

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

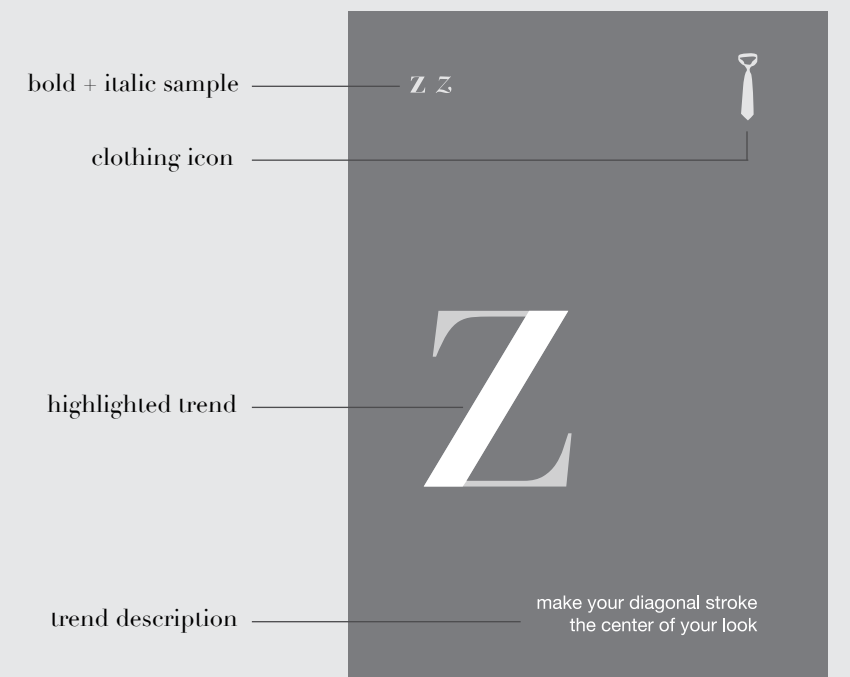
| | |
|---|---------------|
|  | ready-to-wear |
|  | resort |
|  | haute couture |

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

k *k*



k

a thick stem creates
a structured look

p *p*



p

make your bowl
your centerpiece

l *l*



l

an ascender takes your
look to new heights

q *q*



q

descenders create a
professional silhouette

m *m*



m

contrasting strokes on your
shoulders makes a fun look

r *r*



r

long serifs contrast a
whimsical ball terminal

n *n*



n

place a serif on your stem
to start a look with class

s *s*



s

a thick spine creates
a whimsical look

o *o*



o

using stroke, create a
unique bowl

t *t*



t

create your own terminal,
like this crescent

O O



smooth stroke transitions
bring a dreamy quality

N N



add vertexes in
unexpected places

M M



mirror structure with
contrasting strokes

L L



don't restrict yourself to one terminal—
mix it up with a beak and serif

K K



have your arm and your leg
in different stroke widths

T T



mirror arm structure
across your stem

S S



beaks add an edgy
touch to a soft spine

R R



add a personal
flourish to your leg

Q Q



tails take your look
to dramatic heights

P P



be subtle with
your hair lines

u u



U

point your serif in the same
direction for a polished look

v v



V

intersect your stroke and
hair line at the vertex

w w



W

build your own letterform
using others

x x



X

weave your hair line under your
stroke for a feminine touch

y y



y

add a ball terminal to your
descender for a youthful touch

z z



Z

make your diagonal stroke
the center of your look

o o



O

take inspiration from
other letterforms

2 2



2

create contrast
with your terminals

4 4



4

create contrast with
your terminals

6 6



6

mirror the look of other
letterforms' bowls

Y Y



draw attention to your arm
by making it the thinnest stroke

X X



make your serifs on thick strokes
the same size as th thin for contrast

W W



create new shapes
using your vertexes

V V



hair lines add a soft,
feminine touch

U U



softly transition from
thick to thin strokes

7 7



create your own terminal,
like this semi-ball look

5 5



add a flourish for
an extravagant touch

3 3



contrast is key—use intersections
to highlight stroke differences

1 1



take inspiration from history,
like this Roman look

Z Z



large beaks contrast
a thick diagonal stem

8 8



intersecting thick and thin strokes
creates a feminine silhouette

9 9



add some fun to your look
with a looped ball terminal