The Macklin family is a strong, adaptable family that is excellent for branding, headlines and other display uses. The simple shapes, open counters and apertures are wide and clear making it a good choice for short blocks of text copy in both print and on-screen environments. The lightest and boldest weights create inviting banners and headings, while the midrange designs are perfect for navigational links, sub heads and blocks of copy.

Previously, typefaces had been largely constrained to books, but the arrival of advertising meant businesses were clamoring for typefaces that could grab the attention of passersby and help sell their wares. Verlomme dived deep into Figgins’ work while researching Macklin, but this typeface is explicitly not a historic revival. Macklin pays respect to Figgins, but puts a distinct twist on its typographic predecessor, pushing the family to a place that’s more suited to contemporary use.