



BROWNSTONE

A NEW FONT BY ALE PAUL

An aerial photograph of a brick building with a decorative white frame overlaid on it. The frame contains the text 'RUSTIC RELEVANCE' in a stylized, white, serif font. The frame is adorned with a scalloped border and circular motifs at the corners.

RUSTIC RELEVANCE

● One design sparks another

As Alejandro Paul experimented with the

strokes and curves of his monoline script Business Penmanship, he

discovered interesting new forms and shapes that didn't fit the Spencerian

theme of that typeface

These forms simmered in Ale's subconscious

over the next three years, during which time he visited New York City,

pored over rare type specimen books in the New York Public Library, and

explored Brooklyn's neighborhoods.

Brownstone,



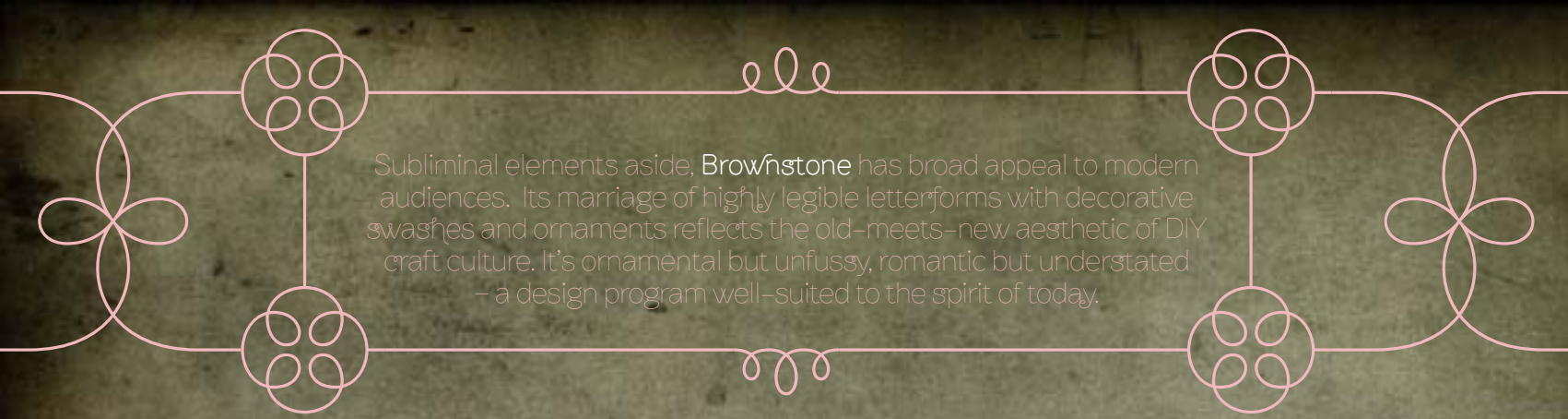
The face born from these explorations, is an original 21st-century design, subtly infused with historical and cultural references.



A friendly-looking monoline sans-serif, **Brownstone** seems constructed rather than stroked with a pen (see the 'k' and 'x' in particular) – suggesting bent iron, with finials sharply snipped in a metal press.

This isn't Swiss geometry – more like rustic industrial geometry, hand-forged in a Gowanus workshop. Indeed, the frames included with **Brownstone** echo the ornate iron railings of its namesake buildings, the 19th-century row houses of Park Slope.

Keen observers might spot influences from decorative typefaces of Victorian foundries. There's also a slight 1960s vibe to **Brownstone**, of novelty swash-sans photocompositing faces, that can be played up at your discretion.



Subliminal elements aside, **Brownstone** has broad appeal to modern audiences. Its marriage of highly legible letterforms with decorative swashes and ornaments reflects the old-meets-new aesthetic of DIY craft culture. It's ornamental but unfussy, romantic but understated — a design program well-suited to the spirit of today.





CHARACTERS
AND GUIDE



Brownstone includes character sets for Latin-based languages, including Western and Eastern European, Baltic, Turkish, Maltese, Celtic and Welsh. Over 1500 glyphs, including small capitals, swash characters, alternates, and ligatures, in both Light and Thin weights. Ornamental frames are also provided for both weights.

A “Hole” version of Brownstone Light is also provided, with counters conveniently pre-filled for additional decorative effects.

Weights

This is Brownstone Thin

I am Brownstone Light

My name is Brownstone Hole

Alternates

am̃or broadway cold delight epsilon feelings
golden h̃ello intelligent july kinder lions
master never obsessive poltergeist queso
romantic sweet theorem universal victory we
yellow zimbabwe 04.2010 \$78

This is a partial sample of the alternate characters included with the font.

Alternates

BROOKLYN A A A A B B
B B C C D D D
E E E E F F F G G G H H H I I J J K K K L L
L M M M N N N O O P P P Q R R R R R S
S T T U U V W W X X Y Z Z Z

This is a partial sample of the alternate characters included with the font.



AMOR BROADWAY COLD DELIGHT EPSILON FEELINGS
GOLDEN HELGA INTELLIGENT JULY KINDER LIONS
MASTER NEVER OBSESSIVE POLTERGEIST QUESO
ROMANTIC SWEET THEOREM UNIVERSAL VICTORY WE
YELLOW ZIMBABWE 04.2010 \$78

THIS IS A PARTIAL SAMPLE OF THE SMALL CAPS CHARACTERS INCLUDED WITH THE FONT.

UCLigatures

ASK AS ASA ASB ASD ASE ASF ASH ASI ASL ASM
ASN ASP ASR AST ASU ASV ASW ASY CAS
CB CD CE CES CF CH CI CK CL CM CN CP CR CT CU CV CW
CY ES GA GAS GB GD GE GES GF GH GI GK GL GM GN GP GR
GT GV GW GY LSA SA SAS SB SD SE SES SF SH SI SK SL SM
SN SP SR ST SU SV SW SY

This is a partial sample of the uppercase ligature characters included with the font.

LC Ligatures

ch cy cb cf ch ch chg chy ck ck ckg cky cl cm cm
cm cy cn cn cny cp cp cr ct cy cy dy ey ff ffi gb
gh gh ghg ghy gk gk gkg gky gl hy iy iy kg kg ky ly my ny oe oey
pe pey rf rt rty sb sf sh sh shg shy sk sk skg sky sl sm sm smy
sn sn sny sp sp sr st sty sv sw sy sz syz ty xy zy

This is a partial sample of the lowercase ligature characters included with the font.

DUMBO

BED-STUY

Prospect

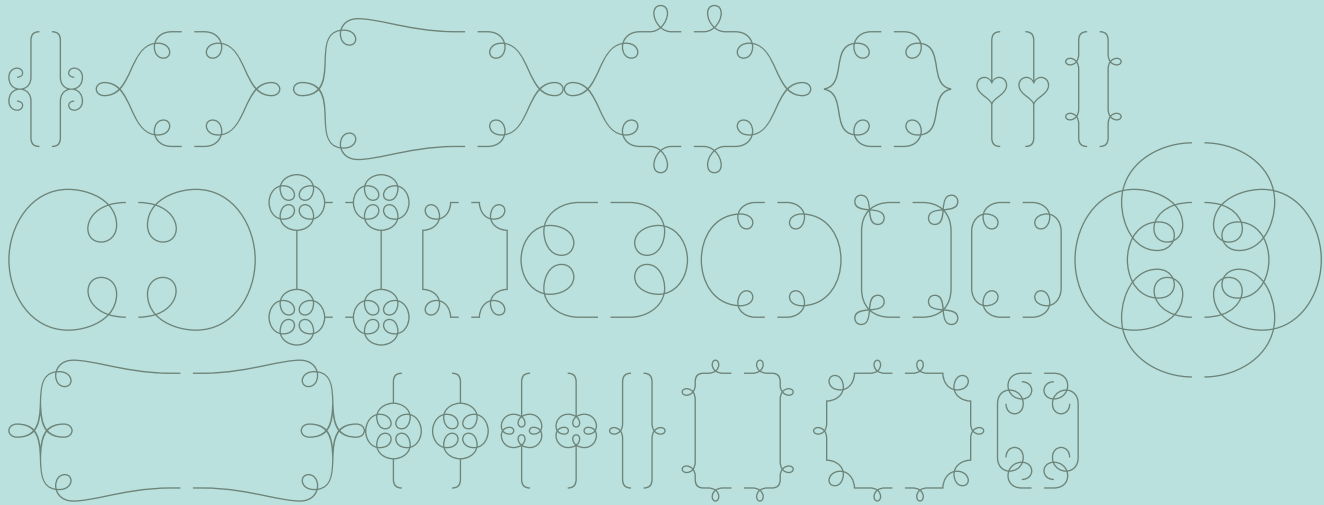
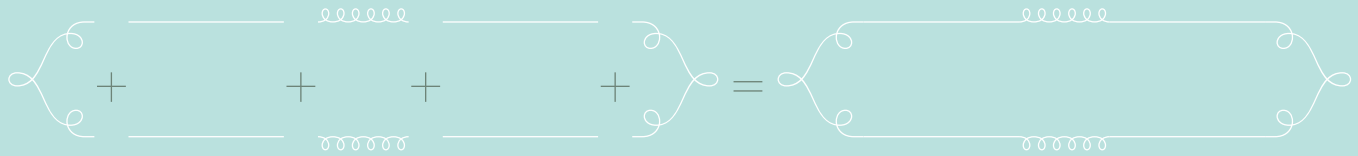
BROWNSTONE

Flatbush

Williamsburg

PARK SLOPE

Frames



This is a partial sample of the frame characters included with the font.



Hello period. Ciao comma,
¿Cómo estás? ¿TE GUSTA?
ROCKAWAY BEACH!!!

Čtvrtý seminář Unie grafického. Rațiune și conștiință.

This is a partial sample of the characters included with the font.



Design by Ale Paul
Writing and photography
by Jon Parker

WWW.SUDTIPOS.COM