

London Kono designed by Eiichi Kono

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

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London Kono

Every font/typeface is a collection of glyphs, each of which represents an individual letter, number, punctuation mark, or other symbol. The shapes that form our familiar alphabet were perfected in roman capitals, and makers and designers have embraced the beauty and emulated the proportions of the best examples. From these stone cut or handwritten origins, generations of craftsmen and type designers have reproduced and remade alphabets.

The weight, proportion, embellishment, style/expression, counter and inter-letter spacing create the characteristic appearance of a typeface. In the making of a text typeface, type shapes are refined and harmonised to ensure that every letter combination is well-balanced to achieve legibility through the clarity of even texture on the page.

The inherent rules for typeface design are constant, even as changing technology drives the making and dissemination of type. New typefaces answer the continuing overriding demand for utility, and a new generation is enthused in using and making.

A typeface is a crucial interface, setting the tone and facilitating engagement and interaction with the message. London Kono typeface is founded on the principles of Edward Johnston, with the aim of regenerating freshness and individuality.

EK

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LDN Kono Light

LDN Kono Light Italic

LDN Kono Medium

LDN Kono Medium Italic

LDN Kono Bold

LDN Kono Bold Italic

LDN Kono ExtraBold

Aa Bb Cc Dd **Ee Ff Gg**

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0 1 2 3 4 5

6 7 8 9 10

0 1 2 3 4 5

6 7 8 9 10

London Kono designed by Eiichi Kono

&abcde
fghijklm
nopqrst
uvwxyz;
0123456

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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