

Bodoni

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The Bodoni of Morris F. Benton appeared in 1911 with American Type Founders.

Giambattista Bodoni (1740–1813) was called the King of Printers and the Bodoni font owes its creation in 1767 to his masterful cutting techniques. Predecessors in a similar style were the typefaces of Pierre Simon Fournier (1712–1768) and the Didot family (1689-1836).

The Bodoni font distinguishes itself through the strength of its characters and embodies the rational thinking of the Enlightenment. The new typefaces displaced the Old Face and Transitional styles and was the most popular typeface until the mid-19th century. Bodoni's influence on typography was dominant until the end of the 19th century and, even today, inspires new creations. Working with this font requires care, as the strong emphasis of the vertical strokes and the marked contrast between the fine and thick lines lessens Bodoni's legibility, and the font is therefore better in larger print with generous spacing.

Designers: Giambattista Bodoni,
Morris Fuller Benton
Design date: 1909-1939