The 5th Hiii Typography Design Competition

第五届中英文字体设计大赛

Application Guideline

征集函

http://www.hiii.brand.com
The Hiii Typography International Typography Design Competition, an international, professional and pioneering competition at the forefront of typography, is sponsored by Hiiibrand Inc. It has been successfully held for four times from 2013 to 2016. The organizing committee of the 5th edition has invited five senior experts at type design as judges. Now Hiii Typography is soliciting excellent typography design works facing world-wide enterprises, design studios, design companies, designers and art design majors. The aim of this competition is to explore outstanding design talents, reward excellent design works, and to advance and further the development of typography design career via Hiiibrand.com.

The competition is divided into two levels: Professional and Student, for which four categories are set up respectively: Latin Typeface, Chinese Typeface, Communication and Experimental. Based on the principle of justice and equity, several world-famous judges will select the winners for Grand Prix and Jury Awards. Other awards include Gold, Silver, Bronze and Merit Awards for each group. The winning works and other shortlisted works will be published on the Hiii Typography 5 edition and displayed in the award-winning exhibition.

Organizer:
Hiiibrand.com

Sponsors:
Monotype
Sky Paper

Judges
Hideki Nakajima, Japan
Juan Villanueva, USA
Veronika Burian, Argentina
Sammy Or, Hong Kong, China
Robin Hui, Hong Kong, China

Application Guideline

Deadline:
A) Early-Bird Deadline: November 30, 2018
(20% off entry fees)
B) Regular Deadline: March 31, 2019

Levels:
A) Professional
The candidate works being created from 2016 to 2019. There’s no limitation on quantity, region or nationality. Entries from any company, group or individuals are eligible.

B) Student
The candidate works being created from 2016 to 2019. There’s no limitation on quantity, region or nationality. The works must be created by the students or created during their education period.

Categories:
A) Latin Typeface
Typographic typeface works should be saved as A4 size (in JPG or PDF format, RGB and 300dpi). Extended or revised versions of older, previously published type designs are not eligible. This includes upgraded typefaces with newly expanded glyph sets in the original script (e.g., with added Latin glyph subsets, design variants, small capitals, ligatures, swashes, alternates, numerical styles, expert, localized and historical forms, stylistic sets, ornaments). Submitted designs must conform to the format specifications for the respective category.

Typefaces intended for use in Latin-based orthographies have historically made up the majority of submissions.

B) Chinese Typeface
Typographic typeface works should be saved as A4 size (in JPG or PDF format, RGB and 300dpi). Extended or revised versions of older, previously published type designs are not eligible. This includes upgraded typefaces with newly expanded glyph sets in the original script (e.g., with added Latin glyph subsets, design variants, small capitals, ligatures, swashes, alternates, numerical styles, expert, localized and historical forms, stylistic sets, ornaments). Submitted designs must conform to the format specifications for the respective category.

Typefaces intended for use in Chinese-based orthographies have historically made up the majority of submissions.

C) Communication
Submissions for this category should be design
Application Guideline

works that have already been applied in the market. We will not accept any bidding works, scam ads or experimental works. Concept work and/or work that have not been implemented is not eligible in this category. Competition program can be all kinds of typography design, including but not limited to Advertisements, Annual Reports, Brochures, Books, Periodicals, Poster, Market & Logotype, Identity, Branding, Signage & Display, Packaging, Digital Media, Interactive design, Environmental, Film / Video work / Motion logo / TV, Film title / Animation etc. The candidate works can be based on Latin letters or Chinese characters. A minimum of three applications must be submitted. No maximum limit.

D) Experimental
Experimental/Fine Art/Unpublished works, can be any works that have not been implemented or draft ones. No restriction to format, font, medium or form is set. The candidate works can be based on Latin letters or Chinese characters. A maximum of ten images can be submitted. Note: The same project can be submitted in different categories.

How to enter:
There are two ways to enter this competition. You can choose either.
A) On Line
Participators should register and login this website: http://www.hiiibrand.com/competition.php?act=goods_list&id=38
Login as a returning user with your email and password if you entered last year; or register for a new account. After login, hit the “UPLOAD” button to submit your work. Below page can guide you though the upload process with details:
http://www.hiiibrand.com/article.php?act=info&cat_id=4&article_id=84
The following is a checklist which can ensure your uploading going smoothly:
- Check your email address you registered in this website, which will be used by the committee to contact you.
- Provide title and description of your works at submission. Please provide English for each, as it will help the judges understand your works better.
- Each separate image should be saved as JPG, RGB (not CMYK), less than 1MB.
- DO NOT identify your name or your design firm's name anywhere on the materials.

B) Via Email
You can send the submissions via email. The committee will assist you to accomplish uploading and the payment. If you choose to submit your works via email, please send the files to us at ht2018@hiiibrand.com. What we need is as below:
1. Please download and fill in the Entry Form in the official website. (This only applies to email submission. If you choose online submission, please ignore this item.) http://www.hiiibrand.com/competition.php?act=about&id=28
2. Images submitted should be in JPG format, Audio or video files should be in MP3 or MP4 format.
- DO NOT identify your name or your design firm's name anywhere on the materials.

Typeface – Please download the Application Guidelines. Each separate image should be saved as A4 size (in JPG or PDF format, RGB and 300dpi).
Communication - A minimum of three images must be submitted. No maximum limit. Each separate image should be saved as A4 size (in JPG format, RGB and 72dpi).
Experimental - A maximum of ten images can be submitted. Each separate image should be saved as A4 size (in JPG format, RGB and 72dpi).
3. The login email, user name and a profile image of you (600 pix X 600 pix, in JPG format, RGB and 72 dpi). If you haven’t registered yet, our staff will use this email address to register the official portal for you.

Cost:
A) Early-Bird Fees
(Ended Friday, November 30, 2018)

B) Regular Fees
(Starting Thursday, November 30, 2018 until Sunday, March 31, 2019)

All payments must be done online. At present, only PayPal is supported for payment. Before submit your work, please check if your online account has sufficient balance. If not, please recharge it in time.
Follow the path below to recharge your account when you login:
http://www.hiiibrand.com/member.php?act=zhzh

Awards:
A) Professional Level
Special Awards
Latin Typeface Awards
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Chinese Typeface Awards
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Communication Awards
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B) Student Level
Special Awards
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Application Guideline

Note: The numbers of winners in each category will be adjusted according to the quality of the entries. All works will be chosen by the international judges. The results will not be infected by internet poll.

Outstanding Organization:
A) Best Delegation 5
B) Best Tutor 10

Each delegation of school or teacher submit more than 10 works have the benefits in below.
1. 20% off submission fee (Student Level Only)
2. Latin Typeface=10 USD, Chinese Typeface=10 USD, Experimental=10 USD
3. The committee will upload the works for you. If you have more than 10 submissions, please send the files to us, after you pay for them, we will upload the works for you.
Please send the files to us before March 31, 2019. ht2018@hiiibrand.com

Publications and Exhibitions:
A) The Annual
Works that win Grand Prix, Jury Awards, Gold, Silver, Bronze Awards or Merit Awards will be published on the annual of Hiii Typography.
Exclusive interviews will be arranged for winners of Grand Prix and Gold Awards.
Winning entrants of Grand Prix, Jury Awards, Gold Awards, Silver Awards and Bronze Awards will receive one copy of the annual and the awarded certifications for free.
The rest of the winning entries can receive the copy of annual and award certificates ONLY upon request and payment.
No cash awards or prize are given out to winners.

B) Exhibitions
There will be series exhibitions of Hiii Typography in different cities. We will post more info about the exhibitions later.
Past exhibitions are available here: http://www.hiiibrand.com/article.php?act=lst&cat_id=20
Note: Any academic institutions and agencies are welcome to undertake the organization of exhibitions. Please contact us for details if you are interested.

Judging Period:
From April 2019 to October 2019
1. The participators whose works have entered the second round will be informed around June 2019, and will be asked to offer some certificated info for reconfirming their works. (TBD)
2. The finalist will be announced by the end of August 2019. (TBD)
3. The winner’s list will be announced by the end of October 2019. (TBD)
Note: Winners will be notified by e-mail, and publicly announced on competition official website.

Statement:
Please make sure that the contents you fill in the table are true, and you agree with the statement as below: The organizing committee has the right to refuse to accept the works which will be considered morally, politically or religiously offensive.
The entrants must undertake corresponding responsibility. The entrants should ensure the organizer against being involved in any copyright or other intellective right dispute for using the works. The organizer reserves the right to exhibit, and publish (including digitally publish) all the works.

FAQ:
Q: Do you offer a cash prize?
A: We do not offer a cash prize.
The award-winning works will be published on the annual of Hii Typography, assuring important exposure to the creators of those outstanding works.

Q: Can I submit one project into multiple categories?
A: Yes, please just make sure to submit a duplicate entry for each of the categories you are applying for.

Q: Can I submit my work as a series?
A: We don’t accept series. Your work can contain multiple images, but it has to be one piece of work.

Q: How do you want typeface designs presented?
A: Typeface designs should include a complete character set and a sample setting. Please download the Application Guidelines.

Q: Can we submit collective work? Where do we put creative credits?
A: If it’s collective work, you can indicate that in the work description, or add comments about this in the Entry Form downloaded from the website. All we need is the contact information of the person submitting the work along with the name of the design firm or agency. Creative credits will be requested if your works entered into the second round.

Q: What rights do I have if my work is chosen?
A: You retain all rights to your image(s). The organizer reserve the right to exhibit, and publish (including digitally publish) all the works.

Q: When will I know if my entry was chosen?
A: The participators whose works entered the second round will be informed around June 2019. The finalist will have been announced by the end of August 2019 on hiiibrand.com.

Archives:
The 1st Hiii Typography http://www.hiiibrand.com/competition.php?act=compmd&id=1
The 2nd Hiii Typography http://www.hiiibrand.com/competition.php?act=compmd&id=6
The 3rd Hiii Typography http://www.hiiibrand.com/competition.php?act=compmd&id=5
The 4th Hiii Typography http://www.hiiibrand.com/competition.php?act=compmd&id=4
The 5th Hiii Typography http://www.hiiibrand.com/competition.php?act=compmd&id=3
The 6th Hiii Typography http://www.hiiibrand.com/competition.php?act=compmd&id=2
The 7th Hiii Typography http://www.hiiibrand.com/competition.php?act=compmd&id=1

Attachment:
Chinese Typeface Category Design Format (Sheet A – C)
Latin Typeface Category Design Format (Sheet A – C)

Contact:
A) E-mail: ht2018@hiiibrand.com
B) Facebook: http://www.facebook.com/pages/Hiiibrandcom
征集规则

Hihi Typography中英文字体设计大赛，是由Hiibrand (嗨！品牌)主办的面向全球的专业字体设计大赛，自2013年至2016年，已经成功举办四届。时隔两年，第五届Hihi Typography中英文字体设计大赛于2018年8月正式重启！

作为国内在国际性、专业性、先锋性上均走在前列的字体设计大赛，第五届Hihi Typography中英文字体设计大赛组委员会邀请了五位字体设计界的资深专家作为大赛评委，再次面向世界范围的设计公司、工作室、设计师、教师，以及设计专业的学生征集优秀的字体设计作品，旨在借助Hiibrand (嗨！品牌)这一平台，发掘国内外优秀的字体设计力量，褒奖优秀的字体设计作品，促进国内字体设计行业的交流和发展。

经过多年努力，Hihi Typography中英文字体设计大赛已积累了深远的业界认同感与行业影响力，旨在帮助参赛者在字体设计内容与设计行业生涯两个方面都有所收获。本届组委员会将为国内外字体设计爱好者与从业者开辟更广阔的展示舞台与作品商业化渠道，为国内字体设计行业生态的建设做出尝试。无论你是字体设计爱好者，或是成熟的设计师从业者，欢迎参加Hihi Typography中英文字体设计大赛。我们将在专业评审结束后与参赛者进行进一步的版权开发商谈，并在合作伙伴在设计师也可与主办方联系。

主办:
Hiibrand (嗨！品牌)

赞助:
蒙纳字体公司、蓝碧源特纸

支持机构:
国际设计理事会 (ico-D)、国际文字设计协会 (ATypI)、Hihi国际创意联盟 (Hihi)、深圳平面设计协会 (SGDA)、南京平面设计师联盟 (AGDN)、广州平面设计师联盟 (GGDA)、视觉战略设计联盟 (SV)、伊朗平面设计师联盟 (IGDN)、马德里设计师协会 (DIOMAD)、中国设计师沙龙 (CDS)、广州市平面艺术设计协会、平面为王 西安设计师联盟、上海平面设计师联盟、佛山设计师俱乐部、意大利中意设计协会、山西平面设计协会、湖南省文化产业与艺术基金会等。

支持院校:
香港理工大学设计学院、浙江工商大学艺术设计学院、湖南师范大学美术学院、淮南师范大学美术学院、江苏第二师范学院等。

支持媒体:
平面、Design 360°观念与设计、IdN、PRO、Brand、Graphic Design USA、novum、form、Curve、TYPO、CITYCELEBRITY、90+10、Zupi、r+design、Type is Beautiful、视觉ME、视觉同盟、Arting365、Ad110、Ad12、设计青年、亚洲C网、吉田路9号、陆俊毅.设计现场、中国设计品牌中心、中国设计网、标志情报局等。

截止日期:
A) 提交截止日期 2018年11月30日（节省20%参赛费）
B) 常规提交截止日期 2019年3月31日

组别:
A) 专业组 (Professional) 参赛作品必须是2016年至2019年创作的原创作品，不限国家和地区、不限数量，公司、团体或个人均可参赛。
B) 学生组 (Student) 参赛作品必须是2016年至2019年创作的设计作品，不限国家和地区、不限数量。参赛作品必须是研究生、本科生、大中专学生或上述学生在读期间完成的作品。

类别:
A) 英文排版字体 (Latin Typeface) 印刷字体作品必须放置在A4幅面，JPG格式，RGB模式，300dpi。在现有书体或计算机字库基础上做叠加、或灰度填充、变形、阴影等电脑效果处理的作品将不予接受。参赛作品必须符合资格规格。
B) 中文排版字体 (Chinese Typeface) 印刷字体作品必须放置在A4幅面，JPG格式，RGB模式，300dpi。在现有书体或计算机字库基础上做叠加、或灰度填充、变形、阴影等电脑效果处理的作品将不予接受。参赛作品必须符合资格规格。

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B) 中文排版字体 (Chinese Typeface) 印刷字体作品必须放置在A4幅面，JPG格式，RGB模式，300dpi。在现有书体或计算机字库基础上做叠加、或灰度填充、变形、阴影等电脑效果处理的作品将不予接受。参赛作品必须符合资格规格。

参赛用字:
ABCDEFHILJKLMNOPQRSTUVWXYZ

(共75字符)

参赛用字格式:
表A基本版式 (必须用指定的字符列表)
表B排版版式 (建议用指定的字符，也可以替换)
表C自由版式 (作品的最佳展示效果，字符任意)

附件：「英文组排版字体参赛资料」(表A-C)

B) 中文排版字体 (Chinese Typeface) 印刷字体作品必须放置在A4幅面，JPG格式，RGB模式，300dpi。在现有书体或计算机字库基础上做叠加、或灰度填充、变形、阴影等电脑效果处理的作品将不予接受。参赛作品必须符合资格规格。

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附件：「中文组排版字体参赛资料」(表A-C)

C) 字体应用 (Communication)
字体应用必须是接受委托并已经得到实际应用的字体设计方案。一切平面媒体、视频作品或实际作品都将不予接受。包含但不限于书籍、报刊杂志、海报、简历、广告、企业形象、标志、包装、空间、互动设计、网页、动画、影像等一切有关字体和排版的设计作品。参赛作品可以是以拉丁字母为主体，也可以是以汉字为主体的设计作品。请至少提交3张图像，没有上限。
### 征集规则

#### D) 字体实验(Experimental)

可以是任何未被接受或未被实际使用但没有得到实际应用的字体实验作品和字体练习作品，不限字体，不限字体和字体形式。

参选作品可以是论文字体为主体，也可以是汉字为主体的设计作品。字体作品的图像不得超过10张。

- 注：同一种字体可以在不同的类别。

#### 参赛方式

A) 在线提交

参选者需注册并登陆www.hiiibrand.com，通过网站进入提交作品。登录后在该页面点击“上传作品”以进行提交。

上传之前请事先准备好以下内容，将这些上传带近很多便利。

1. 您的登录信息，组委会将通过此邮箱联系您。
2. 提交作品的中英文标题和中英文简明描述。
3. 参加字体类比赛和学生实验的参赛者，提交的每件作品图像均需放置在A4幅面，保存为JPG格式。

B) 常规提交方式

(截至2018年11月30日)

<table>
<thead>
<tr>
<th>类别</th>
<th>专业组</th>
<th>学生组</th>
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<tbody>
<tr>
<td>中英排版字体</td>
<td>100件/件</td>
<td>50件/件</td>
</tr>
<tr>
<td>中英排版字体</td>
<td>100件/件</td>
<td>50件/件</td>
</tr>
<tr>
<td>字体应用</td>
<td>100件/件</td>
<td>50件/件</td>
</tr>
<tr>
<td>字体应用</td>
<td>100件/件</td>
<td>50件/件</td>
</tr>
<tr>
<td>字体设计</td>
<td>100件/件</td>
<td>50件/件</td>
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<td>字体设计</td>
<td>100件/件</td>
<td>50件/件</td>
</tr>
</tbody>
</table>

- 注：所有参赛作品在iiibrand网站上进行，我们将只接受有支持字体的汉字。字体和字体存放在iiibrand网站上。
- 请在提交作品的任何地方出现您的姓名或您的公司名称。

#### 收费

<table>
<thead>
<tr>
<th>项目</th>
<th>收费</th>
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<tbody>
<tr>
<td>基金</td>
<td>专业组</td>
</tr>
<tr>
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<td>100件/件</td>
</tr>
<tr>
<td>字体应用</td>
<td>100件/件</td>
</tr>
<tr>
<td>字体设计</td>
<td>100件/件</td>
</tr>
</tbody>
</table>

- 注：所有支付需通过iiibrand网站在线完成，我们只接受支持字体的汉字。

### 组织奖

#### 优秀组织奖名单

<table>
<thead>
<tr>
<th>专业组</th>
<th>学生组</th>
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</thead>
<tbody>
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<td>优秀组织奖</td>
<td>5</td>
</tr>
<tr>
<td>优秀指导教师</td>
<td>10</td>
</tr>
</tbody>
</table>

#### 声明

主办单位有权拒收任何不符合要求的作品，所有参赛作品必须是原创作品

#### 案例

第四届中英文字体设计大赛


#### 附件

* 英文中英文字体参赛样张(表A-C)
* 中文中英文字体参赛样张(表1-4)

#### 问题咨询

A) 官网：www.hiiibrand.com
B) QQ：2131156818
C) 邮箱：hiiibrand@163.com
D) 微信：weibo@hiiibrand.com

#### 2019年10月组委会将公布获奖名单。（此条）

#### 2018年8月组委会公布入围名单。（此条）
Hiisi Typography Design Competition

Latin Typeface
Chinese Typeface
Communication
Experimental

The Hiisi Typography International Typography Design Competition, an international, professional and pioneering competition at the forefront of typography, is sponsored by Hiisibrand Inc.

LATIN & CHINESE TYPOGRAPHY
绿槐高柳咽新蝉，薰风初入弦。
碧纱窗下洗沉烟，棋声惊昼眠。
微雨过小荷翻，榴花开欲然。
盆纤手弄清泉，琼珠碎却圆。
绿槐高柳咽新蝉，薰风初入弦。碧纱窗下沈檀。
沉烟袅，轻声惊昼眠。微雨过，小荷翻，梅熟
开频然。玉纤纤手弄清音，琐碎碎词圈。

初入弦。碧纱窗下沈沉。