

Bodoni

An elegant, rational modern serif

Designed by Giambattista Bodoni, the Bodoni typeface emerged in late 18th century, directly influenced by political-social context of the Enlightenment and the re-signification of rational values and scientific rigor, abandoning any human traits in its design.

Due to its minimal appearance, strongly modulated and fine line, Bodoni is still associated with an elegant aesthetic, used constantly in fashion contexts.

Classified as a modern serif, Bodoni has a perfectly vertical axis, very thin unbracketed serifs, and strong modulation. Its design connotes an elegant and clean aesthetic, constantly associated with fashion.

Research sources:

Lecture “Didot: Enlightened Refinement”;

Wikipedia: <https://pt.wikipedia.org/wiki/Bodoni>;

Fonts.com: <https://www.fonts.com/font/linotype/bodoni/story>;

Linotype: <https://www.linotype.com/170/bodoni-family.html>.