

# Footnote 41

November 2022

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Shire Types Derbyshire

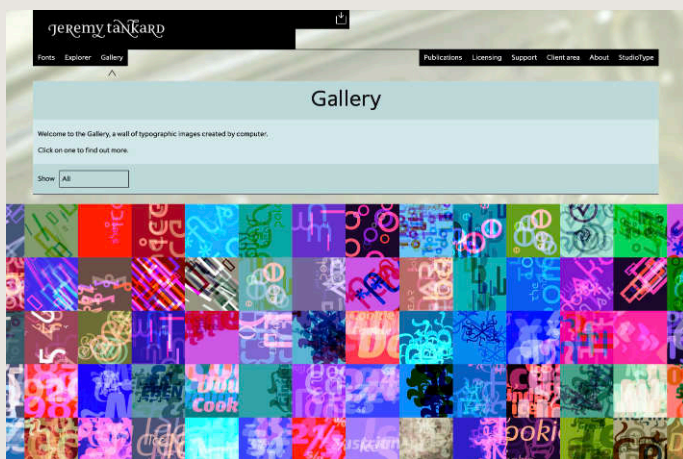
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## What's new?

A couple of things have appeared at typography.net. First up are postcards. We've printed several of the Gallery images and made them available in four different packs. The second is that we've finally added the AW Inuit font to the type library.

## Gallery postcards



The Gallery at typography.net

Back in late 2019 we launched the Gallery as a way to show our typefaces in a more visual and artistic way. The images on the gallery wall are freely generated by the computer; derived from a script that randomises the colour palette, character size and position. More about how the images are made and the inspiration behind the idea can be read in [Footnote 32](#).

## AW Inuit



Inuit launch material designed by Blast Design Ltd, 2006

A little further back, in 2006, the design company [Blast](#) commissioned the AW Inuit typeface to feature as part of the launch branding for a new premium offset paper. The paper, developed by Arjowiggins was called Inuit, and the display type created was based on [Inuktitut syllabics](#).



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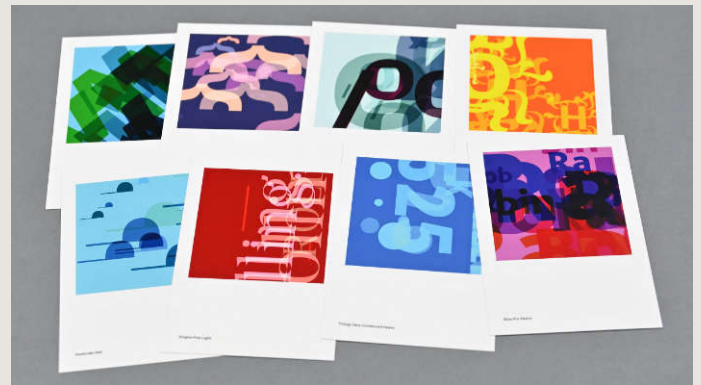
Postcard Pack 1



Postcard Pack 2



Postcard Pack 3



Postcard Pack 4



The back of a card from Pack 2



Pembroke Ultra from Pack 1

Capline Regular from Pack 3

## Postcards

The Gallery images are created by computer for on-screen viewing. Seeing them now as physical items standing on a shelf or held in the hand, brings a new and different quality to them. It's usually a physical thing which is later reproduced as an image, but with these pictures it's the other way around – the intangible digital image has now become physical.

All the cards are portrait and carry the name of the font used to generate the image. Our printers have done a fantastic job, each image is beautifully reproduced on 300gsm Invacote G with colours as close as possible to the original RGB images. Printing is not the same as screen and where the intensity of RGB falls away due to CMYK production, the images instead gain a new aesthetic which is just as mesmeric.

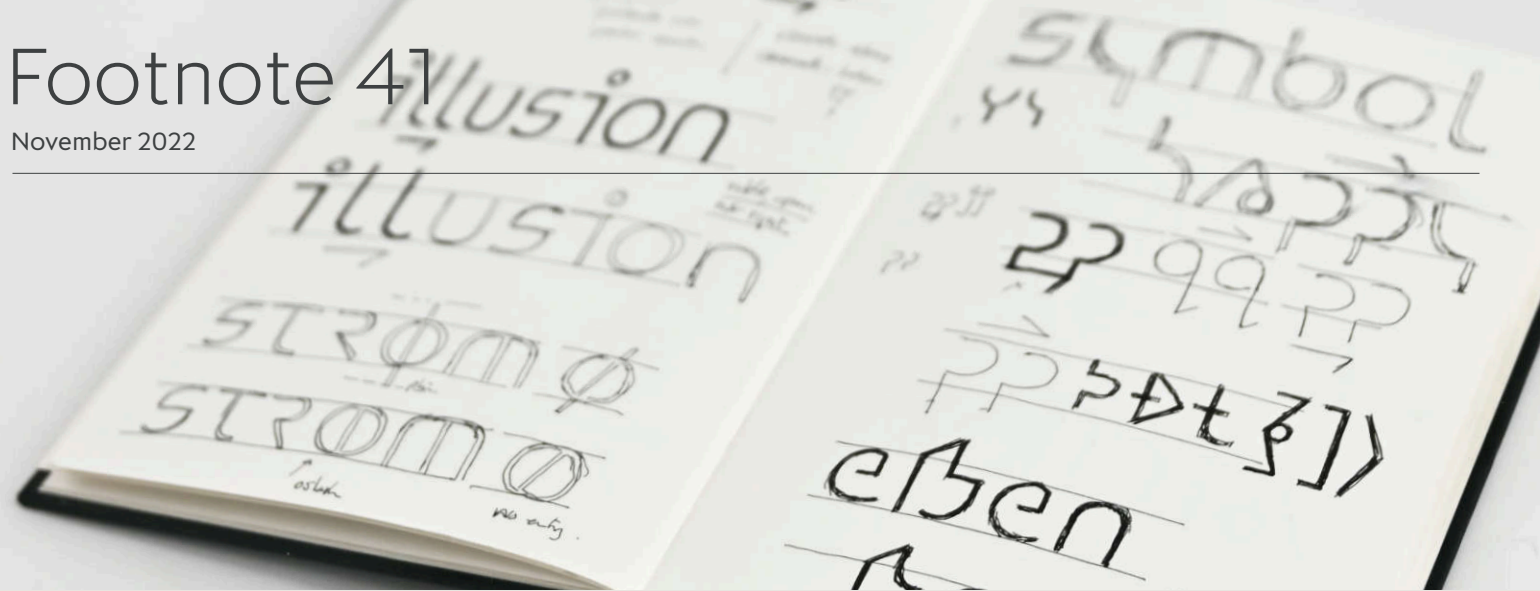
Each pack contains 8 cards and are perfect for bookmarks, notes, standing on a shelf or even posting (though you may prefer to just keep them).

All available online at [typography.net](https://typography.net).



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Sketchbook

## AW Inuit

Work started on the development of this typeface at the end of 2005. Key to the launch campaign for a new paper, the team at [Blast](#) proposed the idea of making a Latin styled typeface based on the Inuktitut syllabics used to represent one of the principal languages of the Inuit peoples of North America.

The Inuktitut syllabary offers a huge amount of visual inspiration but trying to adapt a Latin writing system to the Inuit one isn't that straight forward. Inuktitut uses a set of shapes to represent its syllables; vowel sounds are represented by large shapes, consonants by smaller ones. The visual pattern created by the mix of symbols adds a degree of variety to the textural image. When designing AW Inuit, letter shapes were developed from Inuktitut to visually sit better in the Latin structure; resizing and shaping them helped to create a stronger impression of ascender and descender which in turn made them more alphabetical allowing them to function for their intended use. An overview of the design development can be read at [studiotype.com](#) and in [Footnote 05](#).

Download the AW Inuit font at [typography.net](#).



Pages from The story of Inuit, 2006, Blast Design Ltd

