

Ivar Nostalg

Designed by
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The advent of phototypesetting in the 1950s liberated type design. As soon as letters stopped being physical things in metal or wood, it led to an explosion of exuberant and extravagant display type. A recurring aesthetic in the 1970s was large x-height, tight-but-not touching letterspacing, and extreme contrast. Ivar Nostalg unabashedly taps into this golden age of display typography. The special cut of Ivar, tailored for compact, high-impact headlines, flirts with almost-forgotten faces like Times Modern, Caslon Graphique, Trooper Roman, Hawthorn and ITC Grouch.

These high-contrast serif types, which were particularly popular in the 1970s, have witnessed a resurgence in popularity lately. With hairlines even finer than Ivar Display and letters spaced as closely as possible, Ivar Nostalg looks—indeed—nostalgic and gives a sense of déjà-vu: although it is an original design, you get this warm, reassuring feeling you have seen this typeface before.

Ivar Nostalg is available in one bold weight, in four optical styles with hairlines that get increasingly finer, until they disappear entirely in the stencil version.

Stencil

**Björkhagen is a district
in the Skarpnäck area of
Söderort, in Stockholm's**

Large

**Björkhagen ist ein
Ortsteil im Stadtbezirk
Skarpnäck im Süden**

Medium

**Björkhagen est un
quartier situé dans zone
de Skarpnäck à Söder**

Small

**Björkhagen är en del av
Skarpnäcks stadsdels-
område i Söderort i**

Stencil

Björkhagen es un distrito de Skarpnäck dentro del area de Söderort, en la municipalidad de Estocolmo. La mayoría de

Large

Björkhagen è un quartiere nella zona Skarpnäck del cosiddetto Söderort, area sud del comune di Stoccolma. La

Medium

Björkhagen on kaupunginosa Skarpnäckin alueella Tukholman kunnan eteläosassa. Suurin osa Björkhagenin

Small

Björkhagen is een wijk in het stadsdeel Skarpnäck in het zuiden van Stockholm. De meeste gebouwen in Björk

Stencil

Björkhagen é um distrito na área de Skarpnäck, Söderort, no município de Estocolmo. A maioria dos edifícios em Björkhagen foram construídos entre os anos de 1948 e 1952. Às ruas foram

Large

Björkhagen jest dzielnicą w regionie Skarpnäck w Söderort, w gminie Sztokholmskiej. Większość budynków w Björkhagen zostały zbudowane w latach 1948–1952. Ulice są nazwane po

Medium

Björkhagen egy Söderort Skarpnäck környékében fekvő kerület, Stockholm községben. A legtöbb épület Björkhagenben 1948 és 1952 között épült. Az utcák dél Svédország városai után kapták nevüket:

Small

Björkhagen este o zonă care face parte din cartierul Skarpnäck situat în partea de sud a oraşului Stockholm. Majoritatea clădirilor din Björkhagen au fost construite între anii 1948 și 1952. Străzile poartă

This typeface
is dedicated to
Ivar Gustafsson.

Jag älskar dig, Ivar!

Letters from Sweden

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