



Eurostar Track letters alongside Aspect



Aspect, Pembroke and Eurostar Track in use

## Eurostar

Speeding over the countryside and under the channel aboard a Eurostar train to Brussels, was a relaxing and fantastically easy experience. This recent journey was made more exciting as it offered the opportunity to see how our typefaces are continuing to function across the Eurostar brand. We've been involved with Eurostar since early 2005 when *Aspect* was specified by design agency GBH ([gbh.london](http://gbh.london)). Their rebrand made use of *Aspect*'s flowing details and occasional swash letters which have remained core to Eurostar's visual identity. GBH also commissioned a Heavy version to expand the weight range across the identity.

Following several tests with the inhouse team at Eurostar, *Pembroke* was added to the brand in 2015. Also at this time, Eurostar was using a third type, a decorative headline based on the idea of rail tracks originally created by Tim Williams. We were asked to suggest ways to improve and extend this concept, and at the same time, solve a few technical and design related issues. See more of our work for the Eurostar Track font at [StudioType.com](http://StudioType.com).



Development sketches for Eurostar Track



Safety leaflet using Aspect and Pembroke

CORE DESTINATIONS							
TIMETABLE   11 DECEMBER 2016 - 27 MAY 2017							
LONDON > PARIS							
on	Tue	Wed	Thur	Fri	Sat	Sun	
	✓	✓	✓	✓	✓	✓	LONDON St Pancras Intl
	✓	✓	✓	✓	✓	✓	EBBSFLEET International
	✓	✓	✓	✓	✓	✓	ASHFORD International
	✓	✓	✓	✓	✓	✓	PARIS Gare du Nord
	✓	✓	✓	✓	✓	✓	05:40 05:58 06:24 09:37
	✓	✓	✓	✓	✓	✓	06:18 -- 06:55 09:47
	✓	✓	✓	✓	✓	✓	07:01 -- 10:17
	✓	✓	✓	✓	✓	✓	07:55 08:12 11:17
	✓	✓	✓	✓	✓	✓	08:19 08:38 11:47
	✓	✓	✓	✓	✓	✓	08:31 -- 11:47
	✓	✓	✓	✓	✓	✓	08:31 -- 11:47
	✓	✓	✓	✓	✓	✓	09:24 09:41 12:47

Timetable



The Eurostar magazine



In carriage display showing Pembroke

# Footnote 29

November 2018

## A couple of exceptional uses

It's a joy to see how others use our types and every so often we come across some really beautiful applications. It's interesting to note that in the two uses we show, *Pembroke* is used for a book, and *Kingfisher* for an identity. Perfectly acceptable and both work exceptionally well, though their original design intentions were the other way around.

*Pembroke* was used for *In search of stillness*, a limited edition artist's book. The publication comprises two volumes; a hardback full-colour book illustrating Sally McLaren's life works with an essay by Mel Gooding. The smaller softback book contains a biographical dialogue between the artist and the paper and prints expert Silvie Turner. Designed by Lucy or Robert, [either.co.uk](http://either.co.uk).

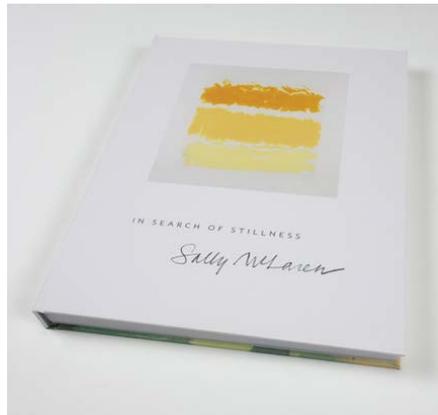
[fontsinuse.com/uses/23173/in-search-of-stillness-sally-mclaren](http://fontsinuse.com/uses/23173/in-search-of-stillness-sally-mclaren)

*Studio Sutherland* have put *Kingfisher* to full use across their identity work for St Albans Museum + Gallery. The restored Georgian Town Hall provides the perfect backdrop for *Kingfisher*. The type can be seen throughout printed items, exhibition panels and signage, imparting a quiet elegance and authority.

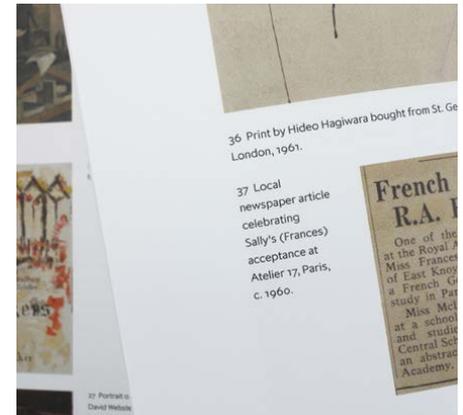
[fontsinuse.com/uses/23171/st-albans-museum-gallery](http://fontsinuse.com/uses/23171/st-albans-museum-gallery)



Pembroke caps used on the spine of Sally McLaren's publication



Hardback book cover



Detail showing Pembroke in caption use



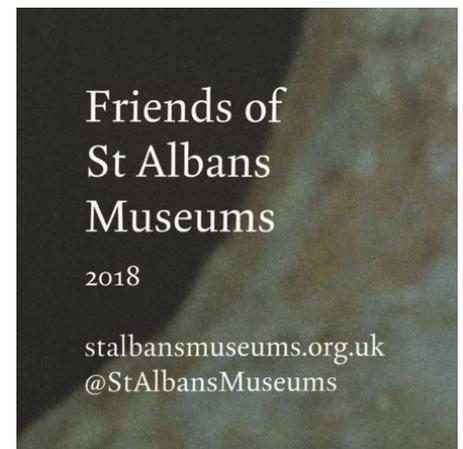
Large Kingfisher box letters above the entrance



Signage detail



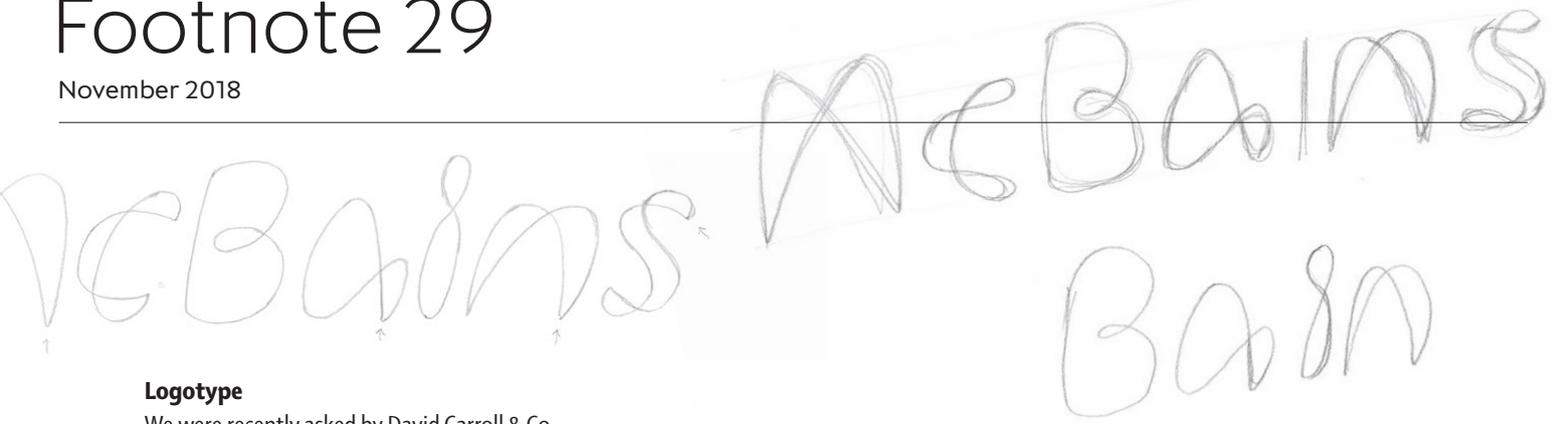
Printed brochures



Detail of Kingfisher in use

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## Logotype

We were recently asked by David Carroll & Co ([davidcarrollandco.com](http://davidcarrollandco.com)) to work with them to develop and refine the logotype for the property and construction consultancy, McBains. After exploring a variety of options, a letter style was developed that balances and continues the dynamic, flowing idea of the 'M'. See more at [mcbains.co.uk](http://mcbains.co.uk).

**McBains**



Hello leaflet



De Worde specimen

## Publications

We've improved the presentation of our publications at [typography.net](http://typography.net). Multiple large images give a more thorough insight to the size and contents of each one. Take a closer look at all of them at [typography.net/publications](http://typography.net/publications)