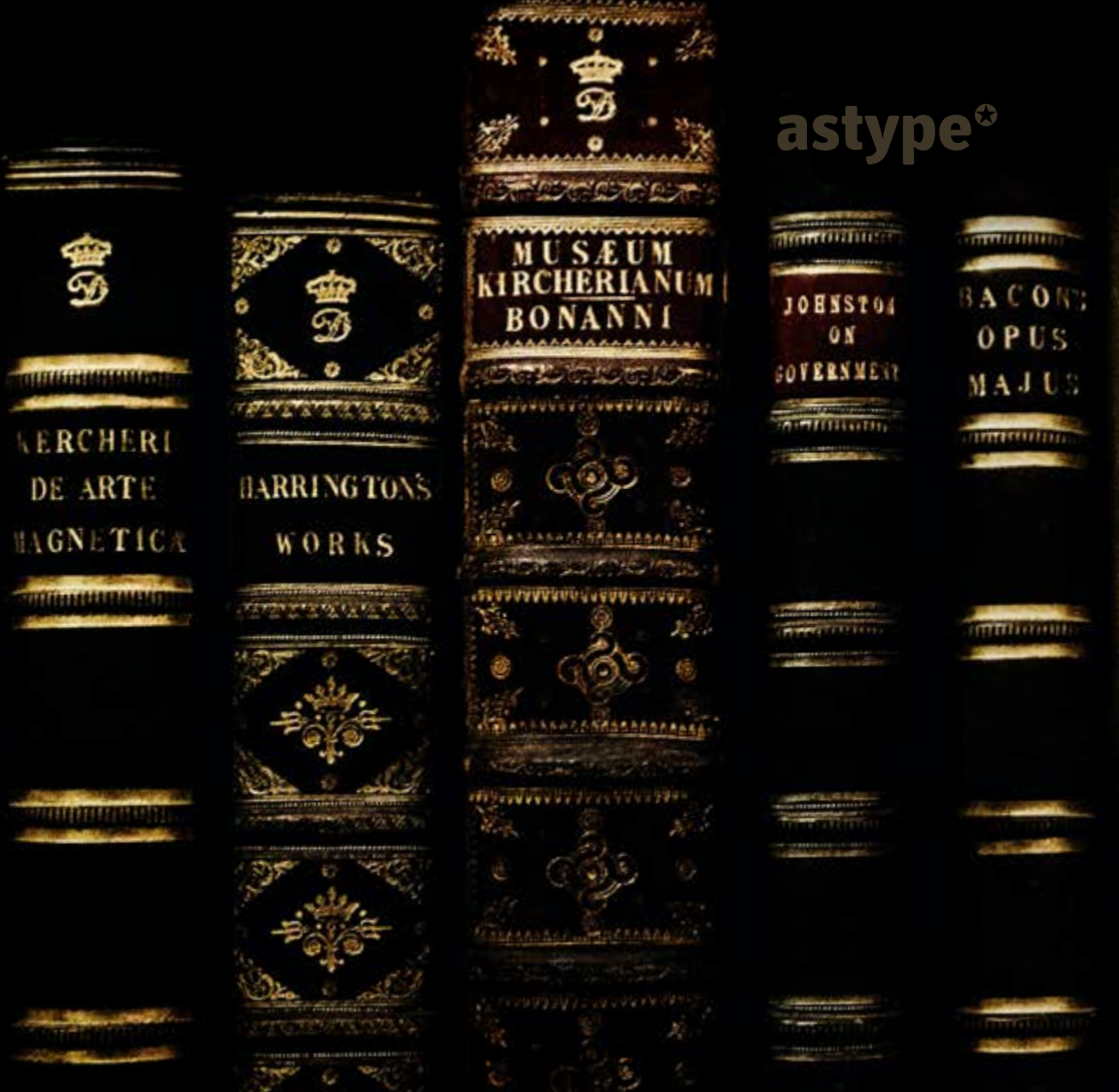


R O C I A I E

fonts by Andreas Seidel



R O C A I E

fonts by Andreas Seidel



The **Rocaie** fonts are based on antique Rococo letters from an gilding workshop. I was very lucky to acquire this set of metal letters in early 2018. Each of the letters has ornaments engraved by hand into its cast brass shapes. The prospect of creating a multi-style digital version of these unique letterforms was a thrill and a challenge to me.

When drawing the digital outlines, I tried to preserve the handmade look of the original leaf engravings. Each of the letters uses a slightly different ornament pattern: no pattern is repeated identically. I expanded the very limited character set of the original, adding all the missing characters that today's commercial fonts are expected to contain. I tweaked the proportions a bit to make the typeface more harmonious without disturbing the original spirit.

I made additional font styles to easily add colour layers, outlines, and 3D shadows to the typeface. These styles are also useful for special finishing techniques such as blind imaging, embossing, stamping, partial UV coating and laser cutting. It's up to you to decide how to "build" your colour font! You can combine the predefined font styles **Regular**, **Pearl**, **Solid**, **Outline**, and **Magnum** with each other,

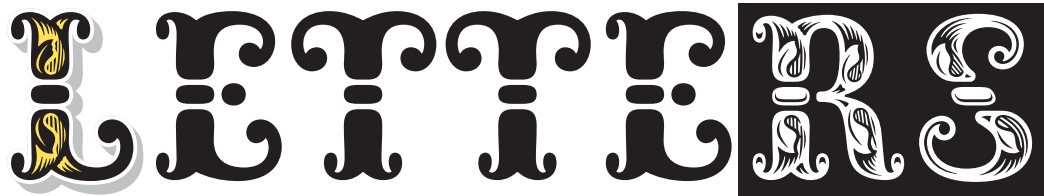
or with the **Fill** font styles. But you don't need to use all font styles to compose something nice!

The basic font **Rocaie Regular** with no added effects works best in negative layout settings, like golden letters on dark leather book jackets — the alphabet's original purpose. But by adding an outline font style (**Rocaie Cloud**) or 3D shadow (**Rocaie Shadow**) you are able to achieve the negative lighting effect on white backgrounds too, or just use the ready-made styles **Rocaie Outline** and **Rocaie Magnum**.

Have as much fun as I did with this Baroque beauty and enjoy the vintage.



scan of three upper case I letters



*antique gilding letters,
brass molded and engraved
(image is mirrored)*

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

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

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

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

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

Rocaie Regular + Fill Leaf Down + Fill Leaf Top

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

Rocaie Solid + Fill Solid Center + Fill Leaf Down + Fill Solid Top + Fill Light All + Fill Leaf Top

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

Rocaie Solid + Fill Solid Center + Fill Solid Down + Fill Line down + Fill Light Center + Fill Leaf Top

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



Main Font Styles

Regular **A B C D E F**

Pearl **A B C D E F**

Solid **A B C D E F**

Outline **A B C D E F**

Magnum **A B C D E F**

Helper Font Styles

Cloud **A B C D E F**

Shadow **A B C D E F**

Fill Font Styles

Fill Light All **A B C D E F**

Fill Light Top **A B C D E F**

Fill Light Center **A B C D E F**

Fill Light Down **A B C D E F**

Fill Leaf All **A B C D E F**

Fill Leaf Top **A B C D E F**

Fill Leaf Down **A B C D E F**

Fill Solid Top **A B C D E F**

Fill Solid Center **A B C D E F**

Fill Solid Down **A B C D E F**

Fill Line All **A B C D E F**

Fill Line Top **A B C D E F**

Fill Line Down **A B C D E F**

SOIRÉE CRÊPES

PLACE DU MARTRAY, LA ROCHE DERRIEN





ococo, or “Late Baroque”, was an exuberantly decorative 18th century European style which was the final expression of the baroque movement. It pushed to the extreme the principles of illusion and theatricality, an effect achieved by dense ornament, asymmetry, fluid curves, and the use of white and pastel colors combined with gilding, drawing the eye in all directions. The ornament dominated the architectural space.

The Rococo style of architecture and decoration began in France in the first part of the 18th century in the reign of Louis XV as a reaction against the more formal and geometric Style Louis XIV. It was known as the style rocaille, or rocaille style. It quickly spread to other parts of Europe, particularly Bavaria, Austria, Germany and Russia.

TYSON'S

BARBERSHOP & SUPPLY

MANDEL

Solo & Trio

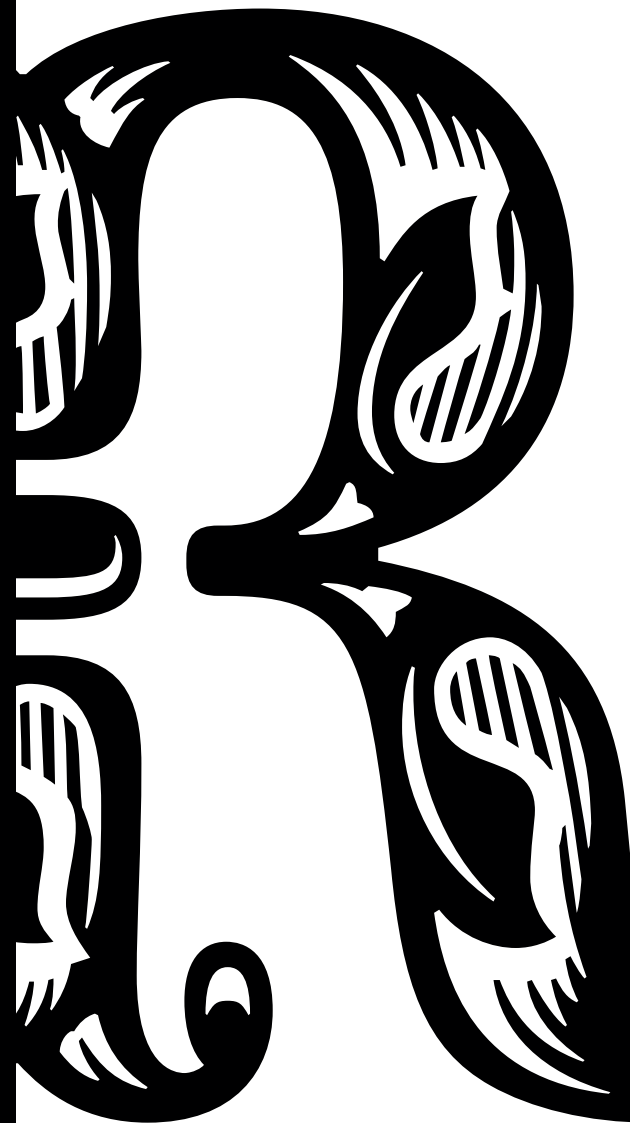
CONCERT FOR VIOLIN AND
BASSO CONTINUO





ARR

The image features three stylized, gold-colored letters: 'A', 'R', and 'R'. Each letter is rendered with a thick, metallic gold finish and is set against a solid black background. A vibrant blue shadow is cast beneath each letter, giving them a three-dimensional appearance. The 'A' is a classic serif style with a pointed top and a wide base. The first 'R' is a decorative, calligraphic style with a large, sweeping curve and a small flourish at the bottom. The second 'R' is a more ornate, symmetrical version of the first, featuring intricate scrollwork and a central vertical stem. The overall aesthetic is reminiscent of vintage graphic design or classic typography.



ATYPE.DE

