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.

Esperanza Roman
Esperanza Upright Italic
Esperanza Stencil
Esperanza Stencil Upright Italic
CLAY
SEA
TOWN
ICE
HOUSE
LAND
BRICK
Athens
Rhinebeck
Hudson
Newburgh
Esopus
Hyde Park
Tivoli
Athens
Rhinebeck
Hudson
Newburgh
Esopus
Hyde Park
Tivoli
RIVER
GHENT
HUDSON
DUTCHESS
LUNENBURG
THOMPSON POND
BEACON RESERVOIR
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.
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.

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Never insult an alligator until you have crossed the river.
123
456
789
Athens
Rhinebeck
Hudson
Newburgh
Esopus
Hyde Park
Tivoli
Athens
Rhinebeck
Hudson
Newburgh
Esopus
Hyde Park
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CASE SENSITIVE

LINING NUMERALS

NUMERATORS, DENOMINATORS & SUBSCRIPTS

STYLISTIC SET 01
SCHOOLBOOK α ONLY ROMAN

STYLISTIC SET 02
SCHOOLBOOK γ ONLY ROMAN

STYLISTIC SET 03
SCHOOLBOOK g ONLY ROMAN

STYLISTIC SET 04
SCHOOLBOOK y ONLY ROMAN

STYLISTIC SET 05
ALTERNATE 5 AND 7

STYLISTIC SET 06
ALTERNATE gg

DEFAULT ALTERNATES

STANDARD LIGATURE

PRE-BUILT FRACTIONS

laborandwait.xyz
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, Luxembourghish (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