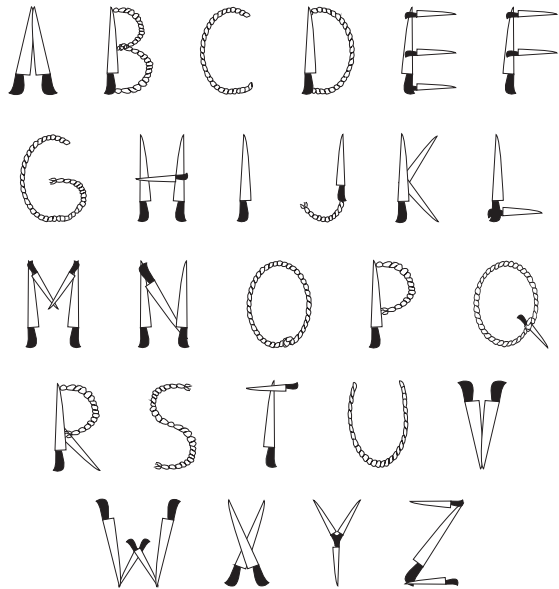




## Transitional – High Contrast Font



*John Baskerville,* the designer who created the font Baskerville, in 1754, was a talented calligrapher as well as printer and typesetter in his time. In his youth he experimented with calligraphy and the high contrast in letter-strokes. Baskerville redesigned the press that he was working on to have more details show up in his letters. He changed the material, thickness, and even heat



of the plates on his press; to get the results he wanted. Baskerville influenced the modern typefaces of the future with its high contrast letterforms and serifs. Baskerville is identifiable by its high contrast between thick and thin strokes, and its crisp edges. Easy legibility made it popular for print.



At the time of Baskerville's creation, Romain du Roi had just been commissioned and had been spread across Europe. Baskerville was created to look softer and more light/ open. Due to its classical and elegant feel the Baskerville font is widely used in academic publications today, but was mainly used to add length or importance to manuscripts, back in the day, due to the amount of space it took up. Baskerville is the poster child of transitional fonts, it has finer strokes, sharper, bracketed serifs and a more vertical axes than humanist fonts. Baskerville medium contrast in relation to old style or modern typefaces. As well as the serifs being slightly more horizontal than old styles', and a small x-height in relation to its larger cap-height.