

Z
a
Zemestro
structured

Farey's goal was to create a more legible and friendlier typeface than those limited to single character and stroke widths. The face finds its foundation in two earlier designs from Farey: "Cachet," a soft-terminal sans he drew in 1999, and a partial alphabet he created for the *New Scientist*, a British scientific journal. Cachet appears to be monospaced and constructed with geometrically precise character strokes, but it isn't. The characters drawn for *New Scientist* are more condensed and structured than Cachet. Their offspring **Zemestro** takes on the proportions of the *New Scientist* letters and builds them into a full typeface family. Round characters have squared shoulders, helping to create visually consistent letter spacing and even typographic color. Terminals are now square and clipped at right angles to the stroke.

Zemestro is a straightforward design that is meant to be read. According to its designer, Dave Farey, "There is nothing calligraphic about it, and there are no defining or identifiable single characters – it's just clean and simply constructed."

The Zemestro family is available in four weights, with complementary italics for the two lightest weights. Text copy in the Book weight is inviting and easy on the eyes, while the Regular is more imposing and authoritative. The Medium and Bold weights are excellent for providing emphasis in text copy and are also strong communicators at display sizes.

REVOLUTION

COUNCIL

The name **Zemestro**? "I'm always fascinated by typeface names," says Farey. "Most of mine are inspired by movies or books." It was while reading a book on the Russian revolution that Farey learned zemestro was the word for a village council or group of elders, "before Comrade Lenin dissolved them all," he explains. "So this is the first **Zemestro** since 1917. I thought it was worth reviving."

Even Typographic Color

G

Zemestro

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&1234567890

BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&1234512345

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz&1234567890

Zemestro

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Zemestro

8/10 BOOK & BOOK ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. *You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour*

8/10 REGULAR & ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. *You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and*

8/10 MEDIUM

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent.

8/10 BOLD

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent.

10/12 BOOK & BOOK ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be *a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns.*

10/12 REGULAR & ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be *a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other*

10/12 MEDIUM

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12/14 BOOK & BOOK ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep *shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-*

12/14 REGULAR & ITALIC

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep *shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-*

12/14 MEDIUM

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is

12/14 BOLD

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in color. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is

18/20 BOOK & BOOK ITALIC

Imagine that you have before you a flagon of wine. You may choose *your own favorite vintage for this*

18/20 REGULAR & ITALIC

Imagine that you have before you a flagon of wine. You may choose *your own favorite vintage for this*

18/20 MEDIUM

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage for this

18/20 BOLD

Imagine that you have before you a flagon of wine. You may choose your own favorite vintage

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