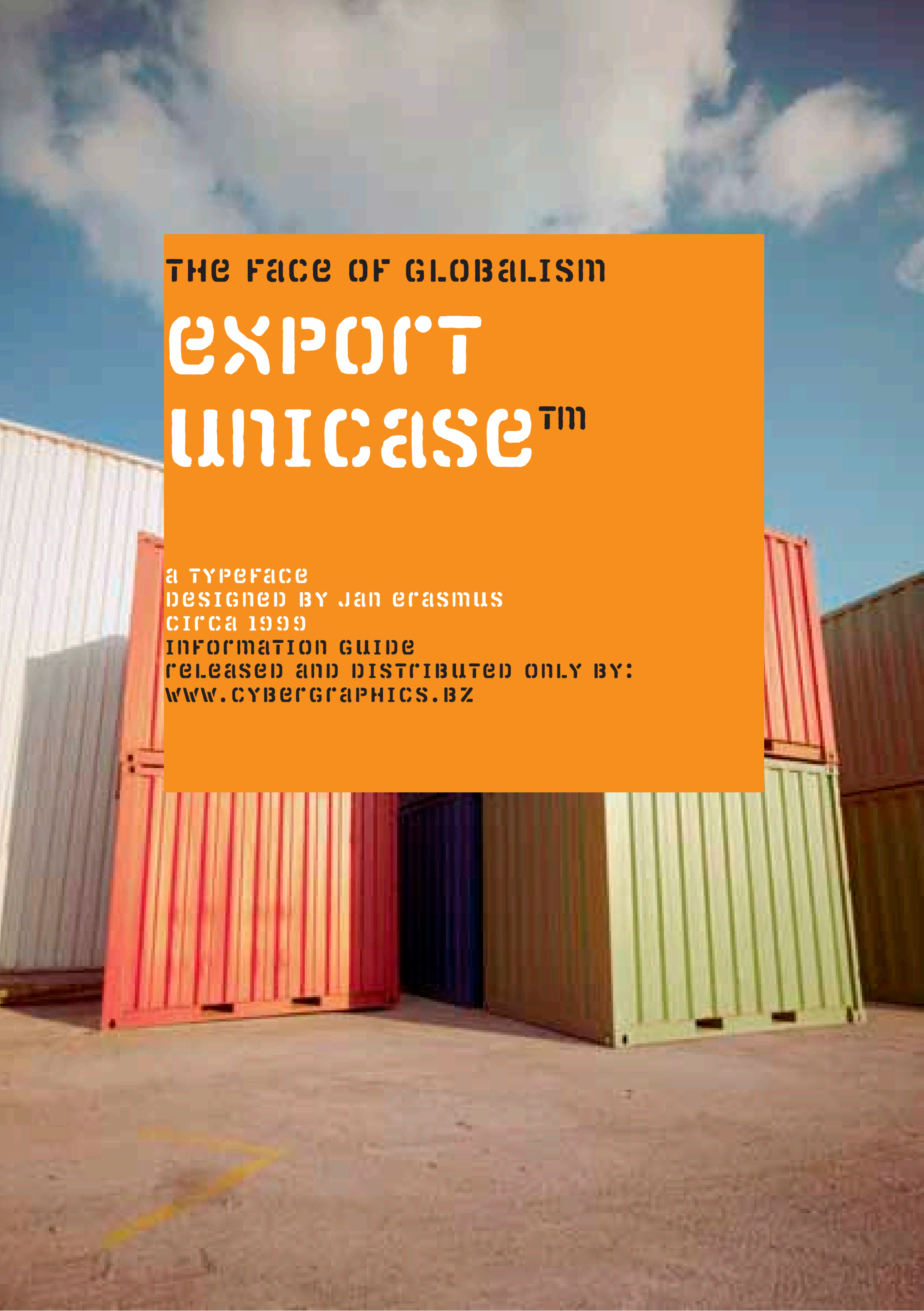

THE FACE OF GLOBALISM

export unicase™

a typeface
designed by jan erasmus
circa 1999
information guide
released and distributed only by:
www.cybergraphics.bz

exportunicase

TYPE SPECIMEN

a font designed by jan erasmus

THIS article and motivation was set in exportunicase BOLD

CYBergraphics fonts

specimen sheet by jan erasmus

International trade is exchange of capital, goods, and services across international borders or territories. In most countries, it represents a significant share of gross domestic product (GDP). While international trade has been present throughout much of history (see Silk Road, Amber Road), its economic, social, and political importance has been on the rise in recent centuries.

Industrialization, advanced transportation, globalization, multinational corporations, and outsourcing are all having a major impact on the international trade system. Increasing international trade is crucial to the continuance of globalization.

WithoutInternational trade, nations would be limited to the goods and services produced within their own borders.

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International trade is in principle not different from domestic trade as the motivation and the behavior of parties involved in a trade do not change

fundamentally regardless of whether trade is across a border or not. The main difference is that international trade is typically more costly than domestic trade. The reason is that a border typically imposes additional costs such as tariffs, time costs due to border delays and costs associated with country differences such as language, the legal system or culture.

Another difference between domestic and international trade is that factors of production such as capital and labour are typically more mobile within a country than across countries. Thus international trade is mostly restricted to trade in goods and services, and only to a lesser extent to trade in capital, labor or other factors of production. Then trade in goods and services can serve as a substitute for trade in factors of production. Instead of importing a factor of production, a country can import goods that make intensive use of the factor of production and are thus embodying the respective factor. An example is the import of labor-intensive goods by the United States from China. Instead of importing Chinese labor the United States is importing goods from China that were produced with Chinese labor

International trade is also a branch of economics, which, together with international finance, forms the larger branch of international economics.

Character set: Basic Latin + Latin-1 supliment caps only and additional figures

When I designed ExportUnicase, my idea was to use a unicase system for letters in the font. Within the font context, it reflected a naive feel, as if a non-typographer designed the typeface. A kind of anti-mastery, hand made look that is slightly uneven. Stencil fonts are meant to be caps only for ease of use. The font itself is a basic Latin + Latin extension 1 with a alternate set of full caps.

Export Unicase Bold

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Software formats

Mac/Win OT (PS1 flavored)
& Mac/Win OT (TTF flavored)