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Esperanza Roman  
Esperanza Upright Italic  
Esperanza Stencil  
Esperanza Stencil Upright Italic

Esperanza was designed in 2022 for the Athens Cultural Center, in the Hudson Valley village of Athens, New York. The design was inspired by the lettering stamped into the salt-glazed stoneware manufactured there throughout the 19th century at the Athens Pottery Works by Nathan Clark Senior, his partners and descendants. The typefamily echoes the sturdy late transitional English types of William Martin and Richard Austin which would have been predominantly used in the former colony.

A tract of land called Caniskek was purchased from its Native American holders in 1665, and changed hands several times in the years which followed, eventually coming into the possession of Dutch blacksmith Jan van Loon, who built his house in 1706 and named the settlement Loonenburg. In 1794, a group of land speculators commissioned an urban plan from the French surveyor and architect Pierre Pharoux for a city to be named “Esperanza” located on the Hudson River at Loonenburg. This plan failed, but another was realised in 1805 & the Village of Athens was incorporated. The village was named after the seat of ancient Greece, in the classical revival toponymy trend of 1790-1850. Within 200 miles of Athens you will find Rome, Troy, Phoenicia, Syracuse, Ithaca, Utica, and Cairo.

The original Esperanza types were caps-only in roman with a subtly-rounded companion stencil, designed to genuinely be useful for stencilling, and not merely as an affectation. Happy with how the type was working we added lowercase letters, and wondered what would happen if we used the traditional “tail” terminal of the ‘a’ in the ‘u’. Which led us down the path to create a separate “upright” lowercase; a non-italic doing italic things, inspired by Aldus Pius Manutius and William Addison Dwiggins in equal measure.

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Esperanza Roman

Esperanza Upright Italic

Esperanza Stencil

Esperanza Stencil Upright Italic

CLAY  
SEA  
TOWN  
ICE  
HOUSE  
LAND  
BRICK

HEADLINE ROMAN

1 2 3  
4 5 6  
7 8 9

HEADLINE ROMAN

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

1 2 3 4 5

6 7 8 9 0

HEADLINE ROMAN

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

UPRIGHT ITALIC

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz



HEADLINE ROMAN

Athens  
Rhinebeck  
Hudson  
Newburgh  
Esopus  
Hyde Park  
Tivoli

UPRIGHT ITALIC

Athens  
Rhinebeck  
Hudson  
Newburgh  
Esopus  
Hyde Park  
Tivoli

HEADLINE ROMAN

RIVER

GHENT

HUDSON

DUTCHESS

LUNENBURG

THOMPSON POND

BEACON RESERVOIR

HEADLINE ROMAN

A building has at least two  
lives—the one imagined  
by its maker and the one it  
lives after—and they are  
never the same.

Eventually, all things  
merge into one & a  
river runs through it.

Never insult an  
alligator until  
you have crossed  
the river.

UPRIGHT ITALIC

A building has at least two  
lives—the one imagined  
by its maker and the one it  
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TRIM  
PORCH  
RAIL  
BUILD  
STYLE  
ROOM  
GABLE

STENCIL HEADLINE

1 2 3

4 5 6

7 8 9

STENCIL HEADLINE

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

1 2 3 4 5

6 7 8 9 0



STENCIL HEADLINE

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

STENCIL UPRIGHT ITALIC

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz

STENCIL HEADLINE

Athens  
Rhinebeck  
Hudson  
Newburgh  
Esopus  
Hyde Park  
Tivoli

STENCIL UPRIGHT ITALIC

Athens  
Rhinebeck  
Hudson  
Newburgh  
Esopus  
Hyde Park  
Tivoli

STENCIL HEADLINE

RIVER  
GHEENT  
HUDSON  
DUTCHESS  
LUNENBURG  
THOMPSON POND  
BEACON RESERVOIR

STENCIL HEADLINE

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STENCIL UPRIGHT ITALIC

A building has at least two  
lives—the one imagined  
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the river.



CASE SENSITIVE . - - - - — — ! i ? ¿ ? ¿ < > << >> <

LINING NUMERALS 0123456789

NUMERATORS, DENOMINATORS & SUBSCRIPTS 0123456789(+ -=) / 0123456789(+ -=) 0123456789(+ -=)

STYLISTIC SET 01 SCHOOLBOOK a ONLY ROMAN a g y à á â ã ä å ã ä å ĝ ĝ ĝ ĝ ù ú ŷ ŷ ŷ

STYLISTIC SET 02 SCHOOLBOOK a ONLY ROMAN a à á â ã ä å ã ä å

STYLISTIC SET 03 SCHOOLBOOK g ONLY ROMAN g ĝ ĝ ĝ ĝ

STYLISTIC SET 04 SCHOOLBOOK y ONLY ROMAN y ù ú ŷ ŷ ŷ

STYLISTIC SET 05 ALTERNATE 5 AND 7 57

STYLISTIC SET 06 ALTERNATE gg gg

DEFAULT ALTERNATES tt ff

STANDARD LIGATURE fi fl

PRE-BUILT FRACTIONS  $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{5}$   $\frac{2}{5}$   $\frac{4}{5}$   $\frac{1}{6}$   $\frac{5}{6}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$



CURRENCY

€ \$ £ ¥ ¢ ₣ ₧ ₨ ₪

MATH SYMBOLS

+ - × ÷ = ≈ ≠ ≡ ± ~ ∞ < > ≤ ≥ | ∂ Δ Π Σ √ ∫ ∓ - (+ - =) (+ - =)

GRAPHIC SYMBOLS

■ □ ▣ □ ▢ ⊚ ⊙ ● ○ ◀ ▶ ▴ ▾ ▸ ▹ ★ ☆  
 ☀ ☾ ♠ ♣ ♥ ♦ ♻️ ♻️ ♻️ ♣ ♠

ARROWS

↙ ↖ ↗ ↘ ↵ ↶ ↷ ↸ ↹ ||

SUPPORTED LANGUAGES

Afrikaans, Albanian, Basque, Bosnian, Breton, Catalan, Croatian, Czech, Danish, English (UK & US), Esperanto, Estonian, Faroese, Galician, German, Greenlandic, Hungarian, Icelandic, Irish (new orthography), Italian, Kurdish (The Kurdish Unified Alphabet), Latin (basic classical orthography), Latvian, Leonese, Lithuanian, Luxembourgish (basic classical orthography), Maltese, Nordic Languages, Norwegian (Bokmål & Nynorsk), Occitan, Polish, Portuguese (Portuguese & Brazilian), Rhaeto-Romanic, Romanian, Sami, Scottish Gaelic, Serbian (when in the Latin script), Slovak, Slovene, Upper Sorbian & Lower Sorbian, Spanish, Swahili, Swedish, Turkish, Walloon

