

A publication of the
Typographic Circle

It's been a great year for our talks and we've seen a lot of great work - Airstide, Paul Davis, Michael Wolff, Studio B, to name just some. So, because of this, we decided to make their work the real hero in this issue of Circular.

I hope you enjoy the chance to further ponder/drool over what you saw, and, if you didn't make it on the evening, a tasty taster of what you missed.

I think it's clear now that the Typographic Circle isn't just about kerning counters or Cooper Black, but also a celebration of the fantastic and varied typographic work that is out there.

Our website is proving to be invaluable, so please do keep in touch and send us your thoughts. Your support at the events, and as members, is so important to making it all happen.

Alongside our usual programme of speakers, we are hoping that this year will be an excellent opportunity for a retrospective exhibition, in recognition of the Circle's existence since 1975. We'll keep you posted.

As you know, the committee are all volunteers, so a big thank you from us to all of them, and to Domenic Lipps and his team for another beautifully designed Circular.

I very much hope to see you at our future events as often as you can make it.

John Bateson
Chairman

Aa/SW/HK

1
One Work
Art directed and designed by Aa/SW/HK, 'One Work' is a unique series of books published by Alterall Books, each of which presents a single work of art considered in detail by a single author. Designed to complement Alterall journal, the series features bespoke typefaces designed by Aa/SW/HK.

2
Ergonomics - Real Design
An exhibition identity, applied graphics, bespoke display typeface and brochure design commissioned for the 2009-2010 'Ergonomics' exhibition at the Design Museum, London.

3
Zadie
Inspired by Edwardian railings surrounding the Royal Army Medical College in London, and later developed as a headline face for Vogue UK, the font features on the 2005 cover of the Zadie Smith bestseller 'On Beauty'. The lettering has been developed into a full font with an accompanying solid version - one weight, two styles."

4
Samuel Beckett - Complete Works
A series of book cover designs commissioned by Faber & Faber in 2009, featuring Aa Type's industrial typeface, 'Beckett'.

5
Italian King of the B's (detail)
A film and events poster, created in 2006 for the Tate Modern, London.

6
Europa (detail)
A film and events poster, created in 2005 for the Tate Modern, London. "Typefaces commercially available at www.a2type.co.uk

Hat-trick Design

7
Illuminating London
An environmental project for Land Securities featuring a typeface of illuminated letters - each letter telling a different story for passers by to discover.

8
War Stamp
A special stamp, issued by the Royal Mail, to commemorate the 90th anniversary of the Battle of Passchendaele. The second in a series of three, the design extends the theme of photographs of Poppies, with the centre of the Poppy incorporating images of the battlefields.

9
Royal Shakespeare Company Stamps
A set of stamps to celebrate the 50th anniversary of the Royal Shakespeare Company. The first set was in collaboration with Marion Deuchars.

10
Deck
A self-initiated project to create a typographic deck of playing cards. Produced as a set of cards and a limited edition poster in partnership with a paper and print company.

Jonathan Barnbrook

11
17th Biennale of Sydney
The graphics draw inspiration from the work of Harry Smith - experimental filmmaker, artist, record collector, bohemian and mystic - who released the hugely influential *Anthology of American Folk Music* in 1952. This expansive visual identity was devised to communicate the eclectic, multi-faceted ideas that informed the concepts behind Australia's largest contemporary art festival.

12
Hopeless Diamond
Hopeless Diamond - a name derived from the somewhat derisive term test pilots gave to an early model of the F-117 due to its unusual structure - is a display typeface inspired by the dimensionality of 19th century carved lettering and the radical forms of the B-2 Spirit Stealth Bomber and the F-117 Nighthawk Stealth Strike aircraft. The typeface contains three different styles, each with an italic and an alternate character set that can be used to generate a number of interesting permutations.

13
Love Music Love Food
A typographic identity for the UK charity Love Music Love Food, who work in collaboration with the Teenage Cancer Trust. The type treatment uses a customised version of the Virus font Moron as

a basis to create a vibrant, pop-inspired wordmark.

Fred Flade

14
1971: Helvetica (detail)
Celebrating 50 years of Helvetica, 50 designers were each given a specific year from which to pick an event and design a 50x50cm poster, only using Helvetica. Fred was given 1971 and chose the cult classic 'A Clockwork Orange', by Stanley Kubrick. The poster features 8200 numbers representing each second of the film, with quotes mapped on exactly when they occur.

15
Mono: Process (detail)
A design suggesting the chaotic and often random nature of the creative process by mapping 71 milestones of a design project. The project, called 'Mono', was initiated by Blanka. The brief was to design a poster using only one colour, responding to one specific word, in this case 'process'.

Michael Wolff

16
Bowyers
An early use of nostalgia in a national food brand. Bowyers' pie man was a combination of photography and illustration. With large old-fashioned images on modern articulated trucks, the design was a dramatic success. Bowyers inspired many companies, especially in the food business, and nostalgia became a part of modern graphic language.

17
Hadfields
No. 4 in the paint industry. The top three were many times its size and its survival was in doubt. However, the trade liked it because it was small, and fighting for survival. That led to the fox, the humour and the energy.

18
Bovis
Bovis was the UK's most successful builder, on its way to becoming a major international construction company. An example of an unusual and famous mark helping to create an unusual and famous brand.

19
Pyjom
Pyjom is the new name for a Russian credit and savings bank. The name means 'Let's go in a down-to-earth, 'together' sense. The brand avoids the international logo and interior style adopted by 'westernised' banks in Russia. Designed to appeal to ordinary people throughout the country, it has a cat as a symbol, sometimes woven into traditional Russian lace. In branches of the bank huge folk paintings on the walls, creating a warm and welcoming atmosphere. During Russia's long cold winters, tea is served from samovars to encourage people to feel at home.

Paul Davis

20
Get The Silvers
This is the story of a product, or brand, or thing called

silvers and its rather sad life; how it wasn't ready for this cruel world and how it was handled within the industry.

Made Thought

21
Established & Sons
Exhibition graphics for the exhibition at Salone Internazionale del Mobile, 2006. The brand developed for Established & Sons created an identity that transcended the individual names of the prestigious designers it employs.

22
Stella McCartney
Bottle design, decor and packaging for 'Stella In Two' by Stella McCartney. A packaging solution that blurs the boundaries between a vintage-inspired aesthetic and modern sensibility.

23
Established & Sons
Stationery for a brand that reflects the values of traditional British manufacturing and cutting-edge design.

24
Design Miami 2008
Invitation pack and VIP card for Design Miami/Basel, 2008. The Design Miami event, which takes place annually in Basel and Miami, demanded a brand identity that would immediately imbue it with a sense of legitimacy and authority.

25
Design Miami 2007
Invitation, exhibition catalogue and save the date for Design Miami/Basel. The use of an iconic angled line gives Design Miami a powerful and memorable identifier across a range of brand applications.

Anthony Burrill

26
Think About All You Say
This set of posters were the result of a commission from the British Council. The aim was to show resourceful practice of design, to create a work utilising the resources of the city of Lisbon. The research into vernacular typography was done in Lisbon and the posters were created in, of and around the city.

27
Don't Say Nothing - Say Something
A poster from an on-going series of woodblock prints made with Adams of Rye. "I like the double negative in the phrase. I like to use words in a playful and humorous way, while at the same time trying to get over a deeper message."

28
Oil & Water Do Not Mix
Made in collaboration with Happiness, Brussels who had the idea to produce a fund-raising poster screen-printed using oil from the Gulf of Mexico spill, with the money raised being donated to local initiatives on the Gulf coast dealing with the environmental disaster.

Manny Ling

29
26 Letters
A work inspired by the analogy that letters of the

alphabet are like a big family, all playing their parts to create the harmonious whole.

30
Find Yourself
Created shortly after the birth of Manny's son, Alex, this piece has the words, "just as I am now discovering about you, you have a whole life time to discover about yourself." This work hopes to remind Alex never to forget his heritage, and to "find himself" when he is older. The picture of the old man is his great great grandfather.

Richard Morrison

31
Quadrophenia
Director: Franc Roddam
Release: 1979
"Quadrophenia was one of the early title sequences I did. It was a little bit coincidental, I was in the right place at the right time. But then again, in the business where reputation and relationship are gold, you make your own luck..."

32
Brazil
Director: Terry Gilliam
Release: 1985
"Visually lasting and inspiring, Brazil is a good example of a title sequence that's very much part of a creative process between the designer and the director."

Studio B Design

33
CSSD Invite
An exuberant new identity for the Central School of Speech and Drama which retains a sense of heritage and prestige. From researching old playbills and other theatrical ephemera, 'Fogerty', a bespoke typeface, was created which referenced the neon tube lighting common in theatre signs. Working with Dalton Maag, and using the School's original sign as the basis, an inline stroke was added to each character to give a family of three styles - a solid, an inline and a hairline, which were then used to create the new logo. Along with a bold palette of colours, Fogerty was applied to a range of branded materials, including this A5 invitation which was tiled together at the launch event to reveal the new typeface and brand colours.

34
Elephant Magazine
Issue 1
Winter 2009 - 2010
Cover image by Pedro Inozee

35
Elephant Magazine
Issue 2
Spring 2010
Cover image by Giles Revell

GBH

36
SLS
The identity for Philippe Starck's SLS Hotel in Beverly Hills combines traditional heraldic styling with the subversive theme of monkeys to capture its flavour of offbeat decadence.

37
PUMA Eco-table
The PUMA Eco-table is a system used by the sports brand on all packaging and product to communicate

its standard-setting sustainability credentials.

38
The City Of Light, Flox 2006
Legendary Italian lighting manufacturer Flox adds architectural lighting products to its offer, and launches with 'The City Of Light' devised from more than 250 individual products.

Airstide

39
The Wallpaper* Ladies: A and S
Designed by Malika Favre for the 'Sex and Art' issue of Wallpaper*, this sexy typeface features a selection of lumber ladies forming some very naughty letters of the alphabet.

40
The Triptych
For his first official compilation, Fred Deakin was looking to push the boundaries and evolve Airstide's graphic style. The trademark abstract patterns that had characterised Lemon Jelly's previous releases were founded on a series of key processes and by experimenting with these came a system of more angular structures which mirrored the eclectic flow of the mix within.

41
Stay With You CD Single

42
Spacewalk CD Single
Lemon Jelly's album and single packaging doesn't feature any type and eschews the traditional jewel case in favour of elaborately designed sleeves. Airstide explored the rhythmic and abstract geometry Lemon Jelly's music suggested, and turned the act of opening each sleeve into an experience itself.

Membership

The Typographic Circle was formed in 1976 to bring together anyone with an interest in type and typography. We are a not-for-profit organisation run entirely by volunteers, staging a wide variety of type-related events, including our regular lectures and the annual TDC exhibition. A series of highly collectable limited edition posters - mostly designed by our guest speakers - are presented to our members at each event.

Besides being serious about type, we're also a very sociable organisation with a reputation for staging enjoyable events. We try hard not to come across as stuffy or elitist. There are no entry examinations. For those who wish to join, individual membership costs just £30 per year, corporate membership is £125 and the student rate an affordable £15.

If you would like to become a member, please register via our website. You can also find further information about the benefits of membership, and join our mailing list, www.typecircle.com

Check out our Facebook, LinkedIn and Twitter groups to receive information on all upcoming talks, and join in with the discussions.

Illuminating Victoria

A



Alison
 The letter 'A' is a symbol of strength and stability. It is often used to represent a person or a company that is known for its reliability and integrity.



Baby
 The letter 'B' is a symbol of balance and stability. It is often used to represent a person or a company that is known for its reliability and integrity.



Charm
 The letter 'C' is a symbol of charm and grace. It is often used to represent a person or a company that is known for its reliability and integrity.



Dominion
 The letter 'D' is a symbol of dominion and power. It is often used to represent a person or a company that is known for its reliability and integrity.



Edward
 The letter 'E' is a symbol of Edward and strength. It is often used to represent a person or a company that is known for its reliability and integrity.



Fairness
 The letter 'F' is a symbol of fairness and justice. It is often used to represent a person or a company that is known for its reliability and integrity.



Grace
 The letter 'G' is a symbol of grace and elegance. It is often used to represent a person or a company that is known for its reliability and integrity.



Harmonious
 The letter 'H' is a symbol of harmonious and balance. It is often used to represent a person or a company that is known for its reliability and integrity.



Imagination
 The letter 'I' is a symbol of imagination and creativity. It is often used to represent a person or a company that is known for its reliability and integrity.



Joy
 The letter 'J' is a symbol of joy and happiness. It is often used to represent a person or a company that is known for its reliability and integrity.



King's Selection
 The letter 'K' is a symbol of King's Selection and excellence. It is often used to represent a person or a company that is known for its reliability and integrity.



Labor
 The letter 'L' is a symbol of labor and industry. It is often used to represent a person or a company that is known for its reliability and integrity.



Mason
 The letter 'M' is a symbol of Mason and strength. It is often used to represent a person or a company that is known for its reliability and integrity.



New Zealand
 The letter 'N' is a symbol of New Zealand and progress. It is often used to represent a person or a company that is known for its reliability and integrity.



Orange
 The letter 'O' is a symbol of Orange and optimism. It is often used to represent a person or a company that is known for its reliability and integrity.



Purpose
 The letter 'P' is a symbol of Purpose and determination. It is often used to represent a person or a company that is known for its reliability and integrity.



Queen
 The letter 'Q' is a symbol of Queen and elegance. It is often used to represent a person or a company that is known for its reliability and integrity.



Royal
 The letter 'R' is a symbol of Royal and grandeur. It is often used to represent a person or a company that is known for its reliability and integrity.



Singing
 The letter 'S' is a symbol of Singing and harmony. It is often used to represent a person or a company that is known for its reliability and integrity.



Talent
 The letter 'T' is a symbol of Talent and skill. It is often used to represent a person or a company that is known for its reliability and integrity.



United
 The letter 'U' is a symbol of United and unity. It is often used to represent a person or a company that is known for its reliability and integrity.



Victory
 The letter 'V' is a symbol of Victory and triumph. It is often used to represent a person or a company that is known for its reliability and integrity.



Wisdom
 The letter 'W' is a symbol of Wisdom and knowledge. It is often used to represent a person or a company that is known for its reliability and integrity.



X-ray
 The letter 'X' is a symbol of X-ray and vision. It is often used to represent a person or a company that is known for its reliability and integrity.



Year
 The letter 'Y' is a symbol of Year and time. It is often used to represent a person or a company that is known for its reliability and integrity.



Zodiac
 The letter 'Z' is a symbol of Zodiac and astrology. It is often used to represent a person or a company that is known for its reliability and integrity.



