

**20 YEARS.
NOW THAT'S
A LOT IN
DESIGN TERMS.**

·tothepoint

January 2011

m	t	w	t	f	s	s
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2011

m	t	w	t	f	s	s
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March 2011

m	t	w	t	f	s	s
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April 2011

m	t	w	t	f	s	s
					01	02 03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

tothepoint

5 Maidstone Buildings Mews,
72-76 Borough High Street,
London, SE1 1GN, UK
t +44 (0)20 7378 6999
f +44 (0)20 7378 7399
info@tothepoint.co.uk
www.tothepoint.co.uk

May 2011

m	t	w	t	f	s	s
					01	
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June 2011

m	t	w	t	f	s	s
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July 2011

m	t	w	t	f	s	s
					01	02 03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August 2011

m	t	w	t	f	s	s
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

calendar competition

See if you can work out what day or event each month's clue refers to. Visit www.tothepoint.co.uk/calendar and enter your answers. All winners will be entered into a prize draw on 31.01.11 for a bottle of Champagne or one of seven runner up ttp mugs.

September 2011

m	t	w	t	f	s	s
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October 2011

m	t	w	t	f	s	s
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

November 2011

m	t	w	t	f	s	s
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December 2011

m	t	w	t	f	s	s
					01	02 03 04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26 27	28	29	30	31		

2011 MARKS TTP'S TWENTIETH YEAR IN BUSINESS. THANK YOU ALL FOR YOUR SUPPORT AND TRUST.

Our ethos and passion for design has led us through exciting and challenging times, but our business wouldn't be what it is today without the strong teamwork and collaborative efforts of our clients and suppliers.

Established in the summer of 1991, tothepoint has grown into a successful business that prides itself on creativity and an ability to help clients define and communicate their vision clearly over a wide range of mediums. We have created brands, explored and embraced new technologies, set challenges and (hopefully!) surpassed expectations.

We would like to thank you all for your support and look forward to working with you in our twentieth year.

This year, our calendar is a nod to the knowledge we build on and share every day. We hope you like it. Make space in the fridge for champagne and go to www.tothepoint.co.uk/calendar to try and win this year's calendar competition.

Good luck.

tothepoint

WHAT'S YOUR RESOLUTION GOING TO BE.

January

m	t	w	t	f	s	s	m	t	w	t	f	s	s
					01	02	03	04	05	06	07	08	09
10	11	12	13	14	15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31						

·tothepoint

Q.

What is resolution?

A.

Resolution is...

...the number of dots in an image's screen display or printed output. A monitor's resolution refers to the number of pixels per linear inch. Printed resolution refers to dots per linear inch.

but what does this month's card relate to?

tothepoint.co.uk

January

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

PS
I LOVE
YOU
XXX.

February

m	t	w	t	f	s	s	m	t	w	t	f	s	s
	01	02	03	04	05	06	07	08	09	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26	27
28													

Q.

What is PS?

A.

PS stands for...

...PostScript, which is used to create complex pages, text, and graphics onscreen. This is then sent to the printer to produce high quality printed text and graphics.

but what does this month's card relate to?

tothepoint.co.uk

February

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

SHALL I MEET YOU AT THE BAR?

March

m	t	w	t	f	s	s	m	t	w	t	f	s	s
	01	02	03	04	05	06	07	08	09	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31										

·tothepoint

Q.

What is a bar?

A.

A bar is...

...the horizontal stroke in characters such as A, H, e, and f.

but what does this month's card relate to?

March

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

**HA HA
YOU'RE
A REAL
CHARACTER.**

April

m	t	w	t	f	s	s	m	t	w	t	f	s	s
				01	02	03	04	05	06	07	08	09	10
11	12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30								

·tothepoint

Q.

What is a character?

A.

A character is...

...a symbol in writing. A letter, punctuation mark or figure.

but what does this month's card relate to?

tothepoint.co.uk

April

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

STEM SEPAL AND PETALS.

May

m	t	w	t	f	s	s	m	t	w	t	f	s	s	
							01	02	03	04	05	06	07	08
09	10	11	12	13	14	15	16	17	18	19	20	21	22	
23	24	25	26	27	28	29	30	31						

·tothepoint

Q.

What is a stem?

A.

A stem is...

...a straight vertical stroke of a character or the main straight diagonal stroke in a letter which has no verticals.

but what does this month's card relate to?

tothepoint.co.uk

May

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

IT'S HIS SECOND BREAK OF SERVE.

June

m	t	w	t	f	s	s	m	t	w	t	f	s	s
		01	02	03	04	05	06	07	08	09	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30										

·tothepoint

Q.

What is a break?

A.

A break is...

...the place where type is divided, whether at the end of a line or paragraph, or as it reads best in display type.

but what does this month's card relate to?

tothepoint.co.uk

June

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

WE'LL SHORTLY BE MAKING OUR DESCENT.

July

m	t	w	t	f	s	s	m	t	w	t	f	s	s
				01	02	03	04	05	06	07	08	09	10
11	12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31							

·tothepoint

Q.

What is a descent?

A.

A descent is...

...the distance between the baseline (the imaginary horizontal line on which characters sit) and the lowest descending part of a letter.

but what does this month's card relate to?

tothepoint.co.uk

July

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

PEOPLE LINE THE STREETS OF THE CAPITAL.

August

m	t	w	t	f	s	s	m	t	w	t	f	s	s
01	02	03	04	05	06	07	08	09	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31											

·tothepoint

Q.

What is a capital?

A.

A capital is...

...the large letter form of the alphabet; the original form of ancient Roman characters. Also called uppercase, majuscule and caps.

but what does this month's card relate to?

tothepoint.co.uk

August

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

THE NEW BODY SIZE.

September

m	t	w	t	f	s	s	m	t	w	t	f	s	s
			01	02	03	04	05	06	07	08	09	10	11
12	13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30									

·tothepoint

Q.

What is body size?

A.

Body size is...

...the height of a typeface. Originally, the height of the face of the metal block on which each individual letter was cast. In digital type, it is the height of its imaginary equivalent, the rectangle defining the space owned by a given letter, and not the dimension of the letter itself.

but what does this month's card relate to?

tothepoint.co.uk

September

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

THE GOTHIC HORRORS ROAM.

October

m	t	w	t	f	s	s	m	t	w	t	f	s	s
					01	02	03	04	05	06	07	08	09
10	11	12	13	14	15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31						

·tothepoint

Q.

What is gothic?

A.

Gothic is...

...in modern usage, sans serif monoweight lettering. These have little contrast between thick and thin lines, and no ornamentation, yet still retain the intensive boldness of the traditional Gothic.

but what does this month's card relate to?

tothepoint.co.uk

October

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

CROWDS POINT AND CHEER.

November

m	t	w	t	f	s	s	m	t	w	t	f	s	s
	01	02	03	04	05	06	07	08	09	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30											

·tothepoint

Q.

What is a point?

A.

A point is...

...a unit of measurement, often used to measure type size, equal to 0.013837 of an inch (approximately equal to $1/72$ "). The traditional point measurement was slightly more or less than 72 points to the inch (depending on the typesetting measurement system).

but what does this month's card relate to?

tothepoint.co.uk

November

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

A TIME TO BE WITH FAMILY.

December

m	t	w	t	f	s	s	m	t	w	t	f	s	s
			01	02	03	04	05	06	07	08	09	10	11
12	13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31								

·tothepoint

Q.

What is a family?

A.

A family is...

...all the type sizes and styles of one typeface. A complete character set of a font. The group shares a common design but can differ in attributes such as character width, weight and posture (i.e., Roman vs. Italic). A typical computer family unit frequently contains four fonts: Roman, Italic, Bold and Bold Italic, in all sizes.

but what does this month's card relate to?

tothepoint.co.uk

December

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

January 2012

m	t	w	t	f	s	s
						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

May 2012

m	t	w	t	f	s	s
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September 2012

m	t	w	t	f	s	s
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

February 2012

m	t	w	t	f	s	s
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29				

June 2012

m	t	w	t	f	s	s
					01	02 03
04 05	06	07	08	09	10	
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October 2012

m	t	w	t	f	s	s
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

March 2012

m	t	w	t	f	s	s
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

July 2012

m	t	w	t	f	s	s
						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November 2012

m	t	w	t	f	s	s
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

April 2012

m	t	w	t	f	s	s
						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

August 2012

m	t	w	t	f	s	s
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

December 2012

m	t	w	t	f	s	s
						01 02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 26	27	28	29	30	
31						

tothepoint

5 Maidstone Buildings Mews,
72-76 Borough High Street,
London, SE1 1GN, UK
t +44 (0)20 7378 6999
f +44 (0)20 7378 7399
info@tothepoint.co.uk
www.tothepoint.co.uk

credits

Designed by tothepoint
Printed by Scanplus
www.scanplus.co.uk
Paper supplied by PaperCo:
300gsm Vanguard black
290gsm Crusade offset white

