

Reply Book

Reply Book Italic

Reply Regular

Reply Regular Italic

Reply Medium

Reply Medium Italic

Reply Bold

Reply Bold Italic

On the surface, *Reply* is a relatively ubiquitous grotesk, but if you squint your eyes you'll notice its subtle personality come across in its rather wide proportions, angular terminals and occasional formal liberties. *Reply* is not directly based on any specific historic references, but hesitantly admits that nothing is shaped in a vacuum.

Reply could consequently be seen as the synthesis of an array of grotesks from the past, while attempting to strike that difficult and often sought-after balance between plain and eccentric. *Reply* thrives as a text-typeface in both digital and printed environments through its near-monoline style and large, open counters.

PARABLE
Allegory?

100 pt

HYPERBOLIC
Prefix *Suffix* 94

70 pt

M. ANGELOU (1928)
Auto-Translation: On

50 pt

FREE STATIONERY TEMPLATES
Letter, Syllable, Word & *Meaning*

30 pt

AN INTERPLAY BETWEEN SOUND AND SIGHT
Sorry to Bother You (2018) — Director: Boots Riley

20 pt

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Supported languages Afrikaans, Albanian, Basque, Bosnian, Breton, Catalan, Croatian, Czech, Danish, Dutch, English, Estonian, Faroese, Filipino, Finnish, French, Frisian, Friulian, Galician, German, Greenlandic, Hawaiian, Hungarian, Icelandic, Indonesian, Irish, Italian, Kinyarwanda, Latin, Latvian, Lithuanian, Luxembourgish, Malay, Maltese, Norwegian, Maori, Montenegrin, Polish, Portuguese, Romanian, Scottish Gaelic, Sami (Northern), Sami (Inari), Serbian (Latin), Slovak, Slovenian, Somali, Sorbian, Spanish, Swahili, Swedish, Turkish, Welsh and more.

File formats Desktop: OTF
Web: WOFF2, WOFF, TTF, EOT
App: OTF

Licensing You can purchase typeface licenses for desktop, web and app via approximate.com. Here you can also find a list of Frequently Asked Questions regarding licensing and more.

Free trial fonts can be requested via mail@approximate.com. These fonts can be installed and tested in the application of your choice in order to better assess the typeface before potentially purchasing it. Students can use trial fonts freely for non-commercial projects.

About the foundry Approximate Type is an independent Danish type foundry located in Copenhagen. Founded in 2019, the foundry is run as a one-man-endeavour by Kasper Pyndt Rasmussen.

The foundry develops retail typefaces as well as bespoke typefaces for a range of clients between culture and commerce. The overarching ethos of the foundry is to develop typefaces that feel familiar, yet original. To strike a balance between past and present through letterforms that are aware of their origins, while respectfully questioning them.

A note on the name The word “approximate” is defined as something “close to, but not completely similar”. With this in mind, Approximate Type acknowledges that no type is drawn in a vacuum, but exists inside a wide spectrum of references—historical as well as contemporary, known as well as subconscious. At the same time, the name (in all its glorious imprecision) represents a sense of irony or down-to-earthness in an industry that is rightfully—but sometimes overly—concerned with details.

Contact mail@approximate.com
www.approximate.com