

# Philip Kelly Digital Design

All the text in this portfolio is set in my own exclusive typeface family named 'Sendai'.  
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(N.D.A. agreements forbid many company name or image disclosures)

46 Nursery Fields  
Hythe Kent CT21 4DS  
United Kingdom

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W: [www.pkfont.co.uk](http://www.pkfont.co.uk)

**Philip Kelly Digital Design** 

FANTAIL

A DISPLAY TYPEFACE DEVELOPED BY BRITISH TYPE DESIGNER PHILIP KELLY

[WWW.PKFONT.CO.UK](http://WWW.PKFONT.CO.UK) - [PKDIGITAL@PKFONT.CO.UK](mailto:PKDIGITAL@PKFONT.CO.UK)

PERFUMES OF THE WORLD

HAND-MADE CRAFTS

'CAPS' ONLY, BUT WITH AN EXTENSIVE CHARACTER SET

ALSO SET IN FRENCH, GERMAN & SPANISH.

THE CROISSANT & COFFEE 

CAFÉ

COLOURED

GEMSTONES

QUEEN'S JUBILEE

'Sendai' is a new 6-weight typeface family, designed by British type designer Philip Kelly. The typeface is comfortable in text usage with the slightly condensed shapes that help save space and also achieve punchy display headlines. The restrained serifs are a nod to the Latin styles of the past.

**Regular *Regular Italic* Medium *Medium Italic* Bold *Bold Italic***

The fonts are available exclusively from Philip Kelly Digital Design directly. The fonts are supplied in OpenType Postscript format which is Mac and Windows compatible.  
(Brochure with prices and license wording, available).

Basic Selection From The Medium Character Set  
(The full set includes an extensive symbol and non-English content)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstvwxyz**

**01234567890£\$€¥%#<+×÷=->**

**([!&?/\*@“”.,:;])**

**SCIENCE YEAR**

**FAST FORWARD TO THE FUTURE**

**SCIENCE YEAR**

**FAST FORWARD TO THE FUTURE**

€2003 Eras Light

€2003 Eras Book

€2003 Eras Med

€2003 Eras Demi

€2003 Eras Bold

€2003 Futura Light

€2003 Futura Book

**€2003 Futura Bold**

€2003 Univers 47 Light

€2003 Univers 57 Cond

**€2003 Univers 67 Bold Cond**

**€2003 Univers 75 Black**

IRModerena Regular

*IRModerena Regular Italic*

IRModerena Bold

***IRModerena Bold Italic***

IRModerena Super

***IRModerena Super Italic***

\*berwin leighton paisner  
\*berwin leighton paisner

‘asterisk’ font based on the final logo

abcdefghijklmnopqrstuvwxy

1234567890

“!&\*?£.,:;”



Elan Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

АБВГГДЕЁЄЖЗИІЙКЛМНО

ПРСТУФХЦЧШЩЪЫЬЭЮЯ

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1/4 1/2 3/4 1/3 2/3 1/5 2/5 3/5 4/5 1/6 5/6 1/8 3/8 5/8 7/8

Elan Greek

ΑΆΒΓΔΕΈΖΗΉΘΙΪΚΛΜΝ  
ΞΟΌΠΡΣΤΥΎΨΦΧΨΩΨ  
αάβγδεέζηήθιΐϊκλμνξ  
οόπρςστυύϋϋφχψωώ

COPPERPLATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890

£ € Lt

ESTONIAN: Ä Ö Ö Š Ü Ž Ä Ö Ö Š Ü Ž

AZERBAIJANI: Ç Ə Ğ İ İ Ö Ş Ü Ç Ə Ğ İ İ Ö Ş Ü

LITHUANIAN: A Č E Ę Ĳ Š Ų Ū Ž A Č E Ę Ĳ Š Ų Ū Ž

LATVIAN: Ā Č Ē Ģ Ī Ķ Ļ Ņ Š Ū Ž Ā Č Ē Ģ Ī Ķ Ļ Ņ Š Ū Ž

# Conduit Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Estonian: ÄÖÕŠÜŽ äöõšüž

Azerbaijani: ÇƏĞİİÖŞÜ çəğiiöşü

Lithuanian: AČĘĖĮŠŲŪŽ ačėėįšųūž

Latvian: ĀČĒĢĪĶĻŅŠŪŽ āčēģīķļņšūž

(7 Point BEFORE)

Screen shots taken @100% size from a TrueType hinting commission that I completed. ACEOVWX aceovwxbdpq 1380 @ # .,;'''''

(8 Point BEFORE)

Screen shots taken @100% size from a TrueType hinting commission that I completed. ACEOVWX aceovwxbdpq 1380 @ # .,;'''''

(9 Point BEFORE)

Screen shots taken @100% size from a TrueType hinting commission that I completed. ACEOVWX aceovwxbdpq 1380 @ # .,;'''''

(10 Point BEFORE)

Screen shots taken @100% size from a TrueType hinting commission that I completed. ACEOVWX aceovwxbdpq 1380 @ # .,;'''''

(11 Point BEFORE)

Screen shots taken @100% size from a TrueType hinting commission that I completed. ACEOVWX aceovwxbdpq 1380 @ # .,;'''''

(12 Point BEFORE)

Screen shots taken @100% size from a TrueType hinting commission that I completed. ACEOVWX aceovwxbdpq 1380 @ # .,;'''''

(14 Point BEFORE)

Screen shots taken @100% size from a TrueType hinting commission that I completed. ACEOVWX aceovwxbdpq 1380 @ # .,;'''''

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(14 Point AFTER)

Screen shots taken @100% size from a TrueType hinting commission that I completed. ACEOVWX aceovwxbdpq 1380 @ # .,;'''''

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ALoud.COM ARENA HOMME  
ARENA+



Bliss

BOOX car



E L L E ELLE girl EMPIRE FHM  
DECORATION



heat J-17



KISS



MATCH



mixmag MOJO more!



Newwoman

PERIOD LIVING  
& TRADITIONAL HOMES



ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890.



ABCDEFGHIJKLM  
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ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
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ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890.:



Cortez  
Phillip Kelly

① ② ④

abcdefghijklmnopqrstuvwxyz  
AABCDEFGHIJKLMNOPRRSTUVWXYZ  
1234567890

abcdefghijklmnopqrstuvwxyz  
AABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Croissant  
Phillip Kelly

① ② ④

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AABCDEEFGHIJKLMNOPQRSSTTUVWXYZ  
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Impress • Letraset © 1983

Ea1  
42pt 10.5mm  
IL4680

Ea1  
30pt 7.5mm  
IL4681

Ea1  
24pt 6.0mm  
IL4682

Sp

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© 1987 Esselte Letraset Ltd.

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AABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 æøßÆØ &?!£\$% (.,:)



EMPORIUM

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

Æ Ø & ? ! £ \$ %

1 2 3 4 5 6 7 8 9 0

University Roman \*

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

1 2 3 4 5 6 7 8 9 0

*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*

*1 2 3 4 5 6 7 8 9 0*

Gillies Gothic \*  
Extra Bold Shaded  
Phillip Kelly

① ② ④

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

1 2 3 4 5 6 7 8 9 0

Pump Triline \*  
Studio

①



Magnificat

Friedrich Peter

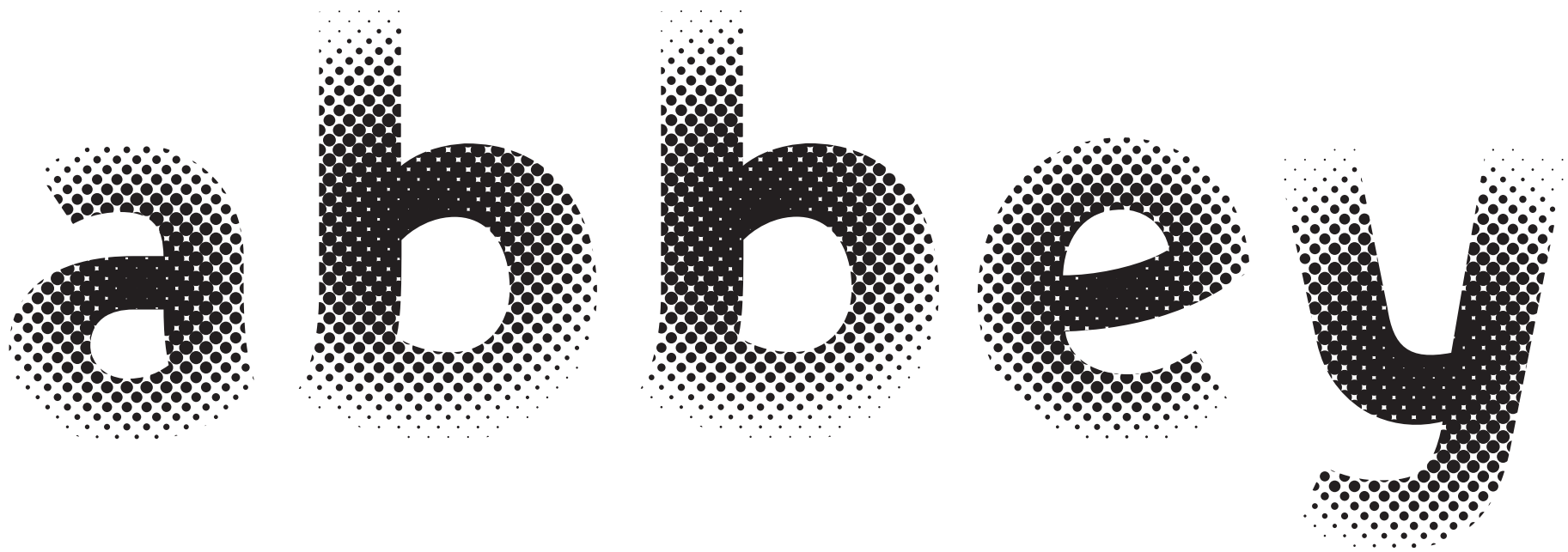
1

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  
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 ! " # \$ % & ' ( ) \* + , - . / : ;  
 < > ? @ [ \ ] ^ \_ ` { | } ~

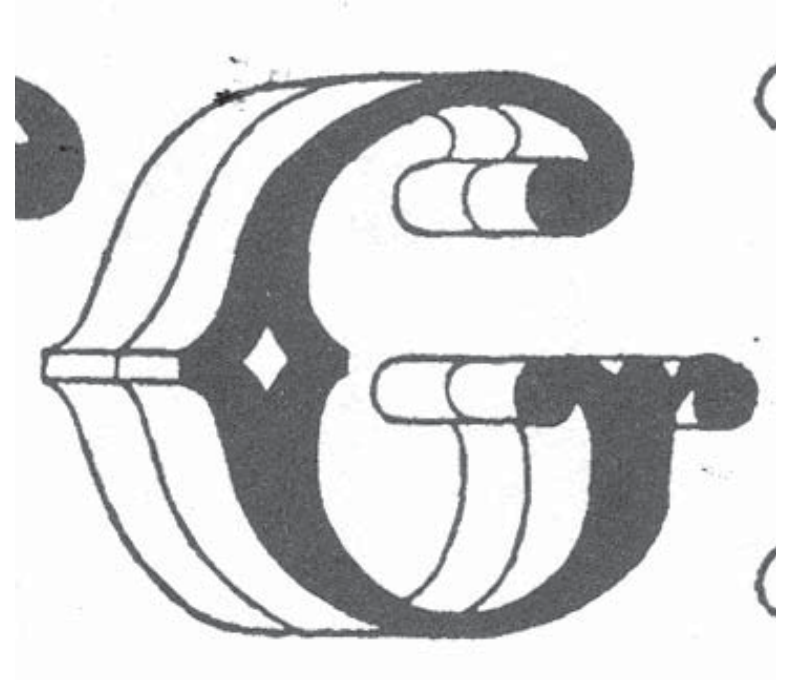
K R L M S



\*Magnificat (not my design, partly cut by me) possibly the most difficult characters we ever hand-cut



Turning the client's Abbey logo into a tone of perfect circles (each circle, manually edited)





DON

A stylized, black and white graphic of the word "DON". The letter "D" is large and features intricate white scrollwork and flourishes. The letters "O" and "N" are bold and blocky. The word is framed by a thin black line that curves upwards at the top right and downwards at the bottom left, with decorative scrollwork at the ends.



DON.

A reference image of the word "DON" in a similar style to the digitized version. It features a large, ornate "D" with scrollwork. The word is set against a background of a thick, black, wavy line that curves upwards at the top right and downwards at the bottom left, with decorative scrollwork at the ends. The word ends with a period.

*no sugar studio*



*PK 2010*

*no sugar studio*



Logotype digitised from client's sketch.

The final version achieved after a number of revisions (for: [www.nosugar-studio.co.uk](http://www.nosugar-studio.co.uk))

Philip Kelly Digital Design 

\*1234567890\*

\*1234567890\*

111213141516171819101  
212223242526272829202  
313233343536373839303  
414243444546474849404  
515253545556575859505  
616263646566676869606  
717273747576777879707  
818283848586878889808  
919293949596979899909  
0102030405060708090

111213141516171819101  
212223242526272829202  
313233343536373839303  
414243444546474849404  
515253545556575859505  
616263646566676869606  
717273747576777879707  
818283848586878889808  
919293949596979899909  
0102030405060708090

111213141516171819101  
212223242526272829202  
313233343536373839303  
414243444546474849404  
515253545556575859505  
616263646566676869606  
717273747576777879707  
818283848586878889808  
919293949596979899909  
010203040506070809000





Wedding\*Day

wedding day

wedding day

wedding day

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4 typefaces digitised from their own calligraphy, for the award winning London studio 'Mandalay'.  
A small dedicated team of professionals offering unique wedding stationary and calligraphy.  
<http://www.mandalayweddinginvitations.co.uk/mall/MandalayBride/>



Designing the rope lettering for a new Latin American beer label.  
For specialist drinks agency, Stranger & Stranger, London. (Copyright lettering and image)

- Creating my own exclusive typeface family named 'Sendai'
- Working with many leading calligraphers worldwide, to vectorise their scanned artwork for EPS and font files
- During October 2010. I was pleased to work on a project for renowned Welsh calligrapher, lettering artist and stone carver, Ieuan Rees <http://www.ieuanreeslettering.co.uk/>
- Building client's Adobe Illustrator outlines into typefaces with spacing and kerning, generating and testing final font files.
- Producing a very complex set of children's handwriting fonts - For a South American government's education department
- Producing the family of Italic fonts - For the new UK Inland Revenue fonts
- A&C Black Publishers - Many font related projects
- Hodder Children's Books - Re spacing a crayon-effect font & designing more letters
- NatWest Headline TrueType fonts - Hinting with 'TypeMan' and later 'FontLab'
- British Telecom Phonebook fonts - Extensive work with the designers
- London Transport - Designing the Euros for their 'New Johnston Signing' fonts
- Seat's Fonts - Adding Central European and Turkish glyphs
- A leading UK foundry - Many Text, Display & Corporate fonts: Assisted at all levels of production
- Corporate Fonts Family - For a large European trading company
- Adding a large quantity of non-English language characters - To fonts for international TV program maker
- Also for the above clients - Designing a cyrillic font to match their font, for a TV program in the Ukraine
- Producing TrueType fonts - From AutoCad data for a multinational company
- Creating specialist fonts - For a flight simulation software company
- Typographically improving and enhancing - Client's logotypes / Creating whole fonts based upon client's logotypes
- Logo Fonts For the Mac & PC - Enabling client to simply type-in their logo at the keyboard
- Large UK advertising agency - Commissioned me to re-space their house fonts
- Logo Fonts For the Mac & PC - Produced many over the years
- Euro Signs - Designed and added to a wide variety of fonts for many clients
- Digitising from client's scanned artwork - To produce vectored artwork files such as EPS
- File Conversions of data - (e.g. EPS to WMF etc.)
- Font Conversions - Between Mac & PC, between PS & TrueType either way