



Pembroke

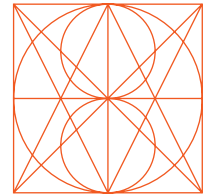
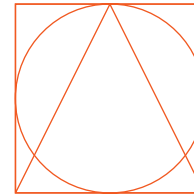
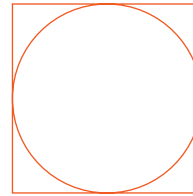
**Pembroke** / British geometric

a 16 font typeface

## Pembroke

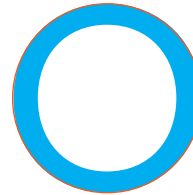
A simple block sans designed in a geometric style. Yet, the DNA of Pembroke remains very much grounded in British typographic history. It freely breaks its geometrical constraints as it develops themes more associated with a British sensibility, bringing a warmer and more idiosyncratic rationale to its simple structure.

The lettershapes of Caslon Old Face underpin those of Pembroke. The geometry of Caslon Old Face is very ordered. Generally, the capitals conform to a square proportion, the M is a square, the O is a circle, the A is a triangle. This order is continued to the lowercase where the rounded letters conform to a circle. Yet the lowercase straight letters are more condensed in feel, offering a lively rhythm when set.



The basic geometric shapes of square, circle and triangle in relation to each other

The full geometric framework used in the design of Pembroke



Pembroke Regular with the basic geometric shapes

## Weights

Pembroke has a wide range of weights; from Hair to Ultra. With crisp clean lines to enhance any design it was created to bridge the gap between the cooler geometric sans and the softer humanist sans styles.

Hair

ExtraLight

Light

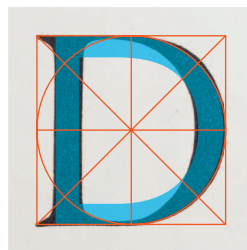
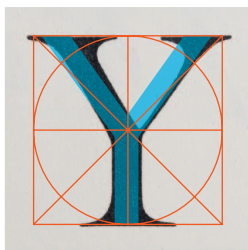
Regular

Medium

Bold

ExtraBold

Ultra



Images of Caslon Old Face shown with geometric grid and Pembroke



Pembroke limited edition sample

## Special limited edition sample

To accompany the introduction of Pembroke, a special collector's sample pack is available to order at [typography.net](http://typography.net). This has been produced in an edition of 250 numbered copies and includes a booklet about the design of Pembroke as well as contributions from the following designers:

<http://darencookdesign.com>

<http://either.co.uk>

<http://hazelbrands.com>

<http://henrikedreier.com>

<http://lewishallamdesign.com>