

USER GUIDE

Madley

A SLAB SERIF TYPEFACE

01

Basic Character Sets
Weight variation
Latin extended sets

02

Small Capitals
with Oldstyle figures

03

Stylistic Alternates

04

Swashes

05

Discretionary Ligatures

06

Figures

Antique by Vincent Figgins

one of the first slab-serifs was made around 1834

19TH CENTURY BRITISH CLARENDON

uses more bracketed serifs

SLAB SERIF

often is characterized by thick block serifs

and are - for some reason - referred to as Egyptians

CLARENDON

has a structure akin to other serifs

with more elongated details

The slab serif genre of fonts is large and varied

& EVOKES A WIDE RANGE OF FEELINGS

Modernized & Simplified

MONOLINEAR

striking a balance between function and style

Display and text type settings

Contemporary

when form follows function

DESIGNING IDENTITY

Contemporary design is constantly evolving

EDITORIAL

simplicity and subtle sophistication

Legibility vs Readability

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

Marlow Regular

Marlow Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Marlow Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Marlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Marlow Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Marlow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Marlow Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

*El veloz murciélago hindú comía
feliz cardillo y kiwi. La cigüeña
tocaba el saxofón detrás del
palenque de paja.*

Spanish

Příliš žluťoučký kůň úpěl ďábelské ódy.

Czech

Quizdeltagerne spiste jordbær med fløde, mens cirkusklovnen

Danish

Pa's wijze lynx bezag vroom het fikse aquaduct.

Dutch

See väike mölder jõuab rongile hüpata

Estonian

Voix ambiguë d'un cœur qui au zéphyr préfère les jattes de kiwis

French

Zwölf Boxkämpfer jagen Viktor quer über den großen Sylter Deich

German

Egy hűtlen vejét fülöncsípó, dühös mexikói úr Wesselényinél mázol Quitóban.

Hungarian

Ma la volpe, col suo balzo, ha raggiunto il quieto Fido

Italian

En god stil må først og fremst være klar. Den må være passende. Aristoteles.

Norwegian

Pchnąć w tę łódź jeża lub ośm skrzyń fig

Polish

A rápida raposa castanha salta por cima do cão lento.

Portuguese

Agera vulpe maronie sare peste câinele cel leneș.

Romanian



A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

Marlow Light

Marlow Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Marlow Light

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Marlow Regular

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Marlow Medium

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Marlow Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Marlow Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ONCE UPON A TIME, IN 1834, THERE
WAS A MAN NAMED VINCENT
FIGGINS WHO OWNED A TYPE
FOUNDRY IN LONDON, ENGLAND. HE
DEVELOPED A TYPEFACE AND NAMED
IT ANTIQUE.

Marlow Light

CLARENDON IS THE NAME OF A SLAB-SERIF TYPEFACE that was released in 1845 by Thorowgood and Co. (or Thorowgood and Besley) of London, a letter foundry often known as the Fann Street Foundry. The original Clarendon design is credited to Robert Besley, a partner in the foundry, and was originally engraved by punchcutter Benjamin Fox, who may also have contributed to its design. Many copies, adaptations and revivals have been released, becoming almost an entire genre of type design.

Marlow Regular

DIE CLARENDON IST EINE SCHRIFTART, DIE 1845 VON BENJAMIN FOX FÜR ROBERT BESLEY & Co. IN LONDON GESCHNITTEN WURDE. Fox benannte seine Original-Clarendon nach dem Universitätsverlag Clarendon Press in Oxford. Von den Serifenbetonten Schriften nimmt die Clarendon am deutlichsten Bezug auf die Klassizistischen Antiqua. Trotz der kräftigen Serifen hat sie immer noch ein ausgeprägtes Dick-Dünn in den Strichstärken. Typisch für Egyptienne-Schriften besitzt die Clarendon deutliche, kräftige Serifen.

Marlow Medium

LIVING WITH LIGHT

35 Tips for Renovating Old Houses

IN TODAY'S INCREASINGLY competitive housing market, it's becoming more important for young buyers to source the perfect renovation property rather than a turn-key home. The most obvious starting place is working with a local estate agent or realtor, as well as searching online sites like Rightmove or Zillow. Repossessed houses or residences in a state of disrepair are typically only advertised with exterior shots, so it's always worth going to see a property in person to get an idea of the scale of the work required.



A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

Marlow Hairline

a c d e f h l k m n t u

Regular Character Set

a c d e f h l k m n t u

Regular Character Set

Marlow Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Marlow Light

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Marlow Black

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abcdefghijklmnopqrstuvwxyz 0123456789

Slab serif lettering and typefaces originated in Britain in the early nineteenth century, at a time of rapid development of new, bolder typefaces for posters and commercial printing. Probably the first slab-serif to appear in print was created by the foundry of Vincent Figgins, and given the name “antique”. Others rapidly appeared, using names such as “Ionic” and “Egyptian”, which had already also used as a name for sans-serifs. *(At the time typeface names were often adjectives, often with little purpose to their name, although they may have been in this case reference to the “blocky”, geometric structure of ancient architecture. There was limited separation between the name of typefaces and genres; if a font proved popular it would often be pirated and reissued by other foundries under the same name.)*

Marlow Regular

VAN
DER

HILL
LSEA
TON

ING

ISLINGTON
PRIMROSE HILL
MARYLEBONE

BERMONDSEY
SHOREDITCH
HOXTON

LON
DON



*To walk through the streets of
walk through the pages of time
churches, its celebrated theatres
galleries, and its towering streets
been built on the foundations
that came before it. It's what makes
city for the ages and its most
architecture so beloved.*

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Swashes 01

— A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Swashes 02

— A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Swashes 03

— A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Swashes 04

— A B C D E F G H I J K L M N O P Q R S T U V W X Y
a b c d e f g h i j k l m n o p q r s t u v w x y z

Swashes 05

— A B C D E F G H I J K L M N O P Q R S T U V W X Y
a b c d e f g h i j k l m n o p q r s t u v w x y z

Swashes 06



A F H K L N R T V d
f g h j k m n y z

Swashes 07



K R d h k

Swashes 08



h k

Swashes 09



h k

Swashes 10



h k

Swashes 11



h k

Emily
&
Christopher

The
Princess
of Windsor

THIS IS NOT LETTERING

Marlow Black



AB AC AD AE AG AJ AK AL
 AM AN AO AP AQ AR AS AT AU
 AV AW AZ HA HE HI HO HU KA
 KE KI KO KY LA LE LO LS LU MA ME
 MI MO MT MU PA PE PI PO PU

Marlow Regular

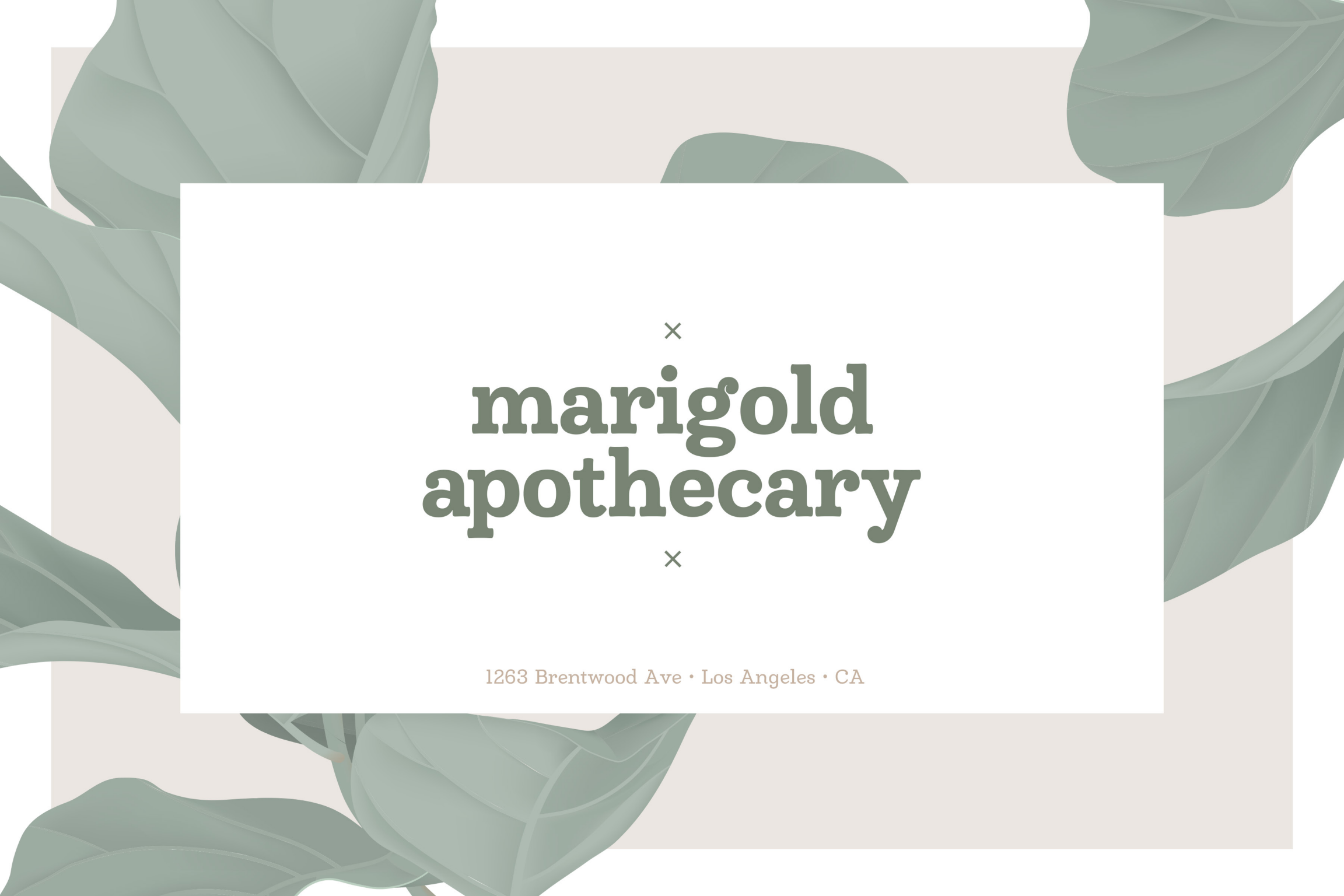
MERRY & BRIGHT

RISE
AND
SHINE

LAUREN
HUSMON

BLONDE ALE

Marlow Hairline



×

marigold apothecary

×

1263 Brentwood Ave • Los Angeles • CA

1 2 3 4 5 6 7 8 9 0

Lining

1 2 3 4 5 6 7 8 9 0

Oldstyle

1 / 2 12 / 34 1 / 4 5 / 16

Fractions

