



Breathe
Guide



Breathe Guide

by Maximiliano R. Sproviero

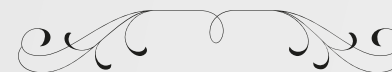
Welcome to another dream made true.

Bienvenue

Welcome to Breathe Pro, when letters live.
I am glad to presenet my last creation,
which I am sure will delight you. Well, each
page was designed in order to explain and
show how the font works, so hope you
enjoy this trip!
Au revoir!

Lián.-

Art of
our
past



When I started this font, I was thinking a lot of things; sometimes a project is longer than expected, because it requires one to study and truly understand what will be done, what the aim is, who it is for.

First of all, I remember I started thinking about Art of our past, because I still do. I was wondering how could artists did what they did. **Is it possible to do anything in such a short life that remains forever?** Well, they did. Not only talking about letters, artist of your past have done other impressive works, like paintings, music, poetry, sculptures, etc. Their results are wonderful, yes. But, here I am refering to another thing. I am not trying to talk about the beauty of a Picasso. I am trying to talk about one thing that has been in my head since I started studying graphic design, and something that, after being very obsessed with calligraphy, is driving me crazy. In a good way.

This -something- is not the result of an artwork, it is not the finished piece of Art that actually counts. For me, the most important thing are the feelings, the ways, the passion that the artist felt when working. Those are the things that make a piece of Art special. Those are the things that nowadays are being lost. Things that make our predecessors still remain between us.

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This special feeling that artists had is the reason we still can see their work. It is like that -love- for what they were doing can be seen now through their Art.

I feel something special when looking at the old manuscripts, when looking at the first printed books by Gutenberg and Aldo Manuzio. I am amazed with the passion people like William Morris had when trying to make the renaissance of the Book.

I think that today we can still appreciate those things thanks to a special connection that exists between their work and our eyes. Their works are transparent. We see love behind them.

Once you understand what I meant with those lines I wrote, you will be able to follow me from now on.

Breathe Pro is inspired in that -something- I explained before. It is inspired in that -love- of our artists.

Specially in the -love- of people like Firmín Didot.

I started this font, as I said before, thinking in the past, but also in future.

I wanted to make a font that rescued things of the Art of our past in order to make it remain forever. Yes, a hard task, but at least I tried.

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Darling
stay with me

1587

Be my lover

Quieres?

Ponete
hermosa como siempre

Linda!
I just love your kisses

Argentina
enamora con sus paisajes

Nuestro Amor



Why I named it Breathe? Because I wanted my letters to give the sensation that they are breathing. I wanted them to be alive. So, how was I supposed to do that? Well, it was part of a long process.

The elegance that the font has is due to its inspiration in the roman modern style. But, I wanted more. Not just roman inspired letters. I wanted Breathe to live! So I started asking myself which things of this life makes us think of -life-. The obvious answer came to my mind: "flowers, plants, trees". That was what I did. I started adding flourishes and leaves to Breathe.

To do this, I had to study how these ornaments should be.

Now, taking inspiration from the Victorian ornament, I could achieve what I wanted.

I thought that it was a good idea to design a very decorative didone.

There are not many typefaces with this qualities. Why? Because roman modern style fonts always seemed to be less handcrafted than the other roman styles. I mean, didones have always shown more mechanical curves as if they were made without the use of a pen, without the use of a nib. In fact, lots of them are/were made with a precision that hardly ever a hand can give.

High contrasts and the ultra-perfection shapes were some of the things that bo-

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thered William Morris (pioneer of the modern design) in the last years of Century XIX. He would say that didones were the worst typographies ever made, claiming that they were the least legible and that their mechanical look was leading beauty of printed books to an end. Yes, that is just a point of view. We, graphic designers, agree or don't agree. In my case, I believe that didones have an elegance that cannot be discussed. However, it is because of their mechanical look that it is not very common to see decorative didones around us.

Now you know exactly why I had this idea in Breathe. It was a difficult task, mixing that -mechanical curves- of Breathe's didone style with long swashes and flourishes.

What at first was a barrier, then became fun. I just had to find out the exact point of decoration... Not as free as in some of my other fonts. This one required more training, because I knew I was designing a -yet very formal- type.

Well, hope you enjoy Breathe, product of my never-ending addiction to calligraphy and type-design. Product of what I love most, what keeps me alive and what keeps me -breathing-.



Back to Roots

Calligraphy Symphony

*Elegant
Forever*

Thanks!

I want to thank people who have always encouraged me to keep growing, such as Sabrina M. López: my friend of types, my friend of life. -You are amazing Sav!- Be prepared to her next wonderful font!

Thanks to all those who trust in me and in my work, like Franco M. Viglino, an awesome friend and illustrator, who taught me to *"demonstrate who you are, by designing"*. Thanks to Rob Leuschke, an incredible type-designer and person. -I am 100% sure that you are one of the best lettering artists of nowaydays, keep it up friend!- Cheers!

Lián.-

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Open-Type features in Breathe Pro

Features

Breathe Pro is an Open-Type programmed font. This means you can easily alternate glyphs as you wish. Next pages will explain how to. Feel free with Breathe Pro, you will surely have fun!
Enjoy.

Lián.-

Play and!
Design!



More than 1000 glyphs are available to use.
This means that you cannot get bored of
this font. You'll see!

Breathe Pro will always provide unique
ways to design, let it embellish your work.
In fact, this was one of my objectives when
designing it. I was really influenced by this
idea of nowadays: the extreme importance
of a font in whatever is being designed.

There is no much more to say. Now it is
time to see the font in use. I really hope it
is useful for you, now and forever.
I loved designing each glyph of it, trust
me, you will always find a way to make a
beauty out of your pieces of design with
Breathe Pro.

The features of Open-Type are:

- Standard Ligatures (liga)
- Contextual Alternates (calt)
- Discretionary Ligatures (dlig)
- Swashes (swsh)
- Stylistic Alternates (salt)
- Titling Alternates (titl)
- Terminal Forms (fina)
- Stylistic Ligatures (slig)
- Historical Forms (hist)
- Stylistic Set 01 (ss01)
- Ornaments (ornm)



Suave

Blanca » *mañana*

Brasil

Lara » *mi* » *hermana*

Simosa

Aroma

Roma » *Italia*

Calidad

La » *Habana* » *Cuba*

Waterfall

Suave

Blanca  mañana 

Brasilia

Lara  mi  hermana 

Simosa 

- Standard Ligatures (liga)
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Aroma

Roma  Italia 

Calidad

La  Habana  Cuba 

Wqterfall

*Se.
Quiero*

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*Se.
Quiero*

Gise
Love

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Gise
Love

hottest
falling in love
Amarle
like a bat
pepper

Let us
Have
our date.

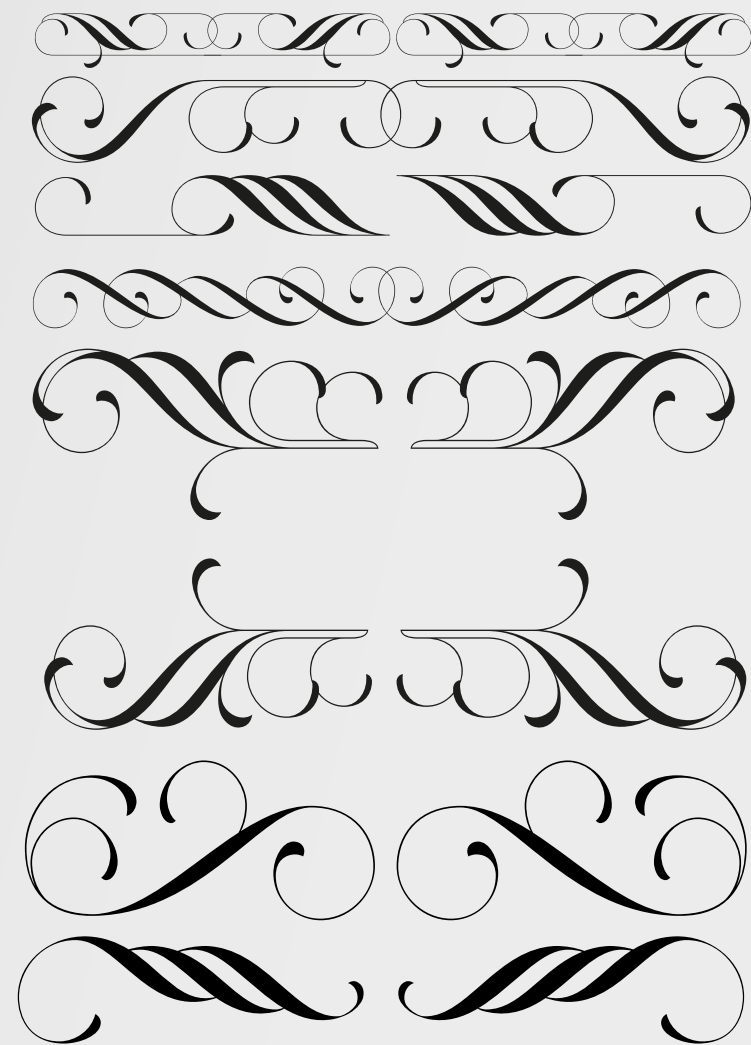
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Let us
Have
our date.

The American Dream

Cuando ríes eres tan bella
offer a hug
05187
fallen



Cuando ríes eres tan bella
offer a hug
05187
fallen

- Standard Ligatures (liga)
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Bern
idol

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Bern
idol

Just Married

The End

«Maximiliano R. Sproviero»

Lián.-

*Lian
Types*