

LOST & FOUNDRY IS A UNIQUE COLLECTION OF 7 TYPEFACES BASED ON THE DISAPPEARING SIGNS OF SOHO, THESE ARE AT RISK OF BEING LOST FOREVER DUE TO THE EVER CHANGING LANDSCAPE OF THE AREA. BY RE-IMAGING THE SIGNAGE AS COMPLETE FONTS, WE HAVE RESCUED THIS RICH VISUAL HISTORY FROM THE STREETS AND PRESENT THE TYPEFACES INTO A CONTEMPORARY CONTEXT FOR A BRIGHT OPTIMISTIC FUTURE.

WE ARE PARTNERED WITH THE HOUSE OF ST. BARNABAS, A PRIVATE MEMBERS CLUB IN SOHO SQUARE, WHOSE WORK AS A NOT FOR PROFIT CHARITY AIMS TO BREAK THE CYCLE OF HOMELESSNESS IN LONDON. 100% OF THE PROCEEDS FROM SALES OF FONTS GO DIRECTLY TO THE HOUSE TO HELP THEIR ESSENTIAL WORK.

WE CAN'T WAIT FOR THESE TYPEFACES TO ACQUIRE A NEW LIFE IN A NEW CONTEXT, SO WHY NOT SHARE WITH US HOW YOU USE THEM.

A collection of seven carefully crafted versatile and distinctive fonts.

FS Berwick Regular

FS BERWICK

FS Cattle Regular

FS CATTLE

FS Century Regular

FS CENTURY

FS Charity Regular

FS CHARITY

FS Marlborough Regular

FS MARLBOROUGH

FS Portland Regular

FS PORTLAND

FS St James Regular

FS ST JAMES

Sample
72pt

REGULAR

Text setting
16pt/19pt

LOST & FOUNDRY FS BERWICK.
THANKS TO ITS HUMBLE TILED ORIGINS,
THIS EGYPTIAN SERIF TYPE MAINTAINS A
UNIFORM CHARACTER WIDTH, CREATING
THE IRREGULAR LETTER PROPORTIONS
FOUND IN THE FINAL ALPHABET. BROAD-
SHOULDERED, THE BRACKETED SERIFS
FIRMLY GROUND THE FONT, WHILST ITS
EXTREME HAIRLINES BECOME A NECESSI-
TY DUE TO THE UNIFORM WIDTH. OF NOTE
IS THE UPSIDE DOWN ‘S’, TO BE FOUND ON
THE ORIGINAL SIGN ON BERWICK STREET.
PERHAPS DUE TO ITS CERAMIC ORIGINS,
THERE IS A SURPRISING ‘SLIPPINESS’ TO
ITS FINAL APPEARANCE.

Sample
72pt

REGULAR

Text setting
16pt/19pt

LOST & FOUNDRY FS CATTLE.

CATTLE & SON IS BEST DESCRIBED AS A WIDE, BUT NOT OVERLY EXTENDED, GROTESQUE-STYLE SANS SERIF, SHOWING A UNIFORM WIDTH AND CARRYING A ROBUST STRENGTH TO ITS FORM. WHILST LIGHTLY FUNCTIONAL OVERALL, THE PURPOSEFUL DIAGONAL LEGS OF THE 'K', 'R' AND THE TAIL OF THE 'Q' ADD AN URGENCY TO ITS APPEARANCE. THE REDUCED SIZE OF THE AMPERSAND GIVES AWAY CATTLE & SON'S HAND-PAINTED ORIGINS AND THE OBLIQUE COMPACTED '*LTD*' FOUND ON THE ORIGINAL SIGN IS ALSO INCLUDED IN THE FINAL SET. THIS BEAUTIFUL SIGN IS TUCKED AWAY UNDER AN ARCH IN PORTLAND MEWS, SHELTERING FROM THE WEATHER. PERHAPS THIS IS WHY IT HAS LASTED SO LONG.

Sample



Capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Figures, currency and related forms

Proportional Lining

0123456789#£€\$¥¢%‰œ

Punctuation and marks

@!;?¿&()[]{}^*†‡•_--—'""“”‘’„„‹›«».,:;...·

Special characters

Alternative W

W

Sample
72pt

REGULAR

Text setting
16pt/19pt

LOST & FOUNDRY FS CENTURY.

THIS SOMEWHAT ELONGATED SET OF ROMAN CAPITALS WAS ORIGINALLY RENDERED IN PAINT CIRCA 1940, BUT ITS ROOTS TRACE BACK TO THE TRAJAN COLUMN IN ROME. WITNESS THE SLIGHTLY UNBALANCED 'W' AND THE PAINTER'S HAND IS REVEALED. CENTURY'S FLARED SERIF STYLE IS EXTREMELY SHORT, SHARP AND BRACKETED. THE 'M' IS SPLAYED AND HAS NO TOP SERIFS. CENTURY HAS A UNIFORM APPEARANCE OF WIDTH, PROBABLY DUE TO ITS SIGN-WRITTEN ORIGINS. YET IS ELEGANT, CLASSIC AND ACCENTUATES SOPHISTICATION.

Sample
64pt

REGULAR

Text setting
16pt/19pt

LOST & FOUNDRY FS CHARITY.
A TRUE TUSCAN LETTERFORM, THE ORIGINAL IS LOCATED ON THE HOUSE OF ST. BARNABAS IN CERAMIC TILES AND WAS REVEALED IN ALL ITS BROKEN GLORY IN 2014. FS CHARITY RETAINS THE OPTION OF USING THESE INCORRECT CHARACTERS. FS CHARITY FEATURES FISHTAILED TERMINALS ON ITS STROKES, A CURIOUS BRANCHED 'T' AND THE 'S' DISPLAYS TEAR-DROP ENDS TO ITS SERIFS. ALMOST UNIFORM IN WIDTH, THE 'A', 'M' AND 'W' ARE THE WIDEST CHARACTERS IN THIS SET.

Sample



Capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Figures, currency and related forms

Proportional Lining

0123456789#€€\$¥¢%‰∞

Punctuation and marks

@!i?¿&()[]{}/*†‡▪_— —
| " ' ” “ ” ‘ ’ , „ < > « » . , : ; … ‘

Special characters

Small T Dot

‡

Sample
72pt

REGULAR

Text setting
16pt/19pt

LOST & FOUNDRY FS MARLBOROUGH.

THE ELONGATED MARLBOROUGH FEATURES DIAGONAL TERMINALS TO SOME CHARACTERS AND NUMERALS. ALSO RETAINED IS THE SPACE-SAVING CONTRACTED 'T' GLYPH FROM THE ORIGINAL SIGN, WHILE THE 'R' FEATURES A DISTINCTIVE WEDGE-SHAPED LEG. HIGHLY INDIVIDUAL IN THIS FORM, SIMILAR SIGNAGE APPEARS AROUND SOHO, BUT FEATURING A VARIETY OF WIDTHS IN THEIR DESIGN.

Samples
60pt

REGULAR

Text setting
16pt/19pt

***LOST & FOUNDRY FS PORTLAND.
THE SISTER TYPE TO CATTLE & SON,
PORTLAND IS OBLIQUE RATHER
THAN ITALIC. THE SERIFS ARE NOT
OVERLY LONG, YET STILL ENHANCE
ITS RATHER RIGID CAP HEIGHT
AND BASELINE APPEARANCE.
ITS 'A' HAS A TOP SERIF, THE 'M'
IS SQUARE AND THE 'G' FOREGOES
ANY SPUR. PARTICULARLY
DELIGHTFUL IS THE OPEN
AMPERSAND. NUMERALS ALIGN
TO ENCOURAGE THE HORIZONTAL
FLAVOUR OF THE OBLIQUE STYLE.
OVERALL, PORTLAND IS BOTH
CONFIDENT AND GRACEFUL.***

Sample
72pt

REGULAR

Text setting
16pt/19pt

LOST & FOUNDRY FS ST JAMES.

A LINEAL CONTINENTAL STYLE, ST JAMES ALSO DISPLAYS A TRUE SENSE OF 'LONDONNESS' IN ITS TITLING FORM, PERHAPS INFLUENCED BY EARLY UNDERGROUND SIGNAGE. IRREGULAR LETTERFORMS DISPLAY A CONTINENTAL FLAVOUR, PARTICULARLY EVIDENT IN ITS DECO STYLE 'W', AMPERSAND AND NUMERALS. THE RATHER HIGH CROSS BAR IN THE 'A' IS ALSO REFLECTED IN THE RAISED MIDDLE STROKES OF THE 'M'. NOTEWORTHY ARE THE DISTINCTIVE UNIONS FOUND ON ALL OF THE CHARACTERS AND THE ADDITIONAL SMALL CAPS. THE ORIGINAL LETTERING IS STILL LOCATED ON GREEK ST.

