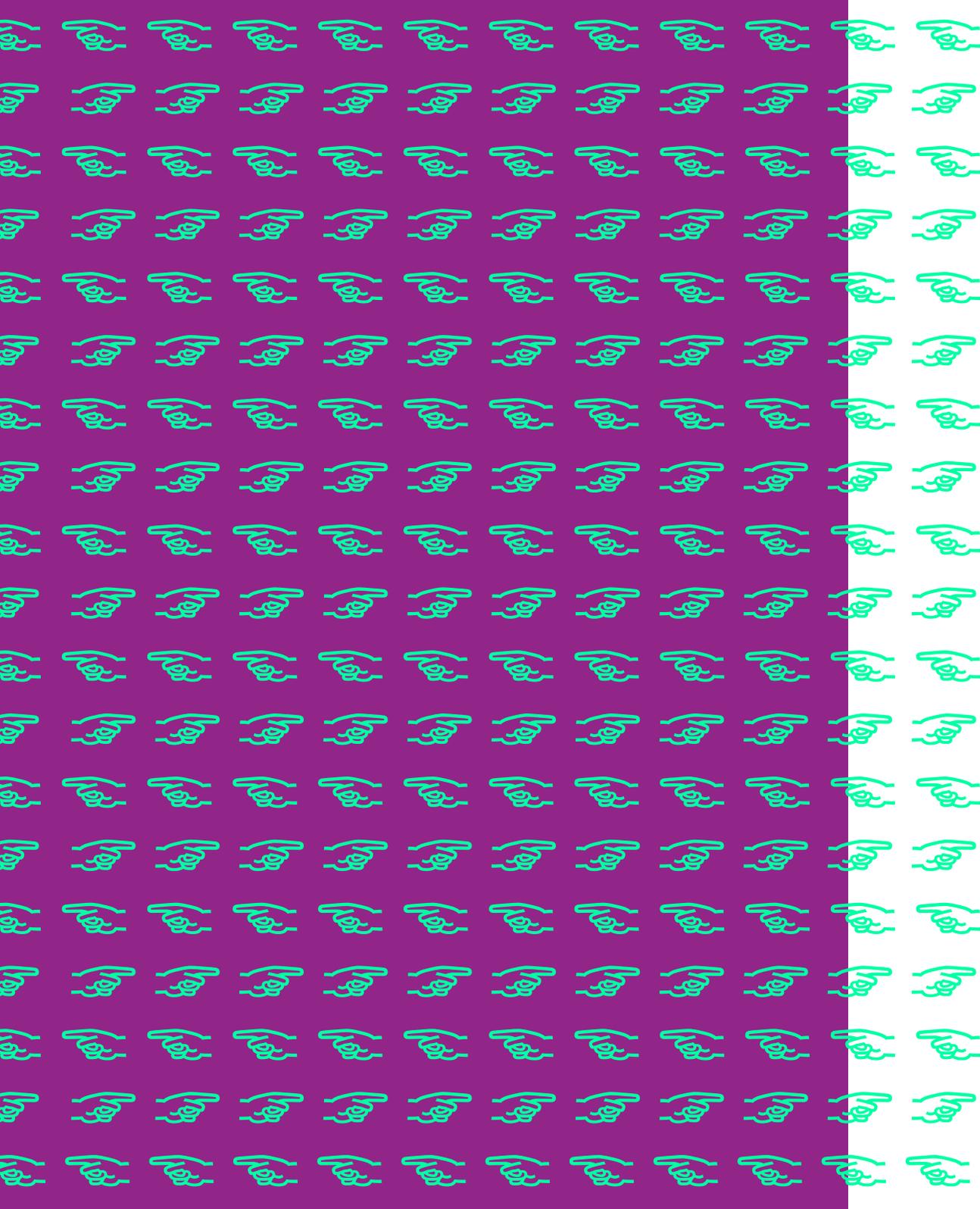




Sturdy and agile workhorse sans serif typeface

Isard • יעל

סוס עבודה יציב וזריז ללא דופן



Isard

Isard is a very agile typeface, honoring its name, which is the name of a type of mountain goat from the Catalan Pyrenees. It is a multipurpose sans serif typeface with a down-to-earth elegance, thought for information design as well as branding.

Isard is warm and friendly which also makes it suitable for advertising, packaging, and magazine. It has a contemporary feel to it with its squarish curves, it has been built with legibility in mind, bearing a considerably large x-height. The family covers two scripts, Hebrew and Latin. It has seven weights, from the very sturdy Black to the delicacy of the Thin, with its italics.

CHAPTER 4

Which size deck for me?

When you look for a skateboard deck, width is the most important factor. It is measured in inches and always appears in the product name and on the board. The right size of board for you will depend on your height, your shoe size and what terrain you want to ride.

Generally speaking, narrower widths are better for smaller riders, women and kids. If you are taller, heavier or have larger feet a wider deck will be more stable for you.

THE
MAIN
WIDTHS
↓

Kids' skateboards

The narrowest skateboards - **up to 7.75"** - are reserved for your little ones. A narrower board is easier for a child to control with their smaller feet. The smaller dimensions make the board lighter, easier to flip and cheaper for you!

Street and skate parks

Skateboard decks **between 7.75" and 8.25"** are great for street and park skateboarding. If you have smaller feet, are shorter or lighter weight, a narrower deck will also be easier to flip and do tricks with.

Good all-rounder skateboards

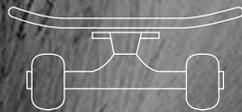
Decks **between 8.25" and 8.5"** are good for park and mini-ramp sessions. The most versatile option, comfortable everywhere. If you are looking for an all-rounder, look no further.

Halfpipe, pool and cruising

Boards **over 8.5"** are a stable, balanced platform for your feet. This makes them perfect for mini ramps, half-pipes and riding bowls. The added stability is great for cruising.

DECK SHAPE

MELLOW CONCAVE



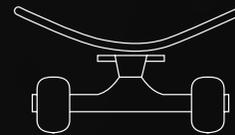
Mellow concave boards can provide a more stable or comfortable feel under your feet when standing motionless on the deck. However the flatter the concave, the harder it will be to perform flip tricks. you.

MEDIUM CONCAVE

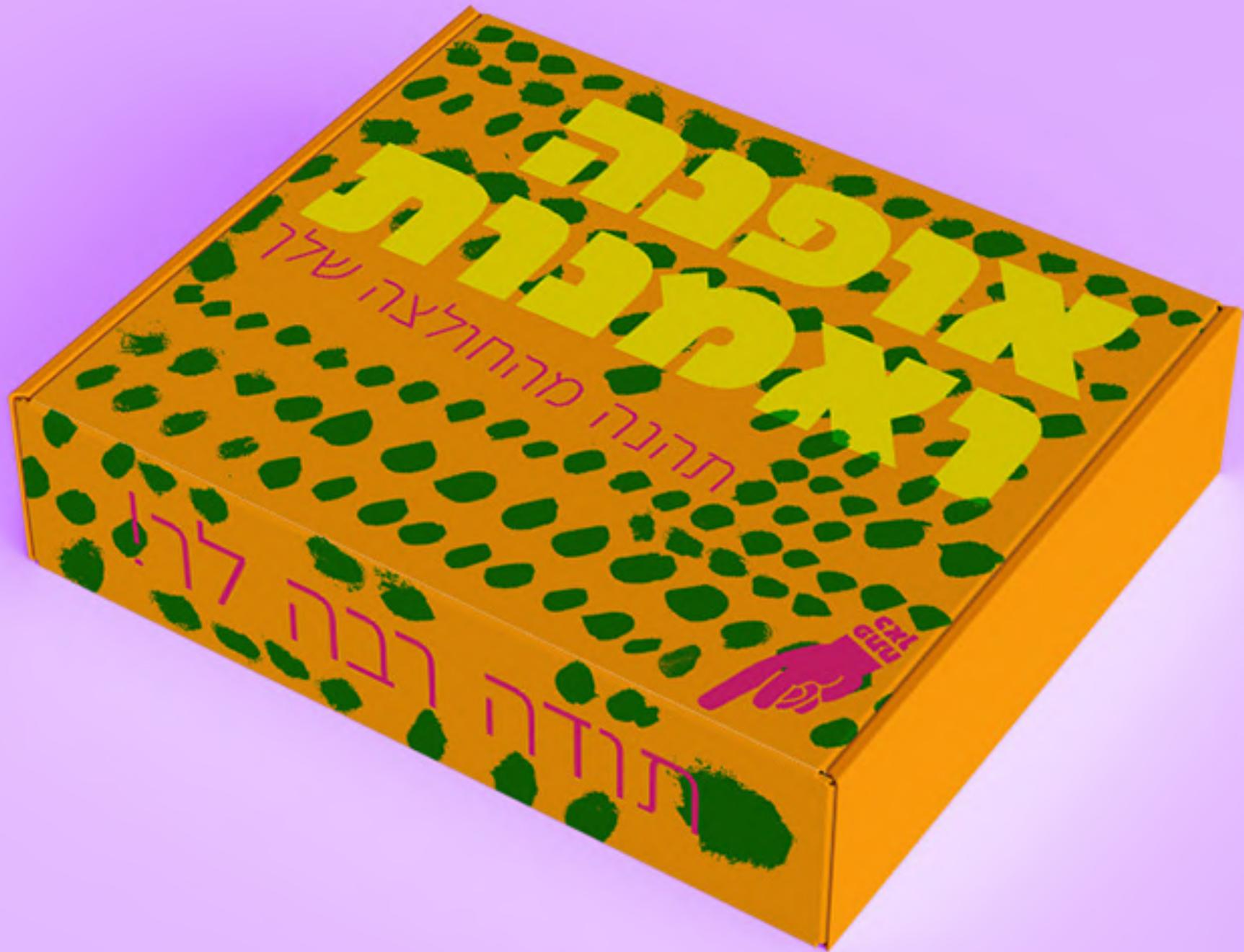


Standard or medium concave boards are good for beginners. If you don't know what type of concave to go for, try a medium concave, see how it suits you.

STEEP CONCAVE



Steep or high concave boards are raised more at the edge. These boards are great for mastering and performing flips and ollies.



אור הפניה

תהונה מהחולצה שלך

תודה רבה!

עזרנו לך

עברית Latin *Italic*
עברית Latin *Italic*

Analog photography, also known as film photography, is a catch-all term for photography that uses chemical processes to capture an image, typically on paper, film or a hard plate

צילום אנלוגי, הידוע גם בשם צילום סרטים, הוא מונח תופסן לצילום המשתמש בתהליכים כימיים כדי ללכוד תמונה, בדרך כלל על נייר, סרט או צלחת קשה

ANALOG CAMERA מצלמה אנלוגית



LIGATURES

fi

Off with their heads!



Off with their heads!

LIGATURES

st

New offices!



New offices!

LOCALISED FORMS

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Il·lusió



Il·lusió

Băştinaşă



Băştinaşă

öğrenim hakkı



ÖĞRENİM HAKKI

CAP SPACING

HI

I'M AFRAID SO, (...) THE BEST
PEOPLE USUALY ARE ».I'M AFRAID SO, (...) THE BEST
PEOPLE USUALY ARE ».

CASE SENSITIVE FORMS

(H)

©WHO IN THE {WORLD} AM I¿?»



©WHO IN THE {WORLD} AM I¿?»

SUPERIORS

n¹n²n²

INERIORS

n₂H₂OH₂O

FRACTIONS

3/4

1/2 km



1/2 km

TABULAR LINING FIGURES

|1

0123456789\$€£¥



0123456789\$€£¥

STYLISTIC SET 01 - ARROWS

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abcdef



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STYLISTIC SET 02 - MANICULES

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LOCALISED HEBREW FIGURES

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IMAGE SOURCES

COVER AND BACKCOVER Stefano Zocca

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Typfaces used in this brochure:

Isard Thin, *Thin Italic*, ExtraLight, *ExtraLight Italic*,
Light, *Light Italic*, Regular, *Regular Italic*, Medium,
Medium Italic, Bold, *Bold Italic*, Black, *Black Italic*,
Baldufa Regular and Bold.

