



TASMEEM™

The spirit of Arabic writing

let it capture your imagination

Tasmeem™4 in Adobe InDesign CS4 Middle Eastern Version



حِرَّةٌ فِي الْعَالَمِ فِي سِهِّهِ التَّاجِدُ كَيْسِيهِ أَمَّجْدُ كَرَارِ

Position Tuner

Drag and position with your mouse in normal, searchable text. Intuitively adjust spacing, kerning and create calligraphic arrangements. Moreover it lets you select and colour vowels independently.

Catchwords

Anticipate automatically on the first phrase of the next page: a functional ornament.



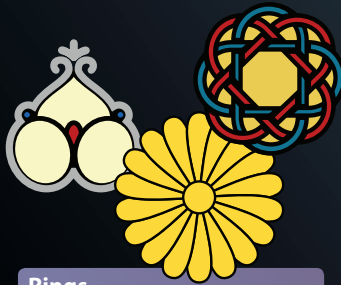
Arabic Spacing

Adjust space between words and space between word segments.



Special Characters

Insert special characters for modern and classic Arabic, such as Qur'anic punctuation, tajweed and cantillation marks.



Selection Helper

Pinpoint each letter and vowel to facilitate selecting in non-linear text.

Rings

A novel approach to a classic feature of Arabic text: a user-definable palette of embellishments.

Word Shaping

Choose from dozens of variant forms with shape alternations, Kashidas, miniature letters and letter dissimilation for each word.

Let Tasmeeem capture your imagination!

TASMEEM 4

The idea behind Tasmeeem dates back to the early 1990s, when it was difficult to express, with the technologies of the day, the refinement of Arabic script by means of the computer.

Tasmeeem™ 4, *The Spirit of Arabic Writing*, turns Adobe InDesign CS4, Middle Eastern and North African versions into the ultimate typesetting and design tool for Arabic.

Tasmeeem™ 4 and its high-quality typefaces give you the freedom:

- to create Arabic calligraphic documents without a calligrapher on hand, while keeping the possibility to edit and modify them as you wish.

- to have many shape variations per letter to open up new creative possibilities for advertising, front pages, greeting and business cards.

- to create sophisticated Arabic literary and academic books as well as shape prose, poetry, create rings and catchwords on a large number of pages.

Explore all Tasmeeem possibilities and discover Tasmeeem high-quality typefaces, thanks to a time limited edition automatically installed with Adobe InDesign CS4, Middle Eastern or North African versions.

The first version of Tasmeeem, tailored to high-end customers, was received with great acclaim throughout the ME. It made high-quality Arabic publications attainable.

In a second step a varied range of Tasmeeem editions addressed a larger public of design and publishing professionals (Limited, Creative and Publisher Edition).

The experience gained by these first steps lead to the latest version.

Tasmeeem 4 was once again improved and comes with innovative new features and a range of highly diverse typefaces, conceived to provide solutions to the most demanding design challenges of the Arabic script world.

Tasmeeem 4 now offers all the features and enhancements in one package.

۵ فَاذْهَبْ فَلَا يُبْعِدُكَ اللَّهُ مِنْ رَجْلٍ

۶ قَدْ كُنْتَ تَحْمِلُ قَلْبًا غَيْرَ مَهْتَمِّمْ
مُرَبَّكَ فِي نِصَابٍ غَيْرِ حَوَارٍ

ولد في قرية افشنا قريبة من بخاري، ووالده من اتباع الباطنية، كما ذكر ابن سينا وقد كان يحضر اجتماعات السرية ويعقد بعضها في بيته، ويحرص على حضور ابن سينا وأخيه لتلك الاجتماعات، وان كان ابن

۷ مِثْلَ السِّنَانِ تُضِيءُ اللَّيْلَ صَوْرَتُهُ
۸ فَسَوْفَ أُنَبِّئُكَ مَا نَاحَتْ مُطَوَّقُهُ
۹ وَلَنْ أَصَاحَ قَوْمًا كُنْتَ حَرْبُهُمْ

ولد في قرية افشنا قريبة من بخاري، ووالده من اتباع الباطنية، كما ذكر ابن سينا وقد كان يحضر اجتماعاتها السرية ويعقد بعضها في بيته، ويحرص على حضور ابن سينا وأخيه لتلك الاجتماعات، وان كان ابن سينا مقتنع بها. رحل الى مدينة بخاري حتى

Full Unicode support
All typefaces support all languages covered by Unicode, with all features available for every language. Typographic freedom and richness for Arabic, Persian, Tajik, Kurdish-Sorani, Kurdish-Kirmanji, Pashtu, Baluchi, Urdu, Punjabi, Azeri, Kazakh, Tatar, Uighur, Malay, Ottoman Turkish.



وين في تمام افراد بشر آزاد زاده می شوند
همه مو و مر و ف سه ربه ست و به کسان

Text Shaping
Apply all settings that can be defined for a single word to a complete run of text. Distribution of shape alternates, dissimilation of the same letter through a variation, Kashida distribution and frequency can be precisely controlled and applied on a long text, just like a regular paragraph style. Take advantage of the ease of pre-defined settings or use the ingenious interface to create your own meticulously balanced definition.

ما یک براون مربی باشگا ه کیوندگا والیرزکه به
Farsi
مایکل فیلیس کے خلاف مقدمہ نہیں
Urdu
چو سنگہ ہمک مردم ع دتہ جنده عزت ع شرف ع بنس آد

Real Nastaliq
The new DecoType Nastaliq not only renders Nastaliq in its full elegance, but also offers language dependent shapes.

کسن، نوزت-هورمت و هوق
به کسان له ریژ و ما فدا له دایک

بارلق ادامدار تؤمسنان ازات جانہ قادر قاسیہ تی مہن کو ققتاری تہ ک بولپ دؤنیہ گہ کہ لہ د

The Classic typefaces are a series of high-end Arabic typefaces with an unmatched range of features known from the Arabic script. Based on historic models, they are the technologically most advanced Arabic typefaces ever created.

Classics starting from \$ 399.

Naskh
designed by Thomas Milo,
DecoType



الْخَطُّ الْجَمِيلُ مُوسِقَى الْعِيُونِ

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
ا ب ت ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

The Naskh font is Naskh, plain and simple. It is based on an exhaustive analysis of Ottoman manuscript practice. This typeface faithfully captures the historical Naskh as it evolved from practical calligraphy into the best legible Arabic typography ever designed.

Nastaliq
designed by Mirjam Somers,
DecoType



الْخَطُّ الْجَمِيلُ مُوسِقَى الْعِيُونِ

ا ب ت ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
ا ب ت ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

Nastaliq is immensely popular throughout the Arabic-scripted world. It provides a refreshing alternative to conventional type. The DT Nastaliq handles for the first time any letter combination correctly. DT Nastaliq can be configured according to regional shape preferences and therefore handles any language equally well.

Emiri
designed by Mirjam Somers,
DecoType



الْخَطُّ الْجَمِيلُ مُوسِقَى الْعِيُونِ

ا ب ت ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
ا ب ت ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

Emiri is a meticulous reconstruction of the landmark fount of the Emiriyyah printing house in Cairo. It makes it possible to create Unicode-based searchable Qur'an text with the familiar appearance of today's printed editions. These qualities make Emiri particularly effective for literary productions.

A range of new typefaces from independent designers enrich the collection of Tasmeeem. Designers from widely varying backgrounds and approaches provide this addition to the typographic variety taking advantage of the versatility of Tasmeeem.

Beh-class typefaces starting from \$ 149, Alif-class typefaces starting from \$ 99.

Basim Marah
Designed by Basim S. R. El-Mahdi



اَبْتَجَحْخَسْشَصْضَطْظِعْفَقْكَلْمَنَهْ دَرْوِي
اَبْت ت ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ١٢٣٤٥٦٧٨٩٠

Basim Marah is an Arabic display typeface. It is suitable for titles and lettering. Formally inspired by free style calligraphy this typeface has a very joyful and lively character and lends itself to a variety of applications from packaging to editorial design.

Nassim
Designed by Titus Nemeth



اَبْتَجَحْخَسْشَصْضَطْظِعْفَقْكَلْمَنَهْ دَرْوِي
اَب ت ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ١٢٣٤٥٦٧٨٩٠

Nassim is a contemporary text typeface for Arabic and Latin script. Its integrated design is conceived for formal harmony in multi-lingual publications such as annual reports and dictionaries. Nassim is also available in a range of weights making it particularly useful for complex text layouts.

Qarandash
designed by Mirjam Somers,
DecoType



اَبْتَجَحْخَسْشَصْضَطْظِعْفَقْكَلْمَنَهْ دَرْوِي
اَب ت ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ١٢٣٤٥٦٧٨٩٠

Qarandash is an unpretentious typeface, suitable for educational texts, comic balloons, advertising and lettering in general. The pen has a constant width, with rounded extremes like ballpoint writing. Qarandash follows the heart line of classic Naskh script.

Arabetics Mehdi
Designed by Saad Abulhab

الْخَطُّ الْجَمِيلُ مُوسِيقَى لِلْعُيُونِ



ابتثجخسشصضطظعغفقلمنه دروي

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ١٢٣٤٥٦٧٨٩٠

Intended for text and display, Arabetics Mehdi is based on the principles of the Mutamathil type style, where freely joining letters are assigned only two shapes: normal and final, while restricted letters are assigned only one shape. Mehdi letters are virtually connected, with diacritics placed at one level for added clarity.

Hasan Hiba
designed by Hasan Abou Afash

الْخَطُّ الْجَمِيلُ مُوسِيقَى لِلْعُيُونِ



ابتثجخسشصضطظعغفقلمنه دروي

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ١٢٣٤٥٦٧٨٩٠

Hasan Hiba and Hasan Noor are Arabic display typefaces. They are particularly suitable for titles and display typography. Hiba is based on the ornate Fatemic Kufi calligraphy while Noor references the sober lines of square Kufic. Hasan Hiba won the 5th place in Linotype's first Arabic Type Design Competition.

Hasan Noor
designed by Hasan Abou Afash

الْخَطُّ الْجَمِيلُ مُوسِيقَى لِلْعُيُونِ



ابتثجخسشصضطظعغفقلمنه دروي

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ١٢٣٤٥٦٧٨٩٠

Al-Quds
designed by Vladimir Tamari

الْخَطُّ الْجَمِيلُ مُوسِيقَى لِلْعُيُونِ



ابتثجخسشصضطظعغفقلمنه دروي

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ١٢٣٤٥٦٧٨٩٠

Modern and elegant, AlQuds is a pioneering Arabic sans-serif font. Clear forms and large dots make it extremely legible in any application: art books, textbooks, technical manuals, packaging, advertising, signage, magazines, computer monitors, TV and electronic billboards.

Tasmeem-4 (US\$ 499)*

Including Position Tuner, Word Shaping, Text Shaping, Arabic Spacing, Catchwords, Selection Helper, Rings, Special characters

حَطُّ النَّسْخِ
نَسْتَعْلِقُ
أَمِيرِي

Classic typefaces (from US\$ 399)*

Naskh, designed by Thomas Milo, DecoType

Nastaliq, designed by Mirjam Somers, DecoType

Emiri, designed by Mirjam Somers, DecoType

مَرَّحٌ
نَسِيمٌ
قَارَندَاشٌ

Beh-Class typefaces (from US\$ 149)*

Bassim Marah, designed by Basim S. R. El-Mahdi

Nassim (5 weights), designed by Titus Nemeth

Qarandash, designed by Mirjam Somers, DecoType

أَلْقُدْسُ
مَهْدِي
هَيْبَةُ
نُورِ

Alef-Class typefaces (from US\$ 99)*

Al-Quds (2 weights), designed by Vladimir Tamari

Arabetics Mehdi, designed by Saad Abulhab, Arabetics

Hasan Hiba, designed by Hasan Abou Afash

Hasan Noor, designed by Hasan Abou Afash

* Discounted prices are available for educational purposes or for multiple licences.
Thank you for contacting us!