

Gimlet!

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A plucky quirkhorse that is both funky and functional
by David Jonathan Ross

djr.com/gimlet

Light

OCCIDENTAL
Schoolmaster

Regular

FACEMAKER
Racketeering

Medium

BLABBBERER
Aqueoglacial

Bold

EXOTICISM
Underguard

Black

DOGSTONE
Suspenders

Light Italic

COMPETENCE
Dramatization

Italic

MACRODOME
Chalkography

Medium Italic

EFFORTLESS
Minimization

Bold Italic

MARBLEIZE
Fameworthy

Black Italic

BEASTLIKE
Satisfaction

Light

ICONOGRAPHY
Manifestational

Regular

TRAPEZOIDAL
Forthrightness

Medium

DOWNSTAIRS
Reconciliation

Bold

GUANABANA
Scorekeeping

Black

ELECTRODE
Nevertheless

Light Italic

GEOSTRATEGIC
Lackadaisicality

Italic

ILLUMINATIVE
Apprehensively

Medium Italic

EVERLASTING
Craftsmanship

Bold Italic

BILLHOLDER
Involuntary

Black Italic

DISEMBARK
Recrystallize

Light

NONALPHABETIC
Depersonalization

Regular

PATERFAMILIAS
Transatlantically

Medium

MAGNIFICENCE
Uncompromised

Bold

WRONGDOING
Swashbuckling

Black

GRADUATION
Informational

Light Italic

MISADVENTURER
Archlexicographer

Italic

CAMPANOLOGER
Supranaturalistic

Medium Italic

DISCONNECTED
Hydroelectricity

Bold Italic

CAULIFLOWER
Overlegislation

Black Italic

INHARMONIC
Ventriloquism

Light

UNRELINQUISHABLE
Microcinematography

Regular

IRREFUTABLENESS
Photochromography

Medium

COUNTERBORDER
Southwesternmost

Bold

UNREVIEWABLE
Counterproposal

Black

SUPERCHARGE
Paleichthyology

Light Italic

PRETERNATURALIST
Electrochronographic

Italic

OVERIMAGINATIVE
Hyperconcentration

Medium Italic

RAPSCALLIONISM
Cinematographical

Bold Italic

LOBSTERPROOF
Supereexcellently

Black Italic

LIGHTWEIGHT
Photosensitizer

Text 11/15pt

GIMLET draws its inspiration from Georg Trump's 1938 typeface, Schadow. At the behest of Nick Sherman, I reimagined the oddball serif as an energetic contemporary workhorse, complete with three optical sizes and a flexible set of widths tailored for responsive layouts. A multifaceted series that speaks with a singular voice, Gimlet is a rare find: a typeface that is as funky as it is functional.

In *The Long Goodbye*, Raymond Chandler writes, "a real gimlet is half gin, half Rose's lime juice, and nothing else. It beats martinis hollow."

Gimlet is half Schadow, half imagination, and nothing else. And like its namesake beverage, Gimlet is a little tart, a little sweet, and can really pack a punch.

Granted, Gimlet is infused with more individuality than you might find in your typical workhorse. But I have gone out of my way to make sure that Gimlet's charm doesn't detract from its usefulness as an all-purpose serif. Gimlet Display is certain to turn heads with its high-contrast superelliptical forms, while the hardier Text and Micro series will work to enliven your text in more subtle ways. Plus, each optical size of Gimlet comes in four

Micro 9/12pt

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Many great typefaces of the first half of the twentieth century were pillars of Modernism, unifying the alphabet in harmonious and cohesive

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* † ‡ / \ / | | @ & © ® ™ ° ✱

Small caps

() [] {} ! i ? ç & / \

NUMERICS & CURRENCY

Default

0 1 2 3 4 5 6 7 8 9 + - ± ÷ × = < > ≤ ≥ ^ ~ § ¶ № • • ' " ° ≈ ≠
¬ ∂ ∏ ∑ √ ∞ ∫ Δ Ω μ π \$ ¢ £ ¤ ¥ € ₣

Tabular figures

0 1 2 3 4 5 6 7 8 9 - - () # . , : ; / + - ÷ × = < > \$ ¢ £ ¤
¥ € ₣

Text figures

0 1 2 3 4 5 6 7 8 9 # + - ÷ × < > \$ ¢ £ ¤ ¥ € ₣ ©

Small caps

0 1 2 3 4 5 6 7 8 9

SUPERIORS, INFERIORS, NUMERATORS, DENOMINATORS

0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0123456789/0123456789 1/2 1/4 3/4

STYLISTIC ALTERNATES

Potbelly a

a à á â ã ä å ā ă æ

Two-story g (italics)

g ĝ ğ ħ ģ

Double-story g

g ĝ ħ ģ ĥ

Descending f (italics)

f

Sunken diereses

Ä Ö Ü Ä Ö Ü

Roman forms (italics)

k v w x y z k w w w w

Alternate ampersands

& &

y ŷ ŷ ÿ ź ź ź

Small caps
smcp

Five & Dime 2,351
FIVE & DIME 2,351

All small caps
c2sc + smcp

Five & Dime 2,351
FIVE & DIME 2,351

Text figures
onum

In 1962, the 25 cows
In 1962, the 25 cows

Tabular figures
tnum

31.15 | 3 | 1 | . | 1 | 5 |
59.24 | 5 | 9 | . | 2 | 4 |

Fractions
frac

1/2 cup, 4/5 32/78
1/2 cup, 4/5 or 32/78

Superiors, Inferiors
sups, sinf

footnote1 or2, H2O
footnote¹ or², H₂O

Potbelly a
Stylistic Set 01

Banana magazines
Banana magazines

Alternate g
Stylistic Set 02 & 03

Goggles, *Googles*
Goggles, *Googles*

Rounded e
Stylistic Set 04

Release electricity
Release electricity

Descending f
Stylistic Set 05

Fifty falafel effects
Fifty falafel effects

Roman diagonals
Stylistic Set 06

Every wavy vortex
Every wavy vortex

Q with serif
Stylistic Set 07

Quirky Quiet Quad
Quirky Quiet Quad

Compact diereses
Stylistic Set 08

ÜBERSÄT ÖÖHÖN
ÜBERSÄT OOHÖN

Alternate ampersands
Stylistic Set 09 & 10

Egg & Ham & Onion
Egg & Ham & Onion

Quirk- horse

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Available formats:

- Desktop** OpenType CFF (OTF)
- Web** WOFF, WOFF2, EOT
- App/E-book** OpenType TrueType (TTF)

Designer: David Jonathan Ross

DJR draws letters of all shapes and sizes for custom and retail typeface designs. A native of Los Angeles, He began drawing typefaces at Hampshire College and joined The Font Bureau in 2007 where he honed his bézier-wrangling skills. Now he publishes visually imaginative and technically advanced designs at his own foundry, including Fit, Manicotti, Input, Gimlet, and Bungee. You’ll find him in Western Massachusetts with his partner Emily and their two dogs, Sophie and Lily.

Supported Languages include:

Afrikaans, Albanian, Alsatian, Basque, Bislama, Breton, Catalan, Chamorro, Croatian, Czech, Danish, Dutch, English, Estonian, Faroese, Finnish, Flemish, Franco-Provençal, French, Frisian, Friulian, Galician, German, Greenlandic, Hungarian, Icelandic, Indonesian, Irish, Italian, Kurdish (Latin), Ladin, Latin, Latvian, Lithuanian, Luxembourgish, Malay, Manx Gaelic, Moldovan, Norwegian (Bokmål, Nynorsk), Occitan, Polish, Portuguese, Rhaeto-Romance, Romanian, Romansh, Sami (Inari, Lule, Northern, Skolt, Southern), Scottish Gaelic, Slovak, Sorbian, Slovenian, Spanish, Swahili, Swedish, Tagalog, Turkish, Uzbek (Latin), Walloon, Welsh.

DJR
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