A plucky quirkhorse that is both funky and functional
by David Jonathan Ross
djr.com/gimlet
MISADVENTURER
Archlexicographer

CAMPANOLOGER
Supranaturalistic

DISCONNECTED
Hydroelectricity

CAULIFLOWER
Overlegislation

INHARMONIC
Ventriloquism
UNRELINQUISHABLE
Microcinematography

IRREFUTABLENESS
Photochromography

COUNTERBORDER
Southwesternmost

UNREVIEWABLE
Counterproposal

SUPERCHARGE
Paleichthyology
PRETERNATURALIST
Electrochronographic
OVERIMAGINATIVE
Hyperconcentration
RAPSCALLIONISM
Cinematographical
LOBSTERPROOF
Superexcellently
LIGHTWEIGHT
Photosensitizer
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 widths, so you
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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
Small caps

( ) [] {} ! ñ è & / \n
NUMERICS & CURRENCY

Default

0 1 2 3 4 5 6 7 8 9 + − ÷ × = < > ≤ ≥ ^ ∼ $ ¶ N o . • ' " ã o ñ ≠ ± ÷ ÷ ∫ √ ∞ ∫ ∆ Ω μ π $ £ £ ¥ £ £ ¥ £ £ f

Tabular figures

0 1 2 3 4 5 6 7 8 9 - - () # . , ; / + - ÷ × = < > $ £ £ ¥ £ £ ¥ £ £ f

Text figures

0 1 2 3 4 5 6 7 8 9 # + - ÷ × < > $ £ £ ¥ £ £ ¥ £ £ f ç

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 1/4 3/4

STYLISTIC ALTERNATES

Potbelly a

a à á â ã ä å ā ã æ
g ģ ĝ ğ ġ ġ ġ

Double-story g

g ģ ĝ ğ ġ ġ ġ

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

& &

ý ŭ ŭ ſ ź ź
In 1962, the 25 cows

31.15 | 31.15
59.24 | 59.24

1/2 cup, 4/5 32/78

1/2 cup, ⁴/⁵ or ³²/⁷⁸

footnote¹ or², H₂O

Banana magazines
Goggles, Goggles
Goggles, Goggles
Release electricity
Release electricity
Fifty falafel effects
Fifty falafel effects
Every wavy vortex
Every wavy vortex
Quirky Quiet Quad
Quirky Quiet Quad
ÜBERSÄT ÖÖHÖN
ÜBERSÄT ÖÖHÖN
Egg & Ham & Onion
Egg & Ham & Onion
**Gimlet**

*Gimlet* is a funky quirkhorse workhorse inspired by Georg Trump’s 1938 typeface Schadow. At the behest of Nick Sherman, David Jonathan Ross 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.

**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, French-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, Romany, 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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