

BODONI

A typeface tailored
for luxury

Bold, Beautiful, and
Brilliant: *It's Bodoni*

A modern masterpiece,
blending the old with
the new

GLAMOUR REDEFINED:
A timeless type face you
need to use now

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BODONI 72

FOUNDED BY ITC

DESIGNED BY SUMNER STONE, HOLLY
GOLDSMITH, JAMES PARKINSON, AND
JANICE FISHMEN IN 1994

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MEET BODONI 72's DESIGNER: SUMNER STONE

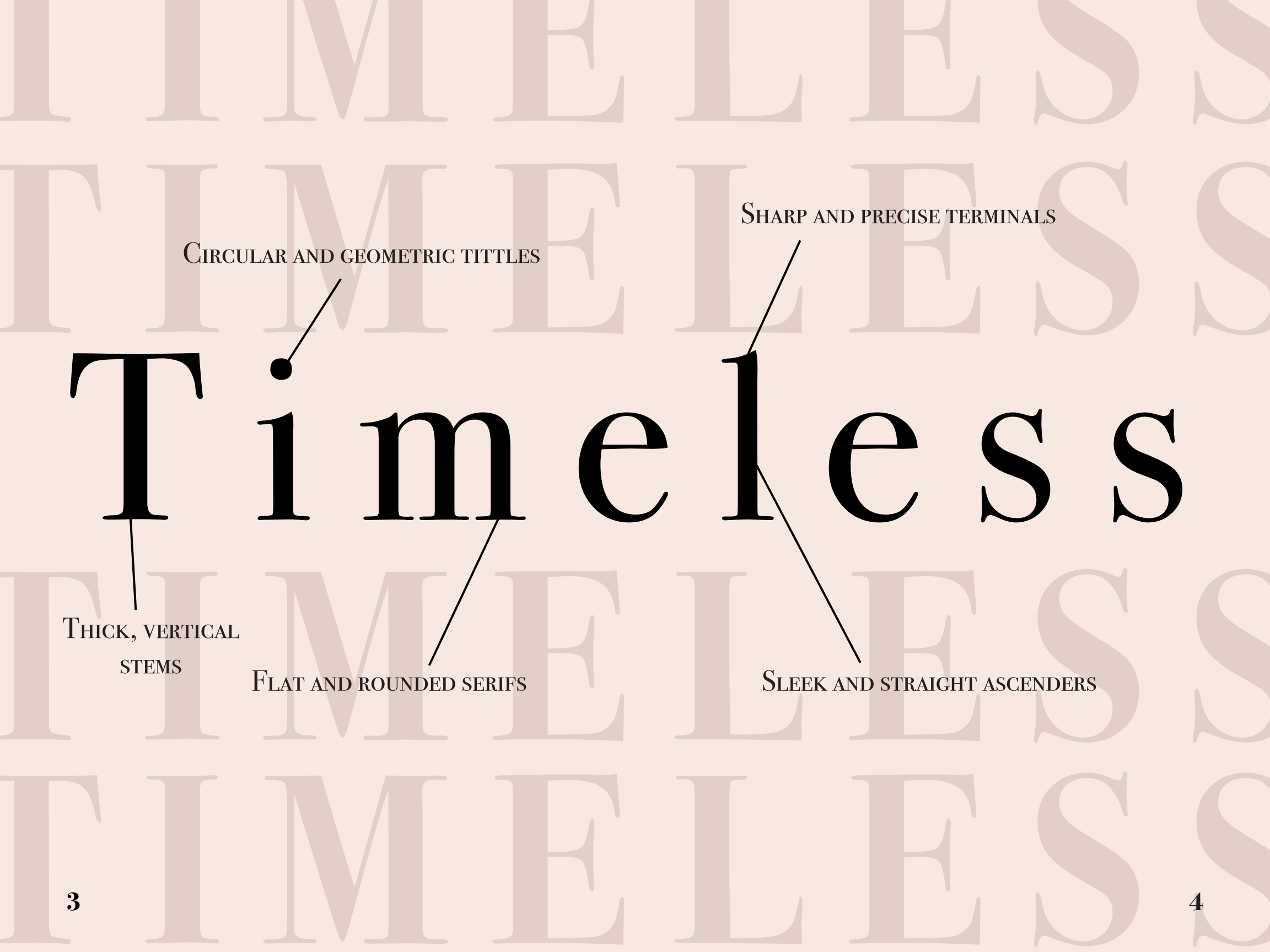
Multiple designers worked on the creation of Bodoni 72, which is apart of the ITC Bodoni series. These designers include Sumner Stone, Holly Goldsmith, Jim Parkinson, and Janice Fishman.

Sumner Stone was the designer that was **most apart of working on Bodoni 72**. Stone stuided at Reed College, graduating with a degree in sociology, and earning an MA in Mathematics from Sonoma State University. After Reed, Stone took calligraphy lessons with Lloyd Reynolds. He is the Founder of Stone Type Foundy Inc., which is located in ramsey, California. He has designed over 200 typefaces.

Stone has taught calligraphy, type design, and typogarphy at various instituions. He was the *first Director of typography for Adobe Systems* where he has implemented Adobe's typographic program.

He established Adobe's Type Advisory Board. Stone was also responsible for inventing Adobe's Multiple Master technology and directing its beginning creation. He also is the author of "On Stone: The Art and Use of Typography on the Personal Computer", and many other aricles about type design in books and periodicals.

abcdefghijkl
nopqrstuvwxyz
ABCDEF
GHIJKLM
NOPQRST
VWXYZ
0123456789



CIRCULAR AND GEOMETRIC TITLES

SHARP AND PRECISE TERMINALS

Timeless

THICK, VERTICAL
STEMS

FLAT AND ROUNDED SERIFS

SLEEK AND STRAIGHT ASCENDERS

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BODONI 72: THE TYPE USED FOR LUXURY

Massimo Vignelli, a designer who played an important role in promoting the Bodoni series, states that “Bodoni is one of the most elegant typefaces ever designed”.

Bodoni is commonly used in **headings** and **display** uses in upmarket magazine printing. Bodoni embodies the principles of *order, clarity, and balance*, which are qualities important to modern design. Not only is Bodoni popular in the fashion world, but it is also popular in the music industry, in restaurants and bistros, branding, literature, and for the film industry for posters and movies. Bodoni works in display typography, luxury branding, editorial design, and of course logo design.

The prestigious and elegant feel of Bodoni allows for it to be used widely and in various different industries. While Bodoni can also be elegant, it also holds a certain air of

“dazzle”. This is where the thick verticals of the type bring on the reader’s attention, causing them to struggle to concentrate on the other thinner strokes. For this reason, it’s important to use the correct optical size of this font.

The Bodoni type is most known for its *elegance, modern aesthetic, and historical significance*. Bodoni is a **modern serif typeface** that is characterized by its bracketed serifs, geometric letterforms, and high stroke contrast.

Bodoni is well-suited for *display typography, luxury branding, and editorial design*. It is a significant part of typography history because of its modernity and versatility.

Bodoni’s shines in its versatility and variety, being able to bridge the past and present of typography. It maintains and upkeeps relevance across all times. Bodoni is **timeless**.

HISTORY OF BODONI

Giambattista Bodoni is credited and known as the original designer of the Bodoni typeface. It was originally designed in 1798. Bodoni's goal in design was to *create a modern style for the era he lived in*. Bodoni began to become the new standard for typographical elegance.

In the early 1900s, the **American Type Foundry (ATF)** issued various new types of Bodoni typefaces. These became more popular and soon other variations and designs of Bodoni followed by.

Bodoni 72 was designed by the **International Typeface Corporation (ITC)**. They worked on the ITC Bodoni series, which was designed to modernize and refine Bodoni's original typefaces for contemporary use.

Bodoni 72 is represented as the *largest optical size in this Bodoni family*, and it was released in 1994. This type series was designed and tailored from the original font to optimize legibility and aesthetic appeal at various sizes and sizes. Bodoni 72 is commonly used for screens and websites.

The designers involved in the ITC Bodoni series, which includes Bodoni 82, were *Sumner Stone, Holly Goldsmith, Jim Parkinson, and Janice Fishman*. Bodoni 72 was designed for larger and internal display sizes and was based off Bodoni's Papale. They worked to ensure that Bodoni was suitable for digital applications while maintaining the elegance of Bodoni's original design.



Bold

Bodoni 72 Book

Classic

*Bodoni 72 Book
Italic*

Stylish

*Bodoni 72 Oldstyle
Book Italic*

Modern

Bodoni 72 Bold

Ornate

Bodoni 72
Oldstyle Bold

TYPOGRAPHIC TERMS

- Bodoni 72 is a *serif* typeface, meaning that this type features small lines or serifs that are attached to the ends of its strokes.
- Bodoni 72 has contrast between thin and thick strokes. Since this type was designed specifically for large display sizes, this contrast is emphasized.
- It's used for display use, so Bodoni 72 has tight and balanced kerning. Its spacing is optimized for legibility and appeal at larger sizes.
- Bodoni 72 belongs to the **Didone** or modern style, which is a category in serif typefaces that have flat and horizontal serifs with no brackets, strong geometric shapes, and a vertical axis.
- Bodoni 72 also includes **swashes**, which are decorative extensions on the capitals.
- Bodoni 72 includes hairline strokes and elongated ascenders and descenders.



“The letters don’t get their true *delight*, when done in **haste** & **discomfort**, nor merely done with **diligence** & **pain**, but first when they are created with *love* and *passion*.”

— GIAMBIASSTA BODONI

“Elegance is not about being *noticed*, it’s about being **remembered**.”

— GIORGIO ARMANI



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MEET THE ITC FOUNDRY THAT CREATED BODONI 72

ITC (The International Typeface Corporation) was a type manufacturer created in 1969 in New York by Aaron Burns, Herb Lubalin, and Edward Rondthaler. ITC was one of the world's first type foundries to have no history in the production of metal type. This company was founded to license, design, and market typefaces for computer set types and filmsetting types internationally. They create new designs and revivals of older types, to be suitable for digital typesetting.

Where to Find *Bodoni 72*

Bodoni 72 can be found through most major font marketplaces, such as MyFonts or Adobe Fonts. It can also be found on platforms such as ParaType, which allow you to try the font before purchasing. It costs \$29.99.



Contact

Sumner Stone can be contacted through his LinkedIn and through his company: Stone Type Foundry.

ITC no longer exists independently but they are now apart of “Monotype”. They can be contacted through their website: monotype.com.

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COMMUNICATIONS

THE MAKING OF THIS SPECIMEN
INCLUDED ME BINGING MULTIPLE
EPISODES OF YELLOWJACKETS
AND TWD, MANY SLEEPLESS
NIGHTS, AND AT LEAST 5 CUPS OF
COFFEE. THIS BODONI
BOOKLET WAS DESIGNED,
PRINTED AND BOUND BY
OLIVIA NGUYEN USING THE
NEWEST VERSION OF ADOBE
INDESIGN.

The essence of sophistication.