

The

POWERSTATION FONT — FAMILY — USER MANUAL

AND GUIDE FOR

2 AND 3

COMPLETE
8
FONTS

**COLOR
TYPESETTING**

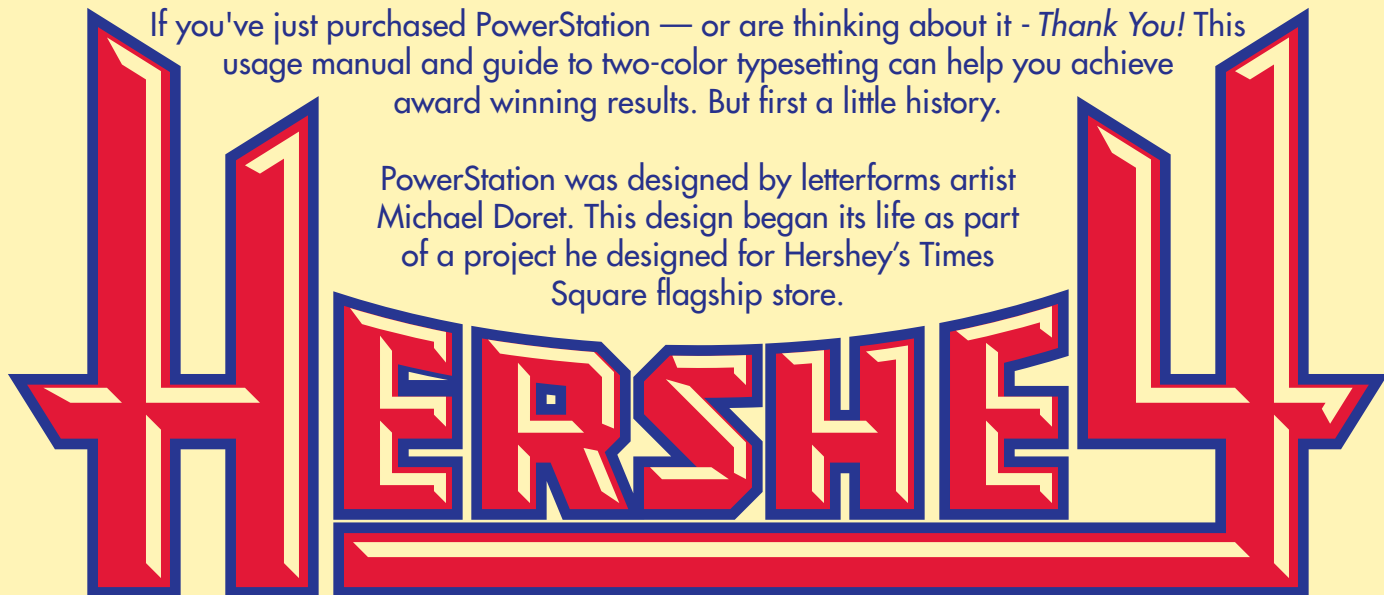
MULTI-COLOR CAPABLE
4
LAYERABLE VERSIONS



THANK YOU!

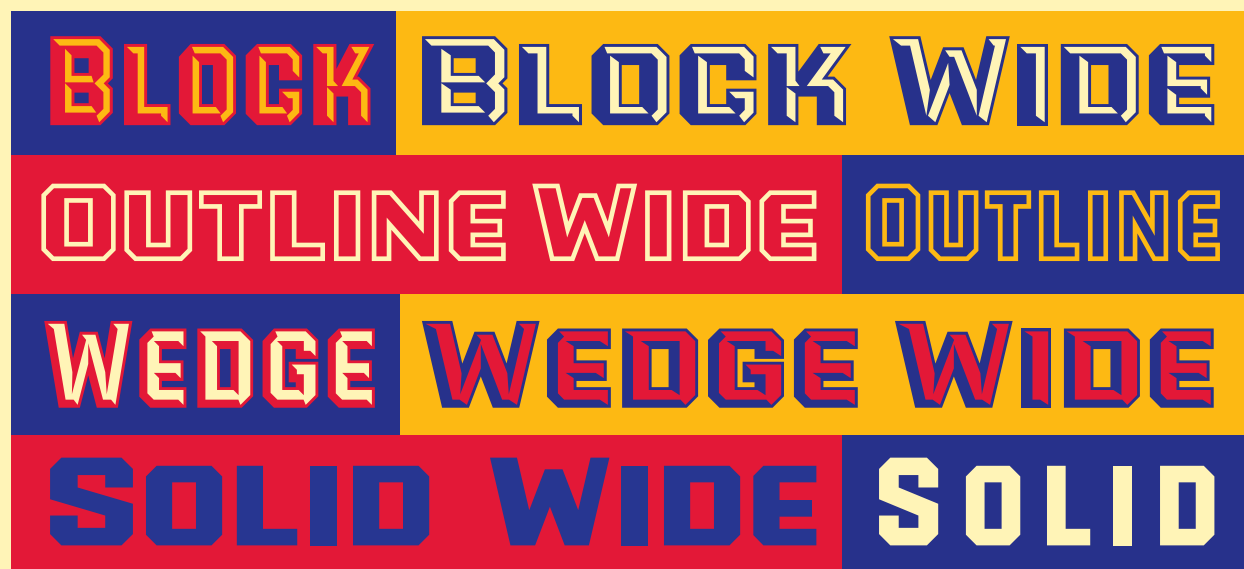
If you've just purchased PowerStation — or are thinking about it - *Thank You!* This usage manual and guide to two-color typesetting can help you achieve award winning results. But first a little history.

PowerStation was designed by letterforms artist Michael Doret. This design began its life as part of a project he designed for Hershey's Times Square flagship store.



Michael has always loved dimensionality in letterforms – particularly in vintage signage – and has always looked for ways to integrate it into his work. In this case it took the form of faceted letters, reminiscent of the magnetic ones you'd see on movie marquees. Once he decided that this style was well-suited for a font, he realized that he could flesh out this idea with two styles of dimensionality: one predominantly dark and the other predominantly light. They are called "Block" and "Wedge", respectively. In addition, the simple, clean silhouettes of the forms lent themselves to the creation of both "Solid" and "Outline" versions. Michael decided to further increase the usability of this family by adding a "Wide" version of each font, bringing the total number of styles in the PowerStation Family to eight.

Illustrated below are all eight fonts.



POWERSTATION - 2 - - COLOR - TYPESETTING IN 4 EASY STEPS

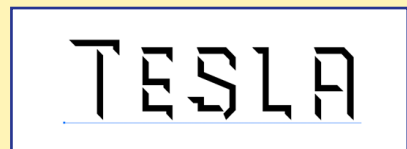
If you've purchased one or more of the PowerStation faceted fonts or the complete PowerStation Family, you now have the ability to set type in two or even three colors. For example, if you purchased "PowerStation Block" your package also included two additional fonts: one called "PowerStation Block High" and one called "PowerStation Block Low". If you want to set your type in two colors you *wouldn't* use the basic font "PowerStation Block". Instead you would use both PowerStation Block High and PowerStation Block Low.



PowerStation Block



PowerStation Block Low



PowerStation Block High

SETTING WORDS IN 2 COLORS WITH POWERSTATION'S LOW AND HIGH VERSIONS



Step 1: Set your desired text in one of the the "Low" versions of PowerStation, then select and copy the type to the clipboard.



Step 2: Now pick a color for the "Low" version that's on-screen (or leave it black, if that's your preference).



Step 3: Paste the type you had copied to the clipboard directly on top of the text from the previous two steps. While the pasted copy is still selected, change its style to the "High" version of the font.



Step 4: Select a second color for the "High" version that you just pasted over the "Low" version. Voila! You've set type in two colors. That wasn't so difficult, was it?

For directions on how to set PowerStation in three colors, please see the next two pages.

POWERSTATION - 3 - - COLOR - TYPESETTING IN 4 EASY STEPS

PowerStation was conceived as a family of fonts that could graphically convey the feeling of dimensionality (the Solid and Outline versions notwithstanding!). This was achieved through the 2D versions of both "Block" and "Wedge", or through the layering of the "High" and "Low" fonts that were included in both those packages—through which one could actually create 2-color typesetting.

Recently I became aware that if one combined both the Block and Wedge versions of the font, one could actually achieve layered 3-color typesetting. I found the look of the type that was done this way to be totally unexpected. I'm not sure that 3-color typesetting done in this manner has ever been done before, and I am excited to share this new capability.

On Page 3 of this supplement are detailed instructions on how to achieve this effect. Below I've clarified some terms, outlined what's needed, and how 3-color typesetting is structured.

2-COLOR TYPESETTING

VOLTAGE

PowerStation Block Wide (for standard typesetting)

VOLTAGE

PowerStation Block Wide Low (for layered typesetting)

VOLTAGE

PowerStation Block Wide High (for layered typesetting)

VOLTAGE

PowerStation Wedge Wide (for standard typesetting)

VOLTAGE

PowerStation Wedge Wide Low (for layered typesetting)

VOLTAGE

PowerStation Wedge Wide High (for layered typesetting)

VOLTAGE VOLTAGE

PowerStation Block Wide - High & Low

PowerStation Wedge Wide - High & Low

3-COLOR TYPESETTING

VOLTAGE

PowerStation Block Wide Low (Layer 1)

VOLTAGE

PowerStation Wedge Wide High (Layer 2)

VOLTAGE

PowerStation Block Wide High (Layer 3)

VOLTAGE

*PowerStation Block Low/Wedge High/Block High
layered together for 3-color typesetting*

It should be pointed out that in order to set PowerStation in 3 colors you will need either the Complete PowerStation Family or, at the very least, both the Block and Wedge versions.

The example above uses the Wide version of PowerStation. Of course you can also use the regular version. Also, you needn't feel constrained to use colors like those above—the sky's the limit. Please go to Page 3 for detailed directions on how to set PowerStation in 3 colors.

POWERSTATION - COLOR - TYPESETTING IN 4 EASY STEPS

If you've purchased both of the PowerStation faceted fonts – or the complete Powerstation Family – you now have the ability to set type in three colors. The "PowerStation Block" and "PowerStation Wedge" packages each contain two additional fonts: one called "PowerStation Block (or Wedge) High" and one called "PowerStation Block (or Wedge) Low". To set your type in two or three colors you don't use the basic "PowerStation Block (or Wedge)" fonts – those are for standard one-color typesetting. Instead use the High and Low fonts. To set PowerStation in just two colors please refer to the original PowerStation User Manual.

So here, in just 4 easy steps, is how to set PowerStation in three colors.

SETTING WORDS IN 3 COLORS WITH POWERSTATION'S LOW AND HIGH VERSIONS



Step 1: You will need both PowerStation Block and Wege versions. Set your text in one of the the "Low" versions of PowerStation Block, (here PowerStation Block Wide Low). Select and copy the type to the clipboard.



Step 2: Now pick a color for that "Low" version that's on-screen (or leave it black, if that's your preference). If you're in an application that supports layering, you can open two new layers for the next two steps.



Step 3: Paste the type you had copied directly on top of the text from the previous two steps – or into a second layer over the first one. While the newly pasted copy is still selected, change its style to the "Wedge High" version of the font, and change the color. Here we've changed it to red.



Step 4: Again paste the copy from the clipboard directly on top – or into the top layer over the other two. Change the style of the newly pasted copy to the Block High version of the font. Then change its color. Here we've changed the color to a yellow. Voila! You've now set copy in three colors.

PowerStation was originally designed with a 2-color layered typesetting capability. It was a happy accident that while experimenting with setting type in PowerStation that Mr. Anthony Noel hit upon the 3-color capability. But please don't feel limited to setting in three colors as set out in these instructions. Feel free to play and experiment, mixing and matching – you may be surprised by the results!

The
POWERSTATION
COMPLETE
CHARACTER SET
IN ALL 8 STYLES

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

1234567890¹23¹/₄¹/₂³/₄

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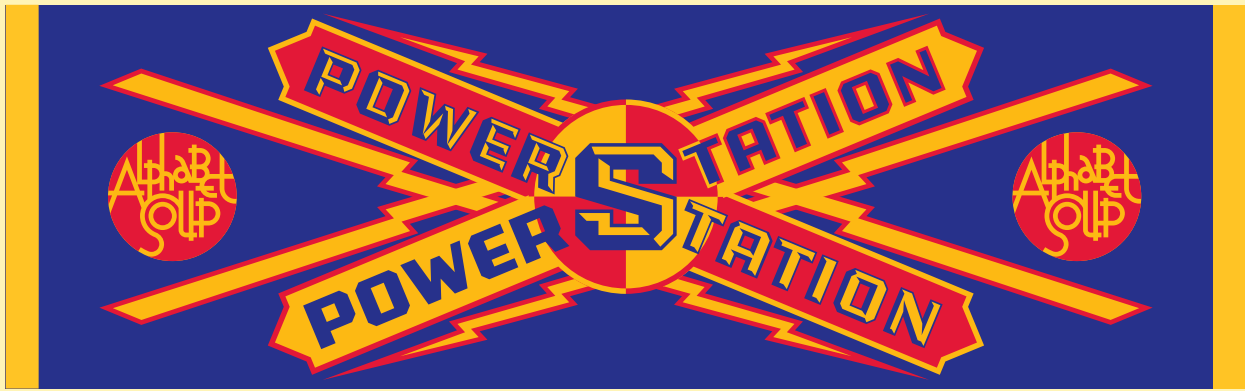
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