

INTRODUCING ANOTHER
REVIVAL FROM TYPO TYPE CO.

FIRST SANS

BASED ON CASLON EGYPTIAN, THE
FIRST COMMERCIALY AVAILABLE
SANS SERIF FONT RELEASED IN 1816
BY WILLIAM CASLON IV

WITH OPINIONATED UPDATES AND
INTERPRETATIONS OF LETTERS LIKE
G, K, V, AND Z AS WELL AS
PUNCTUATION (BUT NOT Q)



SPHINX

OBELISK

CANOPIA

HIEROGLYPH

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z &

0 1 2 3 4 5 6

7 8 9 10 11 12

“SANS-SERIF LETTERING IN BLOCK CAPITALS HAD BEEN DEVELOPING IN POPULARITY OVER THE PAST DECADES, INITIALLY DUE TO INTEREST IN CLASSICAL ANTIQUITY IN WHICH INSCRIPTIONS OFTEN HAD MINIMAL OR NO SERIFS, AND CAME TO BE USED BY ARCHITECT JOHN SOANE AND COPIED BY OTHERS, PARTICULARLY IN SIGNPAINTING. HISTORIAN JAMES MOSLEY, THE LEADING EXPERT ON EARLY SANS-SERIFS, HAS SUGGESTED IN HIS BOOK THE NYMPH AND THE GROT THAT SOANE'S INFLUENCE WAS CRUCIAL IN SPREADING THE IDEA OF SANS-SERIF LETTERFORMS AROUND THE END OF THE EIGHTEENTH CENTURY.



HOWEVER, IT WAS SOME DECADES BEFORE A PRINTING TYPEFACE WOULD BE RELEASED IN THIS STYLE, NOW COMMONLY USED. THE NAME "EGYPTIAN" [FROM CASLON EGYPTIAN] HAD BECOME COMMONLY USED IN ENGLAND BY 1816 TO DESCRIBE THIS STYLE OF LETTERING; FOR EXAMPLE ON SEPTEMBER 13, 1805, THE PAINTER JOSEPH FARINGTON WROTE IN HIS DIARY OF SEEING A MEMORIAL ENGRAVED "IN WHAT IS CALLED EGYPTIAN CHARACTERS".

THE NAME "EGYPTIAN" MAY ORIGINATE FROM THE IMAGE OF THE HISTORICAL STYLE OUT OF THE EGYPTOMANIA OF THE PERIOD, INSPIRED BY THE "BLOCKY" NATURE OF ANCIENT EGYPTIAN ARCHITECTURE. (THE TERM "EGYPTIAN" HAS SINCE BECOME ASSOCIATED WITH SLAB-SERIF TYPEFACES.)”

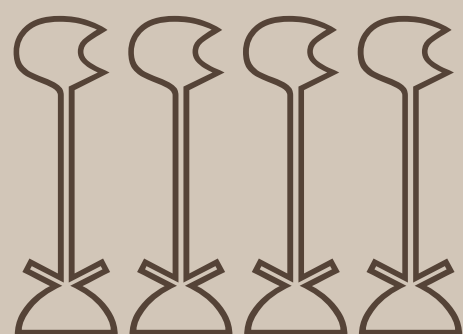
THE HISTORY OF EGYPT



AS RECORDED IN THE
RUINS OF HER TEMPLES,
PALACES, AND TOMBS

WILLIAM OSBURN
LONDON TRÜBNER AND CO.

THE



QUEEN

OF THE

NILE

