The printer, he discovered, had the final say on how a piece of writing would be perceived. Those cold letters, forged in heat, sway the reading public in ways that even the most astute among them will never understand. Grayson understood, and he knew something else: that a printer need not be bound to the types offered by a foundry. A letter Q could be drawn a million ways, and he could create his own.

John Dunning
The Bookman’s Wake (1995)