



Version: 1.0

Designer: Zheng Chuyang

Classification: Display

Year: 2018

Ellenda

An elegant typeface inspired by SHANGHAI
in the past and present.





DESIGN ©NCEPT

E O

ELLEDA

E O

TRAJAN

As a display typeface, Ellenda is into a clearly elegant direction. Its geometric structure with an exaggerate rhythm, is influenced by the metropolitan style in old SHANGHAI in the 30s'. Ellenda is exclusive but friendly.

Excellent & Artistic

a @MELY girl

Old SHANGHAI

Ein weißes Fohlen tritt aus dem Nebel

ELEGANCE ☿ The ÉPOQUE

7 Stories

Öffentlichkeit

YOU STILL KEEP A SUITCASE IN BERLIN

Swedish vocal octets

METROPOLITAN

LA CITY

flat white big

aesthetics

künstlerische Darstellung

days & nights

LIVING	->	LIVING
BLEND	->	BLEND
LUCAS	->	LUCAS
JOCK	->	JOCK
EATING	->	EATING
LOG	->	LOG
TOOK	->	TOOK
LOQUACITY	->	LOQUACITY
ALLEN	->	ALLEN
looking	->	looking
lock	->	lock
Of that	->	Of that
kick	->	kick
skyline	->	skyline
French	->	French
British	->	British

CASE-SENSITIVE FORMS

(Houston)	->	(HOUSTON)
{Shanghai}	->	{SHANGHAI}
[Berlin]	->	[BERLIN]
<Dating>	->	<DATING>
«Istanbul»	->	«ISTANBUL»
Brahman	->	BRAHMAN
•bbq	->	•BBQ
Ben-Don	->	BEN-DON

ss01

Ärzte	->	Ärzte
Ölfarbe	->	Ölfarbe
MÜNCHEN	->	MÜNCHEN
Tänte	->	Tänte
östlich	->	östlich
Bücher	->	Bücher
Lange Straße	->	Lange Straße
preserves	->	preserves
origin	->	origin

A Á Â Ã Ä Å Æ B C Ç D E É Ê Ë È F G H I Í Î Ï J K L
M N Ñ O Ó Ô Ö Ò Ø Õ Œ P Q R S T U Ú Û Ü Æ V
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Å Æ B C Ç D E É Ê Ë È F G H I Í Î Ï J K L M N Ñ O Ó Ô
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Das Platanenblatt
Fällt Sanft
Und Liegt
Auf Dem Eigenen Schatten
In Der Mitte Des Herbsttags

In Begleitung des Windes - Abbas Kiarostami

A photograph of a long, narrow street in Berlin, lined with multi-story buildings and parked cars. The street is flanked by tall, light-colored buildings with many windows. The sky is clear and blue. The street is paved and has a central lane. There are several cars parked along the sides of the street. The overall scene is a typical urban street in Berlin.

“Berlin is more a part of the world than a city.”

–JEAN PAUL, Writer, 1800



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