Footnote

OO

An occasional newsletter from Jeremy Tankard Typography

Introducing Footnote

The idea of an occasional newsletter came to me due to the availability of the internet. As well as giving details of products, I feel that the web can also be used as a valuable means of giving news, to inform and to explain any new developments. In fact, to deal with views and update information in a form that is not normally dealt with via the web.

Welcome therefore to 'Footnote', an occasional newsletter in which I will not only give you up-to-date news of my own products but will also attempt to pass on new ideas and changes which I come across in my work as a designer. I would also ask you to drop me a note regarding any queries you may have on the subject of digitally created type especially when operating any of my fonts. I will try to pass on any details of software changes that affect type design and the way you use it.

One of the first things I wish to talk about is the release of my latest typeface, which I have called Aspect. It is a sans serif design, which I am quite excited about as it uses new technology; it also looks well when set normally, but really comes to life when in the hands of the creative typographer with the use of the many optional ligatures and swashes.

Information regarding Aspect has already been sent to my existing customers with a printed booklet, so for those who have not had a copy of the new booklet, you may wish to visit my web site to find out more. The text of the letter is given below;
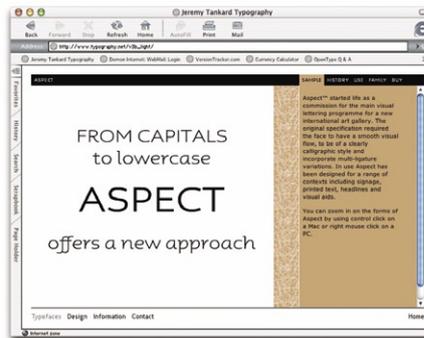
Aspect

a new typeface from Jeremy Tankard

My latest design is called Aspect; I hope that you will find it visually interesting and that little bit different when used with all the ligature and swash variations. It is a digitised face that includes all the latest technology to give you full cross platform compatibility.

The new typeface joins the growing list of award winning designs that I have developed over the past nine years; it is a sans serif, vertical script design, with a constant line weight.

Aspect has been designed using OpenType technology, allowing the same font to be used across existing systems, from Mac OS 8.6 and Windows 95 to their very latest versions.

OpenType not only enables Aspect to be fully cross platform compatible, but also allows a wide range of extra characters to be used in each font. There are in fact over two hundred additional characters, including many ligatures and special forms across each font weight, adding up to a superb typeface offering a wide range of creativity when in use.

Why not take a closer look at Aspect on the web site at **www.typography.net** – it can really make typesetting fun again!
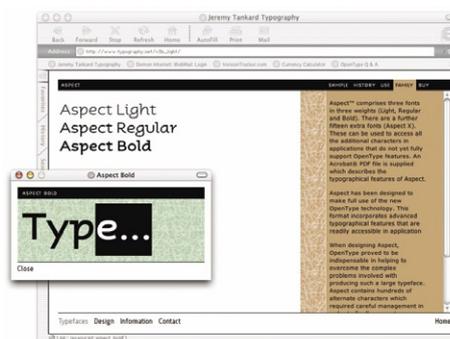

Designers, who are not currently using applications that support OpenType features, can use my built-in features that give the new typeface the ability to make full use of its potential through the additional Aspect X fonts.

In Conclusion

I look forward to producing future issues of Footnote; I hope that they will prove to be informative and at least interesting if not riveting! Please remember that they will not be that regular and will be written when I have both the time and a suitable amount of news for you.

The web site is in the process of being updated and includes among the additional features a section called 'Information', which at present covers notes on the company, recent award news, minimum specifications for some of the fonts and an area for links accessing various items of interest.
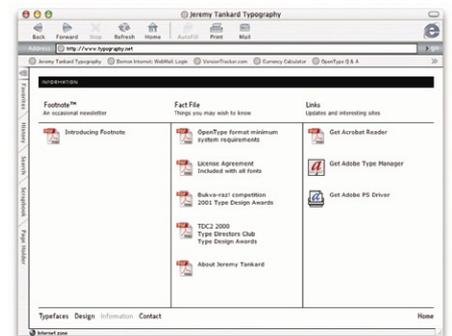
In the meantime, however, if there are any problems that you may have regarding any of my products, drop me an **Email** and I will do my best to answer it.