

Pembroke / British geometric

a 16 font typeface from Jeremy Tankard Typography

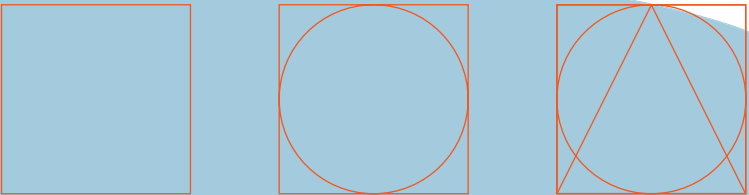
www.typography.net @JeremyTankard

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.

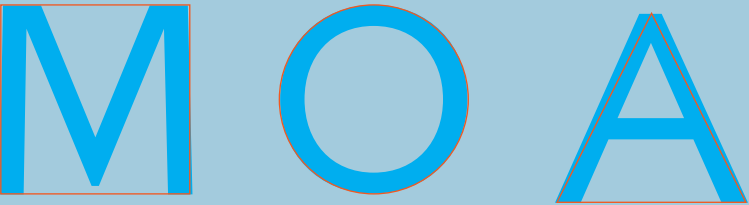
Pembroke has a wide range of weights; from Hair to Ultra, and crisp clean lines to enhance any design. It was created to bridge the gap between the cooler geometric sans and the softer humanist sans styles. Pembroke is plain speaking, voicing the cool warmth of a humanized geometry – a natural geometric.

A special collector's sample pack is available to order at typography.net. This has been produced in an edition of 250 copies and includes contributions from several designers.

Further information about Pembroke and the limited edition sample can be found at typography.net and in *Footnote 22*.



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



Pembroke Regular with the basic geometric shapes

#perfectday

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info@typography.net

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