

WOODFORD BOURNE

A vintage geometric sans, optically adjusted for improved aesthetics and legibility

19TH CENTURY TYPE

Inspired by mid-nineteenth century Woodford Bourne building façade in Cork, Ireland

TRULY GROTESQUE

It could be the ideal typeface for your next design project

MAKE A BOLD STATEMENT with **WOODFORD BOURNE**

Êüřópeàn çhăřăcțér șetȚ with an àłtěrñățivè ștȳłjștîç șetȚ

Hairline | Thin | Light | Regular | Medium | **SemiBold** | **Bold** | **Black** | **Ultra**

ESSENTIAL

2 FONTS IN 1. USE THE FULL SET OF MODERN CHARACTERS OR CHOOSE THE ALTERNATIVE VINTAGE STYLISTIC SET

Switch from contemporary to vintage style in an instant

NINE WEIGHTS | ROMAN & ITALIC | STYLISTIC ALTERNATES | OVER 500 GLYPHS IN EACH CASE



THIN – 8pt

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Six of the gunboats could be jeopardized by two quick moves. Brown jars prevented the mixture from freezing too quickly. We could jeopardize six of the gunboats by two quick moves. I quickly

THIN – 10pt

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THIN – 12pt

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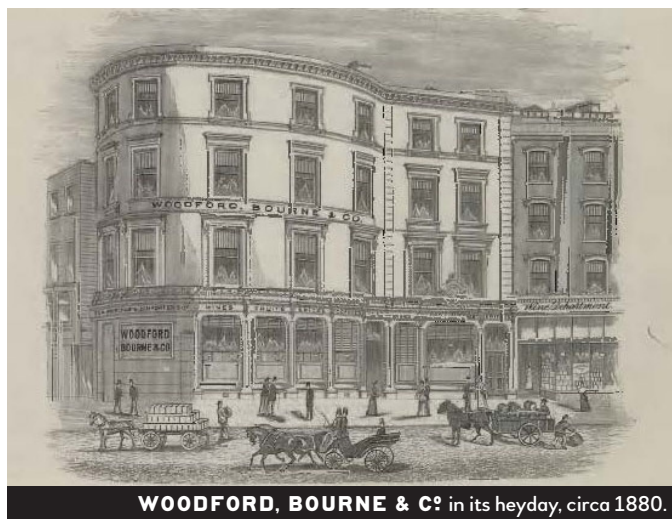
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HISTORY

The former Woodford, Bourne & Co. buildings on Patrick Street and Paul Street, Cork City, Ireland, are synonymous with the city's heritage. The original Woodford, Bourne & Co. was a grocery and wine and spirit merchant established in 1850, with the Woodford's original family business dating back to 1750.

Although they ceased trading in these buildings in the early 1980s, their distinctive landmark remains intact—as you can see from the photographs above. These stone cast letterforms, an early, architect-designed grotesque, have inspired the creation of my font family in honour of the esteemed Woodford Bourne name.

DEVELOPMENT

I had long admired this historic sans-serif, but, could I create a whole typeface based on a collection of those 12 characters? I chose the letterforms above what is now the entrance to **The Woodford Bar**, in Paul Street, as the basis for my new font—see *top of this page*. I created a full alphabet of capitals that complemented the original castings, this became the 'black' weight for my font. I added a lowercase character set, figures, punctuation marks, diacritics and more... with the final fonts having 500 glyphs in 9 weights.

When first experimenting with the typeface it became clear that while the historical aspects* of the font were drawn faithfully to the original, it would be great to have more contemporary versions of those letters easily accessible in the font too.

*For example, the curved leg of the *R*, the slightly condensed *O* and the extended *E* and *F*, plus the less so, *D* and *B*.

The type on the façade of the Patrick Street building is an extended version of that used at Paul Street. I may return to interpret this when furthering the Woodford Bourne font family.

PRIDE

Woodford Bourne emerged after countless bleary-eyed late nights of intense glyph making. This first release has eight weights in both Roman and italic. By selecting **Stylistic Set 1**, you can change the look of your typography from contemporary to vintage in an instant.

I feel immense pride that I can sit here and type these words with my own creation. I cannot wait to release my next typeface... and the one after that...

INFLUENCES & DESIGN STYLE

Naturally, the influences for the origins of *Woodford Bourne* are clear enough, however, I do feel it is important that I acknowledge the work of Hoefler & Frere-Jones and Mark Simonson in particular for creating *Gotham* and *Proxima Nova*. Both have been an influence for Woodford Bourne's contemporary character forms.

I have added very subtle rounded corners to my letterforms, I believe this takes the edge off the "industrial harshness" of these early grotesques and, as a consequence, is a more friendly face to use.

USING WOODFORD BOURNE

I see Woodford Bourne as primarily a display typeface for titles/headlines in printed materials. I would also love to see Woodford Bourne being used for branding, packaging and promotional material and am keen to hear from designers who use it in their own work. Ideally, I'd like to compile a gallery for "*Woodford Bourne in use*".

HOW TO USE WOODFORD BOURNE

One of this font's features is the ability to change the style in one click using an Open Type feature called "Stylistic Sets". You can change from contemporary-styled characters to a more vintage look by activating *Stylistic Set 1*.

BCDEFGOPQRUacego→

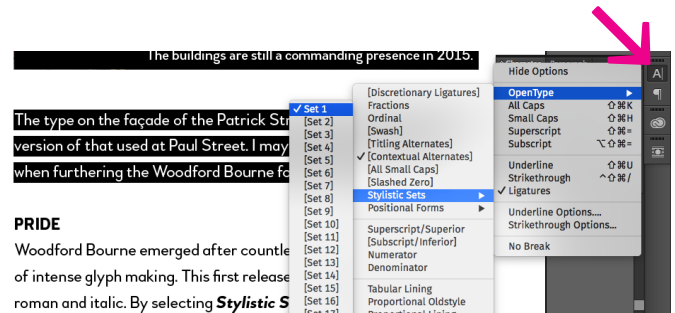
HOW TO USE WOODFORD BOURNE

One of this font's features is the ability to change the style in one click using an Open Type feature called "Stylistic Sets". You can change from contemporary-styled characters to a more vintage look by activating *Stylistic Set 1*.

BCDEFGOPQRUacego

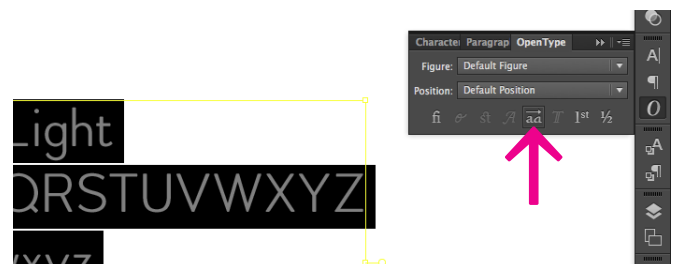
Activating Stylistic Sets in ADOBE INDESIGN (CC2015)

From the Character Palette, click **Options** icon at top right, select **Open Type**, then choose **Stylistic Sets** and finally select **Set 1** from this third menu.



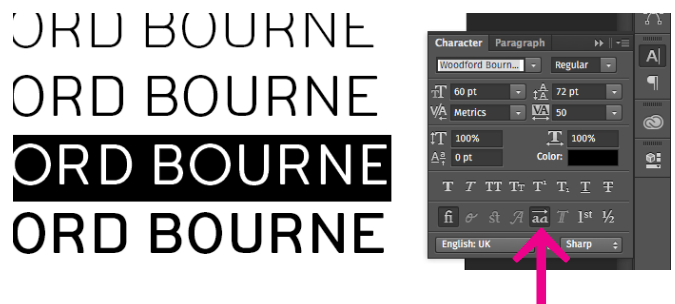
Activating Stylistic Sets in ADOBE ILLUSTRATOR (CC2015)

Open the **Open Type** palette and click the **Stylistic Alternates** button.



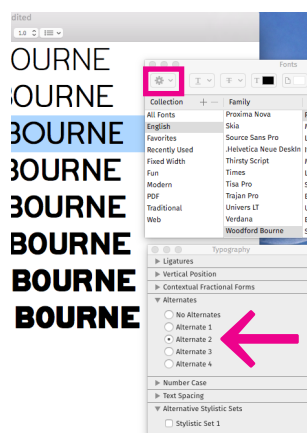
Activating Stylistic Sets in ADOBE PHOTOSHOP (CC2015)

Open the **Character** palette and click the **Stylistic Alternates** button.



Activating Stylistic Sets in TEXT EDIT (OS X)

Open the **Fonts** palette and click the **Settings** menu at top left, select **Typography**. A new palette appears from which you can choose **Alternates**, select **Alternate 2**.



Activating Stylistic Sets in other apps.

In **MS Word**, simply select the first Stylistic Set from the Typography palette.

Unfortunately, **Mac Pages**, **Libre Office** and **Open Office** have limited use, or, do not allow this Open Type feature at all.