# CONTR ASTISE VERYT



# **CONTRAST.** A new exciting fragrance for women.

# TODAY THE FEMALE SEX HAS TO COPE WITH EVER INCREASING AMOUNT OF COMPETITION COMING FROM OTHER WOMEN.

FOR THIS PROBLEM Suomi Corporations Personal Hygiene Department has come up with a totally new approach towards taking the offensive action against those competitive attacks.

## That approach is called *Contrast™*. What makes this product so unique

and controversial compared to other fragrances, personal hygiene products and perfumes in the market today, is the very essence of the idea behind the development of Contrast <sup>™</sup> product range.

So, instead of complementing the human body's natural odours, we used the opposite materials from living things, and so developed Contrast<sup>™</sup> by using such **fragrant pre**cious and semi precious stones like lapis lazuli, agate, malachite, sapphire, ruby and emerald

With these unique ingredients we developed and produced our brilliant range of *Contrast™* products. Enjoy, because..

When we studied the markets, we came to a conclusion that all the competing products in fact used the artificially manufactured odours of human body! So, instead of taking that repulsive approach, we made some time consuming and thorough clinical tests, and as a result, we finally decided to use mineral extracts as a base material of Contrast<sup>™</sup> ranae!

# ULTRA LIGH

# CONTRAST. FRAGRANCE FOR MEN.

JUST AS THE FEMALES, ALSO THE **MALE SEX TODAY NEEDS A NEW APPROACH TO ATTRACTING THI OPPOSITE SEX.** 

ALSO FOR THIS PROBLEM, Suomi Corporations Personal Hygiene Department has the answer

And the answer is also called *Contrast*™

- The same method of development from the women's range was used for the men's fragrance, except in men's range we had to use different raw materials, since the male sex tends to wash less regularly.
- Therefore the basic elements for men's range were selected from different metals, such as steel, silver, fragrant lead, and brass and titanium.

So, now the male sex is also able to enjoy the unigue effect of Contrast™.



CONTRAST<sup>™</sup> TEAM WOULD LIKE TO THANK SUOMI TYPE DESIGN DEPARTMENT FOR **PROVIDING A PERFECT TYPE DESIGN:** "TANG" FOR THE PROMOTION MATERIAL OF THE CONTRAST™ RANGE.

# TANG CHARACTER SET: 14/18 POINTS

TANG ROMAN RANGE: 38/38 POINTS

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# ULTRA LIGHT Contrast is everything. Contrast is everything.

"Since the product range's name was Controst", we decided to take that as a starting point in our type design project. Therefore the internal form within the characters have been exaggerated to the maximum while keeping the text easily legible. Tang family has seven weights in basic, italic, and small capitals to give enough contrast also for the display of the Controst" product range. Each variant of this typefach eak 233 characters and an average of more than 200 kerning pairs. — Tomi Haaparanta, Heod of Suomi Type Design Department, Suomi Type Foundry.



CONTRAST

TANG ITALIC RANGE: 38/38 POINTS

ULTRA LIGHT Contrast is everything. Contrast is everything. Contrast is everything. *Contrast is everything.* Contrast is everything. Contrast is everything. Contrast is everything. TANG SMALL CAPS RANGE: 38/38 POINTS CONTRAST IS EVERYTHING. **CONTRAST IS EVERYTHING.** 

# **CONTRAST IS EVERYTHING.**

