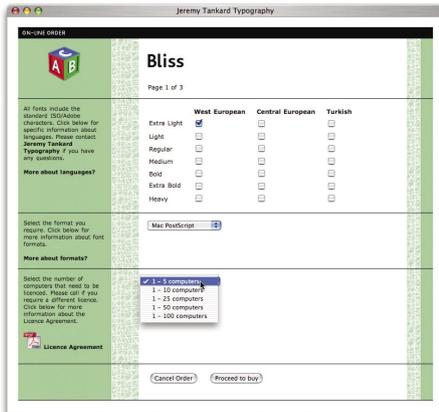


## New purchasing system

We have now added E-commerce to the website for type purchasing. After many months work designing and developing the new system it is now in full working order! However, if you have any comments regarding any improvements you think should be carried out, please drop me a note. I would be pleased to hear from you.



E-commerce therefore now becomes the main way of purchasing my designs. Purchasing via E-commerce means that I have more time to do what I do best and leave a lot of the day-to-day humdrum work to the technology. Let me know what you think of the system so far, anything can be improved.

## Change of address

Since the last newsletter, Jeremy Tankard Typography has moved to Lincoln. The



reason for this is simply so that I can concentrate on my design work in an environment which releases me of up to four hours travelling every day! Nothing else is really affected as we are all easily contacted by today's intelligent communications. Go to my Website and see my new address, phone number, fax and E-commerce details.

My new premises are in fact an old fire station joined to what was a police station, built over a hundred years ago, to serve the 'up-hill' area of Lincoln, the historic part of the city surrounding the Cathedral and Castle.



## New name?

With a new address comes a new name! Have you noticed that our heading now includes 'Ltd'? This now means that I am once again an employed person.

## Typefaces at work and play

**1** A recent typeface commission by Elmwood Design Ltd, of Leeds, was to supply a new logo and an original 'all caps' font, to be used by the Football Association as a means of bringing together the various brand names for the whole of the FA. Examples of this can be seen on the FA website – [www.thefa.com](http://www.thefa.com).

# The FA

**2** Our typefaces are now in regular use by designers working for graphics, book design and magazines. For example 'Country Living' now use Shaker and Enigma for general body setting and Bliss has been in use for general setting in Emaps 'Country Walking'. The Sunday

Observer colour supplement has used Enigma for over two years!



**3** Turner Duckworth Design won a Design Week award for the packaging of 'Canpull' by Boa Housewares; this featured a logotype designed whilst working closely with a Turner Duckworth packaging designer.

**4** The latest typeface to come on market from Jeremy Tankard is Aspect. A digitised face that includes all the latest technology to give you full cross platform compatibility. Aspect, designed using OpenType, is a sans serif, vertical script with a constant line weight. Take a closer look at [www.typography.net](http://www.typography.net) and make typesetting fun! In the next Footnote we will be giving the full story of how and why Aspect was created for a new art gallery at Christchurch, New Zealand, great stuff and interesting reading.

## Mac OS 10 now accepted

We have been using OS 10 since the end of 2001 and many of the problems with font handling have been progressively eliminated.



