE ADVENTURES OF TOM SAWYER BY MARK TWAIN, THE 1941 FILM CITIZEN KANE, AND THE SONG BLUE SUEDE SHOES BY ELVIS PRESLEY. LISTS OF CLASSICS ARE LONG AND WIDE-RANGING, AND WOULD VARY DEPENDING ON PERSONAL OPINION. CLASSIC ROCK IS A POPULAR RADIO FORMAT, PLAYING A REPERTOIRE OF OLD BUT FAMILIAR RECORDINGS. A CONTEMPORARY WORK MAY BE HAILED AS AN INSTANT CLASSIC, BUT THE CRITERIA FOR CLASSIC STATUS TENDS TO INCLUDE THE TEST OF TIME. THE TERM "CLASSIC" IS IN FACT OFTEN GENERALIZED TO REFER TO ANY WORK OF A CERTAIN AGE, REGARDLESS OF WHETHER IT IS ANY GOOD. A CULT CLASSIC MAY BE WELL KNOWN BUT IS ONLY FAVORED BY A MINORITY. A WELL KNOWN AND RELIABLE PROCEDURE, SUCH AS A DEMONSTRATION OF WELL-ESTABLISHED SCIENTIFIC PRINCIPLE, MAY BE DESCRIBED AS CLASSIC: E.G. THE CARTESIAN DIVER EXPERIMENT.

