



strong verticals

contrast between thick and thin

hairline strokes

G iambattista Bodoni designed his typeface in the 1700s in Parma Italy where he worked as a type designer and printer. Bodoni has been called “The King of Printers” for his incredible printing capabilities. He was able to print fonts like Bodoni that have extreme thicks and thins that would normally cause the cuts to break on a lower quality printer.

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

unbracketed serifs

ball terminals

geometric structure

BODONI

“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.”

-Giambattista Bodoni

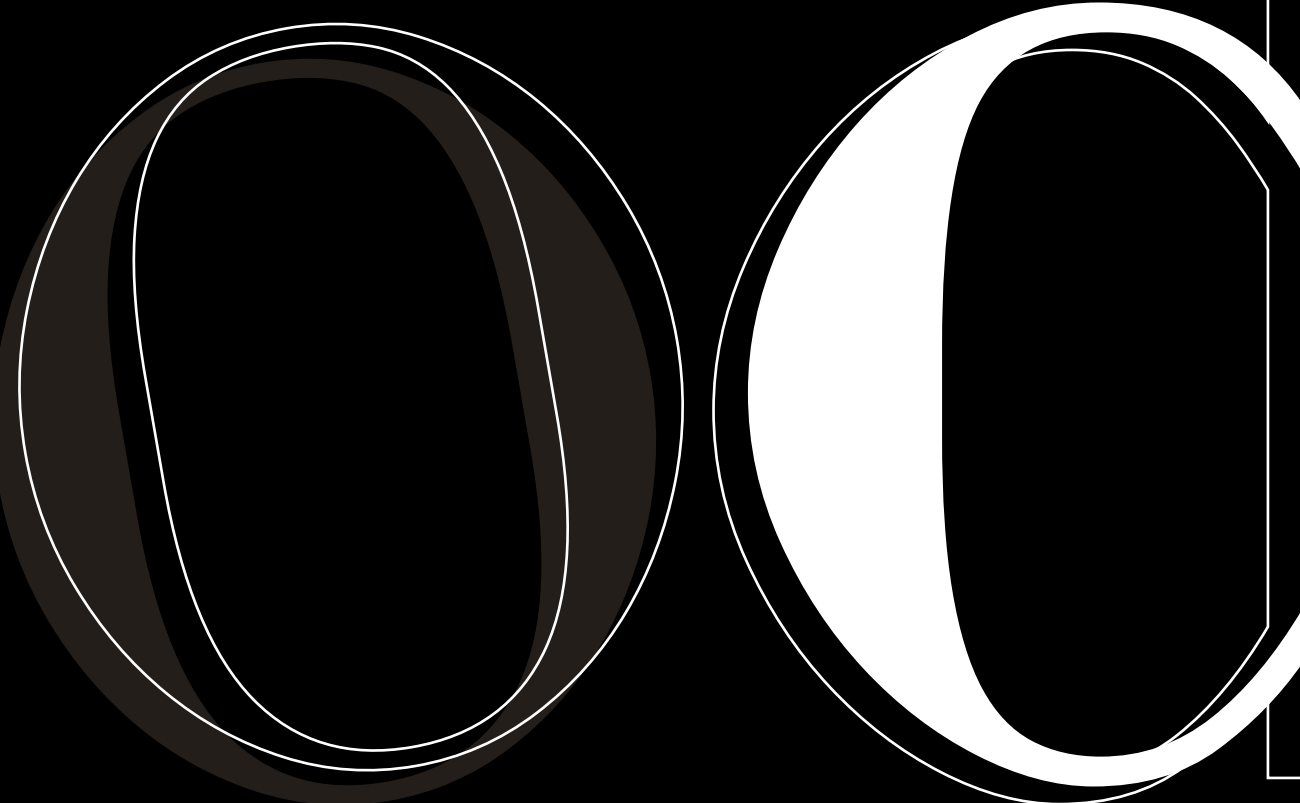
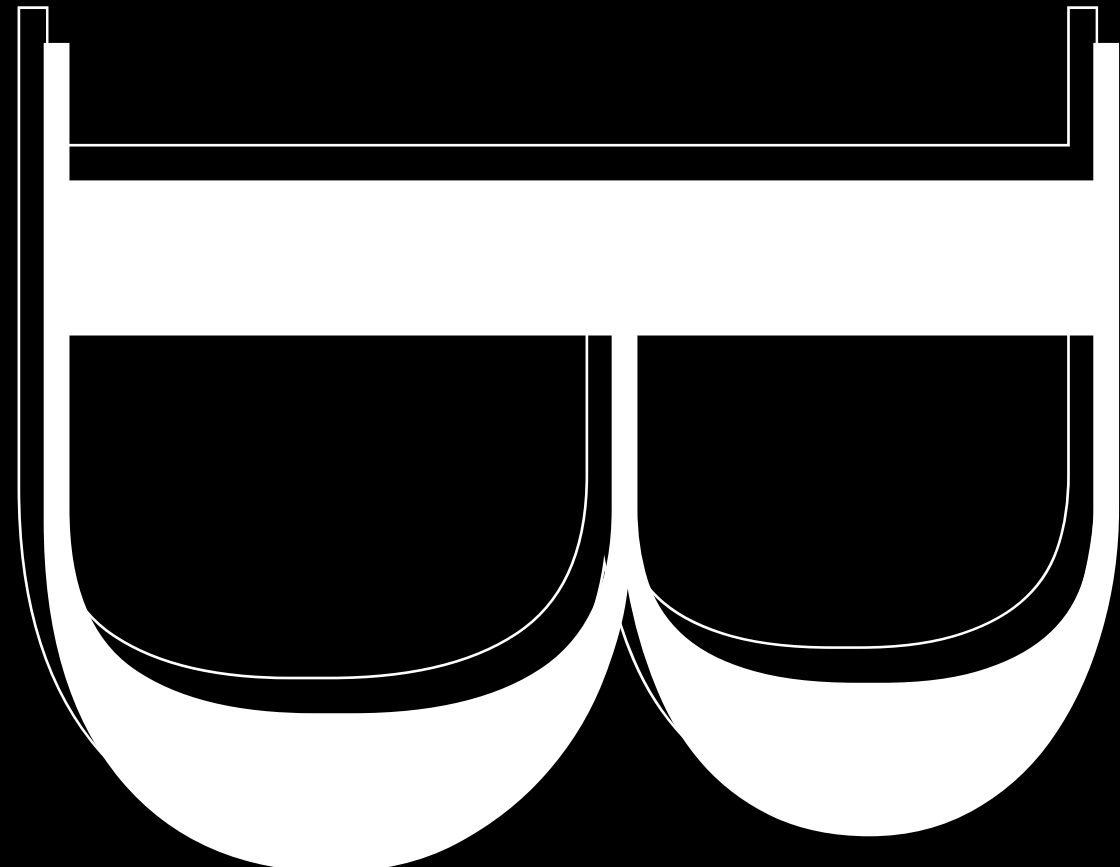
Many people say Bodoni can be a difficult font to read, especially at a smaller size, due to the hairline strokes that make it up. This is why the font is used best a large size and with generous line spacing and kerning. Bodoni had been used in a few recognizable places, including the album artwork for Lady Gaga’s self-titled album, Nirvana’s logo, and the poster for the movie *Mamma Mia!*

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GIAMBATTISTA



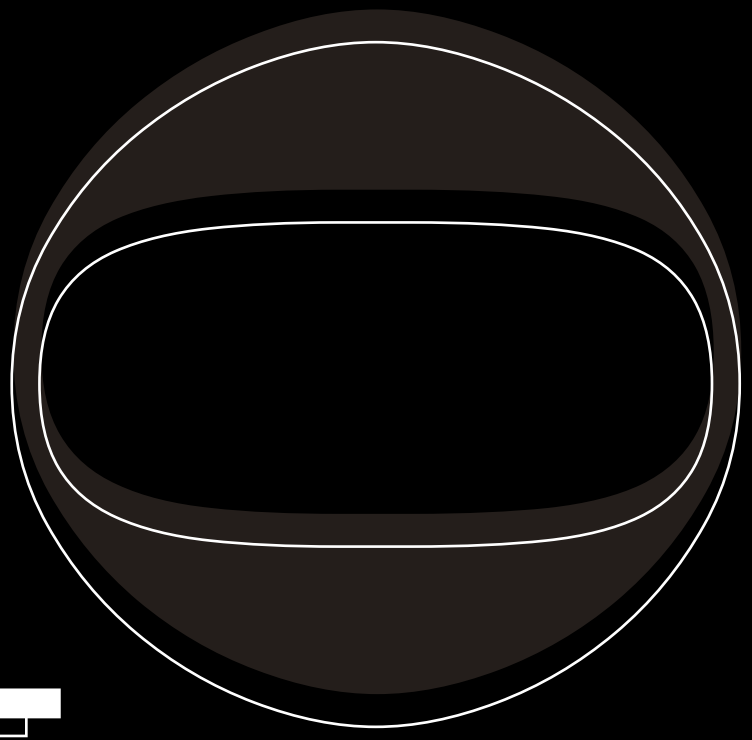
Smells Like Teen Spirit

by: Nirvana

Load up on guns,
Bring your friends
It's fun to lose and to pretend
She's over bored and self assured
Oh no, I know a dirty word

With the lights out,
It's less dangerous
Here we are now, entertain us
I feel stupid and contagious
Here we are now, entertain us
A mulatto, An albino,
A mosquito, My libido

I'm worse at what I do best
And for this gift I feel blessed
Our little group has always been
And always will until the end



PARMA, ITALY
1798