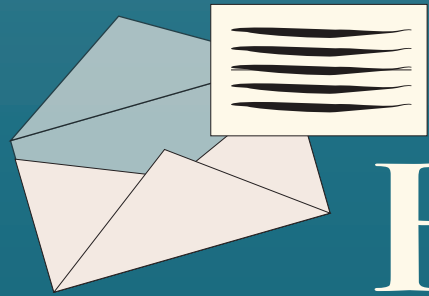




BODONI!

Type Specimen Book





History

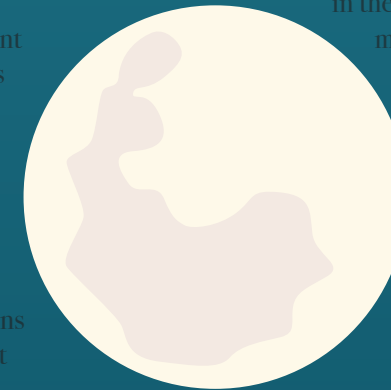
The typeface was first designed in 1798 by Giambattista Bodoni, an expert printer who ran a printing-office under the Duke of Parma. He was a prolific type font designer and this particular font was highly influenced by the work of John Baskerville. He studied the work of others, but his typeface was his style. The design of Bodoni's type was permitted by and showcased the quality of his company's work in metal-casting, printing and of the paper made in Parma.

When it was first released it was called a classical design because of the rational structure. Soon, it came to be called a modern serif font. Bodoni's later designs of the typeface are called modern and the earlier designs of it are now called transitional. There are also some version of Bodoni that are said to be difficult to read because of the alternating thick and thin strokes, mainly as the thin strokes are very thin at small point sizes.

Bodoni typeface has a long list of revivals and variants. Two of the more successful include ATF Bodoni and Bauer Bodoni. American Type Founders' Bodoni series was first released in 1909 and was the first American direct rival of Bodoni's work. These variants were designed by Morris Fuller Benton. His design captured the flavor of Bodoni's original while emphasizing legibility. . This series includes 15 different font families. The Bauer Type Foundry design was drawn by Heinrich Jost in 1926. This design emphasizes the extreme contrast between hairline and main stroke. This series includes 5 different font families. There is also a Poster Bodoni variant that was created by Chauncey H. Griffith in 1929.

The Bodoni typeface has been used for a wide variety of different materials. In the eighteenth century it was used in Italian books to 1960s periodicals. In the 21st century, the late manner versions were used in advertising. The early manner versions were used for fine book printing. There is a list of about 15 different companies that

uses the Bodoni typeface or one of its variants. One of the earlier publications using Bodoni was Dante's La Vita Nuova in 1925. A good example of the design capabilities is Chauncey H. Griffin's Poster Bodoni™ is used in neon signs and most recognizably in the poster for the movie and play Mama Mia! as well as the movie poster for Black Dahlia.



In advertising Bodoni has been used in many logos because of its classic style including Guerlain, Elizabeth Arden, Giorgio Armani and the classic "CK" for Calvin Klein. In magazine publications such icons as Harper's Bazaar and the classic architecture magazine Metropolis both use Bodoni as their basic text font. In addition, Elle magazine has used it for logo and titles.



Bodoni 72 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!/?@#\$\$%^&*



Bodoni 72 Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*1234567890!/?@#\$\$%^&**



Bodoni 72 Book Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!/?@#\$\$%^&*

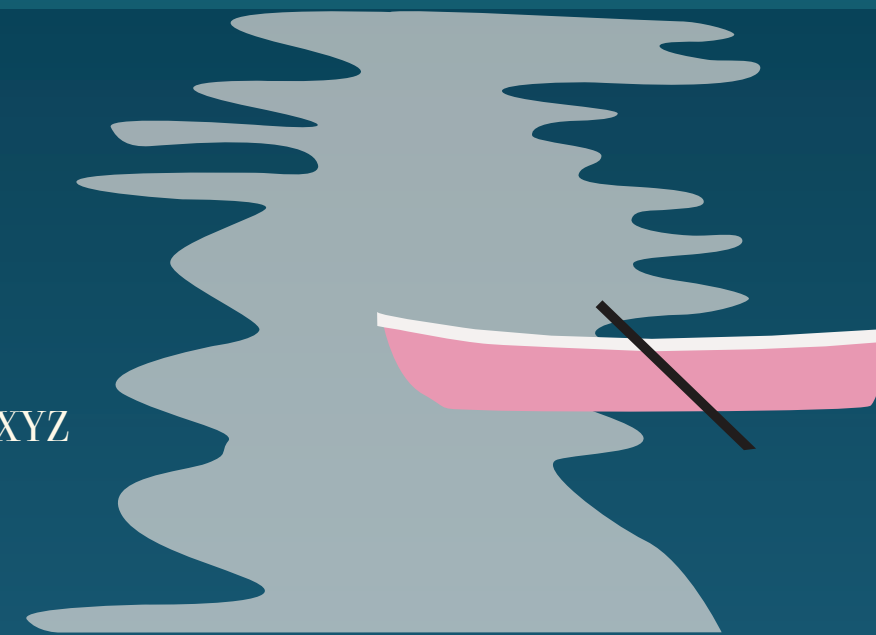


Bodoni 72 Oldstyle

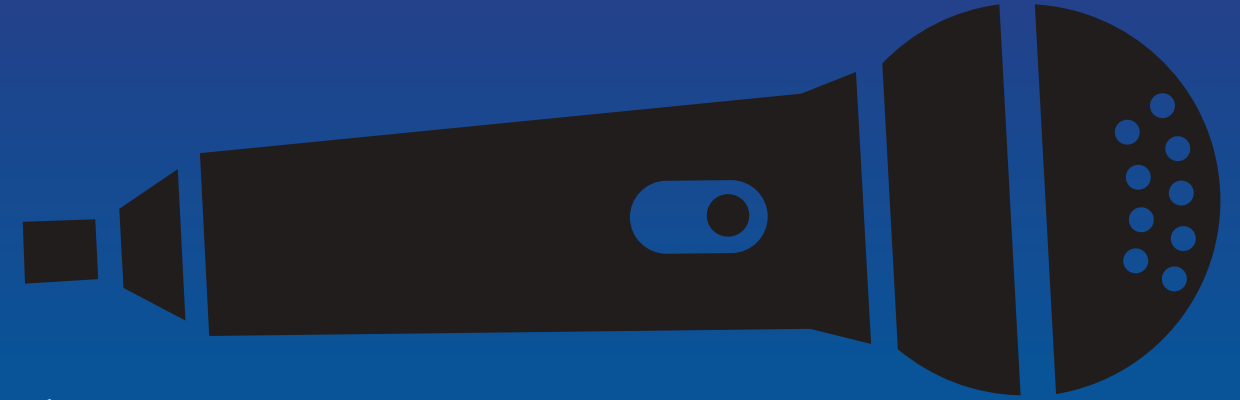
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abcdefghijklmnopqrstuvwxyz

1234567890!/?@#\$\$%^&*



General Anatomy

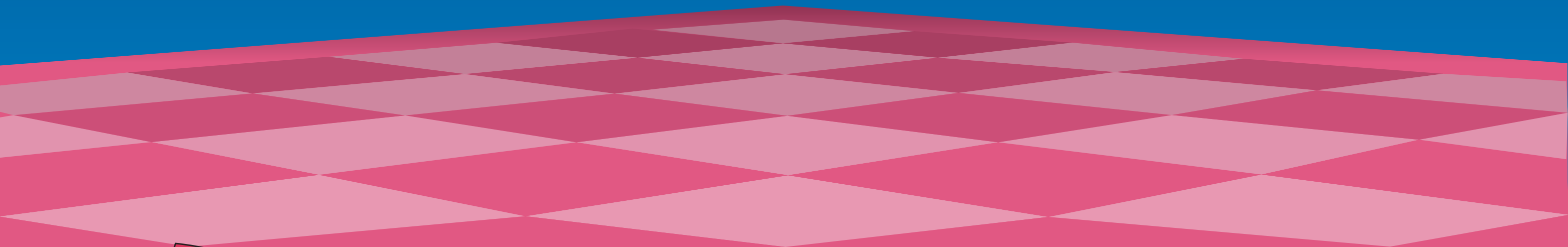


cap line
mean line
baseline

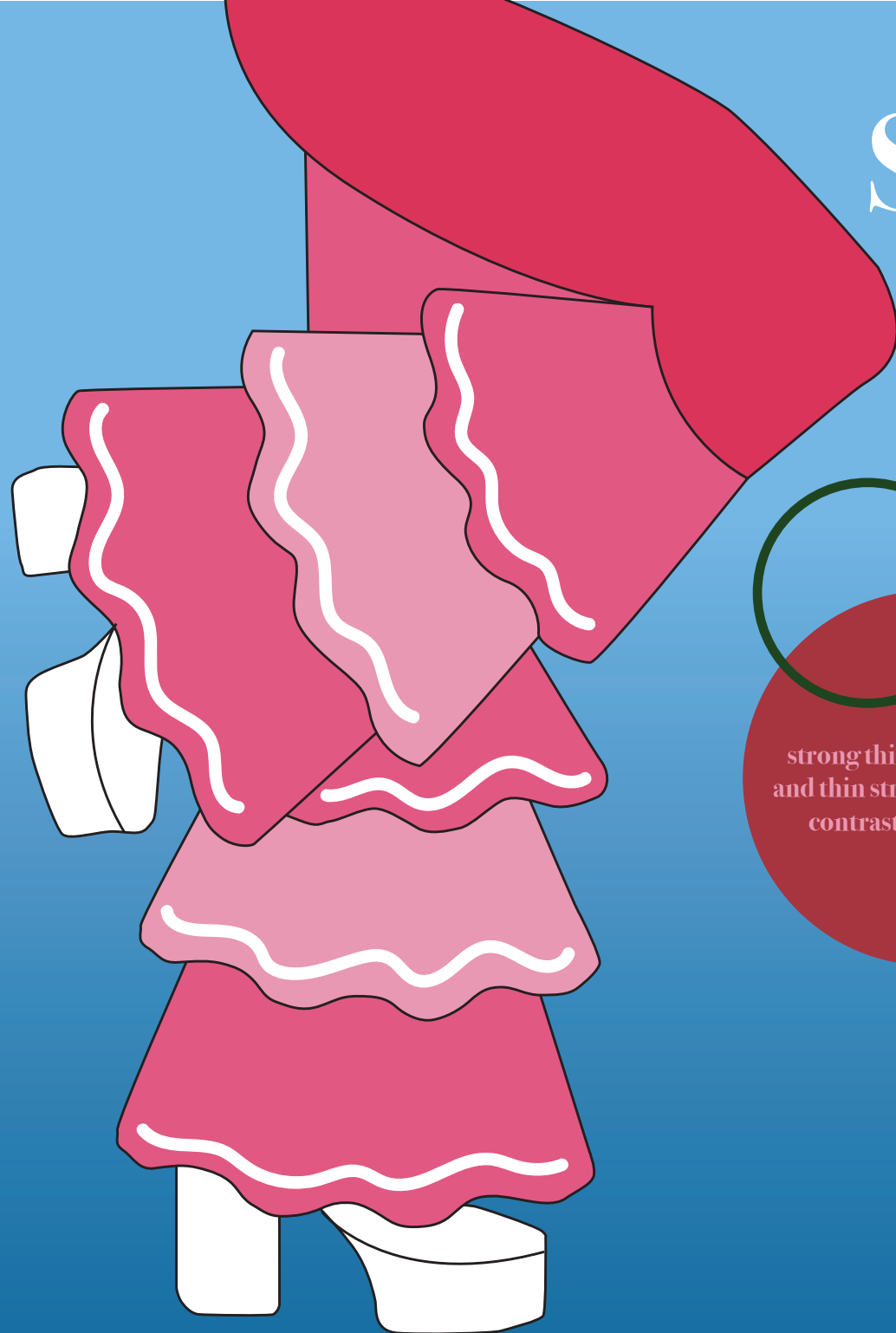
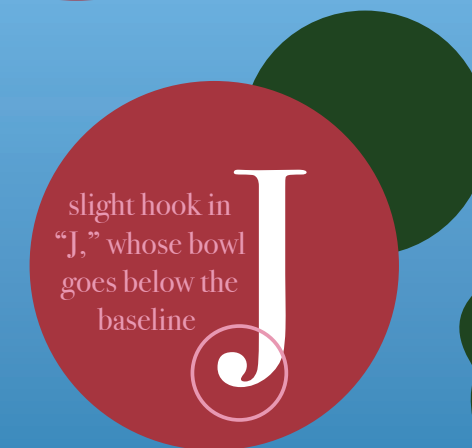
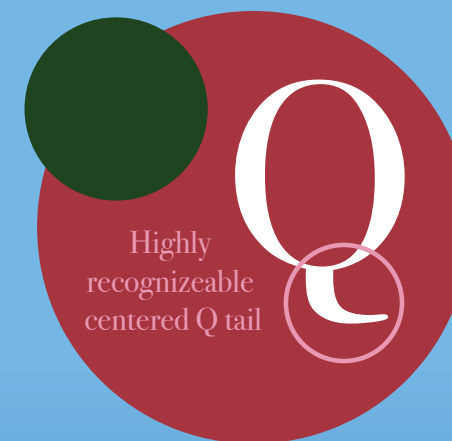
serif
teardrop terminal
ascender
x-height
stem
counter
bowl
aperture

I have a dream...

...a song to sing



Special Characteristics







Dancing Queen