



BROWNSTONE

A NEW FONT BY ALE PAUL

An aerial photograph of a brick building with a white decorative frame overlaid on it. The frame contains the text 'RUSTIC RELEVANCE' in a white, serif font. The frame is ornate, with a scalloped top and bottom edge and circular motifs at the corners. The background is a textured, greenish-brown aerial view of the building's roof and surrounding area.

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

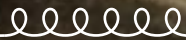
These forms simmered in Ale's subconscious

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,



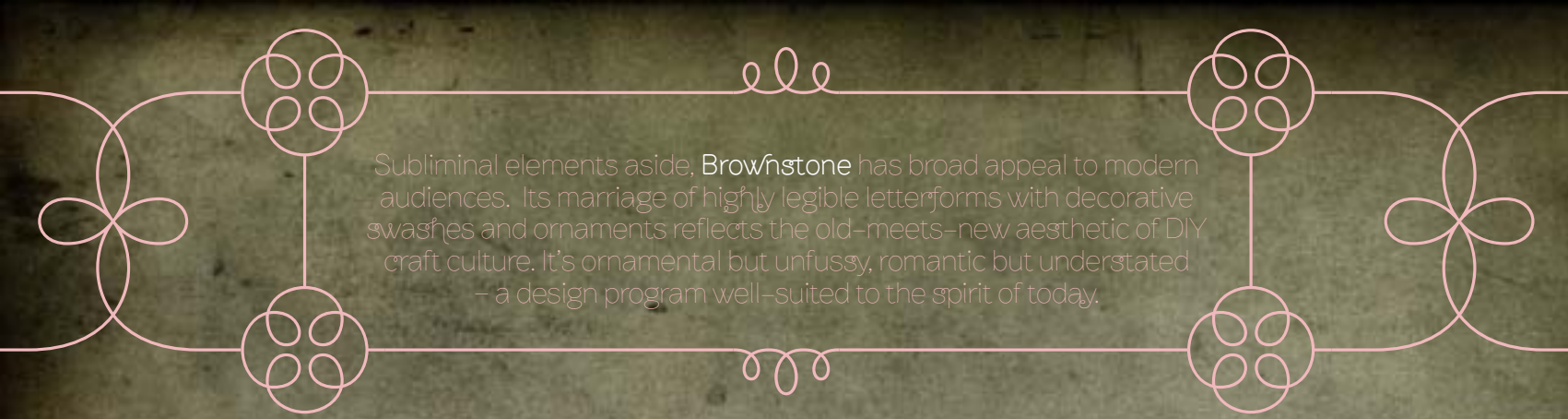
The face born from these explorations, is an original 21st-century design, subtly infused with historical and cultural references.



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

AÆ AS AŞA AŞB AŞD AŞE AŞF AŞH AŞI AŞL AŞM  
AŞN AŞP AŞR AŞT AŞU AŞV AŞW AŞY CÆ  
CÆ CD CÆ CÆS CÆ CÆH CÆ CÆK CÆ CÆM CÆN CÆP CÆR CÆT CÆU CÆV CÆW  
CÆY CÆS GÆ GÆS GÆB GÆD GÆE GÆES GÆF GÆH GÆI GÆK GÆL GÆM GÆN GÆP GÆR  
GÆT GÆV GÆW GÆY LŞA ŞA ŞAŞ ŞB ŞD ŞE ŞES ŞF ŞH ŞI ŞK ŞL ŞM  
ŞN ŞP ŞR ŞT ŞU ŞV ŞW ŞY

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 y 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

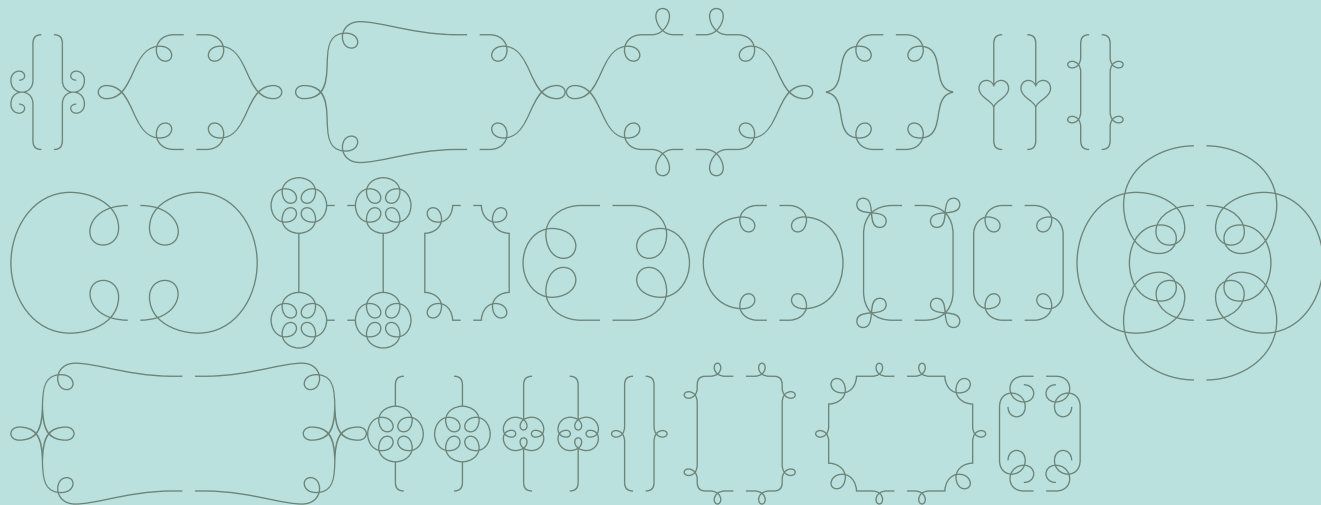
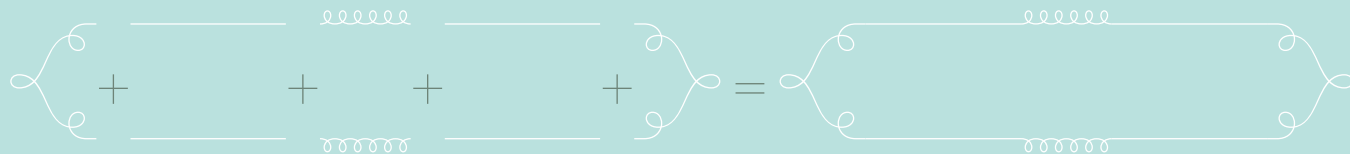
BROWNSTONE

Flatbush

Williamsburg

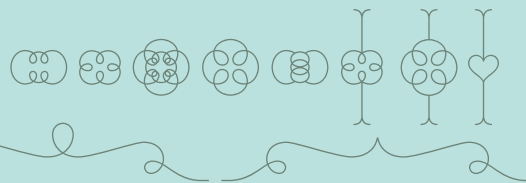
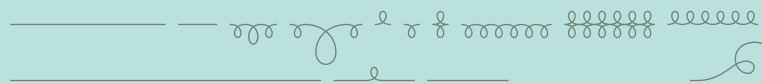
PARK SLOPE

# Frames



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

# 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](http://WWW.SUDTIPOS.COM)