

L l

Introduced in 1985, **Leawood** was the first typeface developed using the then revolutionary computer technology. The design work was started by the Canadian designer Les Usherwood; after his death his staff completed the two extreme weights and their corresponding italics. ITC then developed the many intermediate weights using newly devised software.



As a 20 year old, **Liberace** performed with distinction as a soloist with the Chicago Symphony Orchestra. By the mid 1950s his outlandish showmanship had made him the world's highest paid entertainer, describing his spectacular television and stage show career as "crying all the way to the bank".



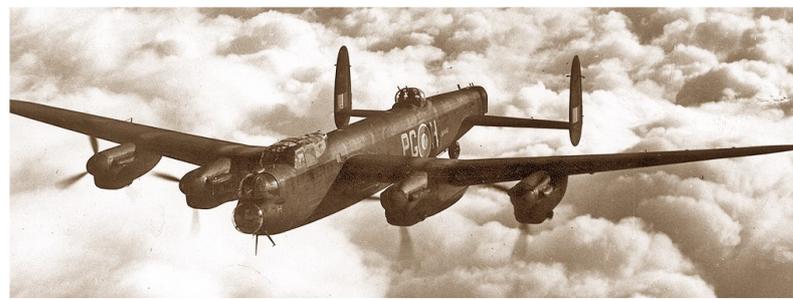
L is for Lambretta ...
Based on the field machines of invading US Paratroops, the post-war Italian Lambretta scooter had a handlebar gear change with the engine mounted directly onto the rear wheel. Adopted in the 1960s



as the transport of choice by the British Mod movement, **Lambrettas** were customised with extensive chrome plating, wildly impractical additional lights and mirrors, and often sported a purely decorative six foot flexible aerial, topped with a fake fur fox tail.



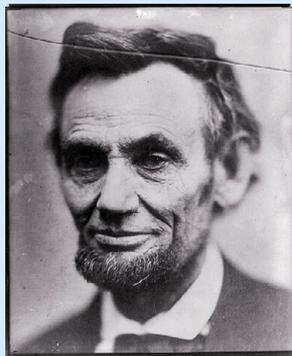
L is also for Lamborghini ...
Funded by the profits of his agricultural machinery company, Ferruccio Lamborghini decided to challenge Ferrari as a builder of road going supercars. Now owned by VW, the company has a niche market of playboys and footballers.



Coming into service in 1942, the **Avro Lancaster** – the most famous and most successful of British Second World War heavy bombers – flew more than 156,000 mass-aircraft sorties against Germany delivering over 600,000 tons of high explosives. The Lancaster was also used for individual precision bombing attacks, such as the *Dam Buster* raids against the Ruhr Valley dams.



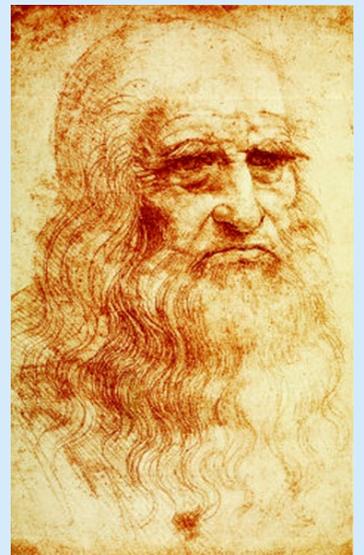
Born in rural poverty in 1809, the self educated **Abraham Lincoln** served as the 16th US President from 1861 until his assassination in 1865, six days after leading his country through the American Civil War – preserving the Union while



ending slavery. His Gettysburg Address of 1863 first used the phrase "government of the people, by the people, for the people". In just over two minutes, Lincoln invoked the principles of human equality espoused by the Declaration of Independence and equality to all American citizens. The humble log cabin birthplace is shown on the US one cent coin.



With its origins in Edward Lloyd's coffee house, **Lloyd's of London** is now the world's leading insurance market. Salvaged from the wreck of the frigate HMS *Lutine*, the **Lutine Bell** – originally rung to herald important news – is preserved on a rostrum in the Underwriting Room, in the 14-storey **Lloyd's Building** at One Lime Street in the City of London. HMS *Lutine* sank in 1799 with a cargo of gold bullion – then valued at £1,200,000 – insured by



Perhaps the most diversely talented person ever to have lived, **Leonardo da Vinci** is best known as painter of the *Mona Lisa*. His notebooks contain drawings, scientific diagrams, and his thoughts on the nature of painting. He made important discoveries in anatomy, civil engineering, optics and hydrodynamics, but he did not publish or exploit his theories and findings.



Lloyd's underwriters who paid the claim in full, thus becoming owners of the still unrecovered gold. Lloyd's red-coated liveried staff are still called *waiters*, a link with the coffee house origins dating back to 1688.

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Developed by scribes for speed of execution and saving of space, the **ligature** combines two or more characters in a single letterform. Many typefaces use ligatures to avoid overlapping characters, or simply as elegant, decorative fun.

