


Aeonik

Type Specimen Book



Mark Bloom +
Joe Leadbeater

A Contemporary
Grotesque Family

Aeonik marks the first collaborative font family by Mark Bloom and Joe Leadbeater.

With Modernist roots but details referencing mechanical early Grotesks, Aeonik positions itself as a Neo-Grotesk with a Geometric skeleton; with proportions that are wider than a typical Grotesk, but narrower than a typical Geometric Sans. Structurally, this creates a fantastic balance for both display and text use. At smaller scale, Aeonik is unobtrusive, maintaining rhythm in weight. An even colour throughout provides correct overall grey value. At display or header sizing, Aeonik's mechanical qualities shine; characterised by perpendicular elongated tails and terminals and round bowls.

Seven broad weights (based on the Pablo distribution) are provided with enough difference in weight to give appropriate hierarchy. Optical adjustments have been made to ensure each weight can sit next to each other.

Aeonik also offers vast character sets across each weight, with all Western European diacritics, Punctuation, Mathematic & Numerics. Opentype features allow multiple subsets, case sensitive forms, contextual alternates, tabular & lining numerals, both proportional and old-style.

Although Italics appear oblique, curves and diagonals have been corrected to ensure weighting stays true to their upright counterparts. Slightly narrower proportions allow the appropriate stress that italics provide within text.

Lasting for an immeasurably or indefinitely long period of time; Aeonik is here to last.

Seven Weights + *Italics*

Air *Italic*

Thin *Italic*

Light *Italic*

Regular *Italic*

Medium *Italic*

Bold *Italic*

Black *Italic*

Aeonik Air

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Aeonik Thin

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Aeonik Light

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Aeonik Regular

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Aeonik Medium

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Aeonik Bold

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Aeonik Black

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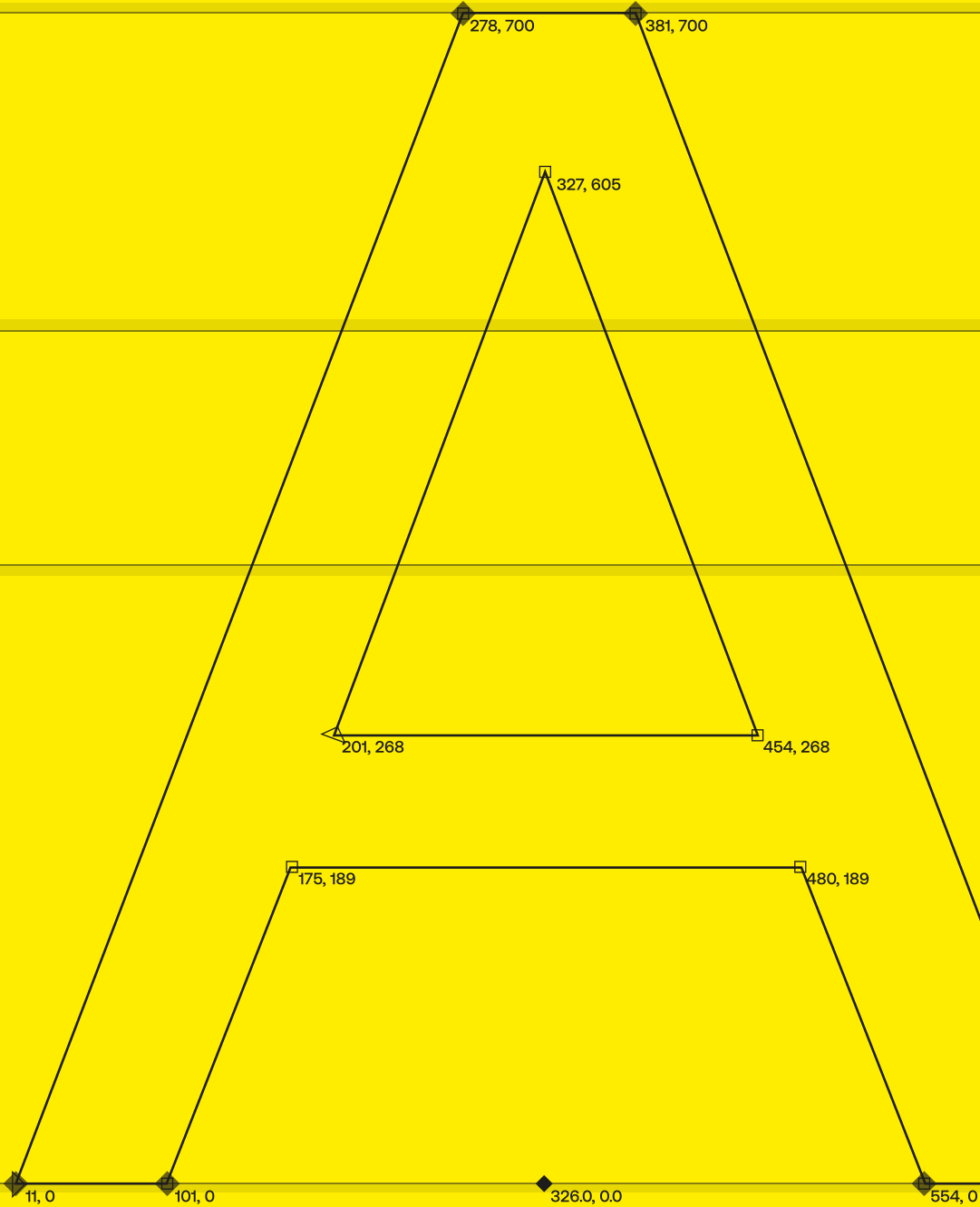
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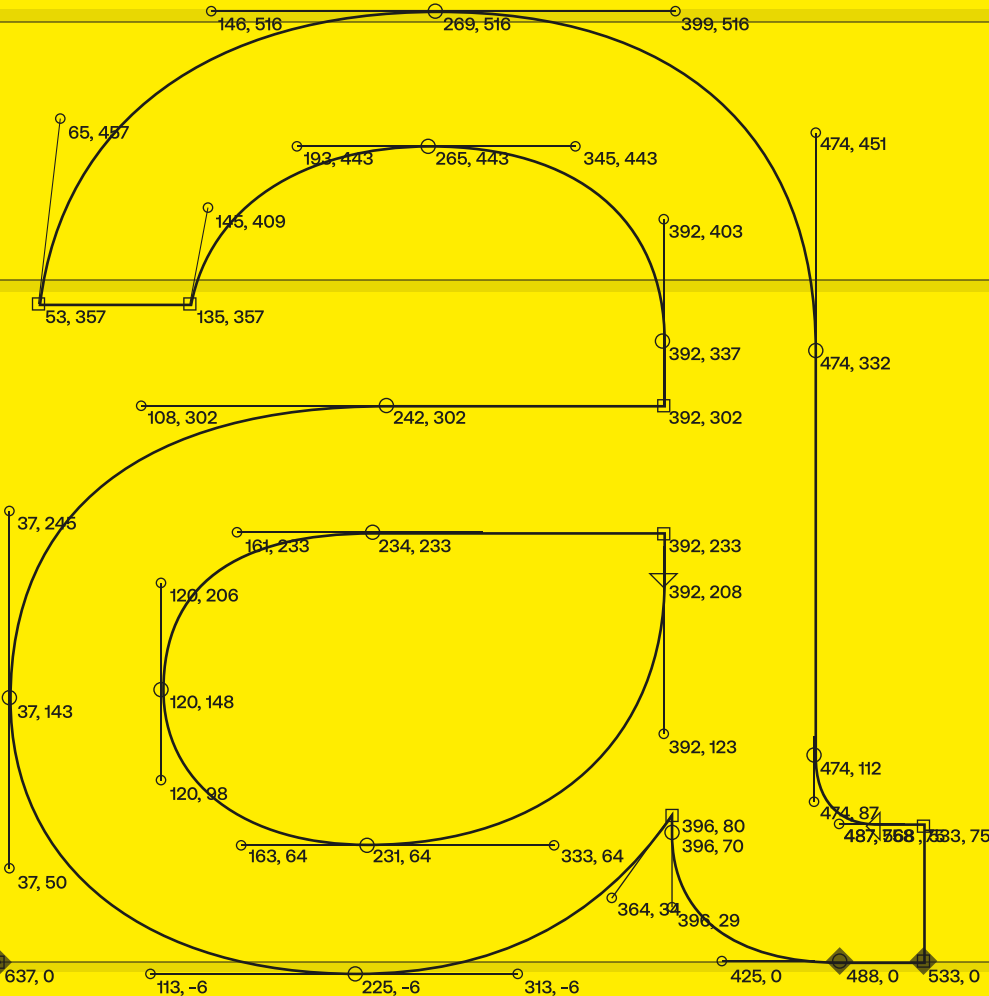
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Jimmy Doolittle
Charles Lindbergh
Louis Blériot
Amelia Earhart
Howard Hughes
Bessie Coleman
Roland Garros

Monolinear

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Aeonik
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30pt
Minimum
Size

Aeonik Air Italic
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Aeonik

Thin

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8pt	Business class is a travel class available on many commercial airlines & rail lines, known by brand names which vary, by airline or rail company. In the airline industry, it was originally intended as an intermediate level of service between economy class and first class, but many airlines now offer business class as the	highest level of service, having eliminated first class seating. Business class is distinguished from other travel classes by the quality of its seating, food, drinks, ground service & other amenities. In commercial aviation, business class is usually denoted 'J' or 'C' but can be many other letters depending on the airline.
10pt	Business class is a travel class available on many commercial airlines & rail lines, known by brand names which vary, by airline or rail company. In the airline industry, it was originally intended as an intermediate level of service between economy class and first class, but many airlines now offer business class as the highest level of service, having eliminated first class seating. Business class is distinguished from other travel classes by the quality of	
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Aeonik Light

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Italic

Aeonik Light Italic
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8pt

Business class is a travel class available on many commercial airlines & rail lines, known by brand names which vary, by airline or rail company. In the airline industry, it was originally intended as an intermediate level of service between economy class and first class, but many airlines now offer business class as the

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16pt

Business class is a travel class available on many commercial airlines & rail lines, known by brand names which vary, by airline or rail company. In the airline intermediate level of service between economy class and first

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Business class is a travel class available on many commercial airlines & rail lines, known by brand names which vary, by airline or rail company. In the airline industry, it was originally intended as an intermediate level of service between economy class and first class, but many airlines now offer business class as the

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16pt

Business class is a travel class available on many commercial airlines & rail lines, known by brand names which vary, by airline or rail company. In the airline intermediate level of service between economy class and first

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Business class is a travel class available on many commercial airlines & rail lines, known by brand names which vary, by airline or rail company. In the airline industry, it was originally intended as an intermediate level of service between economy class and first class, but many airlines now offer

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Business class is a travel class available on many commercial airlines & rail lines, known by brand names which vary, by airline or rail company. In the airline intermediate level of service between economy class and first

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1234567890 & % ({ [£ € \$ ¥ @ #] }) © ®

Italic

Aeonik Bold Italic

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16pt

Business class is a travel class available on many commercial airlines & rail lines, known by brand names which vary, by airline or rail company. In the airline intermediate level of service between economy class and first

Aeonik Black

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Upright**Aeonik Black**

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Italic***Aeonik Black Italic***

*abcdefghijklmnopqrstuvwxyz
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8pt

Business class is a travel class available on many commercial airlines & rail lines, known by brand names which vary, by airline or rail company. In the airline industry, it was originally intended as an intermediate level of service between economy class and first class, but many airlines now offer

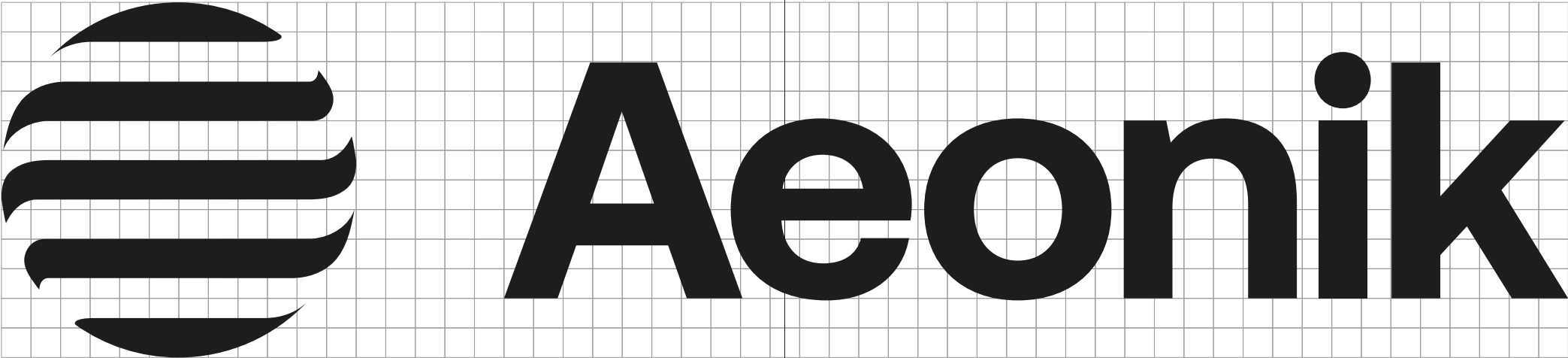
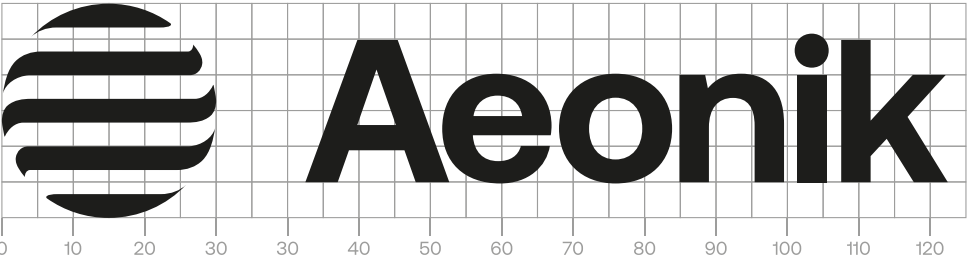
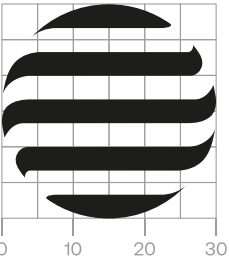
business class as the highest level of service, having eliminated first class seating. Business class is distinguished from other travel classes by the quality of its seating, food, drinks, ground service & other amenities. In commercial aviation, business class is usually denoted 'J' or 'C'

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16pt

Business class is a travel class available on many commercial airlines & rail lines, known by brand names which vary, by airline or rail company. In the airline intermediate level of service between economy class and first



Aeonik White
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Aeonik Grey
Pantone Black (33%)
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Aeonik Yellow
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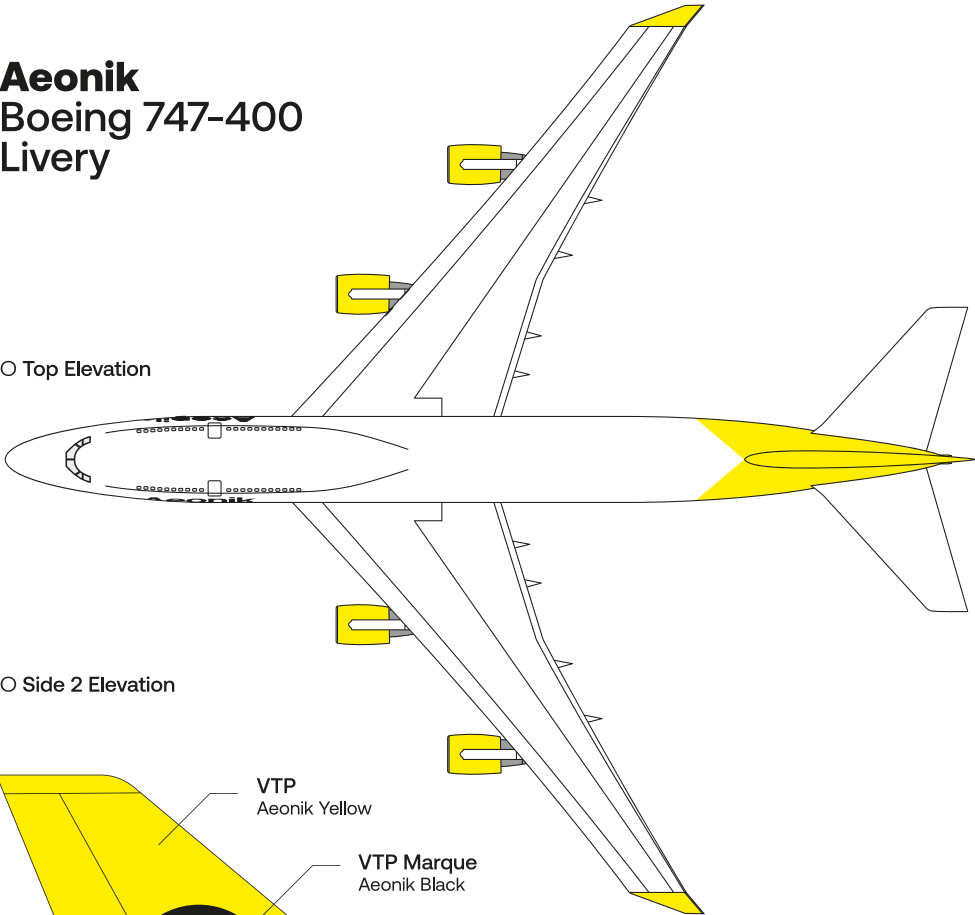
Aeonik Black
Pantone Black U
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12:05	CDG
13:25	BER
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16:45	HKG
17:05	HND
18:55	JFK
19:10	ARL
20:40	SYD

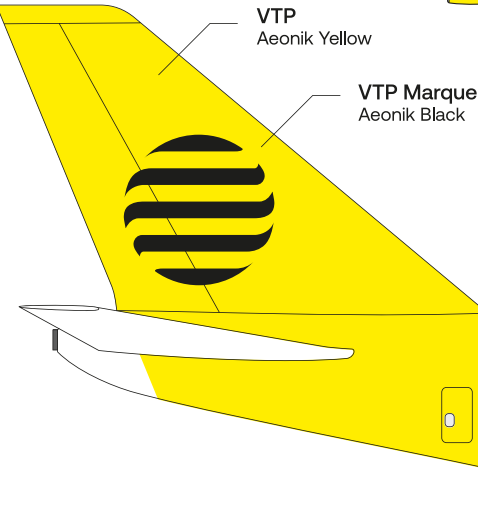
Paris
Berlin
Zurich
London
Hong Kong
Tokyo
New York
Stockholm
Sydney

Aeonik
Boeing 747-400
Livery

○ Top Elevation



○ Side 2 Elevation



VTP
Aeonik Yellow

VTP Marque
Aeonik Black

Wing Tip
Aeonik Yellow

Registration
Aeonik Bold

Engine
Aeonik Grey

Engine
Aeonik Yellow

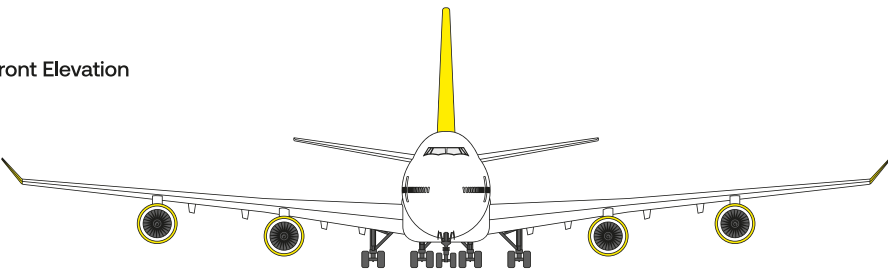
Engine
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Logotype
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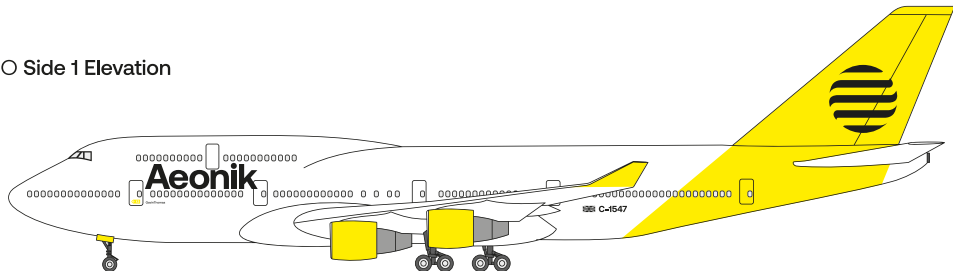
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Aeonik Medium

Landing Gear Flap
Aeonik Yellow

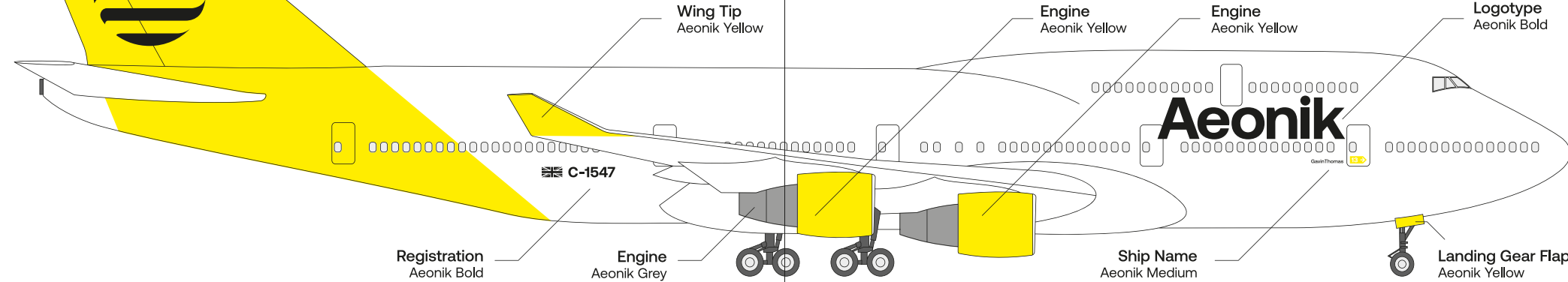
○ Front Elevation



○ Side 1 Elevation



○ Rear Elevation





Aeonik

**Baggage
Drop-off**



**Business Class
Check-in**



**Baggage
Reclaim**



**Arrivals
& Exit**



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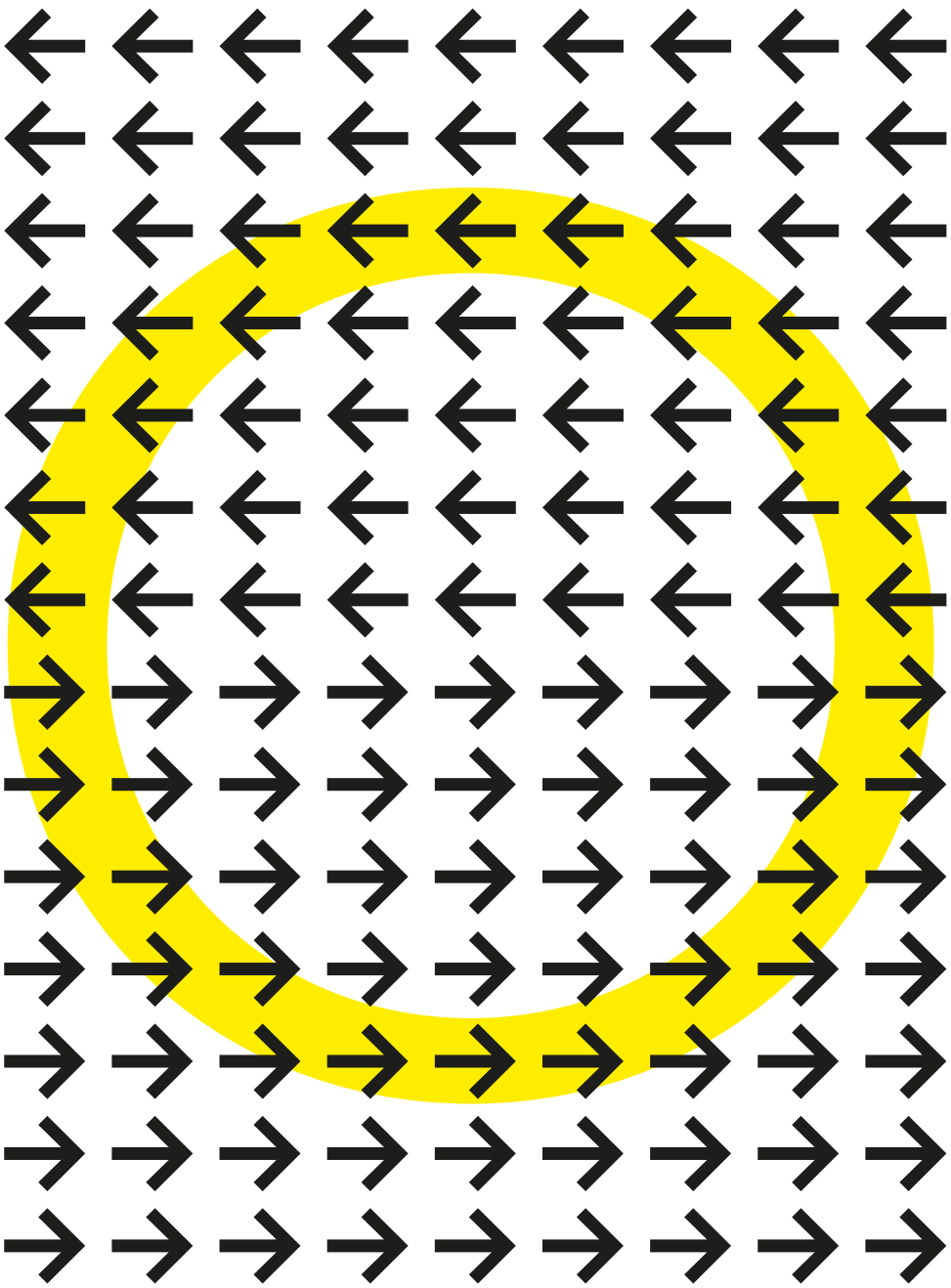
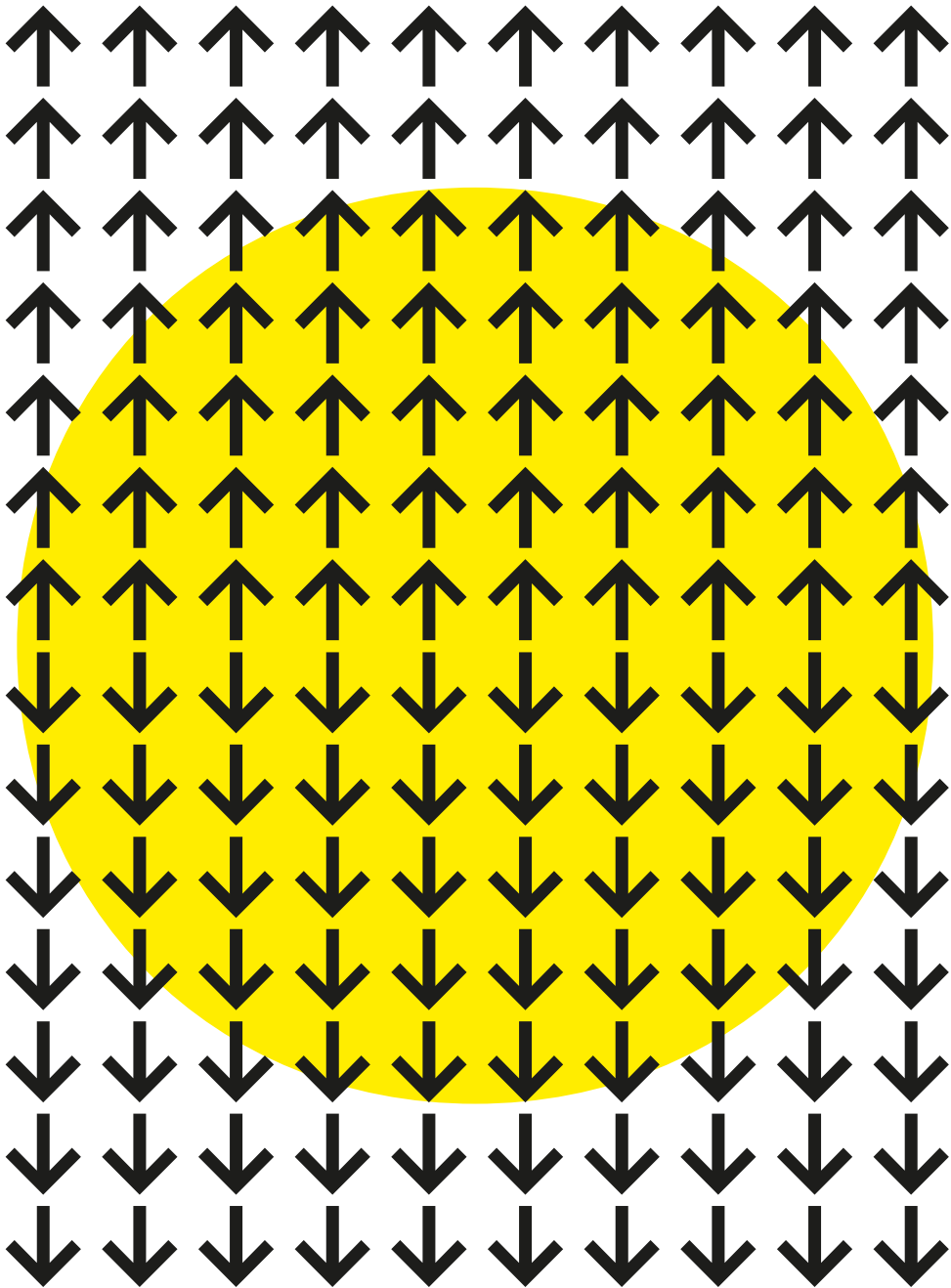


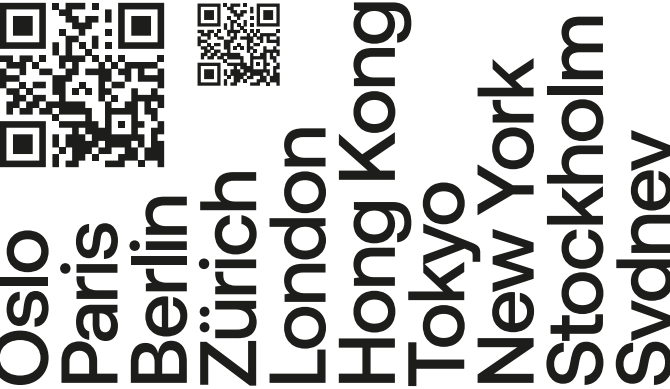
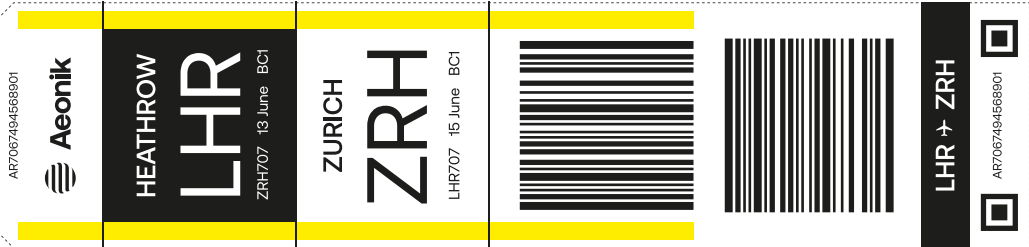
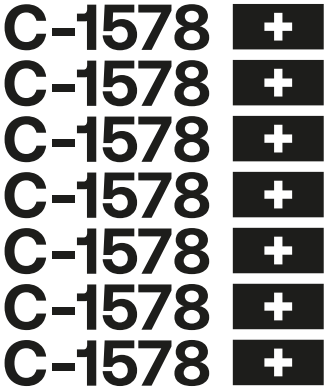
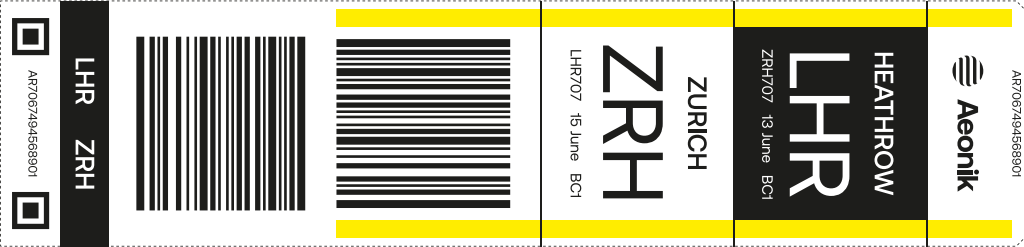
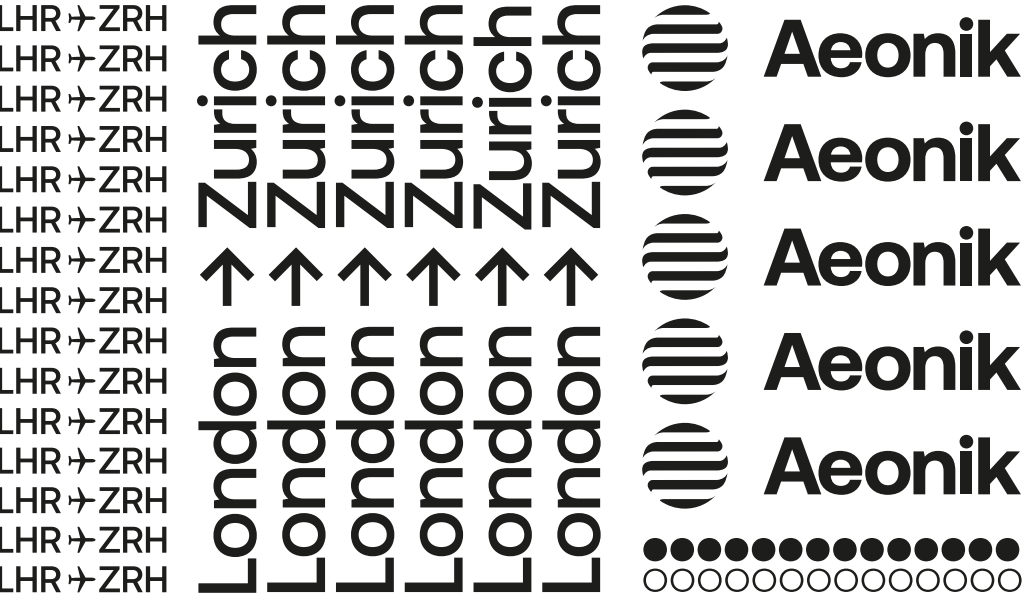
Aeonik includes alternate proportional, tabular and old style figures.

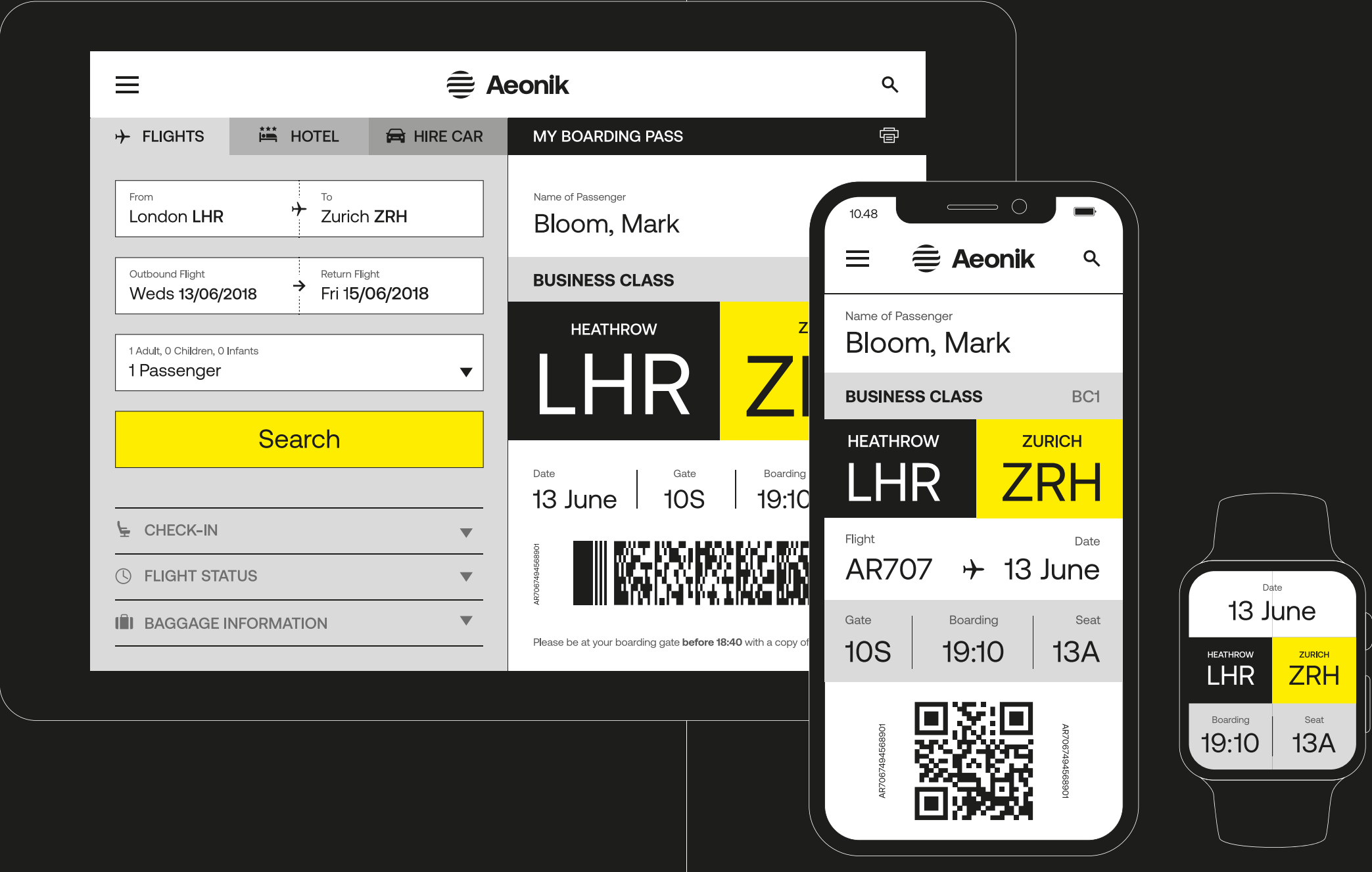


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Specimen Book Design:
Mark Bloom @ Mash Creative®
www.mashcreative.co.uk

Font Design By:
Mark Blook + Joe Leadbeater
www.aeonik.co.uk

Font Enginered by:
Joe Leadbeater
www.joelead.com
+
Diana Ovezee
www.acutestudio.nl

Printing:
Identity Print
www.identityprint.co.uk

Cover Stock:
Antalis, Olin Smooth
Absolute White, 350gsm

Internal Page Stock:
Antalis, Olin Smooth
Absolute White, 120gsm

Size:
A5 (148 x 210mm), 64pp.

Sponsors:

antalis^{EM}
Just ask Antalis

PRINTERS
IDENTITY
& FINISHERS

