



A check list of our type samples

This issue of Footnote comprises a complete list of all the printed type samples produced by Jeremy Tankard Typography from 1998 to 2014 – from Bliss to Pembroke. It shows how our interpretation of the printed sample has changed and continues to change. There have been 23 samples produced which, by happy chance, is also the number of this Footnote.

The design of a typeface doesn't stop with the production of fonts. It continues into the sample where it flaunts itself to those that would care to look on. The samples are grouped as follows;

- 1 DL set (4)
- 2 Fontworks set (3)
- 3 A5 set (5)
- 4 TypeBooks (2)
- 5 Colour set (8)
- 6 Numbered limited editions (1)



The patterned backs of some of the samples

A core part of the company's visual language has always been the use of a pattern. The patterns were developed as a font in order to save processing time and file size. They were printed on the back of A4 paper used for various company templates. It was an obvious element to include as part of a printed sample.



1 This sample for Bliss was the first one produced

The DL set

The first samples were an A2 sheet folded to DL. They are printed black on one side and a single colour on the other. Initially it was decided to number the typefaces – the samples bear the typeface release number. Bliss was the first and is numbered 01, the next was Alchemy 02, then The Shire Types 03 and Enigma 04. The styling of the covers is simple and shows the typeface name printed large vertically.



1 2 3 4

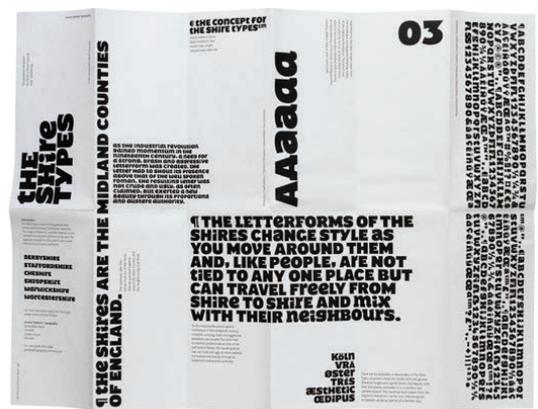
- 1 1998 Bliss [01]
paper: uncoated
colour: black & pale green (initial JTT colour)
- 2 1998 Alchemy [02]
paper: gloss
colour: black & gold
- 3 1998 The Shire Types [03]
paper: uncoated poster paper
colour: black & blue
- 4 1999 Enigma [04]
paper: gloss
colour: black & purple



2 Alchemy DL sample



5 Alchemy sample for Fontworks UK



3 The Shire Types DL sample



6 The Shire Types sample for Fontworks UK



4 Enigma DL sample



7 Enigma sample for Fontworks UK

The Fontworks set

Together with the DL set, three posters were designed for Fontworks UK – the world's first digital online font shop. These posters measure 544mm x 410mm and fold down to fit the Font Box available from Fontworks UK.

- 5 1998 Alchemy
paper: coated
colour: black, Silver & orange with magenta pattern on the reverse
- 6 1998 The Shire Types
paper: coated
colour: black, cream & orange with blue pattern on the reverse
- 7 1999 Enigma
paper: coated
colour: black, buff & orange with purple pattern on the reverse



5



6



7

The A5 set

With the release of Shaker in 2000, the sample format changed from a folded A2 sheet to an A5 booklet. The styling expanded on the DL samples but retained the white cover with a large vertical typeface name.

8 2000 Shaker [05]

*paper: matt coated, 16 pages
colour: black & turquoise
(gloss was added to the black and matt white to the turquoise.)*

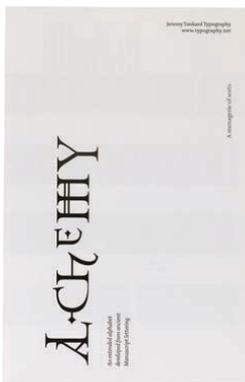


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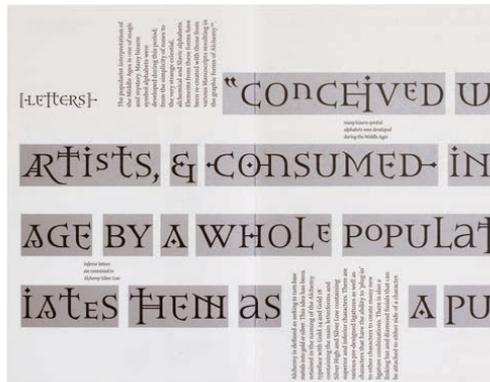


9 2001 Alchemy [02]

*paper: matt coated, 8 page concertina
colour: black & silver (magenta added)*



9



10 2001 The Shire Types [03]

*paper: matt coated, 8 page concertina
colour: black & blue*



10



11 2001 Bliss [06]

*paper: matt coated & coloured
uncoated, 32 pages
colour: black & khaki*



11



The final sample in this set was for Aspect, our first typeface developed in the OpenType format. This sample made use of a centred vertical bar on its white cover. The text included more detailed information on the design of the typeface (something that was to develop in future samples) together with an introduction to the typographic features of OpenType.

12 2002 Aspect [07]

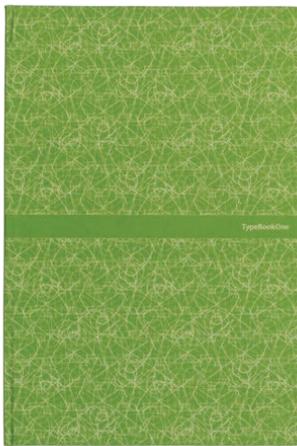
paper : matt coated, 16 pages

colour : black (gloss added) & brown



12





13 TypeBookOne



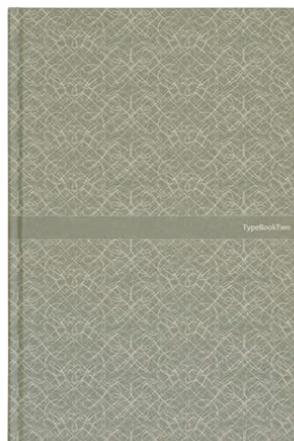
The TypeBooks

During 2003 the typefaces were expanded and developed for the OpenType format. To mark this major update a small book was produced listing all the typefaces. TypeBookOne was inspired by the size and format of the [King Penguin](#) series of books. Fixed at 80 pages and printed four colour it gave room for two short essays, the inclusion of which makes the book something more than a representation of types. The design was kept quite traditional and moved away from the styling of the individual samples. The inclusion of development sketches appeared for the first time and the character set was organised into a simple, coherent layout.

13 2004 TypeBookOne, 80 pages
paper : uncoated hardback book
colour : green cover, CMYK stochastic

Aspect was expanded in 2006 and The Shire Types in 2008. This allowed their character sets to match the language support of our other types. Instead of producing individual samples for these it seemed more prudent to issue TypeBookTwo. The design of this book was much freer than TypeBookOne and included two excellent texts by Neil Macmillan and Jan Middendorp.

14 2008 TypeBookTwo, 80 pages
paper : uncoated hardback book
colour : grey cover, CMYK



14 TypeBookTwo





Gate fold cover for the Kingfisher sample

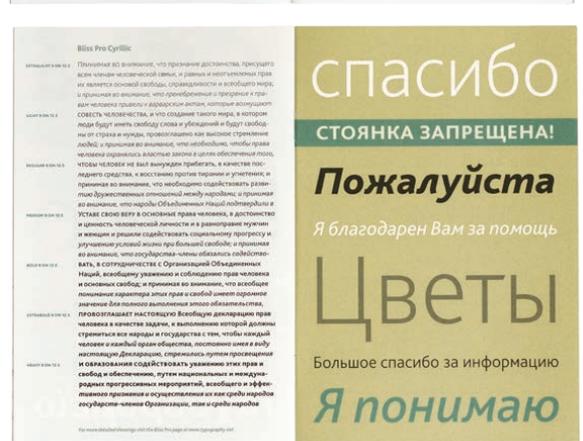
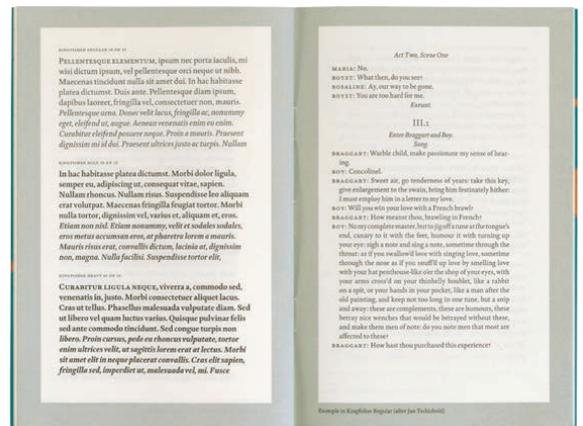
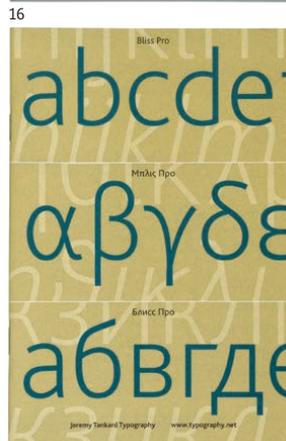
The colour set

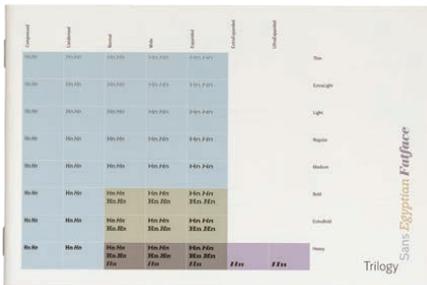
The dimensions of TypeBookOne (186mm × 124mm) provided the size for a new set of samples. As well as dropping the use of a typeface issue number, these samples broke completely from the previous styling. They are more colourful and expressive. The general idea was to expand the initial text about the design of the typeface, include a 'further reading' list and show examples of use based on original items. Following the issue of TypeBookTwo in 2008, the individual samples continued with Trilogy. Redisturbed was the last sample to place the typeface name on its colourful cover. Increasingly it became our intention, through the use of different papers, special colours and print technologies, to make the printed sample more tactile and desirable than its PDF version.

15 2005 Kingfisher
paper: uncoated, 32 pages
colour: black plus two specials

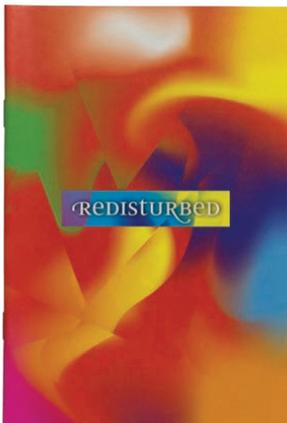
16 2006 Wayfarer
paper: uncoated, 16 pages
colour: black plus two specials

17 2006 Bliss Pro
paper: uncoated, 16 pages
colour: black plus two specials

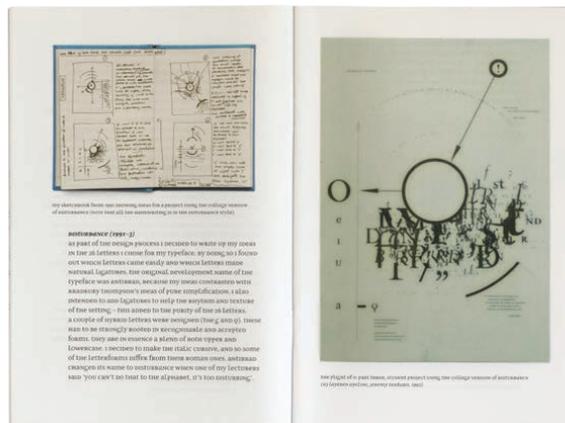




18



19

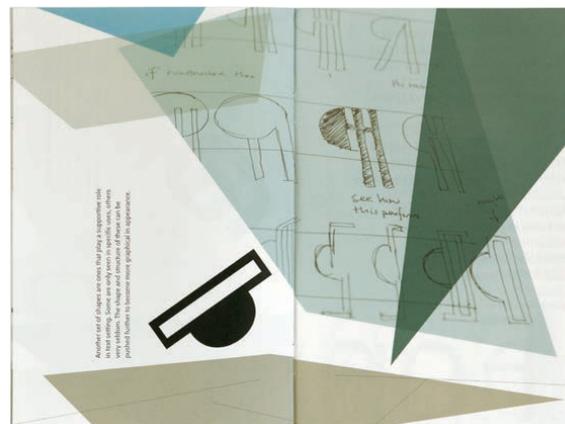


18 2009 Trilogy
paper : matt coated and gloss, 32 pages
colour : CMYK & silver

19 2010 Redisturbed
paper : satin coated, 32 pages
colour : CMYK



20



Both the Fenland and Capline samples move away from design rhetoric, focusing more on visual play to show the typefaces. The PDF samples available on the website are reduced versions of the printed ones.

20 2012 Fenland
paper : matt coated, 32 pages
colour : CMYK plus special, stochastic

21 2013 Capline
paper : matt coated, 10 page concertina
colour : black & silver



21

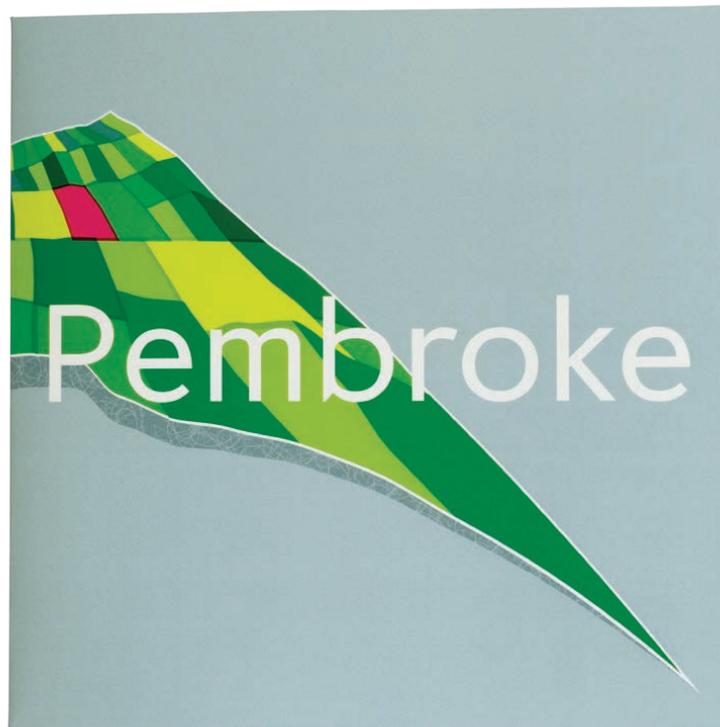
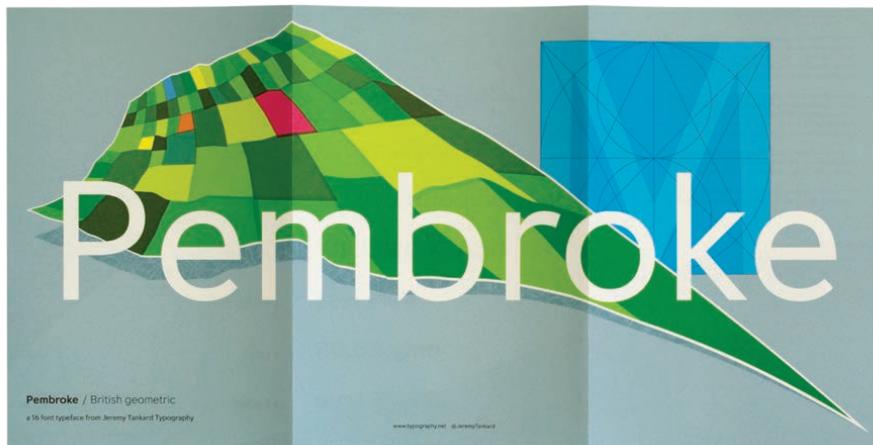




22

This brief overview for Pembroke introduces the typeface and the limited edition sample.

- 22** 2014 Pembroke
paper : matt coated, 6 page gate fold
colour : CMYK stochastic



23

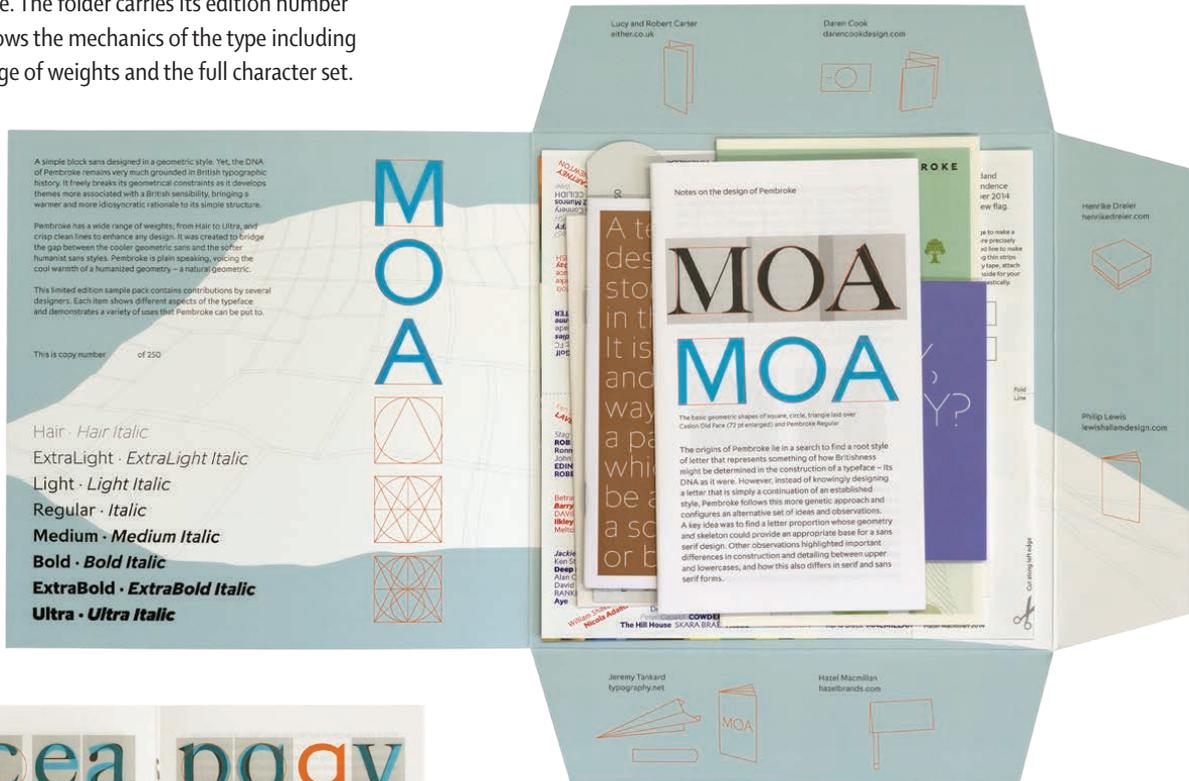
Numbered limited editions

Now we are embarking on a new set of highly collectable and desirable limited edition samples. The intention and hope is that they continue to inspire not only designers, but anyone interested and intrigued in type. These will be designed to augment the digital samples available online and offer a more tangible and evocative showing of the typeface. The following pages illustrate the items included in the Pembroke sample pack. Copies are available to buy online at typography.net.

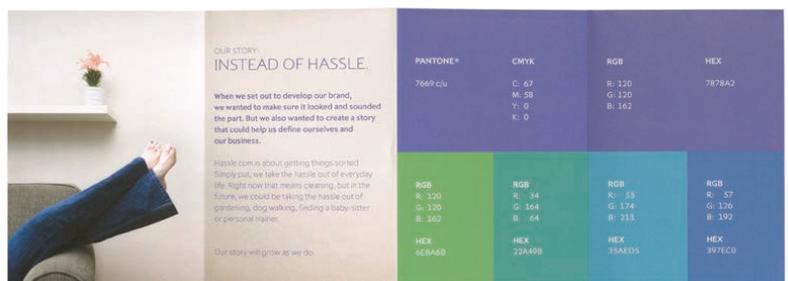
- 23** 2014 Pembroke limited edition
250 numbered copies
paper : various
colour : CMYK indigo

The Pembroke limited edition sample

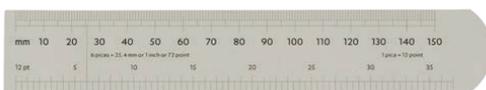
The pack contains several items that make use of the various weights and details of the typeface. The folder carries its edition number and shows the mechanics of the type including the range of weights and the full character set.



Page spread from the booklet
Notes on the design of Pembroke
design by Jeremy Tankard



A corporate application for Hassle
design by Daren Cook



A 150 mm ruler
design by Jeremy Tankard



A diagrammatic display of camera lens information
design by Daren Cook

