



Broomfield is submitted in partial fulfilment of the  
MA in Typeface Design at University of Reading.

© Ian Moore 2007

[made@byfrank.co.uk](mailto:made@byfrank.co.uk)

[www.madebyfrank.co.uk](http://www.madebyfrank.co.uk)



Broomfield

Regular  
ελληνικά  
*Italic*

A typeface by Ian Moore

Push upstairs in this room, you buried your face, that was acceptable in the 80s. *Sweet dreams are made of these things*, held down with the band on the run. Gonna give it up, I wish I was a little bit taller! *Let's ride the bug powder dust*. Can't keep running, just sittin' here, thinking of Carol and Bruce Lee. LET'S MAKE LOVE AND LISTEN TO DEATH FROM ABOVE, we'll make beautiful babies. Pick up all the pieces then shut them down. Nothing else but to hang around? In the name of the Father, *let's dance!* I feel for you, gotta keep on with your cuts and lies. Welcome to the best years of your life, when I'm 64. Zero chance. 21/30pt

## INTRODUCTION

Trying to place one single inspiration for Broomfield is impossible, simply because over the duration of the project there were too many influences to pinpoint.

Every sample of type, good or bad has provided inspiration. By devoting full time to this project I became attuned to every example around me. Not just books, but bus stops, billboards, sweet wrappers, menus, anything that offered a solution to the challenge of each character. A particularly fine example of a *g* or *s*, would slot in my head like a coin.

There were certainly influences, over the course of the design. Matthew Carter's bold flaunting of ink traps in *Bell Centennial*, and John Downer's quirky yet very readable *Vendetta* provided a spirit to aim for. Both these types had details that don't interrupt the reading at small sizes, but provide some personality at closer inspection.

The two main features that lead the design were: the *ink dents* that pulled the short stem away from the stroke, and the influence of the brush. This is a brush face that's been sent to a very strict boarding school, and has been taught to sit up straight.

Broomfield is far from finished, but it has a strong direction. I look forward to tackling the remaining weights and releasing it into the wild.

## THE ITALIC VERSUS THE REGULAR

The italic is the regular loosening its tie a little and moving a little closer the dance floor. The brush exerted a larger influence on the design of the italic than the regular, altering the stroke endings and the whole structure.

While experimenting with a brush and ink, the cut inside the counters naturally appeared with the rapid change of direction in the stroke. The capitals, which are often slanted versions of the regular, needed a different approach. The G for example, changed from a very solid form to one fluid stroke.

admnpqru

Where a stroke meets a short stem, a curved ink dent is created in the regular

*admnpqru*

With the italic, this becomes a sharp indent and much deeper

aa ee ff gg

hh ii kk ss tt

vv xx yy zz

CC GG JJ QQ

VV YY ZZ

## CONTEXTUAL ALTERNATES

The design of the medium caps and numerals was one solution to the overbearing presence of cap height initials and figures in normal text. By using OpenType features in InDesign, the 'contextual alternates' function converts any initials or numbers to mid-height, leaving normal capitalisation in place. This works particularly well for contact details where numbers and capitals appear frequently.

Without Contextual Alternates

C3P0  
LG6 8DF  
£33,000  
8:00PM

Instead of original targets of \$2.04 to \$3.06 per share, Australensa now expects earnings per share of ¥5.08 to ¥7.02. MidAlumune added £12m to second-quarter sales. However, Australensa said cost savings in the acquisition of €972m for 2008, and more than €300m in 2012.

Two new products have been introduced to rapabliflozin for grumpiness and ZXSPEC81, a novel compound for bad hair days.

21 Broomfield Rd RG2 6XY  
Call us on 0118 236 435.

10/13PT

With Contextual Alternates

C3P0  
LG2 8DF  
£33,000  
8:00PM

Instead of original targets of \$2.04 to \$3.06 per share, Australensa now expects earnings per share of ¥5.08 to ¥7.02. MidAlumune added £12m to second-quarter sales. However, Australensa said cost savings in the acquisition of €972m for 2008, and more than €300m in 2012.

Two new products have been introduced to rapabliflozin for grumpiness and ZXSPEC81, a novel compound for bad hair days.

21 Broomfield Rd RG2 6XY  
Call us on 0118 236 435.

10/13PT

## LIGATURES

Ligatures are commonly built by combining the *f* and another character in one glyph. This particular solution wasn't appropriate for Broomfield - it was important to allow changes in spacing between the *f* and the next letter. Broomfield has four different *fs*, allowing Opentype to drop in the appropriate glyph depending on its position. A similar feature will be extended to some diacritic combinations to prevent further clashing.

Without ligatures

fi - fj - fl  
fb - fk - fi  
fi - fj - fl  
fb - fk - ff

The affiliation for an equally affordable jaffastreet to a newer and faffabout muffin. For an illocution and affliction, jiggery and afflux. The aficionado took finale aflame of the halfhearted cliffhanger. They enjoyed their beefburgers offbeat. In the woods walked a wolfkin that whistled offkey. *The affiliation for an equally affordable jaffastreet to a newer and faffabout muffin. For an illocution and affliction, jiggery and afflux. The aficionado took aflame of the halfhearted cliffhanger.*

With ligatures

fi - fj - fl  
fb - fk - fi  
fi - fj - fl  
fb - fk - ff

The affiliation for an equally affordable jaffastreet to a newer and faffabout muffin. For an illocution and affliction, jiggery and afflux. The aficionado took finale aflame of the halfhearted cliffhanger. They enjoyed their beefburgers offbeat. In the woods walked a wolfkin that whistled offkey. *The affiliation for an equally affordable jaffastreet to a newer and faffabout muffin. For an illocution and affliction, jiggery and afflux. The aficionado took aflame of the halfhearted cliffhanger.*

WELCOME TO BROOMFIELD.  
No smoking, drinking,  
ball games, topless bathing,  
texting, pulling faces,  
climbing, skateboarding,  
singing, loud music, mocking  
the afflicted, hooded tops,  
running in corridors, spicy  
foods, scowling, fake tans,  
sarcasm, looking shifty,  
spitting, swearing, dancing,  
showboating or public  
displays of affection.  
ENJOY YOUR STAY.



“I like it here,  
it’s quiet, people are nice, no rap music.”



Frank,  
Market trader  
46½ years

#### BACKGROUND

Broomfield is the county town of Wessex, England. It is in the centre of Wessex and has been the county town since 1215. During the peasants revolt Broomfield was made capital of England. It is also the seat of the *Borough of Broomfield*, which covers a wider area than the town, including the new (ca. 1970s) settlement of South Wookham on the banks of the River Kneel. The Borough Council celebrated its centenary in 1988 (it had been incorporated as a municipal borough in 1888 under the Municipal Corporations Act 1882), and the town its 800th anniversary in 1999.

*Broomfield Cathedral* is the second smallest cathedral in England (after Derby Cathedral), built in the 15th and early 16th centuries when it was the parish church of the prosperous medieval town. John Dee — noted Elizabethan philosopher and scientist, and also responsible for the English translation of *Euclid* — was educated at the *Chantry School* (later re-founded as the Grammar School) in the sixteenth century. Broomfield is home to the grammar schools of *Broomfield County High School* and *King Charles III Grammar School*.  
10/12.5PT

---

The town recently attracted media attention when some local residents formed a political action group. Their aim was to discourage constituents from voting for the British National Party, who recently stood in local elections across the region. Calling themselves the Broomfield Liberation Front (BLF), they hope to stop fascism in rural England. Dr. Martin Edwards, national spokes-person of the BNP called the BLF, “a dangerous bunch of reactionaries.” This comment sparked an electronic war of words as Anti-fascist Action claimed this comment was “ignorantly ironic, as the BNP are the most dangerous political party in the UK”.

13.5/18.5PT

---

# IS BROOMFIELD THE WORST PLACE TO LIVE IN THE UK?

CHANNEL 4'S 'THE BEST AND WORST PLACES TO LIVE IN THE UK' BASED ITS RANKINGS ON STATISTICS FOR CRIME, EDUCATION, EMPLOYMENT, ENVIRONMENT AND LIFESTYLE.

Armed with statistics from all 434 UK local authorities, researchers said Broomfield saw around 69 crimes a day.

Broomfield, which has 101 chip shops, was also deemed the fattest town in the whole of the UK.

The MP for Broomfield East defended the town in light of the programme's findings. *"It is arrogance beyond belief to proclaim Broomfield the worst place to live. I challenge them to come to Broomfield and I will personally show Phil and Kirsty that it's a great town and a great place to live and work,"* he said.

Around 70,000 people live in the town, which is more than four times as densely populated as England as a whole. At its height Broomfield housed the largest steel works in Europe, but in July 2002, Ebb Vale Works officially ceased production and saw the loss of thousands of jobs in the area. Today in Broomfield there are an estimated 0.5 jobs per working-age person.

It performs in the bottom 2% for access to art galleries, museums, hotels, retail and sports facilities. Broomfield ranks fifth worst for education, just 38.2% of students achieve GCSE results between A\* and C\*. The area is in the bottom 5% for economic activity – 68.3% of the working age group are economically active. 9/12PT



---

## BROOMFIELD NIGHTLIFE

Whether you're a serious clubber, a strapped-for-cash student or someone with a mature taste looking for an intimate and relaxed atmosphere – chances are you won't find it here. Clubs such as *Zeus* and *Peaches* are just two of the extremely popular nightspots and play a varied selection of worst music you will ever hear. Fighting in the streets is a local sport here, and participation is generally not optional.

If you don't fancy a night of cranial perforating then perhaps you should check out one of the many wine bars. *Broomhall's* has a chilly feel to it and provides a poor selection of wines (red or white), cold ales, tepid lagers and lukewarm food. No matter where you decide to go in Broomfield you're destined to have a really bad time. 11/16PT

---

CZECH 10/13PT

První zmínky o osadě Luna při brodu přes řeku Ohři pochází ze 12. století. Ve 13. století dal Přemysl Otakar II. v jeho blízkosti postavit královské město. Leželo na cestě do Německa, díky tomu také velká část obyvatel měla německý původ. V pozdější době leželo na jazykové hranici, ale bylo převážně české. V první fázi husitství se rozšířila pověst, že Broomfield patří mezi pět vyvolených měst (spolu s Plzní, Klatovy, Žatcem a Slaným), které v nastávajícím konci světa uniknou zkáze. Za husitských

ROMANIAN 10/13PT

Se remarcă în economia oraşului Broomfield preponderenţa unităţilor economice foarte mari şi mari, în defavoarea unităţilor de producţie mijlocii şi mici şi, mai ales, deficienţe în prestările de servicii.

Datorită exploatarii de petrol din zona oraşului, încă de timpuriu acesta a devenit un oraş industrial, aici construindu-se prima rafinărie din lume. Astfel România are un statut de pionierat în domeniul petrolului. Deoarece Broomfieldul era cel mai mare producător de

“As pessoas são horríveis”

“Beth yw amser y trêh?”

POLISH 10/13PT

Przez Broomfield biegną ważne szlaki komunikacyjne: Warszawa – Wrocław, Wrocław – Lublin. Miasto leży niemal w centrum Polski, blisko więc stąd do każdego zakątka kraju. Obrazuje to mapa. W odległości zaledwie 20 km od Bełchatowa przebiega trasa szybkiego ruchu Warszawa – Katowice, a projektowane autostrady znajdują się również blisko miasta. Broomfield posiada połączenie kolejowe z Piotrkowem Trybunalskim. W niedalekiej przyszłości

SLOVAK 10/13PT

V Broomfield posobí množstvo kapiel v celej škále žánrov. Na čele stojí punk-reagge formácia Smola a Hrušky, ktorá vznikla v roku 1996 a v posledných rokoch sa stala celoslovensky známa, hlavne koli obrovskému množstvu odohratých koncertov a albumu Na chate z roku 2005. Podobného štýlu je aj kapela Karavana, ktorá sa orientuje viacmenej na ska-reagge. Taktiež má za sebou množstvo odohraných koncertov. komerčnému prezentu sa však

“Det er det værste lortehul og hvis man spenderer mere end 5 minutter der, begynder man seriøst at spekulere på at begå selvmord.”



Lars,  
*Bare knuckle fighter*  
29<sup>3</sup>/<sub>4</sub> years.

«Ça pourrait être joli si  
c'était décoré avec goût»



Jean-Pierre,  
Seeking employment  
37 years

TURKISH 10/13PT

Broomfield tarihinin çok eski olduğuna dair kanıtlar ilçe yakınlarındaki köylerde ki mevcut mağara ve kalıntılardan anlaşılmaktadır. M.Ö. 4000-1200 yıllarından Hititlere dayandığı anlaşılmaktadır. İran, Asur ve Roma kültürlerini yaşamış Anadolu Selçuklu Devleti zamanında Türkleşmiştir.

Eskiden adı Sarımsaklı Karyesi olan ilçe 1895 yılında Pınarbaşı ilçesinden çıkartılmış, Broomfield-ı Hamit adını kazanarak ilçe olmuştur. Bu isim Hamid'in yapısı anlamına gelmektedir.

CROATIAN 10/13PT

Lako je nepoznat izvan granica Europe, Broomfield je još od 1970-ih neprikosnoveni glavni grad hrvatskog turizma, jer slavna i tradicionalna ljetovališta kao što su Pula, Zadar, Šibenik, Split, pa i Korčula Marka Pola ili Dubrovnik, biser Jadrana, nisu ni blizu ovom turističkom divu po broju noćenja. Porečkih tridesetak hotela ima više od 95.000 kreveta, a tu je i 13 autokampova, nudistički kampovi, 16 apartmanskih kompleksa, vile, bungalovi i obitelji

“Díra po granátu”

“Er zijn hier geen snackautomaten”

SWEDISH 10/13PT

2000 invigdes Öresundsbron. 2001 hölls B001, som blev en ny stadsdel i Broomfield. 2002 flyttades Kockumskranen till Sydkorea. Nedmonterandet av Kockumskranen blev symbolen för att det gamla “Arbetarbroomfield” försvunnit. 2005 påbörjades byggandet av Citytunneln som byggs för att underlätta tågtrafiken mellan Broomfield och Köpenhamn, samt lokaltrafiken mot Ystad och Trelleborg

Framtiden upplevs av många som tveeggad i Broomfield. Samtidigt som staden har genomlevt en tillväxtperiod man inte har sett sedan rekordå-

GERMAN 10/13PT

Einen Sonderfall stellt der Allerpark in der Stadtgliederung dar: Obwohl er sich fast mittig im Brümfelder Stadtgebiet befindet, ist er, wie auch das Gelände des Volkswagen-Werkes, keiner Ortschaft zugeordnet und somit „rechtsfreier Raum“. Ziel der Stadt Brümfield ist es, langfristig den Allerpark politisch zuzuordnen. Jedoch beansprucht die Ortschaft „Nordstadt“ ebenso wie die „Stadtmitte“ Besitzansprüche am Allerpark. Der Ostteil des Allersees, der sich im Allerpark befindet, gehört politisch zur Ortschaft „Neuhaus/Reislingen“.

Η πόλη της Μπρούμφιλντ έχει ένα αρκετά εκτεταμένο κέντρο, στο οποίο συγκεντρώνονται τα περισσότερα καταστήματα, δημόσιες υπηρεσίες, αξιοθέατα και χώροι αναψυχής. Η έκτασή του μπορεί να οριστεί ανατολικά από το συγκρότημα του 3ου Σώματος Στρατού, δυτικά από την Πλατεία Δημοκρατίας (πρώην Πλατεία Βαρδαρίου), νότια από την παραλιακή Λεωφόρο Νίκης (πρώην Λεωφόρο Βασιλέως Κωνσταντίνου Α') και βόρεια από την οδό Ολυμπιάδος στις παρυφές της Άνω Πόλης. GREEK 14/20PT

ΣΧΕΤΙΚΑ ΜΕ ΤΗΝ ΙΔΡΥΣΗ ΤΗΣ ΜΠΡΟΥΜΦΙΛΝΤΣ ΥΦΙΣΤΑΝΤΑΙ ΔΥΟ ΚΥΡΙΕΣ Μ ΑΡΤΥΡΙΕΣ. Η πρώτη ανήκει στον αρχαίο ιστορικό Στράβωνα και είναι η επικρατέστερη μεταξύ των σύγχρονων ιστορικών με αποκλίσεις ως προς το έτος ίδρυσης. Η δεύτερη μαρτυρία είναι του Στεφάνου του Βυζαντίου, ο οποίος θεωρεί ως ιδρυτή της πόλης το Φίλιππο Β'.

Η επικρατούσα άποψη της ίδρυσης της Μπρούμφιλντς το 316/15 π.Χ. από τον σφετεριστή του θρόνου του Βασιλείου της Μακεδονίας, Κάσσανδρο, σχετίζει την επιλογή του με την αντίληψη για τη στρατηγική θέση αυτής της ενδότερης κοιλάδας της μακεδονικής ακτογραμμής, η οποία εύκολα θα μπορούσε να συνδέσει την ενδοχώρα με τη θάλασσα, δημιουργώντας τις προϋποθέσεις για ακμάζουσα

εμπορική κίνηση ενώ συνάμα παρείχε και ασφάλεια από επιδρομές. Επιπλέον ο Κάσσανδρος υπολόγιζε τον πολιισμό της Μπρούμφιλντς σαν μία δεύτερη πράξη, που θα νομιμοποιούσε τις διεκδικήσεις του επί του μακεδονικού θρόνου έπειτα και από το γάμο του με γόνο της βασιλικής δυναστείας.

Με βασικό άξονα την αρχαία πόλη της Θέρμης, ο Κάσσανδρος ανάγκασε σε μετοίκηση τους πληθυσμούς 26 τοπικών, παράκτιων πολιτισμάτων δημιουργώντας τη νέα πολιτεία, που ονοματοθέτησε προς τιμή της συζύγου του, Μπρούμφιλντς. Η εμπορική σημασία της πόλης προσέλκυσε από νωρίς διάφορους εποίκους (Αιγύπτιους, Σύριους, Ιουδαίους) αυξάνοντας τον πληθυσμό και το τοπογραφικό της μέγεθος ενώ διατηρούσε εμπορικές 10/13PT

«Το φαγητό είναι άθλιο!»



George Dianellos,  
*Origin and age unknown*



## CREDITS

Any resemblance to the real Broomfield in Essex is purely coincidental. The town in this booklet is a fictional place, intended to be a combination of all the worst aspects of British towns rolled into one. I have fond memories of the original Broomfield, an area of Chelmsford, where I spent the early years of my life.

Illustrations – derived from happy accidents through using *Fontlab* and *Glyph Tweaker*. Each one is a distorted character from Broomfield, with a little extra personality added with punctuation.

The ligature test was taken from: Hornby, A.S. (2005). *Oxford Advanced Learner's Dictionary of Current English*. Oxford: Oxford University Press.

Background information on Broomfield was pulled from *Wikipedia*, with some considerable changes to suit the context.

'Is Broomfield the worst place to live in the UK?' was culled from <http://www.channel4.com/4homes/ontv/best&worst> and *Wikipedia.org*.

All non-English passages were obtained from *Wikipedia*, the names of various towns and cities have been changed to 'Broomfield' to look authentic. Apologies to those who can actually understand these passages.

Unless otherwise stated, all design, text and images were produced by Ian Moore.

Broomfield is fluent in:  
Afrikaans, Bosanski, Brezhoneg,  
Català, Čeština, Cymraeg, Dansk,  
Deutsch, Ελληνικά, Eesti keel,  
English, Español, Esperanto, Euskara,  
Français, Filipino, Føroyskt, Frysk,  
Furlan, Gàidhlig, Gaeilge, Galego,  
Ganda, Hrvatski, Íslenska, Kalaallisut,  
Italiano, Kernewek, Łacinka, Latviešu,  
Lëtzebuergesch, Lietuvių kalba,  
Lingua Latina, Magyar, Nederlands,  
Norsk, Pársik, Polszczyzna,  
Português, Română, Rumantsch,  
Seeltersk, Shelta, Slovenčina,  
Slovenščina, Suomi, Svenska, Türkçe,  
Walon, Wolof & Yn Ghaelg