

wears many hats

...the timeless fashion of Didot


A history of innovation

Didot is grounded in innovation. Firmin Didot created it as an extension of the principles of Enlightenment. The growing values of human rationality and individuality are evident in Didot's unique thin hair lines and grounded thick strokes. Contemporarily, Didot has been adopted by many fashion magazines, including Vogue and Harpers Bazaar, for its elegant quality.









A concept of history

This deck of cards reflects Didot's fashionable qualities, both in its use in fashion publications and how the typeface is a trendsetting reflection of French fashion in itself. It reflects Didot's similarities to fashion and trends using its anatomy as a base. Each letterform is an innovative use of form, space and contrast, reflecting principles of both modern type and French fashion.

Card color

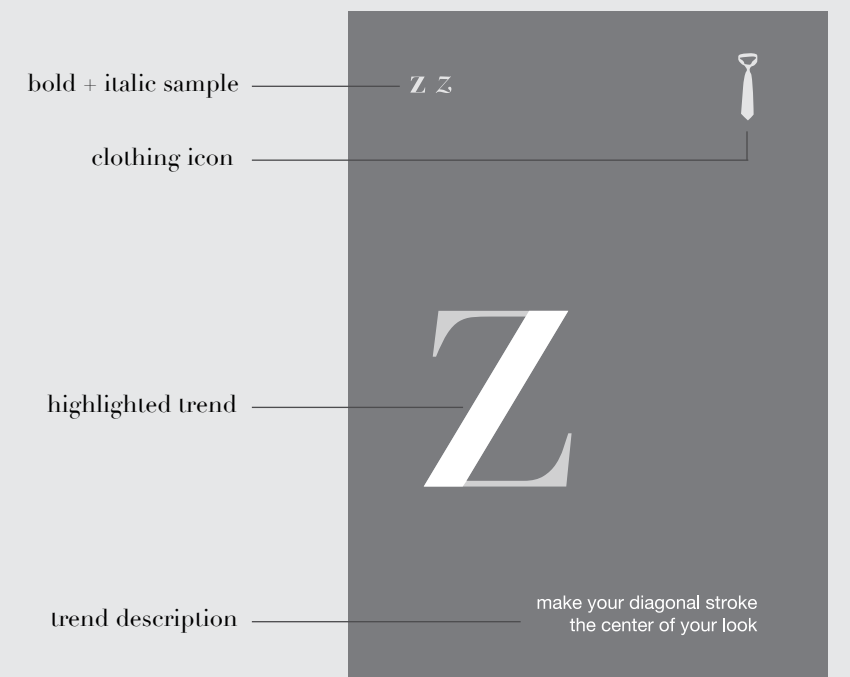
	ready-to-wear
	resort
	haute couture

Icons

	accent		terminal
	vertex		serif
	ascender		stroke
	descender		bowl + counter

A deck of style

The color of the card corresponds to the type of runway show the glyph exudes: ready-to-wear for stroke-based glyphs, resort for curve-based glyphs and haute couture for accent-focused glyphs. The card also has an icon showing an item of clothing that represents the highlighted feature. The bold and italic sample is a reference to the Didot family's type foundry roots.



a *a*



a

create unexpected shapes
with your counter

b *b*



b

contrasting strokes in your bowl
creates a classic silhouette

c *c*



c

add a thin finial for
a carefree touch

d *d*



d

point your serifs in opposite
directions to add movement

e *e*



e

make your eye a focal point
with contrasting strokes

f *f*



f

embellish your hook
with a ball terminal

g *g*



g

ears and loops create
a dramatic silhouette

h *h*



h

keep your shoulder interesting
with contrasting strokes

i *i*



i

tittles add quirk
to a classic look

j *j*



j

arc of stems bring a casual
touch to a thick stem

E E



E

ragged beaks give
you an edgy look

D D



D

bowls don't have to be
boring—make it a crescent

C C



C

create a slightly uneven axis for
a rebellious spin on a classic look

B B



B

extending your stroke adds
unexpected sophistication

A A



A

contrast is key, down
to the cross bar

J J



J

a thick stem contrasts
a ball terminal

I I



I

sometimes a stem and
serifs are all you need

H H



H

keep your serifs
symmetrical

G G



G

add a spur for
an edgy touch

F F



F

make your arm
your centerpiece