

Then, this.

What is a type revival?

“To understand the intrinsic differences between **plagiarism** (normally regarded as a bad thing) and **preservation** (normally regarded as a good thing), we should look at various means by which newer typefaces are derived from older ones. There are indeed many approaches. Outlining them can be helpful in considering the practices surrounding revivalism in general.”

—John Downer, “Call It What It Is.”

Metal → Digital



Caslon Doric, Lead type

Metal → Digital

ditto

Caslon Doric, Digitally traced

I LOVE you for what you are, but I love you yet more for what you are going to be.

I love you not so much for your realities as for your ideals. I pray for your desires that they may be great, rather than for your satisfactions, which may be so hazardously little.

A satisfied flower is one whose petals are about to fall. The most beautiful rose is one hardly more than a bud wherein the pangs and ecstacies of desire are working for larger and finer growth.

¶ Not always shall you be what you are now ☞ ☞

You are going forward toward something great. I am on the way with you and therefore I love you.

—Carl Sandburg.



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Typographic → Digigraphic

“We think of new technology as reliant on its predecessors, however there is no technological connection. Digigraphic lettering is not a continuation of metal.”

—Russell Maret, “Character Traits, Or Can the 21st Century Please End.”

Reviving type is the practice of capturing the character of a typeface that has fallen out of use (generally due to material constraints: lead, photolettering, wood, etc) by restoring it for a digital output (otf, ttf, variable, etc).

Type can be revived from printed pages, original metal, specimens, or a combination of all. Type revivals are not facsimilies—digital type is not metal type, and will never behave the same way.



Klim Foundry, (Kris Sowersby), clockwise from top-left:

- Scan of Fell Types “English Roman”.
- Digital interpretation.
- Scan of laser print of digital interpretation, 10pt.
- Apple Retina screenshot of digital interpretation, 20px.

William

TS Riccione

Big Caslon

Larish Alte

Ogg

Bookmania

MAELSTROM

Pitch

Clifton

Triptych Roman

Founders Grotesk

Hobeaux