



THE GOOD EFFECT OF INTERCROSSING

AND THE COMMON NOTION OF

THE EFFECT OF FERTILIZATION

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FLOWERING PLANTS HAVE  
DOMINATED THE LIFE ON EARTH FOR  
THE LAST 100 MILLION YEARS.  
A MUCH MORE COMMON TWO PART  
STEM PLANT AND NOT PART OF  
THE MAINLY ANIMAL KINGDOM.  
THE NUMBER OF ORCHID  
SPECIES EQUAL ABOUT  
FOUR TIMES THE NUMBER OF  
MAMMAL SPECIES. ALSO

CORDIAL BLOOM IS A DECORATIVE TYPEFACE SYSTEM CONSISTING IN 3 LAYERS.

EVERY LAYER PRESENTS DIFFERENT OPENTYPE STYLISTIC SETS, FOR A TOTAL OF 12 STYLES THAT CAN BE SUPERIMPOSED ON TOP OF EACH OTHER, THEREFORE MAKING IT POSSIBLE TO HAVE MANY DIFFERENT COMBINATIONS.

THE 3 LAYERS REPRESENT THE DIFFERENT PARTS OF A FLOWER: STEM, PETAL AND PISTIL.

CORDIAL BLOOM BELONGS TO THE EXTENSIVE FAMILY OF CORDIAL PRO. ALL OF THEM ARE AVAILABLE AT VEER.

BLOOM SHAKER SUPPORT

FOR CHOOSING YOUR PREFERRED COMBINATION OF CORDIAL BLOOM STYLES USE OUR SIMPLE FLASH APPLICATION. ONCE YOU HAVE FOUND YOUR COMBINATION, MAKE IT IN INDESIGN AS IS EXPLAINED IN THE INSTRUCTIONS.

DEFAULT STYLE

STYLISTIC SET 1

STYLISTIC SET 2

STYLISTIC SET 3

STYLISTIC SET 4

STYLISTIC SET 5

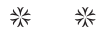
A--STEM



B--PETAL



C--PISTIL





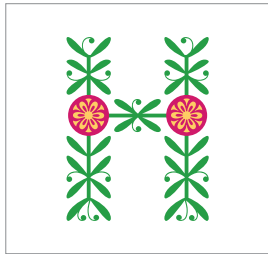




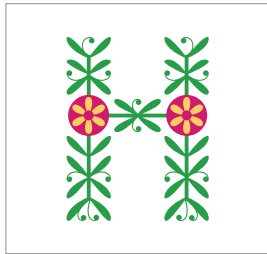
BASIC COMBINATIONS

1 OUT OF 2

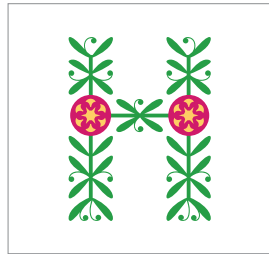
■ = A-STEM ■ = B-PETAL ■ = C-PISTIL D = DEFAULT STYLE 1 = STYLISTIC SET 1 2 = STYLISTIC SET 2 3 = STYLISTIC SET 3 4 = STYLISTIC SET 4 5 = STYLISTIC SET 5



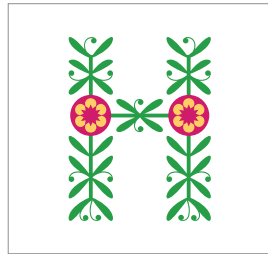
■ D ■ D ■ D



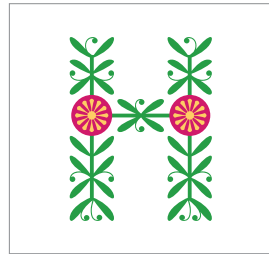
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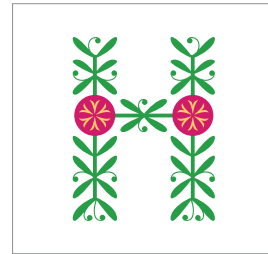
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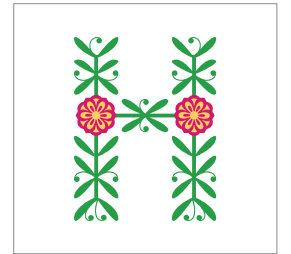
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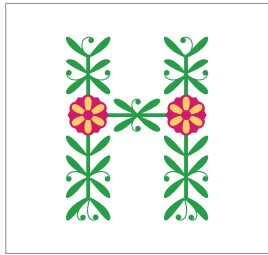
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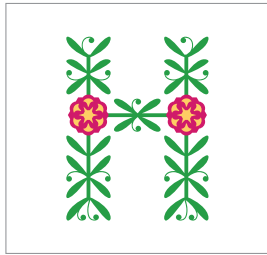
■ D ■ D ■ 5



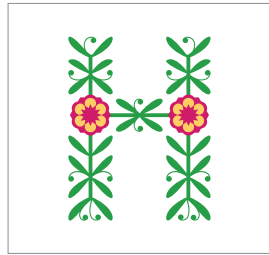
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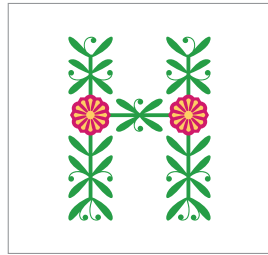
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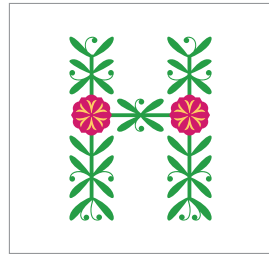
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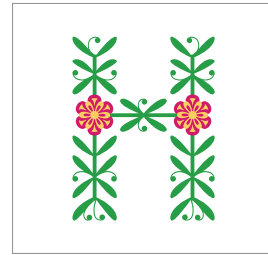
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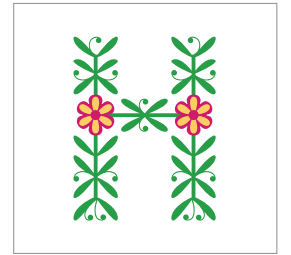
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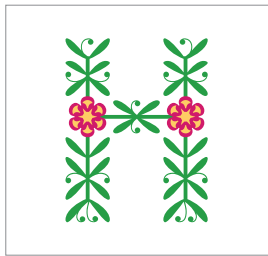
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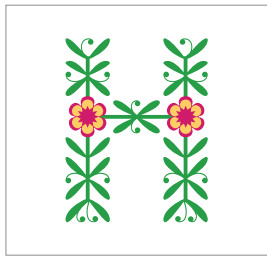
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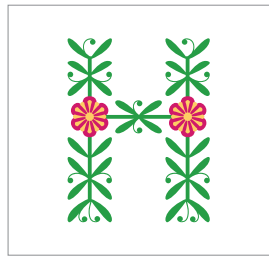
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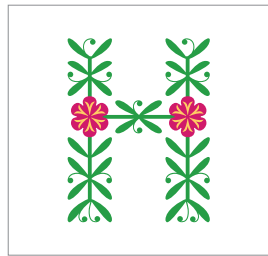
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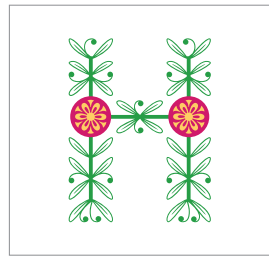
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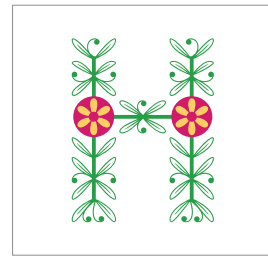
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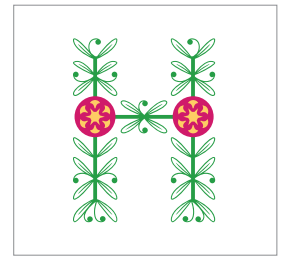
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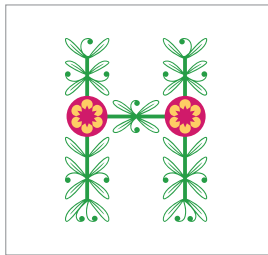
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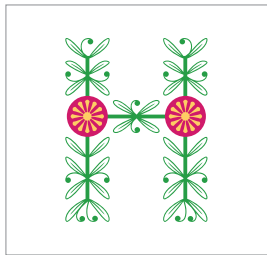
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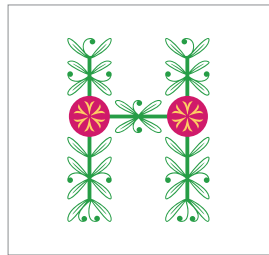
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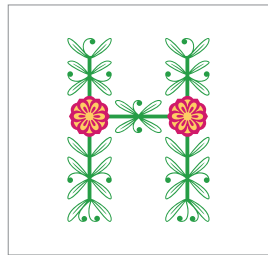
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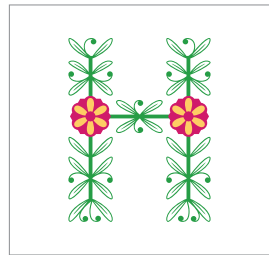
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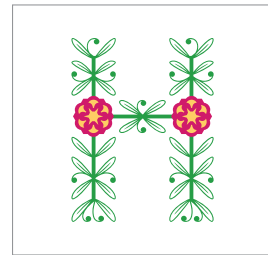
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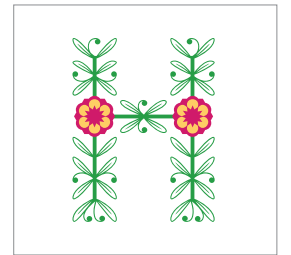
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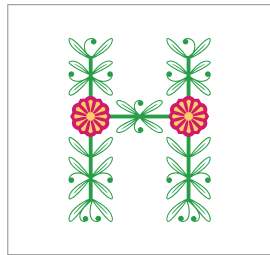
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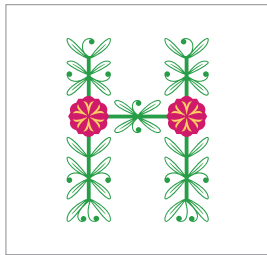
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BASIC COMBINATIONS

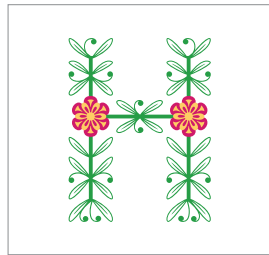
2 OUT OF 2



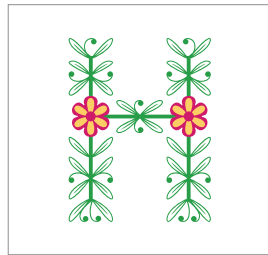
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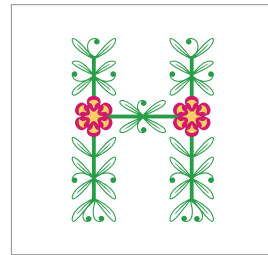
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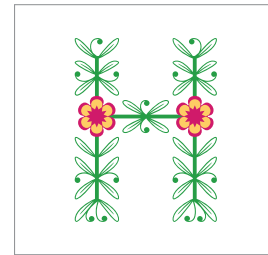
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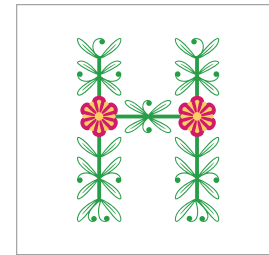
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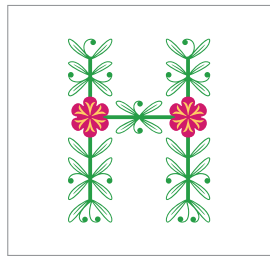
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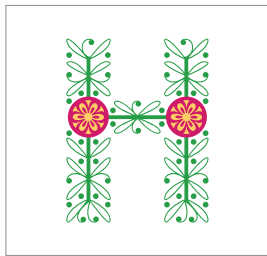
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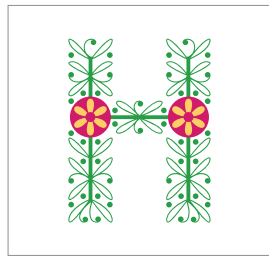
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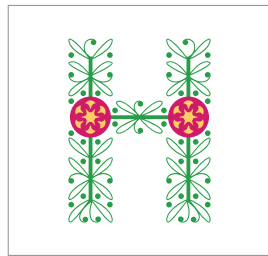
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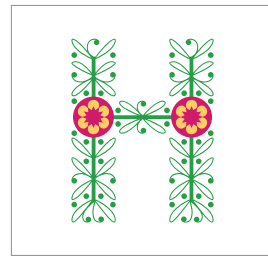
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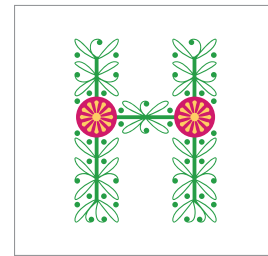
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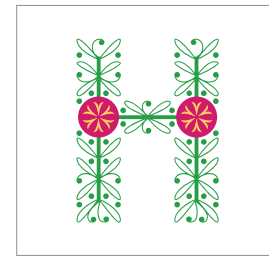
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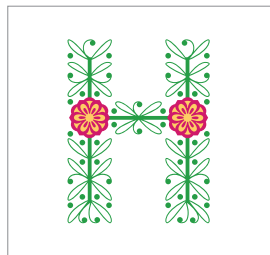
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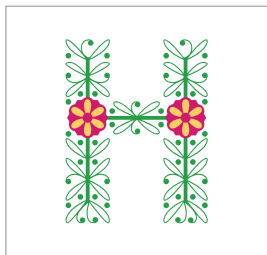
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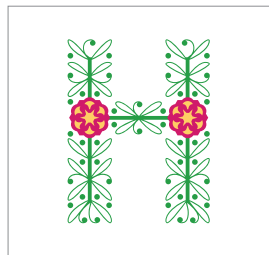
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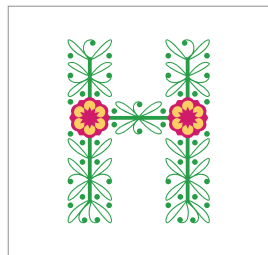
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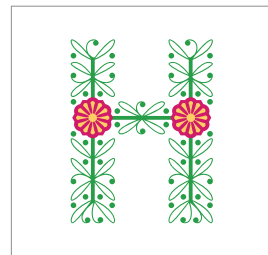
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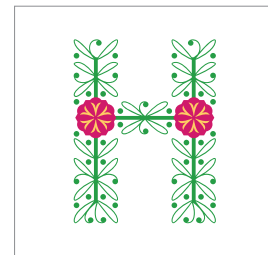
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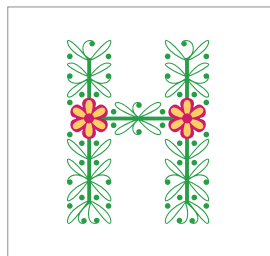
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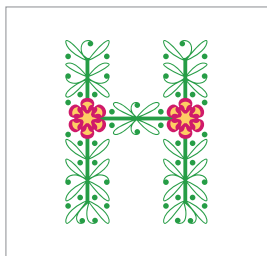
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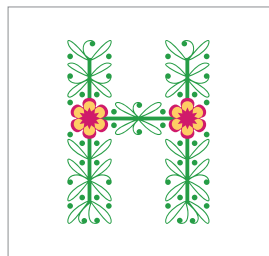
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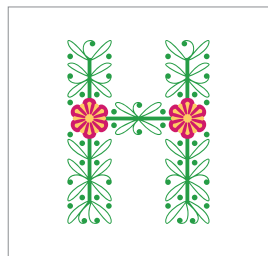
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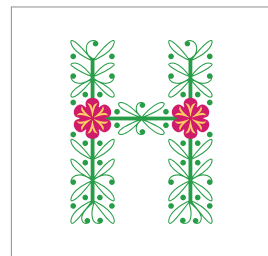
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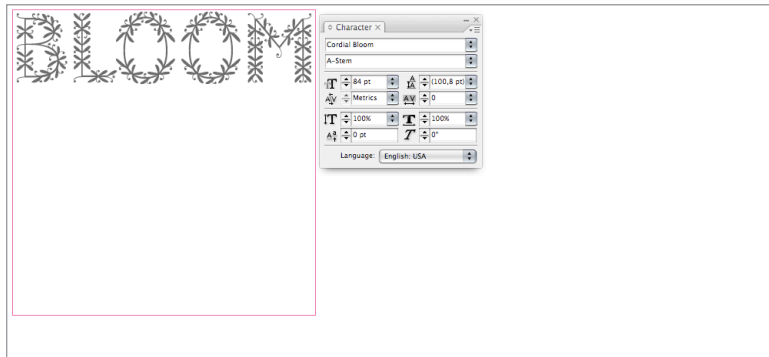
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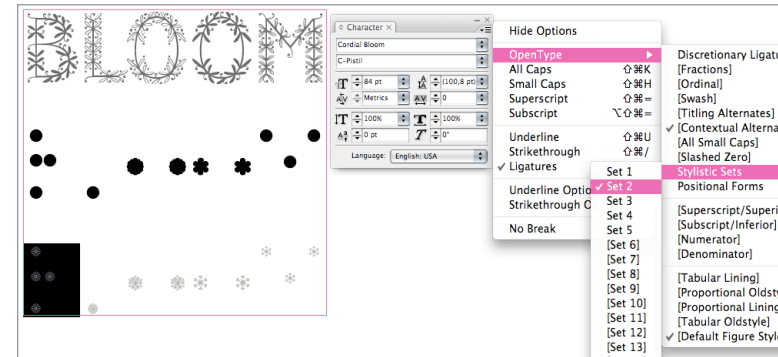
■ 2 ■ 2 ■ 5

THESE ARE ONLY COMBINATIONS OF THE 3 LAYERS WITH ONE STYLE EACH: BY SUPERIMPOSING MORE THAN 3 STYLES YOU CAN HAVE THE POSSIBILITY OF CREATING THOUSANDS OF OTHER COMBINATIONS.

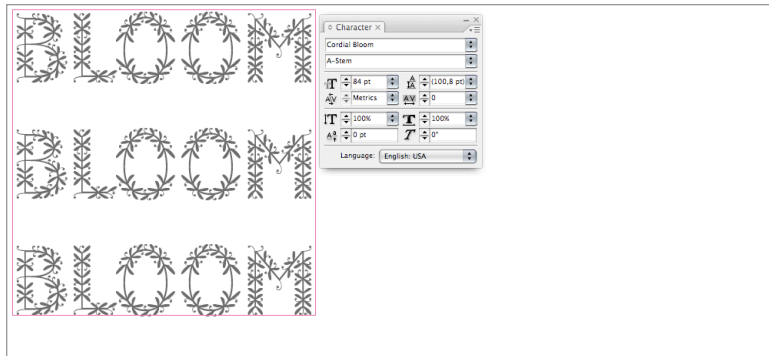




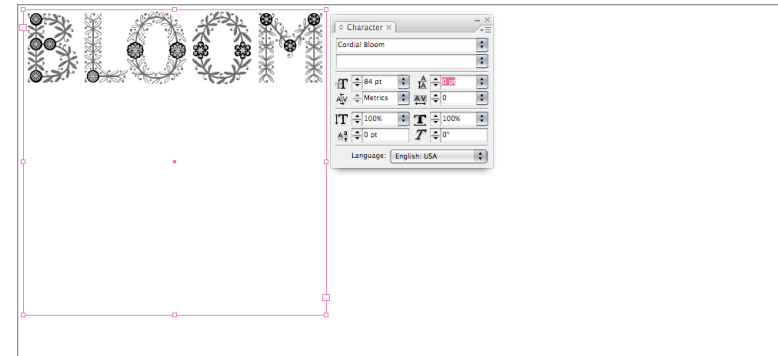
**1**  
COMPOSE  
YOUR LINE OF  
TEXT



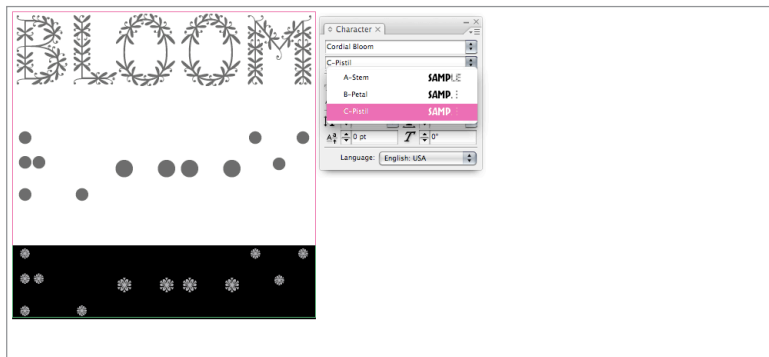
**4**  
CHOOSE THE  
ALTERNATIVE  
STYLES WITH  
THE OPENTYPE  
STYLISTIC SET  
FEATURE



**2**  
COPY AND  
PASTE THE  
TEXT INTO THE  
TWO LINES  
BELOW.



**5**  
INSERT THE  
VALUE ZERO  
FOR THE  
LEADING: THE  
THREE LINES  
WILL NOW  
SUPERIMPOSE  
ONTO  
THEMSELVES



**3**  
CHANGE THE  
STYLE AND  
COLOR OF  
THE TWO  
LINES BELOW

THIS IS THE EASIEST WAY TO COMPOSE A CORDIAL BLOOM HEADLINE BUT YOU CAN DO IT IN OTHER WAYS LIKE COPYING AND PASTING THE FIRST LINE OF TYPE INTO ADDITIONAL LAYERS.

IN ADOBE ILLUSTRATOR YOU NEED TO USE THE GLYPH PANEL TO ACCESS THE STYLISTIC ALTERNATES BECAUSE ILLUSTRATOR DOES NOT SUPPORT OPENTYPE STYLISTIC SET.

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