

'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.

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Philip Kelly Digital Design 

SHINKANSEN

Known in the West as 'The Bullet Train'

Tokyo to Osaka

The Tōkaidō Shinkansen began service on 1 October 1964, in time for the Tokyo Olympics.

high-speed railway lines in Japan

at speeds up to 300 km/h (186 mph).

passengers

The Tōhoku Shinkansen links Tōkyo and Sendai City

THE TRAINS ARE FAMOUS FOR

RUNNING TO THE 'SECOND'

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890£\$€¥%#<+×÷=->

([!&?/*@“””.,:;])

HEADS
& TAILS
ROCKING HORSES

**DAN
BROWN**

**THE LOST
SYMBOL**

¥ FEN

'NOODLES'

Noodles are usually referred to as 'Ramen' in Japan.

They are very popular and come served in a wide variety of styles that have regional variations.

'NIPPON'

The formal name for Japan.

'Nihonjin'

Means Japanese person.

'Netsuke'

Small sculptures that are part of traditional clothing. They evolved into an art form and are highly sought after by collectors all over the world. Netsuke are usually made of wood or ivory.

'NAHA'

The capital city of Okinawa, the islands in the far South. Japan has a wide range of climates. Hokkaido in the colder North, to the sub tropical Okinawa. Temperatures there are usually over 20° C all year.

'NŌ'

The ancient classical Japanese drama from the 14c. A performance can last a whole day, with highly decorative costumes and masks.

'Neko'

Their word for 'cat'.

'Nikko'

A city almost in the centre of Japan.

Sendai city dates from its founding in 1600 by Date Masamune (September 5, 1567 - June 27, 1636). Before that, Sendai was just a small fishing village. He was a samurai who led his first campaign at the age of 14 in 1581. He presented an imposing figure with a large crescent moon on top of his headgear and his one eye. Unlike other local lords (daimyo), he tolerated the Christian missionaries. He was the first daimyo to have a ship built to send an expedition overseas. The ship visited the Philippines, Mexico, Spain and Rome. 'Date' is his surname. It is customary to write Japanese family names as 姓 (せい).

THE DATE CLAN



Learning Japanese often causes us confusion and some humour for the Japanese as we 'Gaijin' (foreigners) struggle with their language. Japanese is said to be no more difficult to learn than say Italian. However, the writing system is the major hurdle for Westerners to get to grips with. It has three integrated parts: 'Katakana' (for emphasis or non-native words). 'Hiragana' (a phonetic alphabet of simplified characters). 'Kanji' (the very important complex character system adapted from Chinese). A child needs to master a few thousand kanji to read a newspaper and the learning process begins at an early age.



S

Sendai, a typeface
family in 3 weights
with italics

Slightly condensed,
with a tip of the hat to
the Latin serifs of old

Designed by UK type
designer Philip Kelly

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

Sendai is the main city in North East Japan. The city has many zelkova trees along its roads and has lead to it being called 'The City of Trees'. There are universities and research centres which lead to developments in the high tech industries.

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(Sendai Regular & Italic - 8-18 points)

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Every year there is the Sendai Tanabata Festival, the biggest in Japan, attracting some two million visitors. The city dates from its founding in 1600 by Date Masamune (September 5, 1567 - June 27, 1636). He was a samurai who led his first campaign at the age of 14 in 1581.

Sendai is only about two hours travelling time on the high speed 'Shinkansen' (Bullet Train) from the capital Tokyo.

I named my typeface Sendai because, like the city, it is business-like and practical and a touch conservative...but also incorporates a hint of fun. My wife comes from Minami (South) Sendai and I have enjoyed visiting the area many times.

My Sendai does not go back quite as far as 1600! It was conceived around 2001 and has been developed slowly ever since as time would permit between client's projects. The typeface began its life with larger, more Latin-like serifs. The quirky h, m, n, and r 'shoulders' came later; likewise the 'roll-arounds' on the B, D, P, R, b, d, p and q. I wanted the design to be slightly condensed to help with economical text setting, but not so condensed that legibility would suffer. The slight condensation also makes for punchy display settings such as book jackets where space can be tight.

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