

Ledbury Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

With this update, I have changed the ‘W’ and ‘w’ to three serifs from the previous two serif style. I thought the original ‘W’, with its dropped centre, looked a bit off. I have curved the upper legs of ‘K’ and ‘k’, while retaining the curved lower legs. The idea of the curved legs is to open up the small top and bottom counters, and reduce the right counter, to balance the colour better. A previous version of Ledbury had straight legs on the ‘k’, and the bottom looked too dark. I have modified the tail of the ‘Q’ somewhat.

The lining numerals are roughed out. I have made them the same height as the capitals, though this runs the risk of making them too dominant in running text. I will try some settings with dates and so on. One reason for making the numerals the same height as the capitals is to make things like road numbers and electronic part numbers look right, e.g. M42 and BC548A. Since my everyday uses of type are things like technical reports, purchase orders and parts lists, I have designed the numerals to suit such documents. Also with this in mind, I have tried to make the numerals fairly plain. Perhaps a small caps variant, with smaller matching numerals, would be useful. The smaller numerals would be proportionally spaced, but not oldstyle.

Now a few words about why I have gone to the trouble of designing my own typeface, bearing in mind that Ledbury is rather conventional in style. One reason is that designing type is fun: there is a nice blend of technical and creative aspects. I have chosen conventional styles for my first typefaces, with the intention of improving my basic skills in the basics such as proportion, colour, and letter spacing.