

Veer

Suite 400, 119 14th Street NW T: 403 234 7901 F: 403 264 7901
Calgary, AB Canada T2N 1Z6 veer.com

**FOR IMMEDIATE RELEASE****Argentinean designer creates font for Calgary**

City joins the ranks of Chicago, New York and Geneva in having a font namesake.

June 12, 2008, Calgary – Latin American graphic designer Alejandro Paul has created a typeface as an homage to his first trip to Calgary. Inspired by the 1950's Americana-style welcome sign he saw when he arrived at the Calgary International airport, Paul added a decidedly Cowtown flair and created Calgary Script.

This is especially meaningful for Veer, a Calgary-based stock image company and exclusive distributor of Calgary Script.

"We're excited to have international talents like Alejandro contributing to our collections," says Jon Parker, Veer's Director of Brand Communication. "We're honored that he dedicated such a beautiful font to our hometown."

Paul came to Calgary for the first time in 2007 and was inspired by the iconic "Welcome to Calgary" sign in the arrivals terminal. "It wasn't just the sign that triggered the font; it was everything about the city. I've traveled to many places in North America, and there isn't any other city with the same vibe as Calgary," says Paul. "There's that whole wild west thing too."

Paul came up with the idea for the font on his return flight to Buenos Aires. "It was only fitting that I name it Calgary Script," says Paul.

Calgary Script is the 100th font Paul has contributed to Veer, and is part of the company's exclusive Umbrella type collection. Calgary Script is available at www.veer.com/type.

About Veer

Veer sources and delivers visual elements with imagination and style to help creatives diverge from the norm and generate fresh solutions. Veer presents a discerning, design driven selection of photography, illustration, and type, including exclusives and world premieres. Its products are used daily in advertising, print and web design, corporate communications, and publishing. The company has offices in the United States, Canada, London and Germany and serves its global base of customers through its call center and its award-winning web site at veer.com.

For more information, media may contact:

Tracy Gauson

403 313 4916

media@veer.com