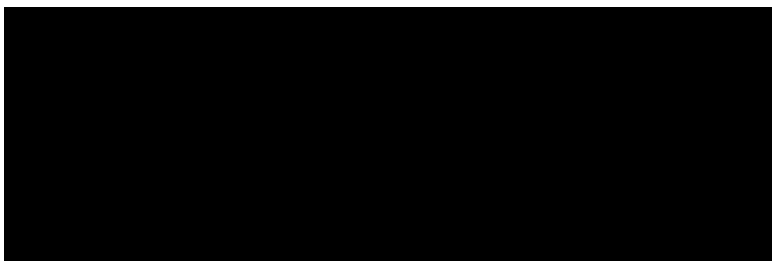


BODONI

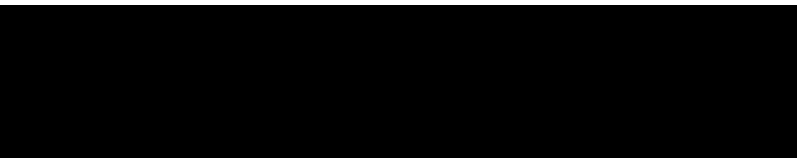
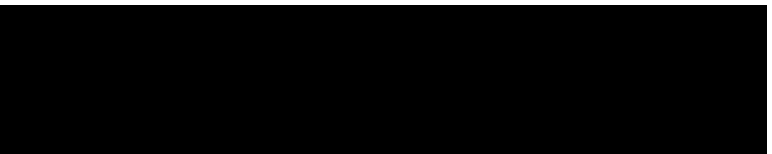


A FEW WORDS ABOUT THE TYPEFACE



References

- <https://en.wikipedia.org/wiki/Bodoni>
- <https://www.fonts.com/font/linotype/bodoni/story>
- <https://www.prepressure.com/fonts/interesting/bodoni>



A brief history

This typeface was created by Giambattista Bodoni, an Italian type designer, in the late eighteenth century. He drew his inspiration from French type founders Pierre Simon Fournier and Firmin Didot. It was used in 18th century books and periodicals. The strokes were more modulated and had a more vertical axis, which signified developing printing technology. He followed ideas of John Baskerville but his designs varied throughout his career.

Describing the font

The original design had a bold look with contrasting strokes (more modulation) and an upper case that was a bit more condensed than the earlier font, Baskerville. The design was recut in 1907 by American Type Founders' Morris Fuller Benton and this version is what is still in use today. The unbracketed serifs and even geometric styling has made this a popular font seen in almost every kind of typesetting situation, but derivations like Poster Bodoni are particularly well suited for title fonts and logos and the book version is suitable for body text.

