Peel Hunt

Gilmar Wendt & Company redesigned the corporate identity for Peel Hunt, an independent broking and advisory company. Central to the identity is the typographic expression of 'joined-up broking'. An all capital typeface was designed and delivered in several variations.

The core typeface is composed of two parts. These two parts work together to produce a dual colour letterform. This is the main typeface that Peel Hunt use across their identity.

There are also two inline versions one for large use, the other for small use. The set is completed with a standard, solid version.

The visual nature of the typeface allowed for several of the characters to be designed in a more stylised manner. This resulted in some interesting forms being created and added to the character set.
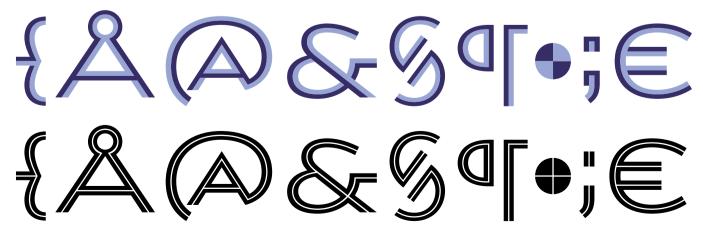
A user guide was supplied detailing how to use the fonts in various applications.

Typeface in use

Fonts on Mac OS X 10.7 (Lion)
Some notes that may help with the recent changes to how fonts are handled on the Mac operating system.
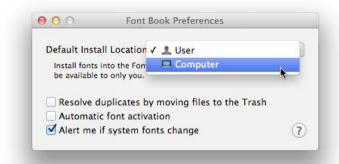
1. The User Library
For those using Mac OS 10.7 (Lion) you may have noticed that the ~User/Library folder is now invisible. Typically this may have been the location that you put your fonts.
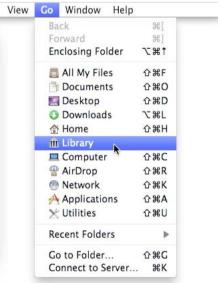
2. Font Book
When you double click on a font file a preview window is displayed. The button at the bottom of the preview window asks if you wish to install the font. Clicking on this will install the font file to the ~User/Library folder (the invisible one). This is the default font install location for Font Book and it can be changed.

3. Font install location
To change the font install location select Font Book/Preferences and change the 'Default Install Location' to 'Computer'. However, you may not wish to do this as this will make the fonts available to all users that login in to that specific computer.
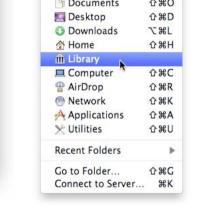
4. Making the Library visible
If you wish to leave your fonts in the ~User/Library folder but you wish to be able to access them. You can make the Library folder temporarily visible and accessible by selecting Finder/Go with the 'alt' key held down.

5. Go to the Library folder
Another way to select the Library folder is via Finder/Go/Go to Folder and enter '~/Library'.