

Ledbury Medium

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AMAZINGLY FEW DISCOTHEQUES PROVIDE JUKEBOXES.

Ledbury is a market town in Herefordshire, near the Malvern hills. I would have preferred to call this typeface Malvern, as that is where I was brought up, but someone has already used that name for a typeface. This sample represents an early stage in the design: the lower case, upper case and some punctuation are implemented, but there are no numerals yet. There are many places where I intend to make changes, particularly in the capitals, but the overall feel represents my intentions fairly well.

One of the ideas I am exploring here is reducing the clutter that serifs can produce, while retaining the readability of a serif design. Aiming in the same direction, the contrast is on the low side, to reduce the dazzle effect of high contrast. I also have in mind that these features may provide cleaner rendering on screen. My previous efforts in this direction used slab serifs, with low contrast, vertical stress, and a large x height. I was not happy with the appearance of such designs in blocks of text: they looked heavy and grey, and not at all inviting to the reader. With Ledbury, I have adopted an old style structure, with the intention of providing a warmer appearance in blocks of text. The serifs are short, but instead of being slabs, they are heavily bracketed.

Anyway, that is enough rambling for now, I was just filling some paragraphs to show how Ledbury works in running text.