

**Gimlet!**  
**But now**  
**without**  
**all those**  
**pesky**  
**serifs!**



Rationales  
Concealed  
Quirkiness  
Friendliest  
Originates  
Exuberant

REDESIGN

GOLDFISH

SIDELONG

CROUPIER

PLANKING

FUTURISM

Continent

Electronic

Keystroke

Blockades

Intelligible

Unverified

PLEASING

SCRIPTED

BOLOGNA

SMIRKING

DISASTER

FLOURISH

Sawtooth

Evaluated

Principles

Discovers

Subspace

Goodbyes

EMERALD

FULCRUM

DIALECTS

BRACKEN

ALKALINE

CULTIVAR

**Standard**

**Brambles**

**Profusely**

**Asterisks**

**Foolproof**

**Identities**



**REGULAR**

**EXTENDS**

**INBOUND**

**DESKTOP**

**WHISPER**

**SOLACES**

**Caseeload**

**Hogwash**

**Readings**

**Mistaken**

**Abstract**

**Sunblock**

**FIRESIDE**

**SPINACH**

**HYBRIDS**

**OSTRICH**

**LIPSTICK**

**IGUANAS**

**Feliciiana**

**Painters**

**Lovebird**

**Enfigure**

**Rescript**

**Concord**

**FLORIAN**

**UNITISM**

**GOOBER**

**PELICAN**

**EPICENE**

**OFFICER**

**The Gimlet** is a cocktail made of gin and lime cordial. A 1928 description of the drink was: gin, and a spot of lime. A description in the 1953 Raymond Chandler novel *The Long Goodbye* stated that “a real gimlet is half gin and half Rose’s lime juice and nothing else.”

THE DERIVATION OF the name of the cocktail is contested. It may be named after the tool for drilling small holes (alluding to its “piercing” effect on the drinker) or after the surgeon Rear-Admiral Sir Thomas Gimlette (1857–1943), who is said to have first added lime cordial to gin to help combat the ravages of scurvy on long voyages.

The word “gimlet” used in this sense is first attested in 1928. The most obvious derivation is from the tool for drilling small holes, a word also used figuratively to describe something as sharp or piercing. Thus, the cocktail may have been named for its “penetrating” effects on the drinker.

Another theory is that the drink was named after the British Royal Navy surgeon Rear-Admiral Sir Thomas Gimlette, who allegedly introduced this drink as a means of inducing his messmates to take lime juice as an anti-scurvy medication. However, neither his obituary notice in the *BMJ*, *The Times* (6 October 1943) nor his entry in *Who Was Who 1941–1950* mention this association.

### **Pimm’s No. 1 Cup**

Pimm’s products have been produced throughout the brand’s history, all fruit cups differing only in their alcoholic base. Only Nos. 1, 6, and a “Winter Cup” based on No. 3 remain in production.

This novel was dramatised for television in 1954 for the anthology series *Climax!*, with Dick Powell playing Marlowe, as he had a decade earlier in the film *Murder, My Sweet*. The episode, which was broadcast live, was known for supposedly containing a scene where actor Tris Coffin, who was playing a corpse in a morgue, got up off a stretcher in full view of the camera.

- 12/19pt Pimm's can also be mixed with Champagne (or other sparkling white wines), resulting in a drink known as a "Pimm's Royal Cup." Pimm's Winter Cup is generally mixed with warm apple juice. A **Glasgow Garden Party** is a drink made with Pimm's substituting lemonade with Irn Bru excluding any fruit garnish. A "Pimmlet" is a gimlet with Pimm's No. 1 substituted for gin. *A Pimm's mojito substitutes lemon and lime soda with muddled limes and soda water.*
- 11/17pt The base liqueur of a Pimm's Cup, Pimm's, was created sometime after 1823, when James Pimm opened an oyster bar and began serving spirit based punches and cups. Pimm received his first liquor license in 1851, and leased or sold the bar to S. D. Morey in 1856; it changed hands several times afterward. At one point, Pimm, one of his employees, or one of his successors created the first Pimm's liqueur, designed to be mixed with lemonade, and which was trademarked and commercially released in 1912.
- 10/16pt A summer long drink, the Pimm's Cup is made with Pimm's No. 1 Cup, an English style (clear and carbonated) lemonade, like Sprite or 7 Up, lemon or lime juice, as well as various chopped garnishes like apple, cucumber, orange, lemon, strawberry and mint or borage, though mint is more common. Ginger ale or ginger beer is used as a common substitute for lemonade. *All liquid ingredients are added to a highball glass with ice, followed by garnishes.*
- 9/14pt The mojito has been presented as a favorite drink of author **Ernest Hemingway**. It has also often been said that Hemingway made the bar called La Bodeguita del Medio famous when he became one of its regulars and wrote "My mojito in La Bodeguita, My daiquiri in El Floridita" on a wall of the bar. This epigraph, handwritten and signed in his name, persists despite doubts expressed by Hemingway biographers about such patronage and the author's taste for mojitos. *La Bodeguita del Medio is better known for its food than its drink.*
- 8/12pt Many hotels in Havana also add Angostura bitters to cut the sweetness of the Mojito. Powdered sugar is often muddled with the mint leaves rather than granulated sugar as the former dissolves more readily, while many establishments use simple syrup instead. The **Rose Mojito**, which is a Mojito variation containing the rose-flavored spirit, Lanique, was first created at the Albert's Schloss bar in Manchester, England. A Mojito without alcohol is called a "Virgin Mojito" or "Nojito". The Cojito adds coconut flavor, often through the use of coconut-flavored rum. A dirty mojito calls for gold rum instead of white rum and to use raw sugar or demerara sugar. Demerara is a light brown, partially refined, sugar produced from the first crystallization during processing cane juice into sugar crystals. *Adding this to a mojito gives it a caramel-like flavor. A dark rum mojito simply calls for a dark rum to be used instead of white.*

**Gimlet Sans Display**  
**Bold.** The quick brown  
fox jumps over the lazy  
dog. *Pack my box with*

**Gimlet Sans Text Regular and Bold.** Alpha Bravo  
Delta Echo Foxtrot Golf Hotel India Juliet Kilo Lima  
November Oscar Papa Quebec Romeo Sierra Tango  
Uniform Victor Whiskey Xylophone Yankee Zulu  
fifty flinging jingling \$3,416,857,209, Illinois wis  
advertiser ambles to the bank, his exchequer a

**Gimlet Sans Micro Regular and Bold.** Alpha Bravo Charli  
Echo Foxtrot Golf Hotel India Juliet Kilo Lima Mike Novemb  
Papa Quebec Romeo Sierra Tango Uniform Victor Whiskey X  
Yankee Zulu. Breezily fifty flinging jingling \$3,416,857,209,  
wise advertiser ambles to the bank, his exchequer amplifi  
Jackdaws love my big sphinx of quartz. Victors flank sophi



**Serifed I and J**  
**(default in Micro)**  
Stylistic Set 01  
*Turn off with Stylistic Set 10*

PINEAPPLE AÇAÍ JUICE  
PINEAPPLE AÇAÍ JUICE

**Single-story a**  
Stylistic Set 02

Amazing Banana  
Amazing Banana

**Untailed a**  
Stylistic Set 03

Amazing Banana  
Amazing Banana

**Serifed I and J**  
**(default in Micro)**  
Stylistic Set 04  
*Turn off with Stylistic Set 09*

Melancholy hellraiser  
Melancholy hellraiser

**Open f**  
**(default in Micro)**  
Stylistic Set 05  
*Turn off with Stylistic Set 09*

Self-sufficient fluff  
Self-sufficient fluff

**Open t**  
Stylistic Set 06

Peanut butter toast  
Peanut butter toast

**Cursive diagonals**  
**(default in Italic)**  
Stylistic Set 07  
*Turn off with Stylistic Set 11*

excellent wavy lines  
excellent wavy lines

Contextual alternates

Beneficial films  
Beneficial films

Discretionary ligatures  
*dlig*

Beneficial films  
Beneficial films

Tabular figures  
*tnum*

10,762 orangutans  
10,762 orangutans

Tabular sorts and space  
Stylistic Set 02

10,762.00 + 20.06  
10,762.00 + 20.06

Slashed zero  
*zero*

10,762.00 + 20.06  
10,762.00 + 20.06

Weight axis (wght)  
300–900

Light	300
Regular	400
Medium	500
Semi Bold	600
Bold	700
Black	900

Optical size axis (opsz)  
7–36

Display	36
Text	11
Micro	8

Note that the CSS property **font-optical-sizing: 'auto'**; behaves differently in various browsers so you can set the value explicitly: **font-variation-settings: 'opsz' 11;**

Italic axis (ital)  
0–1

Roman	0
<i>Italic</i>	1

Note that the CSS property **font-style: italic;** may not behave as expected, so you can set the value: **font-variation-settings: 'ital' 1;**





**Gimlet Sans** is a Grottesque sans serif companion to my typeface Gimlet, which was in turn inspired by Georg Trump's 1938 typeface Schadow. While superelliptical sans serifs can sometimes feel cold, Gimlet Sans harnesses Schadow's unique blend of geometric clunkiness and organic spunkiness to add some bounce and liveliness to the mix.

**Available formats:**

**Desktop**      OpenType CFF (OTF)  
**Web**            WOFF, WOFF2  
**App/E-book**   OpenType TrueType (TTF)

**Designer:** David Jonathan Ross

DJR draws letters of all shapes and sizes for custom and retail typeface designs. A native of Los Angeles, he began drawing typefaces at Hampshire College and joined The Font Bureau in 2007 where he honed his bézier-wrangling skills. Now he publishes visually imaginative and technically advanced designs at his own foundry. You'll find him in Western Massachusetts with his partner Emily and their two dogs, Sophie and Lily.

**Special thanks** to Nick Sherman and Indra Kupferschmid for sending me on the journey into Georg Trump's work.

**Supported Languages include:**

Afrikaans, Albanian, Alsatian, Basque, Bislama, Breton, Catalan, Chamorro, Croatian, Czech, Danish, Dutch, English, Estonian, Faroese, Finnish, Flemish, Franco-Provençal, French, Frisian, Friulian, Galician, German, Greenlandic, Hungarian, Icelandic, Indonesian, Irish, Italian, Kurdish (Latin), Ladin, Latin, Latvian, Lithuanian, Luxembourgish, Malay, Manx Gaelic, Moldovan, Norwegian (Bokmål, Nynorsk), Occitan, Polish, Portuguese, Rhaeto-Romance, Romanian, Romansh, Sami (Inari, Lule, Northern, Skolt, Southern), Scottish Gaelic, Slovak, Sorbian, Slovenian, Spanish, Swahili, Swedish, Tagalog, Turkish, Uzbek (Latin), Vietnamese, Walloon, Welsh.

**DJR**

P.O. Box 461                      www.djr.com  
 Conway, MA 01341            david@djr.com  
 USA                                 +1 339.224.7687

© David Jonathan Ross 2020, 2022