



**THE STREETS  
OF LONDON  
FONT FAMILY  
PRODUCT  
SPECIFICA-  
TIONS**



# THE STREETS OF LONDON FONT FAMILY PRODUCT SPECIFICA- TIONS

## About the Design

The Streets of London project was first initiated by Boris Kochan of Kochan & Partner design agency in Munich. Strolling around some time ago in the London borough of Kensington he had stumbled across some “pretty darn nice R’s” on a street sign which thereupon found their way into the agency’s logo. After some years had past he came up with the idea of expanding the majuscule street sign alphabet to a complete typeface containing lowercase letters and all characters required to compose fully serviceable fonts. In need of a type designer able to realize this he addressed himself to Robert Strauch of Lazydogs Typefoundry. Intrigued by the challenge Robert started off with thoroughly digitizing the original London signage letters which turned out to be a unique design of the British stone cutter David Kindersley (1915–1995). Fortunate circumstances brought Boris and Robert together with his wife Lida Lopes Cardozo Kindersley who kindly gave access to the original drawings of David’s letter designs. Being able to build up on such an authentic base Robert’s work on the lowercase letter design was led by thoughtfully interpreting the specific character of David Kindersley’s creation. By treating the original aspects with great respect but still adding some modern features in a sensitive way the expansion evolved step by step resulting in a complete OpenType Regular font. Inspired by the process Robert invented stylistically consistent Italics, Small Caps and a Bold style thus setting up a font family ready for use in various typographic contexts. The outcome is a typeface grounded on the historic roots of mid-20th century South England yet impregnated with a contemporary look that derives markedly from today’s mainstream of type design.

Streets of London is a typeface naturally adequate for signage and lettering but its newly achieved qualities make it also suitable for a much wider range of applications such as magazine, newspaper or book typography. Due to its very robust shapes and harmonious proportions Streets of London is highly legible and stands its ground dealing with large amounts of text.

## The Miserable Thing About Software

The font software has been tested by the Lazydogs Typefoundry in all conscience. The functionality of font software though is strongly dependent of the application using it and additionally installed software tools. Possible conflicts with installed software may occur and cannot be prevented. For information concerning this matter please consult this documentation or contact us for further questions.

## Lazydogs Typefoundry

Büschl, Linke, Seidl GbR

Mitterwieser Straße 3 // 80797 München, Germany

E-Mail: [info@lazydogs.de](mailto:info@lazydogs.de)

[www.lazydogs.de](http://www.lazydogs.de)



# THE STREETS OF LONDON FONT FAMILY SPECIMEN

The quick brown fox jumps over the lazydogs. Pack my box with five dozen liquor jugs. Bei jedem klugen Wort von Sokrates rief Xanthippe zynisch: Qu'mes j'vaux faichent l'whisky pour deux zèbres! Eva jagt im Taxi quer durch Sylt. 75423 mal musste sie heute umsteigen. *Langflest þessara orða hafa komið fram í tengslum við málfarsráðgjöf í síma. Nýyrðadagbókin er því ekki afrakstur skipulegrar orðtöku úr nútímamáli.* Nie każdy wie, że “Pchnąć w tę łódź jeża lub ośm skrzyń fig” to pangram – zdanie, które zawiera wszystkie trzydzieści dwie litery polskiego alfabetu. **Però l'arribada de la tipografia digital ha tornat a posar en qüestió la imatge gràfica correcta. Manera incorrecta intel·ligència o no del tot adequada intel·ligència.** Tercümanın da, kamu idaresi çalışanlarının gibi sır saklama yükümlüğü bulunmaktadır; tercüman tarafsız ve yansız olmak zorundadır. Har du sprogøre og sprogøje – fører teksten dig til forståelse eller fanger den blot din flittige & raffinerede opmærksomhed? Afklarer den spæde spørgsmål? Acım redzot, ausim dzirdot. Burtu kuģi viļņus šķeļ. Bet pa vidu viss tas ūdens. Šņāc un ķērc, un jēgu smeļ. *La langue française impose des règles typographiques très strictes. On accentue normalement les éléments qui doivent l'être. «Être ou ne pas être accentuée»* Omgrepert kan òg bli brukt for å visa til tale som ligg nær nedskrive språk. Semiotikk er studiet av sosialt betingede tegnsystemer og den mening de kan gi, studiet av hvordan vi sier noe og hvordan vi skaper mening. Ordet semiotikk kommer fra gresk semion som betyr tegn eller i medisinsk språk symptom. *Med hjälp av det mänskliga språket representeras tankar, konkreta föremål och abstrakta begrepp, aktioner och idéer kan ses som en del av människans kognitiva förmåga.*

Streets of London Family 10 pt / 14 pt

Pack my box with five dozen liquor jugs. Bei jedem klugen Wort von Sokrates rief Xanthippe zynisch: Qu'mes j'vaux faichent l'whisky pour deux zèbres! Eva jagt im Taxi quer durch Sylt. The QUICK BROWN FOX JUMPS over the lazydogs. The quick brown fox jumps over the lazydogs. Pack my box with five dozen liquor jugs.

Streets of London Regular 12 pt / 15 pt

Pack my box with five dozen liquor jugs. Bei jedem klugen Wort von Sokrates rief Xanthippe zynisch: Qu'mes j'vaux faichent l'whisky pour deux zèbres! Eva jagt im Taxi quer durch Sylt. The quick brown fox jumps over the lazydogs. The quick brown fox jumps over the Lazydogs. Pack my box with five dozen liquor jugs.

Streets of London Italic 12 pt / 15 pt

Pack my box with five dozen liquor jugs. Bei jedem klugen Wort von Sokrates rief Xanthippe zynisch: Qu'mes j'vaux faichent l'whisky pour deux zèbres! Eva jagt im Taxi quer durch Sylt. The quick brown fox jumps over the lazydogs. The quick brown fox jumps over the lazydogs. Pack my box with five dozen liquor jugs.

Streets of London Bold 12 pt / 15 pt



# THE STREETS OF LONDON FONT FAMILY OPENTYPE FEATURES

## OpenType Features

The following features are accessible by using the Streets of London Family and its components:

### STREETS OF LONDON REGULAR WITH SMALL CAPS:

- Small Caps + Small Caps Figures (SMCP)
- Proportional Oldstyle Figures (PNUM + ONUM)
- Proportional Lining Figures (PNUM + LNUM)
- Tabular Lining Figures (TNUM + LNUM)
- Numerators (NUMR)
- Denominators (DNOM)
- Fractions (FRAC)

### STREETS OF LONDON ITALIC:

- Proportional Oldstyle Figures (PNUM + ONUM)
- Proportional Lining Figures (PNUM + LNUM)
- Tabular Lining Figures (TNUM + LNUM)
- Numerators (NUMR)
- Denominators (DNOM)
- Fractions (FRAC)
- Stylistic Set Alternate Forms (ss01)

### STREETS OF LONDON BOLD:

- Proportional Oldstyle Figures (PNUM + ONUM)
- Proportional Lining Figures (PNUM + LNUM)
- Tabular Lining Figures (TNUM + LNUM)
- Numerators (NUMR)
- Denominators (DNOM)
- Fractions (FRAC)

fi fl	LIGA	fi fl
Hgçb	SMCP	HĜÇB
Ha67	SMCP	HA67
ks	SS 01	kſ
1568	PNUM ONUM	1568
1568	TNUM LNUM	1568
1568	NUMR	1568
1568	DNOM	1568
32/45	FRAC	32/45





dance

LD Grotesk  
Ultra Light Condensed

partners

Streets of London  
Italic



LOOKING  
FOR A MATCH  
TO GO WITH  
STREETS  
OF LONDON?

Try LD Grotesk!  
*Hearts beating as one*

This combination is in sync. Their condensed proportions give them a matching rhythm you just want to clap along to. Both typefaces can trace their origins back to the streets: the roots of the LD Grotesk fonts by Kai Büschl lie in the original display grotesques made for advertisements, while Streets of London by Robert Strauch is based on the letter forms of

London's all caps street signs. From there they made their way into the indoors: the contemporary versions of these typefaces have been carefully treated and optimised for continuous reading, and can now be used for a much larger context. Energy moves in waves: feel the rhythm with this match!